

## Contacts

### Austria

Steria Mummert Consulting GmbH  
Obere Donaustraße 63  
A-1020 Wien  
Tel: +43 1 5123855-0  
Fax: +43 1 5123855-6499  
www.steria-mummert.at

### Belgium

Boulevard du Souverain 36  
1170 Brussel/Bruxelles  
Tel: +32 2 566 66 66  
Fax: +32 2 566 66 16  
www.steria.be

### China

26th floor, Citicorp Centre  
18 Whitfiel Road  
Causeway Bay – Hong-Kong  
Tel: +65 98 220 747

### Denmark

Tonsbakken 16-18  
2740 Skovlunde  
Tel: +45 44 50 60 00  
Fax: +45 44 50 60 01  
www.steria.dk

### France

46, rue Camille Desmoulins  
92782 Issy-Les-Moulineaux  
Cedex 9  
Tel: +33 1 34 88 60 00  
Fax: +33 1 34 88 69 69  
www.steria.fr

### Germany

Steria Mummert Consulting AG  
Hans-Henny-Jahn-Weg 29  
D-22085 Hamburg  
Tel: +49 40 22703-0  
Fax: +49 40 22703-7999  
www.steria-mummert.de

### India

B-39 Sector 1, Noida, 201 301  
Tel: +91 (120) 408 5000

### Luxembourg

Rue du Kiem 145  
8030 Strassen  
Luxembourg  
Tel: +352 45 50 021  
Fax: +352 45 35 12  
www.steria-psf.lu

### Morocco

66, rue Melouiya  
Axe Avenue de France Agdal  
10000 Rabat – Morocco  
Tel: +212 37 776 837  
Fax: +212 37 776 997

### Norway

Biskop Gunnerus' gate 14A  
P.O. Box 2  
N-0051 Oslo  
Tel: +47 22 57 56 00  
Fax: +47 22 57 59 60  
www.steria.no

### Poland

ul. Uniwersytecka 13,  
40-007 Katowice  
Tel: +48 32 354 94 01

### Singapore

501 Orchard Road  
#06-02 Wheelock Place  
Singapore 238880  
Tel: +65 6358 21 40  
Fax: +65 6358 20 70  
www.steria.com.sg

### Spain

C/ Via de los Poblados, 3  
Edificio 5 (plantas 5 y 6)  
Parque Empresarial Cristalia  
28033 Madrid  
Tel: +34 902 014 234  
Fax: +34 91 838 2299  
www.steria.es

### Switzerland

Steinackerstrasse 47  
CH 8902 Urdorf  
Tel: +41 44 734 80 00  
Fax: +41 44 734 80 10  
www.steria.ch

### Sweden

Karlsrovägen 2D – P.O. Box 544  
182 15 Danderyd  
Tel: +46 8 622 42 00  
Fax: +46 8 622 42 23  
www.steria.se

### UK

Three Cherry Tree Lane  
Hemel Hempstead  
Hertfordshire HP2 7AH  
Tel: +44 845 601 8877  
Fax: +44 1442 884 335  
www.steria.co.uk

www.steria.com

Steria – Excellence without boundaries

# Excellence without boundaries



## Cover

In 1783, the French brothers Montgolfier invented the first hot air balloon capable of manned flight. In October of that year, Jean-François Pilâtre de Rozier soared to a height of 28 metres above the earth in the first manned flight.

This innovation opened up a whole new perspective on the world and laid the foundation for entirely new methods of travel and communication.

## Contents

04	Our promise
06	Our values
08	Our mission
10	Our vision
12	Our people
14	Our markets
16	Our approach
18	Chairman's statement
20	Market sectors
	– Financial services
	– Healthcare
	– Manufacturing
	– Public sector
	– Retail
	– Telecommunications and media
	– Transport
	– Utilities
36	Our employees
	Contacts

# Steria delivers IT-enabled business services.

## So how do we measure our success?

Have we given you the tools you need to beat the competition?

Have we enabled you to serve your own customers better?

Have we taken on the tasks that distract you from your business?

**We think the most meaningful measure of our success is your success.**

# We go beyond

Each year the male emperor penguin endures a 115-day ordeal while his mate returns to the sea to feed and recuperate. During that time, he incubates an egg without eating a single meal. Along with this, he has to cope with wind-chill temperatures reaching down to  $-60^{\circ}\text{C}$ .



## Our promise

We are committed to doing whatever it takes to get the best outcome for our clients.



For more details visit:  
[www.steria.com/about-steria](http://www.steria.com/about-steria)

# We innovate

The internet was originally a failure, a discarded defence technology of the United States Government. But in 1989, Tim Berners-Lee saw its potential and developed a way of using the internet as a communications tool. Now the worldwide web is part of daily life.

