
London 2012

Atos press

information pack





In today's connected world, the role of technology in the success of the Olympic Games is crucial. As our Worldwide IT Partner, Atos has delivered flawless IT systems at every Games since Salt Lake City 2002 and we are confident that its team of business technologists will do an outstanding job for the London 2012, Sochi 2014 and Rio 2016 Olympic Games."

Jacques Rogge, President, International Olympic Committee



There is no doubt that the expertise and experience of Atos business technologists has had a positive impact on the development of the Paralympic Movement. Atos has helped the IPC to grow and offer better services to our members, National Paralympic Committees, athletes and competition organizers."

Sir Philip Craven, President, International Paralympic Committee



Thanks to the expertise and experience of Atos business technologists in delivering the IT system for the Games, I am certain that London 2012 will inspire a generation and create a lasting legacy for Britain and the rest of the world."

Sebastian Coe, Chair, London 2012 Organising Committee (LOCOG)



Our IT Partnership with the Olympic Games is a remarkable showcase for our capabilities. Our business technologists can successfully support complex, diverse IT needs – anywhere in the world, at any scale or magnitude."

Michèle Hyron, Chief Technology Integrator, London 2012, Atos

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Welcome



At Atos we strive to create the firm of the future. We believe that bringing together people, technology and business is the way forward. There is no greater example of this than at the Olympic and Paralympic Games, which brings together the world's population like no other event on earth.

For the past 20 years, we have had the world's most demanding reference customer. There is scarcely another IT project on Earth that requires an IT services company to set up operations every two years in completely unknown territory and then deliver on an extraordinary scale under the scrutiny of the entire world. This is our sixth Games as the Worldwide IT Partner of the International Olympic Committee.

The IT infrastructure our team of business technologists deliver for the Games, although invisible to most people, plays an essential role in making the Games a success. We write history every two years, relying on the unrivalled experience and expertise of our team.

Like any athlete competing at London 2012, our team of business technologists will be striving to achieve their own personal best for the Games, at which 30% more information will be processed than at any other Games in history.

It is our unique approach as business technologists that helps make the Games possible.

Thierry Breton, Chairman and CEO, Atos, Worldwide IT Partner of the International Olympic Committee



As Worldwide IT Partner of the International Olympic Committee and lead technology integrator for London 2012, Atos is responsible for leading the consortium of IT partners to design, build and operate the massive, mission critical IT infrastructure and solutions that support the London 2012 Olympic and Paralympic Games.

The Games are a complex mix of technology, processes and people. Not only is there the scale and complexity of the project, covering many clients, sites and systems, but it is also a multi-supplier project with many varied dependencies. Furthermore, the whole event is highly visible and the world is watching. And where victory is measured by the smallest margin, there are no second chances.

Our challenge is to create an IT solution for each Olympic and Paralympic Games that allows the capture and reporting of every moment of the action and supports in bringing it to the world via television and the internet, first time, every time. This requires a blend of specialist skills and experience backed up by a complete understanding of just what the organisers, competitors and audience expect.

As lead integrator, project manager and IT operations manager, we are ultimately responsible for the entire IT infrastructure of the Games.

The lessons learned in such a critical and high-pressure environment enables us to improve the quality of services and improve our capacity to deliver complex projects in all other industries and markets. Atos has made these commitments to the International Olympic Committee four times since 2002 and met all expectations.

If we can turn the International Olympic Committee IT challenge into results for the billions of spectators worldwide, imagine what we can do for our clients across the globe.

Patrick Adiba, CEO Iberia, Olympic Games and Major Events

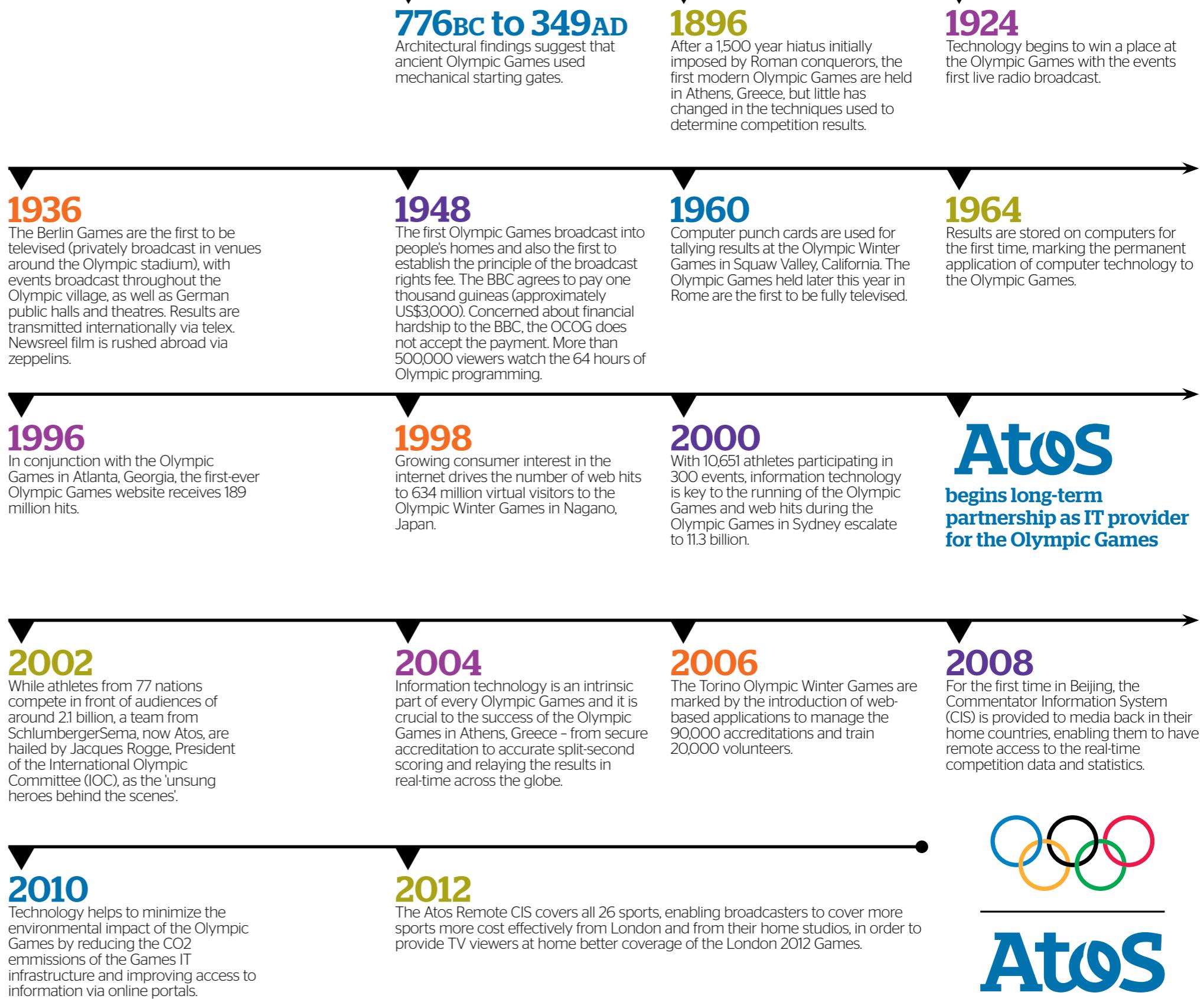
"For the past 20 years, we have had the world's most demanding reference customer"

"The Games are a complex mix of technology, processes and people"

Writing history



The history of technology at the Olympic Games



Atos at the Games: the history

The enormity and scope of creating an IT management system and infrastructure for the Olympic Games, the world's largest sports IT contract, presents a host of unique challenges. At every Games Atos executes a carefully honed strategy based on years of experience in delivering comprehensive IT services for major global sporting events.

