

LIBERATE IT



Architect of an Open World™

LIBERATE IT

WITH BULL, JOIN THE OPEN WORLD TO MAKE

Are you ready to make your Information System
your prime lever of value creation?

Can your company innovate and create value with tomorrow's business systems
without applications that are 360° **interoperable** with your IT environment?

Can you be competitive without a **flexible, powerful** infrastructure
that can move in tune with the market?

In a networked world, how do you expect to succeed if you can't
preserve your **independence** with a high level of **security**?

Can your IS evolve without finding answers to **environmental
challenges** and carbon footprint controls?

The challenges of the open world are expressed in those few keywords.

Think you know Bull? You're in for a surprise!

Bull has changed. Bull is profitable. Bull is 100% public. And Bull is growing. At last, information and telecommunications convergence is a reality. And Bull, as Architect of an Open World™, is a frontrunner.

Modernizing information systems by applying open solutions – **that is our obsession.**

Architectures based on open technologies – **that is where our expertise lies.** It is part of our culture. Open technologies are the drivers of transformation in an environment where globalization is affecting both business and public administration.

How can we be so sure? By looking at the major worldwide contracts we are winning. They substantiate our strategy. They underscore its potential.

Buoyed by this momentum, Bull has launched **7 initiatives** in areas that are crucial for its customers' competitiveness and independence.

Liberate your IT with Bull!

YOUR INFORMATION SYSTEM A DRIVER TO CREATE VALUE

- / Unshackle your technology.
- / Liberate all the potential of your information system.
- / Pick the best technology.
- / Harness the resources to achieve your ambition.
- / Get one step ahead of competition.
- / Join the Bull 7i program: 7 initiatives to help you overcome the hurdles.





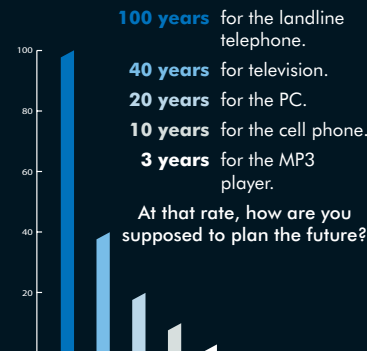
HOSTAGE OR DECISION-MAKER?

/ There's no denying it – the Internet and globalization have changed just about everything.

The way companies and public services work.
How we act as citizens and consumers.
Even our way of viewing time and space.
The world is opening up relentlessly, swept onwards by the exponential growth of networks, technological innovation and globalized markets.

The opportunities are vast. The pyramid organization and top-down information flow are at an end. Enter the network, Web 2.0, "one-to-one" and collective intelligence. The world was once made up of ecosystems. Today collaborative work holds sway.

HOW LONG DOES IT TAKE TO GO FROM INNOVATION TO WIDESPREAD USAGE?



/ Openness – an opportunity, but also a challenge.

Are you sure you're in control in a 100% networked world?

Can you leverage technology to the full without being weighed down by its constraints?

You can't just stand there and do nothing when the stakes are so high. This is a revolution and you have to make choices.

So grasp the opportunity. Cast off the constraints and make full use of an open world.

/ In the open world...

▀ **The business dimension puts technology in its place.** Businesses and administrations gain their independence by breaking the shackles of technology. By taking control of their information systems, they are free to step forward at their own pace. They make full use of the market opportunities without seeing their options constrained by technology.

▀ Change is seen as a real opportunity.

Everyone can profit from it to broaden their horizons and conquer new markets. Your information system becomes a genuine source of value creation – it has progressed from being simply a productivity tool to take on the role of growth booster. No need to go for the big bang if you want to take the next step forward – you can move progressively and capitalize on your experience.

REMOVE THE
CONSTRAINTS,
ENTER THE
OPEN WORLD.

ECOSYSTEMS

▀ **Power and innovation are within everyone's reach.**

Performance is no longer a privilege for a select few. New technologies are now widely available and help to narrow the digital divide. Low-cost power multiplies innovative capacity and opens the way to customer responsiveness and "time-to-market".