## Our values

At Steria, we have always provided innovative solutions for our clients and new technology is the source of our inspiration.

Our energetic and entrepreneurial culture is based on the founding values of the company: openness, simplicity, creativity, respect and independence.



For more details visit:  
[www.steria.com/values](http://www.steria.com/values)

# We turn challenge into success

Carolina Klüft is the only athlete ever to win three world titles in the heptathlon. Success in this multi-discipline sport demands a balance of attributes – speed, strength, endurance and dynamism.

## Our mission

We constantly stretch ourselves and our clients, turning challenge into business success.



For more details visit:  
[www.steria.com/client-successes](http://www.steria.com/client-successes)

# We break boundaries

On 12 April 1961, Yuri Gagarin fulfilled one of mankind's most ambitious visions. He became the first person to break through the barrier of our planet's atmosphere to enter space and orbit the world.

## Our vision

To be recognised as the most attractive and innovative provider of IT-enabled business services in Europe.



For more details visit:  
[www.steria.com/about-steria](http://www.steria.com/about-steria)

# We're in it together

It takes a team of 1,000 people to put Renault's F1 team on the track and ahead of the pack. What's true in Formula 1 is true in business as well: it's the work behind the scenes that drives success.

## Our people

Our employees are central to the success of your projects, and to our success as a business. Their commitment is strengthened by their active role in Steria's governance through the high level of employee share ownership.



For more details visit:  
[www.steria.com/careers](http://www.steria.com/careers)



## Our markets

At Steria, we make it our business to understand yours. In that way, you can concentrate on what you do best – leaving us to get on with providing precisely what you need in the way of end-to-end business solutions which enable you to operate more accurately, efficiently and profitably.

# What we do to benefit you

### ↓ Healthcare

Implementing and improving the use of IT in the healthcare sector across Europe through advanced technology such as e-prescriptions, the secure exchange of medical data and applying innovative business models, for example shared service centres.

See page 22



### ↓ Financial services

Transforming banks' and insurance companies' IT and business processes to comply with regulations, manage risk and optimise cash, as well as driving innovation to attract and retain clients.

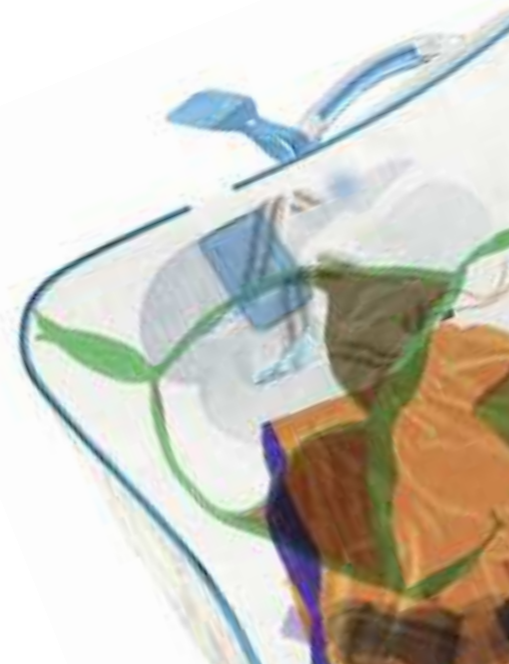
See page 20



### ↘ Transport

Working for road, rail, air and urban transport providers in the areas of security, control, intelligent transport and environmental mitigation – while also supplying the tools that help transport managers to optimise the customer experience.

See page 32



### ← Public sector

Helping both local and central governments to operate more efficiently and cost-effectively, and to better serve their citizens across a wide range of areas, including fiscal administration, law enforcement, public security, defence, public health, welfare and education.

See page 26



## ← Utilities

Providing an essential range of services to the continuing process of electricity and gas deregulation, involving every aspect of energy production, transport, distribution and customer relations services for utilities throughout Europe.

See page 34



### ↑ Telecommunications and media

Ensuring that telecoms customers get the quality and speed of access they want while simultaneously securing data quality and integrity and enabling the timely development of innovative solutions.

See page 30

### ↑ Manufacturing

Reducing time-to-market via product life cycle management solutions, helping clients compete through innovation and keeping costs down by offshoring and integration and testing of enterprise applications.

See page 24

### → Retail

Helping retailers to get the most out of their back-office systems through the implementation of Enterprise Resource Planning (ERP) applications, the deployment of supply chain solutions, effective use of business intelligence solutions enabling insight into their customers and the outsourcing of non-critical retail business processes.