2002

Atos' first Games as Worldwide Information Technology (IT) Partner of the International Olympic Committee (IOC). We deployed a team in North America for the IT management of the Olympic Winter Games in Salt Lake City. Throughout the 17 days of events and ceremonies, our IT systems and technology team delivered a personal best. We used knowledge transfer from previous Games to build a stable, secure IT platform, and we developed processes and applications that serve as the building blocks of future information technology, reports, archives and shared sports data for the next Olympic Games.

2004

Atos again announced the successful completion of IT operations for the Athens 2004 Olympic Games. During the 16 days of competition, more than five million security alerts to the Games IT systems were recorded, of which just 425 were serious and 20 critical. Intrusions included accredited people attempting to disconnect INFO 2004, the Olympic Games intranet that provided results, schedules and athlete information, in order to connect personal laptops to the Internet. The IT team was able to respond fast to all the critical alerts and prevent unauthorized access.

The Games: the challenge

- ▶ On-time
- ▶ On-budget
- ▶ New environment - every two years
- ▶ Security and risk
- ▶ Large scale and complex
- ▶ Operational readiness
- ▶ Sustainability

“ In today's world people expect information on events and results instantly. Atos, our long-term partner, is the brains behind the information technology operations for the Olympic Games. Once again, they have delivered these systems flawlessly, ensuring information is relayed to millions more people than ever before and in new ways.”

Jacques Rogge, President of the International Olympic Committee, Vancouver 2010

2006

As the lead systems integrator for the Olympic Winter Games in Torino, Atos managed a consortium of technology partners and suppliers to install and manage the Olympic IT infrastructure and systems. We operated the Main Technology Center, the Integration Test Lab, the PC Factory, and several data centers used for primary storage and back-up disaster recovery. We also handled the data and information security protecting the entire IT infrastructure of the Games. More than 2,500 athletes competed in 15 disciplines including skiing, ice hockey and snowboarding. Once the Olympic Games began, the Atos-led IT team worked 24/7 to monitor the IT systems and infrastructure across all the Olympic venues. It ensured that all results and athlete information was transmitted accurately and instantly to 10,000 media representatives, as well as the official Torino 2006 website and news and press agencies.

2008

While top-class athletes from around the world broke 43 world records and 132 Olympic records during the Beijing 2008 Olympic Games, behind the scenes the Atos business technologists achieved personal bests of their own. For the Beijing 2008 Olympic Games our IT team processed 70% more accreditations than any Games in history - more than 340,000 in total - and securely processed more than 80% more competition data for media and news agencies worldwide - totaling 15 million messages. We also enabled almost 50% more stories to be published each day in English by the Olympic News Service - an average of 500 stories a day - and added 40% more sports disciplines to the Commentator Information System (CIS) to provide broadcasters with more detailed, real-time information. In Beijing, our business technologists supported 30% more hits on INFO2008, the intranet for the Beijing 2008 Olympic Games, collected and filtered more than 12 million IT security events each day to detect any potential security risk for the Olympic Games IT systems. All were resolved, with no impact at all on the Olympic Games. Beijing was also the Games that Atos introduced the Remote Commentator Information System, a new service that enabled commentators to access competition results from the studios in their home countries in a fraction of a second. It also provided background information on the athletes and sports to help them add color to their commentaries. 2008 was also the year Atos became the Official Worldwide IT Partner for the International Paralympic Committee (IPC).

2010

Atos again successfully fulfilled its mandate to design, integrate, manage and secure the different IT systems needed to manage the Games and to relay competition results to a worldwide audience of more than three billion people. At Vancouver 2010, Atos was recognized for its Games-related sustainability, technology innovations and commitment to creating greener Games. VANOC award us a “**Sustainability Star**” for helping it achieve its sustainability goals.

2012

Atos is set to complete its sixth Olympics as Worldwide IT Partner of the IOC and third Paralympics as partner of the IPC.

Atos at the Games: our stories

Every Olympic and Paralympic Games throws up its own unique challenges for our team of business technologists. To prepare, they simulate real Games-time conditions through more than 200,000 hours of meticulous testing. When the unexpected happens, they are ready to respond and ensure there is no impact on the billions watching around the world.



Salt Lake City 2002

In our first year as Worldwide IT Partner for the International Olympic Committee, the impossible happened: two Gold Medals were awarded in a single event. To everyone's astonishment, the Russian and Canadian figure skating teams shared Gold in the pairs after an IOC investigation into the scoring of the event. This is something our extensive testing did not prepare us for but to accommodate, our business technologists immediately changed the systems to be able to show two Gold Medals and ensure the media and general public were kept up to date in real-time.



Athens 2004

In Greece, due to the completion of some of the Olympic venues slipping behind schedule, our business technologists were only given access just before the Games got underway. This meant that we had less than 24 hours to set-up and install our on-site systems before the start of competition. Thanks to the desire of our team to achieve a personal best for the Games, we finished everything on time and there was no impact on the IT systems.

Beijing 2008

In China, we managed the system that allowed 340,000 people in the Olympic family in Beijing to be accredited and we're not just talking about a badge hanging around a person's neck. In fact, the accreditation for the Beijing Games also served as an official visa for entering China – that is how secure and complete the information gathered by Atos business technologists needed to be. With the Games being in China, we also couldn't ignore the risk of earthquake – so we produced an entire duplicate of the data centre which was housed completely apart from the Games, on a different seismic plate.



Vancouver 2010

A lack of snow at Vancouver 2010 meant that the finishing line for several events couldn't be completed until very late – right before the action got underway. This gave our team of business technologists very little time to install our on-site systems and test they were working before the action began.



London 2012 IT project



Our personal best for London 2012

It's the first night of the Olympic Games and excitement builds for the Opening Ceremony. Athletes from around the world arrive excited and ready to compete. They walk into the Olympic Stadium to find that it is... empty? Without IT infrastructure the electronic turnstiles aren't active and spectators stand queuing outside - while the athletes wave to themselves...

A few days later, the athletes sprint towards the finish line of the 100m, fighting off a late comeback, they duck over the line in what everyone believes is a really fast time. The crowd go wild and the entire stadium join a worldwide audience in looking to see if a World Record has been broken. The answer? We don't know - without the commentator information system, nobody knows how fast the race was, nor if it was a World Record...

We like to make smashing records our personal business. Our business technologists provide the IT expertise that will ensure the world will enjoy a faster, safer and greener Olympic and Paralympic Games this year. The bottom line is that the Games as we know them happens because our business technologists give their personal bests day in, day out, to deliver the technology to power the modern Games.

Every two years, we strive to power progress in how we deliver the IT for the Olympic and Paralympic Games - and to take that learning, that of the world's largest IT sports contract - and apply it for all of our other clients across the globe.

The application of that knowledge is both practical, in the solutions we provide to our customers every day, as well as attitudinal: we believe that by giving our personal bests on an individual and collective level, we will power progress for our customers - helping them to overachieve on their goals - and, in turn, help progress our business, our employees and ultimately society as a whole.

Since work began for London 2012, Atos business technologists have been focused on delivering the largest and most sophisticated sports IT project of all time.