▀ **Knowledge sharing leverages collective intelligence.**

Knowledge sharing nourishes all areas of endeavor – the economy, citizenship, education, healthcare, etc. Decision-makers who have the right information at the right time can act faster, anticipate better. Team working engenders new "business models".

▀ **Everyone speaks the same language.**

Within this new ecosystem, dialogue is fluid, information flows and barriers are broken down. Customers and suppliers, doctors and patients, teachers and students, public services and citizens – they all exchange information in total confidence across linked networks, free, at last, of technology borders.

Does that sound inaccessible? Utopic even?

As Architect of an Open World, Bull has made these challenges the centerpiece of its strategy. With our wealth of skills and experience, we can lead you down this path in absolute security.

New Information and Communication Technologies (NICT) give the world a different way of doing things. Developed in partnership with Bull, our networked IT infrastructure provides, thanks to the choice of Open Source, a powerful engine for development and helps Extremadura narrow the digital divide.

Luis Millán Vázquez de Miguel, Minister for Infrastructures and Technological Development (2005-2007), Extremadura Regional Government – Spain

Place bets using a cell phone – that's a strategic growth market for us. It's now available to the general public thanks to Bull, who enabled us to respond to three key demands: performance, high availability and confidentiality.

Guillaume Dolbeau, head of e-PMU

With LOLF, the administration has undergone a major revolution – management by performance. Bull is supporting the Finance Ministry with its INDIA project – a single data center consolidating all accounting, spending and income data for the French administration.

Mario Castellazzi, Deputy Director of IS for the Ministry's Public Accounting Division





TECHIE OR **MANAGER?**

BUCK THE TREND.
LIBERATE THE
FULL POTENTIAL
OF YOUR
INFORMATION
SYSTEM.

TOGETHER WITH BULL AND OPEN TECHNOLOGIES,

For many years, companies had little or no leeway to adapt their information systems. They were tied into closed environments. They were forced to upgrade without really having the choice, without really controlling the costs. They saw it more as a constraint than a springboard for business agility.

But today, with open technologies, managers have the power to buck the trend. It's a ground-breaking move – create information systems that contribute to value, that can dynamically align themselves to business processes.

/ Opting for open technologies means adopting seven basic values of a new information system.

▸ **Freedom:** to change at your own rhythm depending on your specific needs. With open technologies, you're back in the driver's seat. You can weigh up the pros and cons. Benefit from the innovation and wealth of offerings of the open world. And, at last, control your costs.

▸ **Flexibility:** to adapt quickly to changes in the market and business developments. With an IS based on service oriented architectures and modular, standards-based applications, you have access to new growth models that are more flexible and more responsive.

▸ **Creativity:** to innovate and leverage all possible opportunities. The collaborative approach of the open world is innovative by definition – a variety of solutions around a platform of shared standards. This is not an obstacle to system consistency; on the contrary, it is a driver of creativity. Further developments are organized around open source software forges; that way they are fuller and faster and benefit from the 'network' effect.

▸ **Interoperability:** to go from an IS made up of impermeable silos to an integrated collection of re-usable services that communicate with each other. Interoperability is the key to moving in a 100% connected world; it is based on standards and a modular development process.

The HPC centre Bull installed for the CEA and an industry consortium:

One of Europe's **top** high-performance computing facilities.

More than 100 Teraflops, that is over **100,000**

billion operations per second to push back the frontiers of European research.

80% Open Source code.

MAKE

YOUR INFORMATION SYSTEM

▀ **Power:** to increase processing capacity as the demands dictate. Processing and storage requirements will multiply 100-fold in the next 10 years. Integrating standard components in the systems architecture will boost its power and make access easier for all.

▀ **Sovereignty:** to protect your integrity. In this controlled environment, security embodies the company's strategic vision and its relation with the outside world. It is an economic and societal element that contributes to growth.

▀ **Citizenship:** to integrate energy saving requirements into the data center. Reducing energy consumption has become a major factor in preserving the environment. It demands consolidation/virtualization and enhanced energy efficiency as part of the process of rationalizing infrastructures.