See page 28



### Our approach

Steria operates in 16 countries across 8 time zones. As a result, whatever your requirements, whenever they occur, you can be certain that one of our teams is working for you, providing services, advice and follow-up that you can rely on.

## Working in your interests wherever they are

### Strategic locations

Primarily Europe-based with offices in Asia and outsourcing capabilities in India, Morocco and Poland.



- 1. Austria
- 2. Belgium
- 3. Denmark
- 4. France
- 5. Germany
- 6. Hong Kong
- 7. India
- 8. Luxembourg
- 9. Morocco
- 10. Norway
- 11. Poland
- 12. Singapore
- 13. Spain
- 14. Sweden
- 15. Switzerland
- 16. UK

For more details visit: [www.steria.com/locations](http://www.steria.com/locations)

### End-to-end services

Full transformational and ongoing operational services geared to giving you the space you need to focus on your own customers.



**Transformation services**  
Helping your organisation to become what you want it to be by providing transformational solutions across the full spectrum of business and technical disciplines.

**Operations services**  
Handling your everyday operations with a level of care, innovation and attention to detail that go well beyond the routine.

For more details visit: [www.steria.com/services](http://www.steria.com/services)

## Chairman's statement

## Partners in success



We pride ourselves on daring to push the boundaries of what's possible, in order to propose innovative solutions and different business models that help keep you ahead of the game.

This brochure is about how we at Steria keep on finding new ways of helping our clients succeed.

- We now have more than 5,000 highly-qualified professionals in India.
- Our broadened portfolio offers end-to-end solutions.
- We are front-runners in providing technology-based business process outsourcing.



#### A bold business venture

Since our foundation in 1969, in the pioneer days of information technology, we have continually looked at our clients' challenges and how we develop our services to tackle those challenges. We have re-invented ourselves several times – as you might expect from an industry as dynamic as ours. However, a few things have not changed. From the start, we have fostered a culture of innovation, entrepreneurship and a unique sense of partnership with employees and clients alike.

That culture, in turn, has determined Steria's values: openness, simplicity, creativity, respect and independence.

Adhering to these values has helped to guide Steria's growth and expanded our service offering. Recent developments have been particularly exciting.

We now have a truly integrated delivery model that enables us to combine onshore, nearshore and offshore capacity in the most cost-effective and appropriate mix for your business. We have teams based in Europe and in North Africa, as well as more than 5,000 highly-qualified professionals in India.

But we'll always remain close to you, with locally-based people who build long-term relationships. Only by doing this can we make sure we really understand your business, and anticipate your needs. That balance between client proximity and global delivery is core to our strategy.

We have broadened our portfolio of services so that we can offer you end-to-end solutions – from transformation right through to day-to-day operations.

That means that we can not only manage your IT, but also run day-to-day business processes on your behalf. This leaves you free to focus on strategic decision-making and deliver added value to your organisations.

In almost 40 years of doing business, Steria has helped clients to compete – and thrive – despite the vagaries of the economic climate.

Now we can do this for you by providing the expertise and solutions that help you to make the most of your investment in technology. We continually engage in initiatives that tackle pressing contemporary issues such as security and sustainability in order to find ways of helping you address these challenges. And we pride ourselves on daring to push the boundaries of what's possible, in order to propose innovative solutions and different business models that help keep you ahead of the game.

Just as your business is constantly changing to reflect shifting markets and outpace the competition, so is ours. We'll continue to be at your side, bringing our passion and enthusiasm to bear on your business challenges.

François Enaud,  
Chairman and CEO

## Market sectors

It's difficult enough to keep pace with regulatory requirements and technical innovations when times are booming. But during periods of economic uncertainty, sector contraction and pressure on resources, such requirements can bring on a sense of overload.

# Financial services

### Identifying the challenges

No matter what directions markets are taking, one thing is certain: the European payments landscape is being transformed. As a result, the sector is obliged to redefine the roles of its banks and clearing houses and defend the levels of its transaction costs.

Meanwhile, at the consumer end, there is a pressing need to modernise bank staff workstations in order to develop the seamless, multi-channel service and real-time benefits necessary to meet rising consumer expectations. Greater alignment between IT and overall organisational strategy can lead to new delivery channels or business models that result in effectively targeted and profitable new service offerings.

### How Steria is helping

Our expertise in integrated banking systems is particularly strong – from consulting through to implementation and roll-out, to maintenance and outsourcing of entire applications. Steria banking solutions are already helping the sector cope with requirements relating to the prevention of money laundering, international regulations, SEPA implementation and liquidity optimisation.

Front-office applications include complete multi-channel architecture solutions for configuring branch workstations and the management of bank cards, loyalty cards and electronic payment. We also offer dedicated asset management solutions to insurers.

