

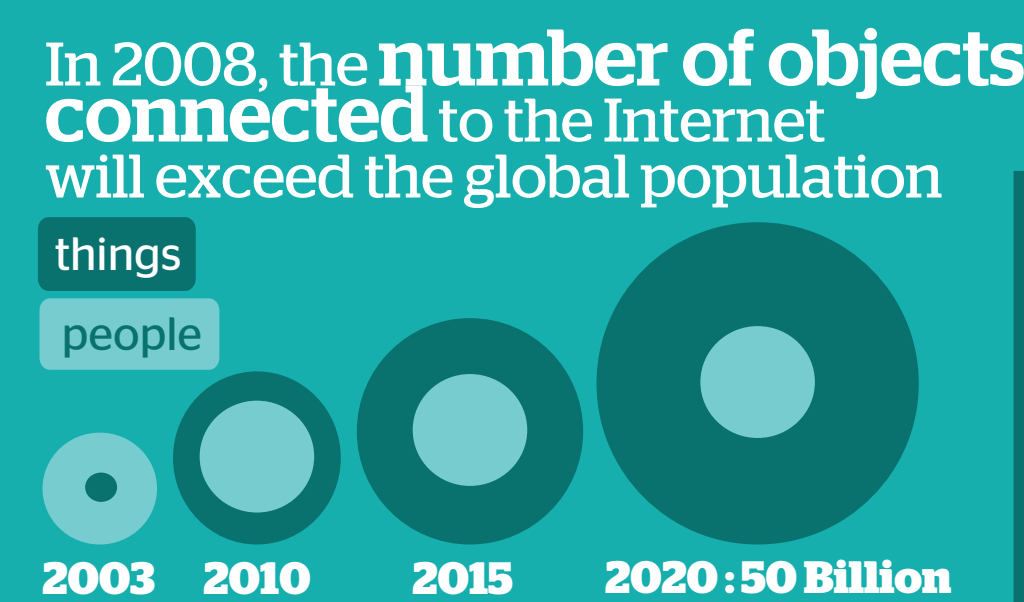
Multi Screen

Web in real life



Big Data

Internet of Things



With IPv6, we will have 340 282 366 920 938 463 463 374 607 431 768 211 456 possible internet addresses, that's 100 for every atom on Earth's surface

Data mining for optimizing logistics, cutting costs (@UPS)

Battery Breakdown
Mining : Drivers leave their lights on when parked
Correction : Radio stop button and automatic light
Save \$5M/year

Engine & Gaz consumption
Mining : Drivers leave their trucks idling 15mn longer / day than necessary
Correction : Start/Stop button
Save \$7M/year
1.4 M gallon of Gas

For Retailer

Growth relay & differentiation, « Premium » positioning
Sustainable relationship : From Transactional to Relational
Optimization of product renewal rate Recurring revenues, Up-selling and cross-selling easier

For Consumers

Easier daily life: save time and money, predictive payment
Enjoy new experiences: practical & entertaining, functional /emotional profit
Differentiate myself: enhance and beautify me my daily
Maximise social integration: benefits (myself+others), sustainable dimension, ...

3rd Web generation Web2

Purchase



Rental



Subscription



New Consumption Patterns

Augmented reality Connected Life Real Time

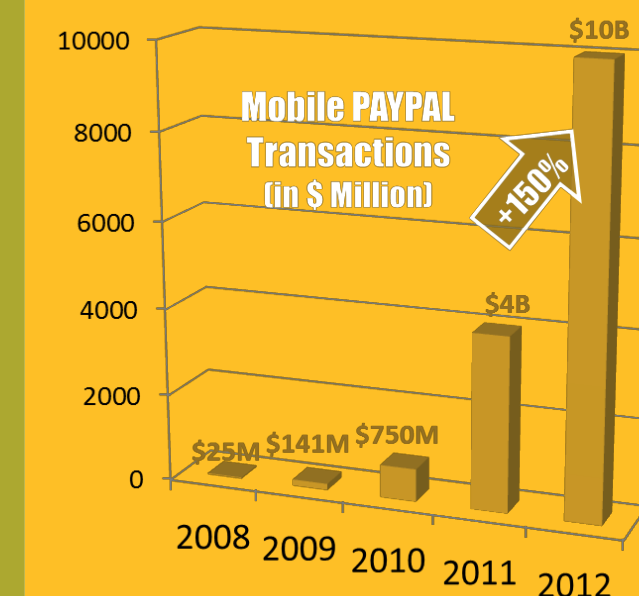
ATAWAD
Connected Store

Rights Delegation
Privacy
by design
Digital Identity

Social Network
Mobile
Location

Payment Delegation

Wallet



25%
Of consumers say they would prefer paying with mobile vs credit card

47%
Of social networks users look for friends opinions inside their Social Network before buying a product

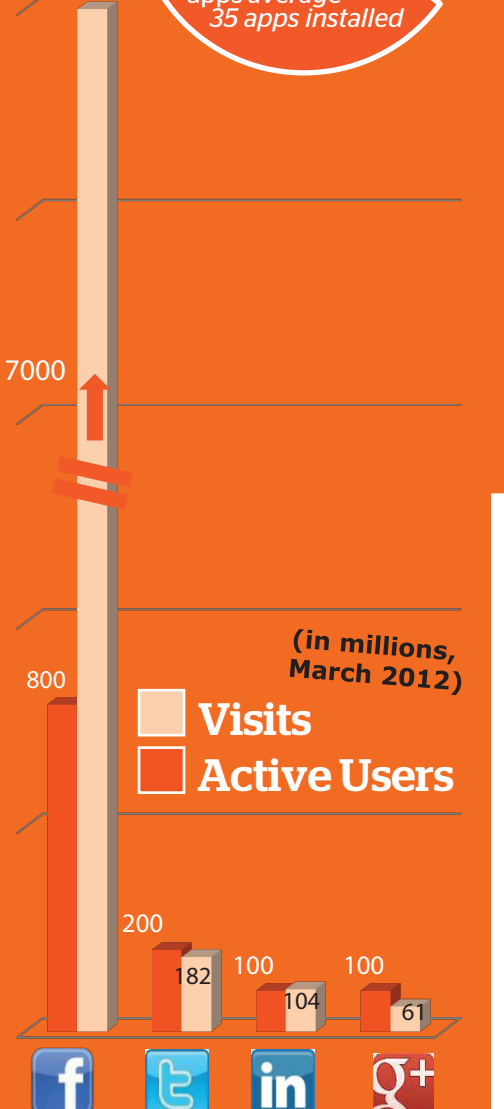
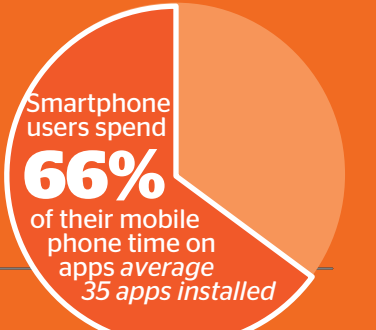
51%
Of U.S. consumers were influenced by web ads on social media sites showing what their friends like

+62%
Mobile payments 2012 vs 2011 +195% Q1 2012 vs Q4 2011 Gartner

27%
Of e-Shops using Paypal payment have already done mobile transaction in 2012 Paypal Fr

Where they access social media ?

7% At School
8% In Airports
12% In Restaurants
12% In the Car
27% At Work
98% At Home



Trust SoLoMo

Web Trends - 2012

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Transactional services. Powering progress

Atos
Worldline