All these values are at the heart of Bull's strategy to provide enterprise with totally new prospects.

A POWERFUL PERFORMANCE DRIVER

Our booking system achieves guaranteed availability around the clock, seven days a week, using Bull Escala servers, currently the fastest and most robust on the market. This puts Air Berlin, Germany's leading low-cost airline, in a strong position for sustained growth. >>

Kai Gottschlich, Air Berlin information systems director

We have been very impressed by the quality of our new NovaScale infrastructure, and by Bull's ability to integrate it in our data center's existing architecture. The openness of the solution, its high-availability and its power with Windows, Linux and Oracle were key factors for Taiwan Post. >>

Lu Pin-Yu, Taiwan Post's Director of the Department of Information Management

According to a Gartner/Forbes survey, "Decision-makers see IT as the prime obstacle to change in the enterprise." An admission of that nature cries out for an Information System revolution.





INTROSPECTIVE OR VISIONARY?

**BROADEN YOUR
OUTLOOK AND
PICK THE BEST
TECHNOLOGY.**

Open Source software =
productivity and sovereignty

150,000 Open Source
software
packages
available.

3/4 of companies will use
Open Source for their mission-critical
applications by 2010.

(Source : Gartner)

CREATIVE SURGE...

All Bull's technology choices are nourished by openness. Bull, as Europe's leading manufacturer and service integrator and operator, keeps its finger on the pulse of developments worldwide to identify components that will best respond to customer issues. Bull also injects its own know-how into the very same momentum of openness to make the different bricks interoperable, industrialize the approach and bring security and pragmatism.

Bull's R&D strategy gives pride of place to creativity and collective intelligence. It is based on its network of partners, cross-fertilization and shared expertise.

That's how to build an open world, in a worldwide network that constantly feeds off itself. Bull, Architect of an Open World, actively contributes to this creative surge for the greater good of its customers.

/ Catalyzing energy.

Bull is one of the major international contributors to open standards.

- Bull's R&D investments cover open servers and environments, data centers, high-performance computing, interoperability, security and business applications.

- Bull is a pioneer of Open Source and one of the acknowledged contributors to the Linux Foundation. We are also one of the co-founders of OW2, the first consortium dedicated to open middleware. We have contributed to numerous communities worldwide, including QualiPSo, a platform dedicated to the quality of Open Source software. Bull integrates the best Open Source software and commercial products to build IS architectures for its customers.

- For high-performance computing and teraflop architectures, Bull is a partner in the competitiveness cluster, System@tic, to design tomorrow's petaflop systems in cooperation with major manufacturers, laboratories

and start-ups. We are also participating in the ParMA project, part of the European ITEA 2 program, aimed at improving the performance of HPC applications, promoting the advent of embedded applications.

Immediate benefits

- Shared development and contained costs.
- Ease of integration of applications in business ecosystems thanks to maximum interoperability.
- Continuous improvement of the performance of HPC and business applications.
- Implementation of SOA architectures made easier through Open Source software.

A WORLDWIDE MARKET WATCH BOOSTED BY COLLECTIVE INTELLIGENCE

/ Promoting partnership.

Bull has built up a network of alliances that constantly expands its range of technologies and solutions.

- Bull and Intel co-operate closely on open servers and future technologies. Through this partnership, the NovaScale® servers have immediate access to the latest Intel processor developments.
- Bull contributes to the development of IBM's AIX® environment and works with the same partner to enhance its Escala® servers for mission-critical applications.
- Microsoft is a key Bull partner, for example in business intelligence and HPC.
- In software development, Bull has signed strategic partnerships with software companies such as Business Objects, Oracle, SAP, and SAS.

Three reasons to opt for Bull to enter the open world

- Preferential access to innovation.
- Integration of the best components on the market to create coherent, unified information systems.
- A single point of contact for all levels of architecture, hardware and software.