Over the course of the London 2012 Games, you'll discover how the personal bests of Atos' business technologists are contributing to making the Olympic and Paralympic Games a truly planetary success.

Our mission

As lead integrator, project manager and IT operations manager, Atos is ultimately responsible for the IT systems for the London 2012 Olympic and Paralympic Games.



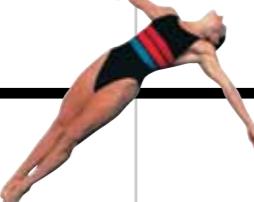
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Preparation for the

London 2012 Olympic & Paralympic Games

“In today's connected world, the role of technology in the success of the Olympic Games is crucial.”

Jacques Rogge, President of the International Olympic Committee

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Design 2009								1,000 days to the Opening Ceremony of the Olympic Games	31 Oct			
								1,000 days to the Opening Ceremony of the Paralympic Games	2 Dec			
								Design of technology, infrastructure and systems complete	Dec			
Build 2010					Providing information on the roles of up to 70,000 volunteers needed to help stage the Games and to apply online		Volunteer portal operational					
							First implementation and test of the IT systems and equipment for the 36 sports	Integration Test Lab operational				
							This is the first phase of more than 200,000 hours of testing that will take place before the Games begin	Start integration testing				
Test 2011			Equipment Deployment Center operational				From here thousands of computers, servers and network and security devices are configured and distributed to more than 90 venues					
			The IT systems and infrastructure are rolled out to the sporting venues and tested during real live sport events			Start test events						
								Technology Operations Center opens				The nerve center of the Olympic Games
Operate 2012												
			Accreditation system operational				Enabling Olympic Family members to register for their accreditation pass that will provide access to the areas they need in Games time and serve as a visa to enter the UK					
			Simulates the three busiest days of the Games to ensure readiness for the Games	Final technical rehearsal 2			During the Games these will relay results world in a fraction of a second	Results systems operational				

Setting the scene

Greater London

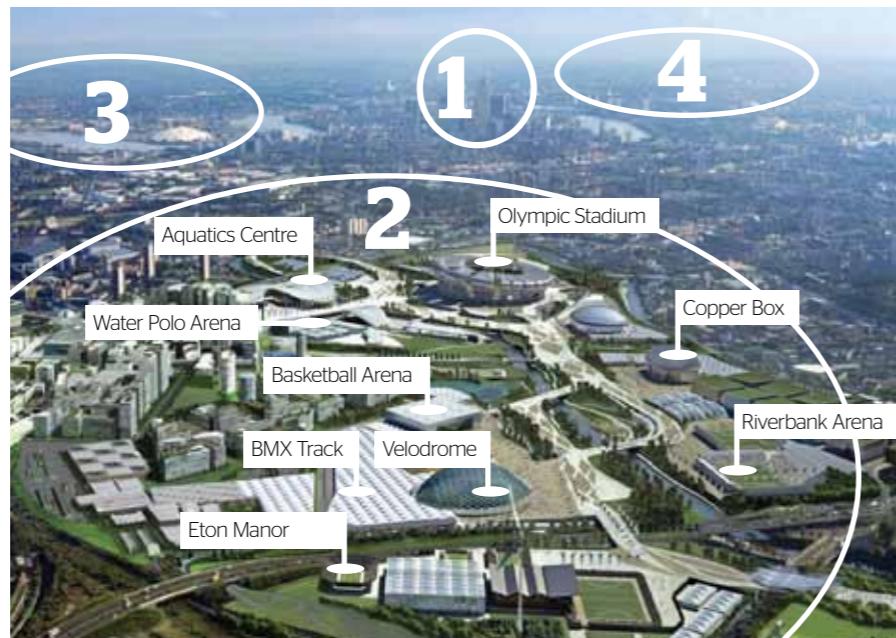
1 Mission control

Games-time Technology Operations Center

2 Olympic Park

Aquatics (Diving, Swimming, Synchronised Swimming, Water Polo), Modern Pentathlon (Swimming, Fencing), Basketball, Handball, Cycling (Track), Athletics, Swimming, Wheelchair Rugby, Goalball, Wheelchair Basketball, Seven-a-side Football, Five-a-side Football, Cycling (Track), Athletics, Wheelchair Tennis.

Athletes' Village
International Broadcast Center
Main Press Center



3 River Zone

North Greenwich Arena: Basketball (finals), Gymnastics, Wheelchair Basketball.

Greenwich Park: Equestrian, Modern Pentathlon, Equestrian.

The Royal Artillery Barracks: Shooting, Shooting, Archery.

ExCeL: Boxing, Judo, Fencing, Taekwondo, Table Tennis, Weightlifting, Wrestling, Boccia, Powerlifting, Table Tennis, Judo, Wheelchair Fencing, Volleyball (sitting).

Hyde Park: Triathlon, Aquatics (open water swimming).

Horse Guards Parade: Volleyball (Beach).

Wembley Arena: Badminton, Gymnastics (Rhythmic).

Wembley Stadium: Football.

4 Central Zone

Earl's Court: Volleyball.

Lord's Cricket Ground: Archery.

Beyond London



Our innovations for London 2012

It is the role of our business technologists to power progress every two years and guarantee the seamless delivery of information. They do this by achieving their personal best at every Games with new innovations.



Innovations for athletes: Info+

Athletes at London 2012 will have millions of fans around the globe cheering them on. As a result, our business technologists will deal with more content at London 2012 than ever before to deliver results to the world.

We have developed Info+. This service is available via kiosks at all Olympic venues for accredited media, sports officials and athletes so they can easily access all the information they need about competition schedules, the medal ranking table, the weather, transport, news, sports records and athlete biographies.

Innovations for journalists: CIS, Remote CIS and myInfo+

One of the technology improvements for London 2012 is that, for the first time ever in the Summer Games, all 26 Olympic sports and five of the Paralympic sports have been added to the Commentator Information System (CIS).

Managed centrally from the Technology Operations Centre, the CIS provides commentators and journalists with touch-screen technology that gives results in real time, so quick they can see the results before they hear the roar of the crowd.

We have also enhanced and extended our Remote CIS system for London 2012. This service enables commentators to access the same competition results from the studios in their home countries in a fraction of a second.

To put that into perspective, the fastest man in the world runs the 100m in 9.58 seconds. Atos relays the results to four billion TV viewers 30 times faster.

myInfo+ will be available for the very first time at London 2012. The new internet application enables accredited media to access information available to them. Competition schedules, medal ranking tables, transport news and sports records, will all be available via their laptops.

