**Launch of Atos Codex to help companies unlock the value of their data**

*Atos Codex is a fully integrated and cross market end-to-end analytics solution that enables organizations to maximize the value of their data quickly and cost efficiently*

**Paris, 07 April 2016 –** Atos, an international leader in digital services, today launched its fully integrated business-driven analytics solution – Atos Codex. According to Gartner, “by 2017, organizations using predictive business performance metrics will increase their profitability by 20%”[[1]](#footnote-1). Atos Codex provides data analytics end-to-end along the complete IT value chain. The services range from digital transformation strategy & consulting, use case business modeling, data science expertise, agile analytics deployment and ongoing evolution management.

**Ursula Morgenstern, Head of Global Consulting and Systems Integration at Atos,** said: “Data is the new black gold that is fuelling the digital revolution – but as oil, data is useless in its natural format and needs to be refined. Atos Codex offers organizations fast and cost efficient means to exploit the value of their existing data. With our proof of value approach we demonstrated in various pilots that the actual business value can be monetized quickly within weeks through our out of the box consulting and platform approach. In the digital era, smart use of data analytics is a competitive differentiator and we believe that with Atos Codex, we can help organizations stay one step ahead and become disrupters rather than being disrupted.”

Atos was named a [Visionary in the Magic Quadrant Business Analytics Services, Worldwide in September 2015 by Gartner](http://atos.net/en-us/home/we-are/news/press-release/2015/pr-2015_10_13_01.html). Atos believes that this is mainly due to the combination of Atos Codex platform being expanded with in-memory and big data appliances as well as Atos acting as an industrial transformation partner in Internet of Things (IoT) for operations intelligence, especially in manufacturing.

Atos Codex is based on a year-long cooperation with strategic partners, most notably Siemens. As part of this cooperation Atos and Siemens developed a joint advanced analytics platform architecture called Sinalytics. The scalable, pre-assembled and orchestrated platform has been designed from the ground up to be modular and vendor-agnostic, with a workflow-based approach to run in tandem with existing procedures. Close attention has been paid to security, data integrity and compliance with the various regulatory and legal requirements across Europe.

Atos Codex can be leveraged for almost every medium to large-scale enterprise acting in data intensive environments such as manufacturing, retail, telco, public administration, financial services, weather and climatology, defense, healthcare, transportation, media, energy and utilities. The Atos Codex platform is available as-a-service from the cloud within hours and on premise. Some examples of how Atos Codex enables a customer's digital transformation are highlighted below:

* **Boost revenue for telecommunication providers –** analyzes customer experience and network activities in real time to support creation of individually tailored marketing activities. For telecommunication providers, this enables them to turn their data into instant revenue-generating opportunities.
* **Minimize equipment downtime -** Through analyzing tool environment and diagnostic data, such as vibration, shocks and cumulative exposure to extreme conditions, Atos can predict necessary operating envelope monitoring and preventively replace parts to avoid downtime. This solution was created for and with a large company to reduce downtime and increase reliability. The Atos Codex platform and multi-skill approach provided quick and very valuable insights.

The Atos company Worldline, the European leader in the payments and transactional services industry is also using the analytical services within its BPO business model. It relies heavily on the capability to process high data volumes from multiple sources in real-time on an industrialized and fully automated platform. Billions of transactions and data are processed in real-time for needs such as fraud management in payment, ultra-personalization in retail interactions with consumers, new business models in drug reimbursements as well as predictive maintenance and innovative services through connected vehicles and home appliances. One example is described below:

* **Improving marketing interactions and a loyalty program –** For a major European airline company, Worldline created a data management and analytics solution to enrich the loyalty service it already provides. Worldline developed a data warehouse and analytics models by data scientists to refine the segmentation of the loyalty members, optimize the marketing campaigns and reduce fraud.

**Global analytics competence**

To support the implementation of Atos Codex more than 4.500 experts in business intelligence and analytics from Atos are available globally. Two Global Delivery Centers in Poland and India have been installed to offer competitive pricing and share competencies and skills across Atos. Hundreds of solution architects and data scientists work in the Atos Advanced Analytics Competence Centers on data centric applications and algorithms to deliver tangible business value from client data through Atos Codex solutions.

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**About Atos**

Atos SE (Societas Europaea) is a leader in digital services with pro forma annual revenue of circa EUR 12 billion and 100,000 employees in 72 countries. Serving a global client base, the Group provides Consulting & Systems Integration services, Managed Services & BPO, Cloud operations, Big Data & Cyber-security solutions, as well as transactional services through Worldline, the European leader in the payments and transactional services industry. With its deep technology expertise and industry knowledge, the Group works with clients across different business sectors: Defense, Financial Services, Health, Manufacturing, Media, Utilities, Public sector, Retail, Telecommunications, and Transportation. Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and is listed on the Euronext Paris market. Atos operates under the brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, Unify and Worldline. [www.atos.net](http://www.atos.net)

**Press Contact**

Rhoda Dinesen

[Rhoda.dinesen@atos.net](mailto:rhoda.dinesen@atos.net)

+65 67308524

1. Gartner, Market Guide to Business Process Management Platforms, Rob Dunie, Michele Cantara, 28 May 2015 [↑](#footnote-ref-1)