Servers and storage: a unique combination of power and openness

- **Rationalize and secure your IT infrastructure servers:** with Bull, open and proprietary servers bring together the best technologies for centralized control, consolidation, virtualization and business continuity. They operate within a robust yet flexible infrastructure to guarantee all the power necessary at critical times.
- **Democratize High Performance Computing:** Bull's NovaScale clusters are ready for use under Microsoft® Windows® or Linux®. With the power of Intel processors, they reduce the purchase price and operating costs.
- **Manage data according to their life cycle:** thanks to Bull's expertise – and that of its partners – in integrating the offerings of the market leaders (EMC, NEC, NetApp, StorageTek...), storage solutions are easy to optimize. Now at last it is possible to keep abreast of the exponential expansion of data.

« Bull is our prime partner for information services. They know our infrastructure inside out and we particularly value their expertise in integration of complex, heterogeneous environments. »

Guy Destournelles, Manager of IT infrastructure at Kronenbourg breweries

« O Boticário, the leading Brazilian cosmetics manufacturer, selected Bull as integrator and outsourcer of its communication infrastructure comprising 2,200 satellite connections that interconnects its sales outlets. Today a strategic partner, Bull has brought the proof of its know-how in systems integration to coordinate and develop the whole of this critical project in partnership with Embratel and StarOne. »

Henrique Rubem Adamczyk, CIO of O Boticário



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FOLLOWER OR CREATOR?

BULL AND ITS CUSTOMERS ARE ON THE SAME SIDE

By bringing together all the assets of open technologies, Bull is committed to creating information systems that drive performance.

/ The four attributes of an information system that creates value.

• **Productivity.** Bull brings to the table its unique expertise in consolidating infrastructures and optimizing the major functional applications.

- With Bull, the French Budget Ministry is upgrading the technical platform of its finance information system, Chorus, to guarantee maximum performance. One fifth of the GDP will pass through this secure, highly available and scalable infrastructure made up of almost 500 open servers.
- In the USA, the largest States have improved the efficiency and effectiveness of their Medicaid/Health/Human Services programs with Bull's know-how and support, covering one in three Medicaid dollars spent nationwide, and 15 million of 60 million American beneficiaries. Bull's BI solutions have helped states achieve more than \$2.5 billion in combined financial benefits.

• **Agility.** An Information System aligned with business needs accelerates process responsiveness and makes it easier to rapidly implement new regulations:

- With Bull's help, the SWIFT network, the cornerstone of international financial transfers, carries out inter-bank transactions across the world in absolute security.
- The secure virtual platform linking all Dassault Aviation's partners worldwide has significantly streamlined the design process of the world's leading business

jet, the Falcon 7X. An industry first worldwide.

• **Proximity.** Thanks to open information systems, companies and public administrations put their customers and citizens center stage and improve their service quality.

- Bull has enabled the most demanding players in the world telecommunications market to develop innovative 'Multiple Play' services (triple play, quadruple play, mobile video, voice over IP, etc.); it has also helped vertically integrated operators to optimize their information systems and substantially reduce their costs.

A results-based culture.
Bull's BI solutions providing value to the Medicaid/Health and Human Services programs.

+\$2.5 billion
in financial benefits.

25% reduction in
administrative costs.

Doubling the identification of
fraudulent Medicaid activity.

Dramatic improvements in
health care outcomes (child
immunization rates, chronic
diseases, children's health, etc.)

HARNESS THE
RESOURCES TO
ACHIEVE YOUR
AMBITION
OF BUILDING AN
INFORMATION
SYSTEM THAT
CREATES VALUE.

SPEAK THE SAME LANGUAGE

- Bull has helped to modernize the customs and tax management systems in a large number of European and emerging countries, allowing them to improve the attractiveness of their countries and intensify international exchange.
- ▀ **Innovation.** Power and openness vastly increase companies' ability to differentiate themselves from competition and nations to respond to the challenges facing them.
 - For the CEA/CCRT, Bull installed one of the most powerful scientific computing facilities in Europe. It is used to design tomorrow's technologies in the fields of energy, defense, biology and aeronautics.
 - Major postal services worldwide have opted for Bull solutions, for example, to automate mail processing, resulting in total reliability and enhanced competitiveness.
 - Research centers from the United Kingdom to Singapore have leveraged Bull's high performance computing skills to forecast climate change or seismic risks.