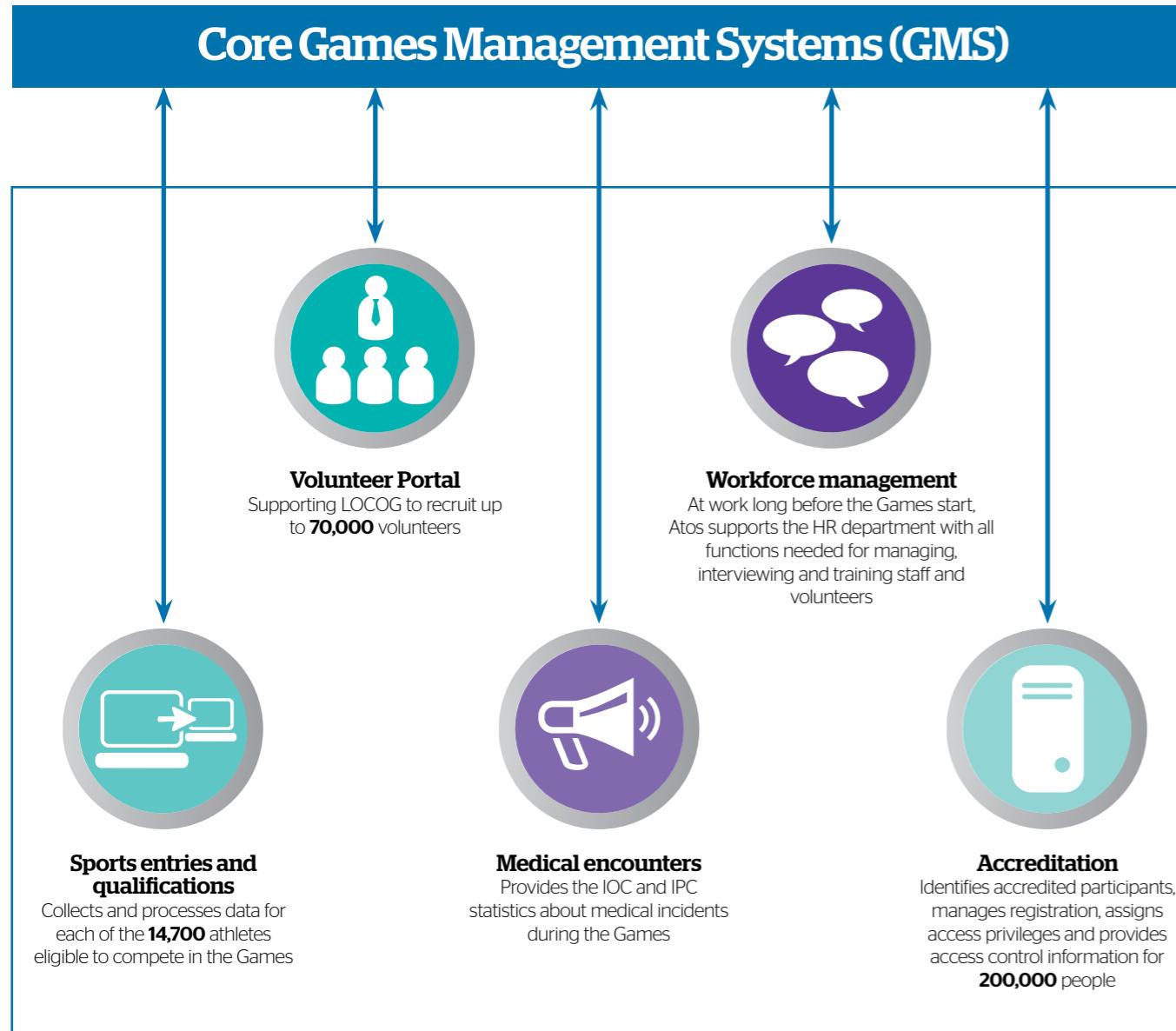
The system also allows users to bookmark results and reports and use the hyperlinks to easily navigate to other websites including those of the International Olympic Committee and London 2012.

Olympic Data Feed

London 2012 will see the delivery of a brand new service that will simplify and streamline previous systems to deliver a more sustainable solution. For the very first time, the IT system will consolidate hundreds of data feeds into a single data feed for the news agencies, websites, intranet and CIS.

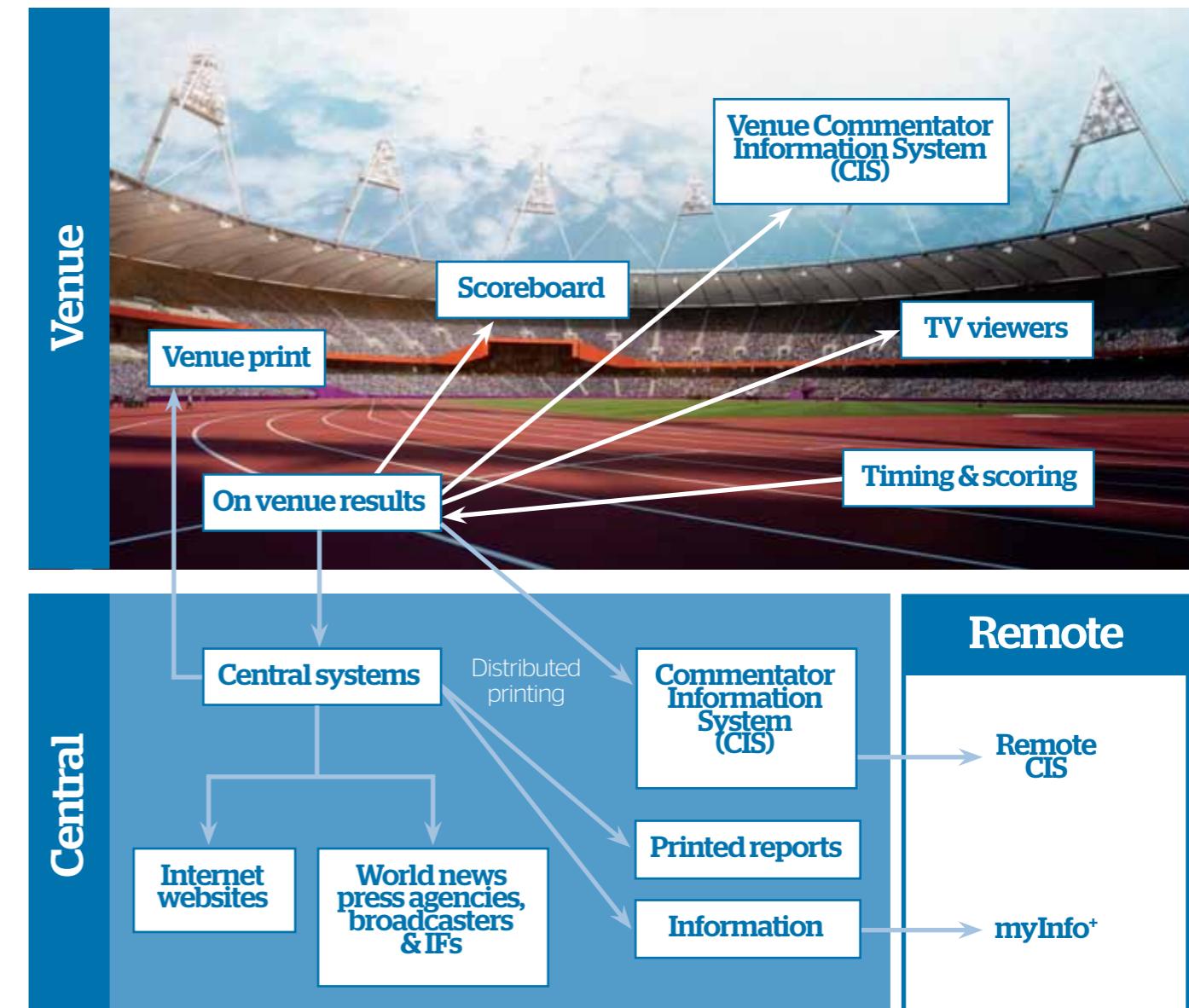
Core Games Management Systems (GMS)

These support the planning and operations of the Games: accreditation; sport entries & qualification; medical encounters reports; workforce management and the volunteer portal.



