Preservation As A Service

Introduction to Atos Digital Content Marketplace

Turn your digital content into value

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The Agenda

• Mark HURD and Thierry BRETON discussing on Digital Content Marketplace (DCM)

• Why we have launched DCM ?

• A Platform to unleash digital content potential
DIGITAL CONTENT MARKETPLACE

Mark HURD, President of Oracle and Thierry BRETON, CEO of Atos Origin
Discuss on DCM

http://www.youtube.com/watch?v=0vmWmpuRkGg
Why DCM?

• PROVIDE SOLUTIONS to buy STORAGE AND COMPUTING CAPACITY as a COMMODITY by decreasing dramatically the Middleware and Infrastructure cost

• UNLEASH Digital Content potential to IMPROVE COLLABORATION between and inside organizations, to deliver a POWERFUL KNOWLEDGE and LEARNING PLATFORM

• ENABLE B2B, B2C REVENUE MODELS in top of Digital Content Through INNOVATIVE APPS (web, mobile, IPTV) and BUSINESS SOLUTIONS

TO PROVIDE SOLUTIONS TO DECREASE INFRASTRUCTURE & OPERATIONAL COST

TO FACILITATE COLLABORATION BETWEEN PEOPLE, CONTENT PROVIDERS AND ORGANIZATIONS

TO OFFER AN INNOVATIVE PLATFORM TO MONETIZE DIGITAL CONTENT
Why DCM?

Because we understand that your content should be consumed FROM HERE

But we also understand that your core business and principal focus ARE HERE

And you need to reduce the cost of your infrastructure
Why DCM?
We are developing 4 concepts

•THE VALUE IS INSIDE YOUR DIGITAL CONTENT NOT IN YOUR INFRASTRUCTURE AND ICT.

- TECHNOLOGY IS A COMMODITY, YOUR EXPERTISE IS THE KEY
- YOUR VALUE IS SLEEPING INSIDE YOUR DIGITAL CONTENT
- DON’T BUY A PRODUCT, BUY A BUSINESS SOLUTION
- DRINK A GLASS OF WATER IS NOT FREE

VALUE CHAIN

USER DIGITAL EXPERIENCE SATISFACTION
Why DCM?

CONCEPT 1

**APPs PLATFORM** to build B2C applications to consume your digital content contextually, in ubiquity, and socially

- Atos Origin
- Library
- Museum
- University
- Institution
Why DCM?

Apps Platform  Use case examples

DCM Museum Platform
3D interactive Augmented Reality Dinosaur

Interactive experience between end-users and museum content through a mobile application.

» Help museums and similar institutions to build their virtual museum and to deliver a range of innovative services to target their audiences and to unleash their digital content potential. Features: Virtual Navigation, Multimedia Information, Social Network, e-Commerce, Serious gaming and e-Learning.

DCM Education Platform:
K12 application

» DCM e-learning solution will enable active digital learning, participatory learning, multi-disciplinary networks and cross-collaboration by connecting together students, teachers and allowing them to use and share digital content.
Why DCM?
CONCEPT 2

INTEGRATE PRODUCTS TOGETHER TO DELIVER A BUSINESS SOLUTION TO CONSUME DIGITAL CONTENT (ON PREMISE or ON ATOS CLOUD)

OUR BUSINESS SOLUTIONS PLATFORM IS OPEN TO OUR PARTNERS
Why DCM?
Business Solutions PF Some examples

More than a Federated Search engine

More than a Semantic Search engine

More than a Preservation platform

More than a Content Management platform
Why DCM?
CONCEPT 3: Collaboration + Trust

DCM Community = Collaboration + Trust

- LET YOUR DIGITAL CONTENT PROMOTE YOUR BRAND
- UNLEASH YOUR DIGITAL CONTENT POTENTIAL TO IMPROVE COLLABORATION AND SHARING
- ENABLE TRUST RELATIONSHIPS WITH YOUR PARTNERS AND END-USERS
Why DCM?

Concept 4 – Technology as a Commodity

YOUR BEST ASSET IS NO MORE YOUR TECHNICAL TEAM BUT YOUR EXPERTS TEAM who know how to select the right technology for the right need.
Why DCM?

Concept 4 – Technology as a commodity

Our positioning

Open Innovation
- Experts Network

Open Source
- For sustainability

Business solution
- By Customer request
Why DCM?
Concept 4 - Atos commitment (non-exhaustive list)

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DCM Business landscape and scope

DCM MARKETPLACE

Right Mgt, Syndication, Distribution, collaboration, content management, content monitoring, …

Canada

US

UK/FR

Morocco/Egypt

Russia

China/Singapore

Brazil

South-Africa

NZ or AU
DCM a platform to unleash Digital Content Potential

FIRST RELEASE IN JUIN 2011
DCM a platform to unleash Digital Content Potential

FIRST RELEASE IN JUIN 2011
Thanks for your attention.

Your questions, please!