/ Such challenges are at the heart of Bull's strategy to develop special skills in a number of key areas.

- ▀ **Business applications,** in particular solutions that include technologies for collaborative work, content management, online services (CRM, SCM, etc.),

e-government (customs, taxes, citizens' portal, local government finance) and telecommunications (mobility, innovative services).

- ▀ **ERPs,** where Bull has built up strong partnerships with the major developers such as Infor/Baan, Oracle or SAP.

▀ **Business intelligence systems,** an area where Bull has developed an innovative global offering.

▀ **Mobility,** with Bull's dedicated international service centre; solutions integrate technologies such as navigation, secure networks and mobile applications.

▀ **Security,** covering the four key functional areas: service continuity, intrusion protection, identity management and transaction certification.

An extensive network, a real presence

Bull has expanded its network of major international service centers located in Europe, the USA, Brazil, Morocco and China. The network, united by open forge technologies, supports enterprise and administration in streamlining and implementing their business developments. It operates in support of the Bull teams spread across over 60 countries.

With Bull, we have made a clear choice in overhauling our information system: Open Source. It is a real efficiency model and change agent. >>

Colonel Nicolas Géraud, National Gendarmerie

Our partnership with Bull is proving highly satisfactory. Miracle Machines chose Bull NovaScale platforms for their outstanding performance, openness and scalability, backed by its reputation in the HPC world. Our biggest computer is implemented at Singapore for hosting a tsunami warning system. >>

Dr Ping Chuang, CTO of Miracle Machines





HESITANT OR RESOLUTE?

WITH BULL, TAKE ADVANTAGE OF THE BEST OF

For companies and administrations alike, it is not just a question of opening the Information System, but also how to optimize and industrialize the approach – manage the transition, select the components, integrate them and benefit from superlative support.

/ **A unique combination of skills in Europe.**

• **The power of a manufacturer.**

As European IT manufacturer, Bull has introduced the full dimension of open technologies into its new generation servers. These have been designed using standard components, including those dedicated to mainframe applications. They leverage Bull's knowledge in large corporate systems and storage solutions to marry power, reliability and openness.

• **The expertise of a software developer.**

Bull is continuously adding value to the heritage of Open Source software, operating systems, security software and business application services.

• **The skills of a system integrator.**

Bull offers a full palette of services to design, develop, integrate, support and – yes, even operate – its customers' infrastructures and

applications. The company has particular strengths in the public sector, health, finance, telecommunications, industry and defense and has a solid understanding of their business issues.

/ **Take advantage of best practices acquired in executing major projects...**

- An active market watch on innovation and new technologies.
- A global approach to open information systems.
- Selection of the components best adapted to the issue in question.
- Industrialized development and roll-out.
- Implementation of a high level of security.
- Change management, training and support.

GET ONE STEP
AHEAD OF THE
COMPETITION
THANKS TO THE
FLEXIBILITY OF
YOUR INFORMATION
SYSTEM.

Strength in innovation



/ ... and tap into the right set of services to liberate your IT.

• **Design** of urbanized information systems that can contribute directly to the growth of your enterprise and the creation of new services:

- Definition of business-centric repositories.
- Mobilization of the different participants around a structured project plan.
- Alignment of IS to your strategy and business processes.

NovaForge™, an innovative shared development platform.

NovaForge was designed by Bull using Open Source components. It is the result of its experience with major software development programs distributed worldwide. This packaged, industrialized platform is used for Bull's integration projects and made available to customers who want to integrate it into their own organization. NovaForge is at the heart of the first initiative of Bull's 7i program.

www.novaforge.org

• **Integration** of developments in an open and interoperable infrastructure:

- Testing and validating software components.
- Ensuring application interoperability.
- Leveraging and porting the current company software.
- Implementation of tailored, accessible service-oriented applications.