Information Diffusion Systems (IDS)

The IDS is a group of systems that will deliver real-time results to the media and the Olympic and Paralympic family. This includes the Commentator Information System, delivering real-time competition results and athlete information and Info⁺ providing information to media, athletes, judges, coaches and sponsors.



The Paralympic Games: numbers at a glance

4,200

athletes

2,300

team officials

20

sports

21

venues

11

days of competition



Our business technologists



Our personal bests to everyone's progress

Personal bests is a concept that unites our business technologists with the spirit of the athletes at the Games and represents Atos' vision for its clients' business: the business technologists of Atos power progress.

Each Olympic Games smashes new records, in human performance, in the sheer size of the global audience reached and the sophistication of the technologies that make it happen.

Delivering our personal bests is business as usual at Atos.

Whether integrating the vast IT infrastructure of the London 2012 Olympic and Paralympic Games or helping to create the firms of the future, the 74,000 business technologists of Atos are constantly setting new standards for their clients, partners, colleagues – and most of all – themselves.



Introducing our business technologists

Our business technologists are our greatest asset. Talented, experienced and dedicated professionals who take pride in their work. Our Wellbeing@work initiative launched in 2010 aims to create the right environment for personal development and to attract and nurture talent. We also aim to apply new technologies and ways of working that enable collaboration across borders and business units, building communities, and help to achieve a healthy work/life balance.

What makes Atos business technologists stand out from the crowd, among other major events specialists, is their experience of performing at the highest level under intense pressure. A certain type of person works in the Atos major events team as a business technologist: someone who is willing to give whatever they can to achieve their personal best.

Similarly, a certain type of person makes it to the Olympics. One who has the psychological make-up to strive for their personal best over and over again, no matter the level of adversity or intensity of the pressure.

At Atos we call this the personal best mindset.

To study this mindset, we undertook some research with leading Sports Psychologist, Amanda Owens, a member of the BOA Advisory Panel Committee and Director at Believe Consulting Ltd.

Amanda spent the day studying the behaviour of Atos business technologists in the London 2012 Technology Operations Centre (TOC) during a London Prepares Series event. She then compared what she saw in the TOC with the behaviour of elite athletes.

Amanda identified seven common attributes that existed in their mindset. It is this mindset that enables our business technologists to power progress for clients anywhere in the world.

The personal best mindset

Accountability:

Ensuring you are held accountable by your team and you are committed to helping them.

Preparation:

Ensuring you are prepared for what is set to be the most important day of your life.

Intensity of focus:

Ensuring your concentration is on the Games and not the hype and publicity around it.

Purpose:

Ensuring your team are all pulling in the same direction and driving towards a shared purpose.

Emotional control:

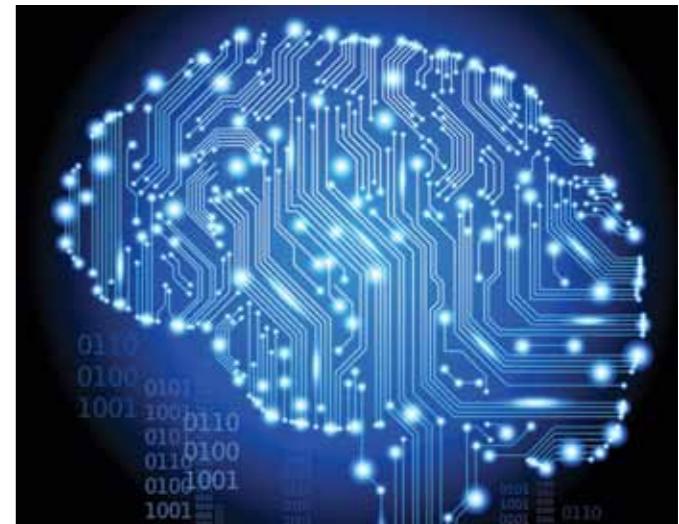
Having the ability to control your emotions and operate at maximum potential while under pressure.

Motivation:

Knowing what motivates you and using it to achieve a personal best.

Awareness (of self and others):

Being aware of your own role and its importance in the context of your other team members.



My pledge for London 2012

“



I will do my utmost, on behalf of the IOC, to ensure the Olympic Values are shared across the globe.”

Jacques Rogge, President, International Olympic Committee

“



I will work my hardest, on behalf of the IPC, to ensure London 2012 is the biggest and best Paralympic Games of all time and our Values are shared across the globe to help drive the Paralympic movement forward”

Sir Philip Craven, President, International Paralympic Committee

“



I will give my personal best to use the London 2012 Games to inspire a generation through the power of sport and help create lasting change for Britain and the rest of the world.”

Sebastian Coe, Chair, London 2012 Organising Committee (LOCOG)

“



I will strive to enhance the viewer's experience during London 2012 with real-time, relevant information on the athletes and their achievements.”

Steve Cram, UK London 2012 Ambassador, Atos

“



I will ensure that we deliver the IT, telecommunications, audio-visual and timing and scoring systems to make London 2012 the most connected and collaborative Games of all time.”

Gerry Pennell, Chief Information Officer, London 2012 (LOCOG)

“



I will inspire the Atos team of business technologists for London 2012 to achieve their personal bests for the Games and flawlessly design, deliver and manage the world's largest sports IT contract.”

Thierry Breton, Chairman and CEO, Atos

“



I will ensure that the knowledge and experience of our business technologists from the Olympic Games is shared with the London 2012 technology team to help us strive for our personal best and continue to set the path for future Games.”

Patrick Adiba, CEO Iberia, Olympic Games and Major Events, Atos

“



I will work in collaboration with all of the London 2012 Technology Partners to ensure we are working effectively as a team to support and enable the best Olympic and Paralympic Games yet.”

Michèle Hyron, Chief Integrator, London 2012, Atos

“



I will work to ensure Atos delivers IT for the Olympic Games without the need for internal email. I truly believe that email-free working will allow our team of business technologists to collaborate more effectively than ever in making London 2012 a huge success.”

Robert Shaw, Global Program Director for Zero email, Atos

What our business technologists deliver

Since work began for London 2012, Atos business technologists have been focused on delivering the largest and most sophisticated sports IT project of all time. Working with LOCOG and other Partners they have delivered personal bests for everyone's progress, including:

- ▶ A fully operational **Equipment Deployment Center**. From here, more than 10,000 computers, servers, and network and security devices have been configured and distributed to more than 90 Olympic venues
- ▶ The London 2012 **Technology Operations Center** (TOC). The nerve center of the Olympic and Paralympic Games where more than 150 business technologists are operating during Games-time
- ▶ A unique **Volunteer Portal** that helped London 2012 recruit more than 70,000 volunteers
- ▶ More than 200,000 hours of meticulous testing. Atos' dedicated **Technology Lab** had test cells for all of the Olympic and Paralympic sports, simulating more than 9,000 test cases
- ▶ The London 2012 **Accreditation System**. Atos' system identifies accredited participants, manages registrations, assigns access privileges and provides unique access control information to more than 200,000 people
- ▶ Equipping the media and broadcast centers. Atos' **Information Diffusion Systems** deliver real-time results to the world's news press agencies and broadcasters



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Delivering the results from London 2012 to you anywhere, anytime, any device

8.5 billion
devices connected by 2012

100 million tablets **400** million PCs **4** billion TV viewers **450** million smartphones **12** billion London 2012 website views

215,000
spectators in the Olympic Park

1,600
commentator information system terminals

27,000
media broadcasters

1,800
info terminals

2 million messages

30% more than in Beijing

Olympic Data Feed
Technology Operations Center

900
servers

1,000
network & security devices

9,500
computers

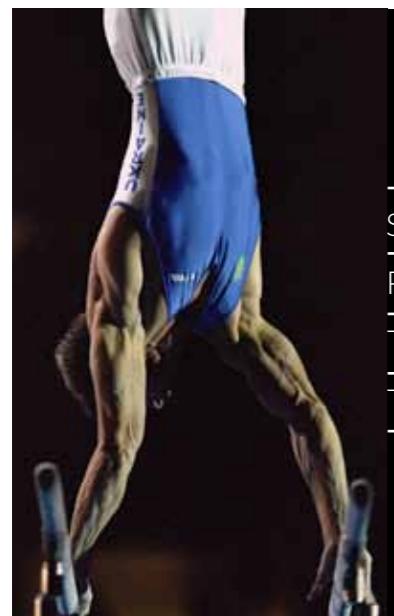
Some more numbers

The sports statistics



Sports	7	26	7	26
Athletes	2,500	10,500	2,566	10,500
Gold Medal events	84	302	86	300
Countries participating	80	204	82	204
Volunteers	18,000	70,000	20,000	70,000
Accredited media	10,000	24,500	10,000	27,000
Competition venues	14	39	9	35
Tickets	500,000	6.8m	1.5m	8.8m

The IT statistics



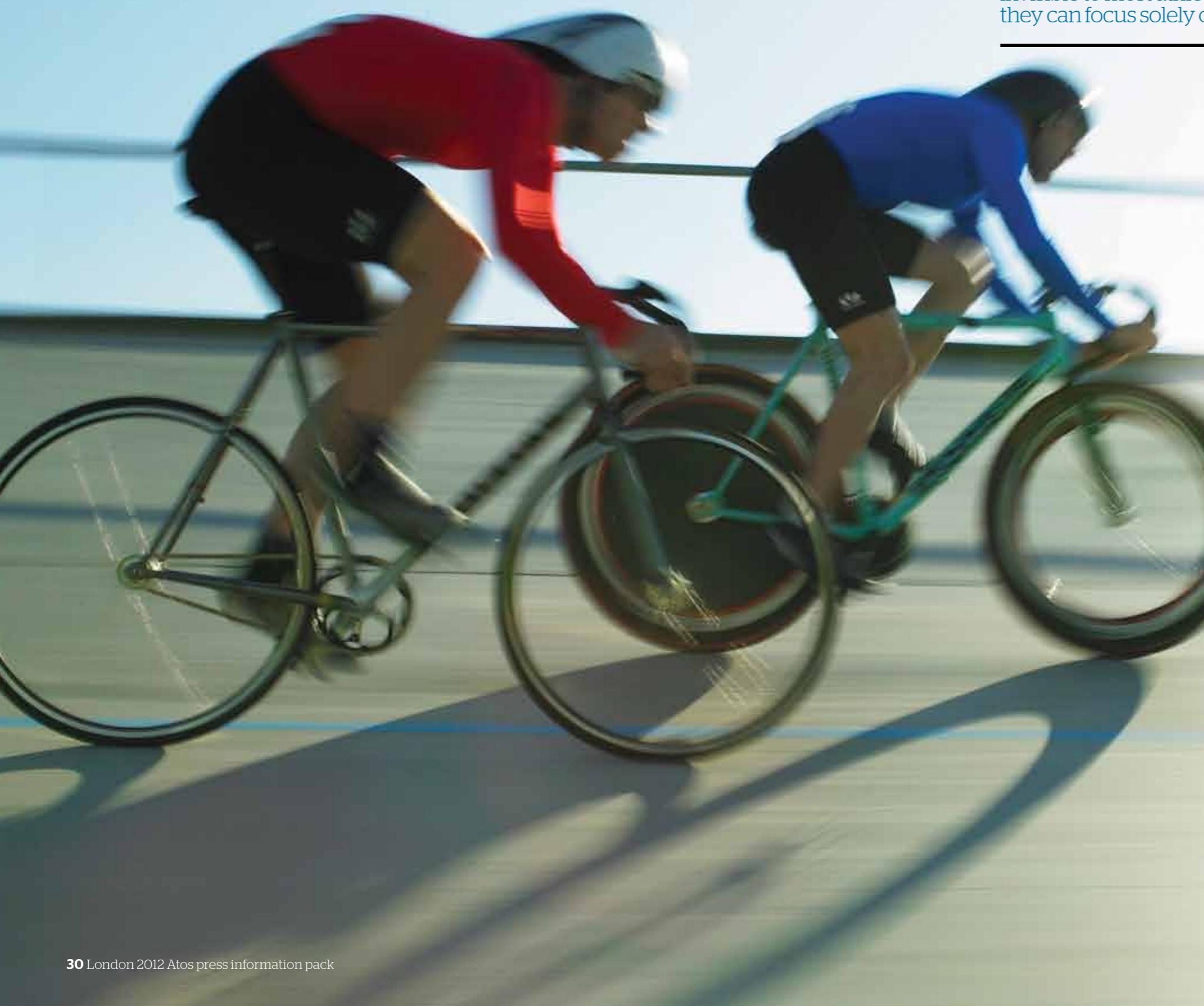
Servers	385	1,000	800	900
PCs	5,000	10,000	6,000	9,500
Technology staff	2,500	4,000	2,000	3,500
TOC support positions		120	45	140

Supporting athletes at London 2012



The athlete's journey - enabled by Atos

Atos business technologists have been enhancing the athlete experience at every Olympic Games since 2002 and every Paralympic Games since 2008. Although invisible to most athletes, Atos' IT system supports them throughout the Games, so they can focus solely on their competition and quest to achieve their personal best.



Prepare

Like any athlete preparing for the Games, Atos' team of business technologists need to be ready. More than 200,000 hours of IT system testing will take place before the Opening Ceremony, mirroring the preparation of athletes striving for their personal best at London 2012.

Qualify

Atos' Accreditation System is responsible for securely collecting data on every athlete qualified for the Games. The accreditation system allows all 14,700 Olympic and Paralympic athletes to apply for a visa and accreditation to take part in the Games, so they can focus solely on their training.

Arrive

The Accreditation System will identify all accredited participants, manage registration, assign access privileges and provide access control information for more than 200,000 people. Upon arrival at the Athletes' Village, an athlete will have received their personal accreditation badge, specifically tailored so they can access the information they need and get to where they need to be.

Connect

Every athlete can bring their own devices to the Games to help them stay connected and organized with their own individual schedules, results and training plans easily accessible. Atos' Information Diffusion System (IDS) will ensure these devices can be securely connected to the Games system and the right information is delivered to them at the right time and in the right format.

Compete

When the action starts, the IDS will make sure that up to date statistics, results and information are available to thousands of fans in the Olympic venues and billions tuning in across the globe. Thirty per cent more content will be available at London 2012 than ever before, with Atos' Commentator Information System (CIS) providing commentators and media with simplified page-ready information in real-time.

Teamwork

Like any athlete, Atos is part of a wider team. As lead integrator for London 2012, Atos will work with LOCOG's other technology partners to ensure that everything is connected and delivering what is required for a successful Games.

The athlete's journey - enabled by Atos

6am: I wake up on the most important day of my life, look at the news and also have a quick look at the results on the web.....



10am: ...pick up my accreditation badge and get into the competition venue...