• **Operation** of these infrastructures thanks to its local support network and its five data centers spread across Europe and the USA:

- Deployment, support and facilitating the evolution of complex, heterogeneous infrastructures.
- Commitment to high availability, especially for mission-critical applications (round the clock, seven days a week).
- Flexible facilities management solutions – in “insourcing” or “outsourcing” mode.

OnAir has opened mobile telephone and messaging services to airline passengers. Bull developed the information system comprising advanced Business Intelligence functions and the support of mission-critical business processes.

Jean-Damien Beaud, OnAir IS Director

In Germany, T-Com chose Bull Evidian's SSO solution for the 87,000 employees who connect to their business applications every day. The reasons for this choice? Simplicity, robustness, and a high integration capability in a heterogeneous environment.

Achim Ransbach, Global Project Manager T-BUS, T-Com
Center for Information Technology, Deutsche Telekom AG

HOW TO...

CONQUER NEW MARKETS

ANTICIPATE THE FUTURE

BECOME MORE RESPONSIVE

GAIN AGILITY

LEVERAGE YOUR IT HERITAGE

FACILITATE YOUR EXCHANGES

... AND ALL THAT IN TOTAL SECURITY?



WELCOME TO AN OPEN WORLD

JOIN THE 7i PROGRAM

WELCOME TO AN OPEN WORLD JOIN THE 7i PROGRAM.

TODAY, IT IS CLEAR. YOU HAVE TO CROSS THE RUBICON AND BREAK WITH YESTERDAY'S MODELS. OPEN TECHNOLOGIES WILL ALLOW YOU TO SOLVE YOUR CHALLENGES. WITH ITS 7i PROGRAM, BULL GOES THAT EXTRA MILE, GIVING YOU THE MEANS TO SUCCEED. 7 INITIATIVES TO LIBERATE YOUR IT AND TURN IT INTO A VALUE CREATION DRIVER.

INCREASE YOUR COMPETITIVENESS

AND

INITIATIVE 3: FACILITATE DECISION-MAKING

Vertical IS silos belong to the past. With Bull, you can rationalize and unify your business intelligence systems. The aim is to offer you, the decision-makers, and your users a 360° view of your data. The result? Anticipate better, act smarter.

INITIATIVE 2: ACCELERATE INNOVATION

Everyone should have access to forecasts and simulations. Bull's high-performance computing solutions are compact, competitive and easy to implement. You are about to surprise your competitors.

Initiative 2
ACCELERATE
INNOVATION

Initiative 3
FACILITATE
DECISION-MAKING

INITIATIVE 1: ALIGN PROCESSES

The sectors that are going through major transformations (public sector, telecommunications, manufacturing, etc.) should industrialize their application development to respond more rapidly to market dynamics. Bull's consulting expertise and its innovative NovaForge platform will help you quickly build flexible business applications.

Initiative 1
ALIGN
PROCESSES

ACCELERATE YOUR GROWTH

GROWTH

INITIATIVE 4: INCREASE FLEXIBILITY

How to make your infrastructure more agile? By opting for Bull.
Bull helps you control complexity and offers solutions to manage diversity.
That way you can develop your infrastructure as your business dynamics dictate.

Initiative 4
INCREASE
FLEXIBILITY

Initiative 5
MANAGE
KNOWLEDGE
CAPITAL

INITIATIVE 5: MANAGE KNOWLEDGE CAPITAL

The exponential growth of your data is a challenge.
Bull helps you to keep tabs on your mass of data – managing data flows
and storage – with open, integrated solutions. In so doing, it makes your
knowledge capital a performance tool.

Initiative 6
FAVOR
EXCHANGES

INITIATIVE 6: FAVOR EXCHANGES

Be attuned to the global, connected world, with mobile services,
voice over IP, and more. Bull offers you telecommunications integration
services that will make your networks a prime driver of an agile business.

Initiative 7
GUARANTEE
TRUST

INITIATIVE 7: GUARANTEE TRUST

In the open world, security is the guarantee of sovereignty and integrity.
Bull is an innovator in the field of advanced security solutions.
Now, at last, you can expand without having to fear intrusion, hackers and attacks.

COMPETITIVENESS



Architect of an Open World™

www.bull.com/7i