3pm: ...Compete... TV viewers will see it all live while commentators will report on my performance and I'll check the scoreboard to see how I did and celebrate my personal best...



ascent at London 2012



Our vision for sport and technology

The technology and sport landscape has been changing at an unprecedented speed. Having been involved in every Olympic Games since 2002, our team of business technologists has witnessed this change first-hand.

As one of the world's leading IT companies and Worldwide IT Partner for the Olympic and Paralympic Games, we have the responsibility to think one step ahead, to anticipate coming sport and technology challenges, and work with the IOC and IPC to shape the "New Reality" that has emerged. This will enable them to power progress, from one Games to the next.

There has never been a better time to see how technology's possibilities can power progress for sport. As business technologists with years of Olympic Games experience, we can provide that vision from ascent, our thought leadership platform that will help companies create the firm of the future through our commitment to innovation.

Innovation is part of our DNA. When it comes to the Games, we are very clear about what innovation truly means. **ascent at London 2012: a vision for sport and technology** supports our vision of how technology's new possibilities can power progress for the Games, providing a pan-industry view of the present and the future through thought leadership.

Guest edited by award-winning sports journalist, Simon Kuper, **ascent at London 2012: a vision for sport and technology** combines the knowledge and insight from subject matter experts across all corners of Atos, sport and technology, to look ahead to the year 2020 and deliver our vision for the future: to accelerate progress by uniting people, business and technology.



Five themes: one objective

To power progress for the Olympic and Paralympic Games

ascent at London 2012: a vision for sport and technology provides a pan-industry view of the present and the future, focusing on five core themes:

► Social networks

How social media and its use in sport will evolve by 2020

► Big Data

A look into the types of data that will be available for sport and its competitors by 2020

► Smart Stadia

The technology innovations that will transform the in-venue experience of the future

► New media

A look at how new technology will enhance the viewing experience and change the role of the broadcaster

► Ubiquity

Focus on the applications and technologies that will be available to fans and athletes in 2020

Smart Stadia

New media

Ubiquity

Social networks

Big Data

About the editor

Simon Kuper is an award-winning journalist and author. He has worked since 1994 for the Financial Times, for whom he will cover London 2012. Simon was born in Uganda in 1969 and was educated at Oxford and Harvard Universities.

The author of several books, including "Soccernomics" and "Football Against the Enemy", Kuper has been the recipient of numerous journalism awards, including the 2008 Manuel Vazquez Montalban prize for journalism and 1994 William Hill Sports Book of the Year. He is also a contributor to a number of international titles across Japan, The Netherlands, Switzerland and several other international markets.

Contributors

ascent at London 2012: a vision for sport and technology

combines the knowledge and insight from all corners of Atos - our countries, services lines, market groups, global functions and members of the 90-strong Scientific Community - as well as subject matter experts from the sport and technology industries:

- Thierry Breton, Chairman and CEO, Atos
- Five members of the Atos Scientific Community

- Rod Sheard, Senior Principal, Populous
- Christian Hernandez, Head of Platform Partnerships, Facebook
- Xavier Gonzalez, Chief Executive Officer, International Paralympic Committee
- Jacques Rogge, President, International Olympic Committee
- Lord Sebastian Coe, Chair, LOCOG
- Dmitry Chernyshenko, President and CEO, Sochi 2014
- Jean-Benoit Gauthier, CIO, International Olympic Committee
- Elly Resende, CIO, Rio 2016

Where to find out more

To request your free copy of **ascent at London 2012: a vision for sport and technology**, visit: www.atos.net/london2012 and register your details.



About Atos



Our London 2012 spokespeople

Thierry Breton Chairman & CEO

Thierry Breton was elected member of the Board of Directors, and appointed Chairman and CEO of Atos in February 2009. He is also a board member of Carrefour. He was previously executive managing director and then vice chairman of the Bull Group from 1993 to 1996.

He later became Chairman and CEO of Thomson from 1997 to 2002 and of France Telecom from 2002 to 2005. From February 2005 to May 2007, Thierry Breton was the French Minister of Economy, Finance and Industry.

He is a graduate of the Ecole Supérieure d'Electricité "Supelec" of Paris and of the Institut des Hautes Etudes de Défense Nationale. He has been honored with the prestigious awards of "*Officier de la Légion d'Honneur*" and "*Commandeur de l'Ordre National du Mérite*".



Gilles Grapinet Senior Executive Vice President, Global Functions

A graduate of the Ecole Nationale d'Administration, Gilles Grapinet's previous roles include financial auditor, Head of Strategy & Information Systems of the French tax directorate, Director of the nation-wide Copernicus program for IT transformation of the tax administrations and Executive Committee member at Credit Agricole SA, in charge of Payment systems & Services.

He served as advisor for Economic and Financial Affairs of the French Prime Minister and as Chief of Staff for two French Ministers of Economy and Finance.



Patrick Adiba CEO Iberia, Olympic Games and Major Events

Patrick Adiba is CEO of the Iberia region and also in charge of the Olympic Games and Major Events within Atos. Prior to this position, he served also as Vice President Human Resources of SchlumbergerSema, and also Vice President and General Manager of its Latin America Branch.



Marc Meyer Executive Vice President for Talent Management and Communications

Marc started his career in 1984 at the French Assemblée Nationale as a political advisor, before joining Bull Group in 1986, an international IT firm, where he held several senior positions in corporate and marketing communications.



Patrick holds a degree in Electronic and Telecommunications Engineering from INSA, Lyon and has an Executive MBA from Stanford University.

In 1997, he joined Thomson, a consumer electronic firm and in 2001 was promoted to the company Executive Committee. In 2002 he joined the France Telecom / Orange Group as Executive Vice President for Communications. In 2005 he was appointed Special Advisor for Media and Communications at the French Ministry of Economy, Finance and Industry.

In 2007, Marc created his own management and communications consultancy firm, prior to joining Dexia in 2008, where he served as Head of Group Communications. Marc is a graduate from the Sorbonne University in Paris.

Michèle Hyron Chief Integrator for London 2012

Michèle Hyron is the Atos Chief Integrator for the London 2012. She will be responsible for leading the consortium of IT partners to design, build and operate the massive, mission critical IT infrastructure and solutions that will support the London 2012 Games.



Michèle will lead a team that will include employees from Atos, the technology partners, LOCOG, as well as volunteers. Michèle comes to London with almost a decade's Olympic Games experience, having been Operations Manager at the Beijing 2008 Olympic Games, Integration Manager at the Athens 2004 Olympic Games and Quality Manager in Salt Lake City.

Prior to joining the Olympic Games team, she worked in the nuclear industry for 13 years. Michèle graduated from Ecole Polytechnique Feminine in France with a degree in Computer Science.

Marc Gutierrez Senior Architect and IT Security Manager, London 2012

Marc has always been passionate about travelling and knowing other cultures. When the opportunity to work in an environment like the Olympic Games came along, he didn't think twice and applied for it. Twelve years later he has lived in five countries, speaks six languages and has contributed to the success of the past six Olympic Games.



Currently based in London and leading the Architecture and IT Security Teams, Marc is responsible for the design of the Systems and Network Architecture and for Managing the IT Security for the London 2012 Olympic Summer Games.

He has specialised in designing, delivering and operating critical services for the support of the Olympic Games. The delivery of those require ensuring their availability, as well as the confidentiality of data gathered during the preparation of the event and the integrity of the information distributed to customers such as Media and Federations.

Peter Hamilton Integration Manager

Peter Hamilton was the Integration Manager at Atos for the Vancouver 2010 Olympic and Paralympic Winter Games. He leads the requirements, testing, implementation and overall integration of the numerous and various IT systems deployed to support the Games. This involves exhaustive project management, coordination and integration with numerous stakeholders including partners, providers and customers.



Peter is responsible for ensuring that the IT systems and associated business processes complement each other to ensure a seamless delivery of service. Peter has been involved in international sport events since the 1985 World Cup in Athletics as a Competition Director in his home country of Australia. He has since worked in national basketball and international athletics as a competition official and in team management. Peter has worked at all the Games since Sydney 2000 and with 12 years experience working on the Games, still enjoys the challenges of new countries and improved services.

Pieter-Jon Buitelaar Operations Manager, London 2012 Olympic Games

Pieter-Jon Buitelaar is the Operations Manager for the London 2012 Olympic and Paralympic Games at Atos. Pieter is vastly experienced in working at the Olympics and has worked on a range of Summer and Winter Games for Atos.



In 2010, he worked as the Assistant Venue Technology Manager for Vancouver Winter Olympic Games and between 2006 to 2008 worked as the Network Architect and Deputy Technical Services Manager for Beijing 2008. His experience also includes Athens 2004, where he worked as the IT Security Response Analyst.

Prior to joining Atos, Pieter held several IT Support and Senior Network Consultant roles for Schlumberger from 1998 to 2003.

Our sponsored athletes

Atos ambassadors are an integral part of the Atos story at the Games. We have two global athletes set to star at London 2012, French Judoka **Teddy Riner**, and sailor **Marit Bouwmeester**. We have supported these athletes on their journey to London 2012.

In 2005, as part of Atos' ongoing CSR programme, we also set-up the Atos Bursary Scheme, which supports promising young British athletes as they strive to become Olympians. Athletes receive a bursary each year to pay for coaching, equipment and other essentials, to help them

in their training and competitions. In return, the athletes provide promotional support for our London 2012 programme. Atos provides essential financial support to "Team Atos" as part of our ambition to give something back to future Olympic stars.

Teddy Riner: Judo



- ▶ Date of Birth: 7/4/1989
- ▶ Nationality: French
- ▶ Born: Pointe-à-Pitre, Guadeloupe

Teddy Riner is a French judoka. He's 2.04m (6 ft 8 in) tall, weighs 306lb (139 kg) and has been given the nicknames Teddy Bear and Teddy Winner. At 18 years and five months Teddy Riner became the youngest world champion in the history of his sport. To date, he holds an unmatched record of six world titles obtained in the +100kg division. He is currently considered as one of the greatest judokas on the world circuit. Riner has a number of successful competition techniques including uchi mata, sumi gaeshi, o soto gari and harai goshi.

Marit Bouwmeester: Sailing



- ▶ Date of Birth: 16/6/1988
- ▶ Nationality: Dutch
- ▶ Born: The Netherlands

Atos has supported sailor Marit Bouwmeester on her way to the Olympic Games in London. Marit is a multiple individual World Cup champion and is considered one of the favourites for Olympic gold, an ambition which Atos will support her on every step of the way. The Olympic partnership aims to help Marit achieve top performance through innovation and IT. "My goal is a gold medal at the Olympic Games in London. Sailing is a technical sport and good preparation is essential," she says.

Callum Johnstone: Diving



- ▶ Date of Birth: 12/10/1990
- ▶ Nationality: British
- ▶ Born: Sheffield

After winning silver and bronze medals at the 2010 British Gas National Cup in Sheffield, in the 3m synchronised and 1m events respectively, it is evident Callum's hard work had paid off. He also won silver medals at the 2011 British Gas National Cup, in Essex, in the 3m and 10m synchronised. As London 2012 approached injury unfortunately forced Callum to retire. Atos will continue to support him as he finds his next path.

Charlotte Dobson: Sailing



- ▶ Date of Birth: 5/6/1986
- ▶ Nationality: British
- ▶ Born: Glasgow

After taking a break in 2009 to finish her psychology degree at the University of Edinburgh, Charlotte is now in full time training for London 2012. As British number two, Charlotte tallied up two silver medals at both the World Cup and European Championships in 2010. Charlotte has spent 2011 and 2012 training in Weymouth at the London 2012 Olympic Games venue.

You can follow Charlotte on Twitter @CharlotteGBR

You can follow Callum on Twitter @CallumAtos2012

Chris Adcock: Badminton



- ▶ Date of Birth: 27/4/1989
- ▶ Nationality: British
- ▶ Born: Nottingham

Doubles badminton player, Chris Adcock, experienced consistent success at junior level, securing 12 national titles and winning the World Junior silver medal, missing out on the gold by only one point. Perceived to be at the peak of his game at the 2012 Olympic Games, Chris will partner Imogen Bankier in the Mixed Doubles at London 2012.

You can follow Chris on Twitter at @ChrisAdcock1

Harry Aikines-Aryeetey: Athletics



- ▶ Date of Birth: 29/8/1988
- ▶ Nationality: British
- ▶ Born: Carshalton, London

Loughborough sprinter Harry Aikines-Aryeetey ran in the 2010 World Championships as part of the bronze-winning 4x100m team. He also took away the gold medal in the 2009 European Under-23 Championships in Lithuania. Harry, who competes for Loughborough University where he is studying for a

degree in physical education and sociology, competed in his first Olympic Games in Beijing, 2008. In 2005, Harry became double World Youth champion, and was awarded the 'Rising Star of the Year' accolade by the IAAF as well as the BBC Young Sports Personality of the Year award.

Nick Woodbridge: Modern Pentathlon



- ▶ Date of Birth: 1/7/1986
- ▶ Nationality: British
- ▶ Born: Wellington, Shropshire

Nick showed early promise by becoming World Youth Champion in 2004 and then securing a top 20 senior World Championship finish while still technically a junior in 2006. He won both Great Britain selection competitions in Bath in December 2007 and January 2008. His last-minute call-up to the Beijing Olympic Games came on his 22nd birthday after the Court of Arbitration for Sport awarded him the final qualification place for the sport of modern pentathlon. Nick is determined to master the new combined event and was recently awarded a place at London 2012.

You can follow Nick on Twitter at @NickWoodbridge

Samuel Scott: Sitting Volleyball



- ▶ Date of Birth: 3/1/1991
- ▶ Nationality: British
- ▶ Born: Wales

In 2005, at just 14 years old, Sam achieved gold at the Belgian Paralympic Championships. He has since gone on to claim three further gold medals in Junior Championships and is the holder of three British records and two world junior records. He achieved a new junior world record in the shot putt at the International Wheelchair and Amputee Sport (IWAS) games in Glasgow. Sam changed from competing at national level athletics to sitting volleyball due to an injury and classification rights. Sam is currently captain of the Wales sitting volleyball team and plays for the GB squad.

Craig Pickering: Athletics



- ▶ Date of Birth: 16/10/1986
- ▶ Nationality: British
- ▶ Born: Crawley

Craig Pickering is a 100m and 4 x 100m relay sprinter who trains and shares the same coach with Harry Aikines-Aryeetey. Since making his mark at the World Youth Championships in 2003, winning a bronze medal in the 100m, Craig has gone from strength to strength. In 2005, Craig crossed the finish line ahead of Darren Campbell and in 2009 finished second behind Usain Bolt who beat Craig by just 0.5 of a second. Craig's PB in the 100m is 10.14s. Surgery on a back injury has forced him out of London 2012.

Atos press contacts for London 2012

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**As soon as the closing
ceremony is over
it starts all over again**