#### Areas of expertise include:

- Regulatory compliance
- Customer relations management
- Core banking
- Cash management
- Card management
- Asset management (KAVIA solution)
- Electronic archiving and document output management



For more details visit:  
[www.steria.com/financial-services](http://www.steria.com/financial-services)



**HSBC Guyerzeller Bank AG** is a private bank with its head office in Zurich, branches in Geneva and subsidiaries in Istanbul and Hong Kong. It manages CHF25 billion (approximately €16 billion) in assets. The bank optimises its key business processes like payment orders, standing orders and share purchase orders thanks to Steria's help and advice. Steria also provided training to key users. "In addition to Steria's technical expertise, we count on their ability to work with our teams as a partner for change. You can never overestimate the importance of training in the success of IT projects," explains Oliver Riesselmann, Head of Projects & Business Services Management.

**Antwerp Diamond Bank** relies on Steria to support its expansion in the Middle and Far East. In order to implement their "follow the customer" strategy, regional headquarters were established in Singapore. Now, spanning two hemispheres, Antwerp Diamond Bank relies on an integrated IT solution incorporating state-of-the-art banking applications supported by infrastructure outsourced to Steria's data centres.

**TeamBank** When former Norisbank AG wanted to reposition itself as TeamBank in Germany, Steria provided essential support. A management programme was developed to coordinate the entire repositioning process and help TeamBank roll-out their new bank branches, so called "easyCredit-Shops", throughout Germany.

**Banque de France**, in conjunction with Steria, has successfully migrated Paris's financial markets over to TARGET 2. The system is used to perform transfers of large payment amounts between banks or on behalf of their customers throughout the Eurozone. The Banque de France had to adapt its technical connection architecture to the SWIFT network by 18 February 2008, date of the switchover to TARGET 2. "The Banque de France has often worked with Steria on payment systems for large amounts, and SWIFT flows in particular, which are strategic for economic functioning and the reputation of every financial market. I was therefore not surprised that migration to this new system was completely problem-free," said Michel Spiri, Director of Organisation and Developments at the Banque de France.

“ Thanks to the collaboration between Steria's teams in Belgium and Singapore and our own IT department, we are able to guarantee our Asian customers a constantly available service.

Pierre De Bosscher  
Managing Director  
Antwerp Diamond Bank

## Market sectors

There are few sectors more sensitive than healthcare. That is why IT security and confidentiality are paramount. So are accuracy and interoperability that transcends national borders as well as different health jurisdictions or hospitals.

# Healthcare

### Identifying the challenges

Europe is leading the way in the significant changes that are affecting healthcare. By 2010, the first national electronic patient records should be able to be shared across national borders at the patient's request. A pilot for e-prescriptions and patient summaries is underway.

With over 50 million cards already in circulation in Europe, the proliferation of health cards for both patients and health professionals will eventually demand a new generation of data repositories and new levels of security for enabling large-scale healthcare IT systems.

Just as important will be the role of e-prescription and reimbursement schemes that will encompass practitioners, pharmacists and insurance companies.

### How Steria is helping

Steria's involvement in the development and implementation of IT solutions in the healthcare sector throughout Europe has given us experience in a wide range of disciplines. We are leaders in the technology and process challenges associated with interoperability.

We are also highly competitive in supplying routine business support services that allow professionals to focus on providing better healthcare to their patients.

That is why we can ensure that medical information is available where and when it's needed to guarantee what should be the sector's prime objective: universally efficient patient treatment.

#### Areas of expertise include:

- Card management
- Secure exchange of medical data
- Interoperability
- Managed services
- Enterprise content management



For more details visit:  
[www.steria.com/healthcare](http://www.steria.com/healthcare)

**SESCAM, the health service of Castilla la Mancha**, has 20,000 doctors, nurses and other healthcare professionals, 196 healthcare centres and 17 hospitals to look after the 1.9 million people living in the region. SESCAM chose Steria to implement its new health card information system to help plan and optimise health services and resources in accordance with the population's needs. "Secure access to information, confidentiality, compliance with the Spanish Data Protection Act and better resource management are guaranteed by Steria, enabling us to provide reliable services to our patients," explains Tomas Ruiz, responsible for the project at SESCAM.



Steria has delivered an easily upgradable solution and proved its efficiency in working within a complex organisation and IT environment.

Henrik Jordt  
Responsible for IT architecture and security  
The hospitals of the Danish Midtjylland

**The hospitals of the Danish Midtjylland region** employ 34,000 healthcare professionals. Medical teams use different PCs during the day, as they move from one patient to another. They rely on Steria's mobile digital signature solution to consult the national and inter-regional medical registers and add or transfer data. As a result, the administrative burden and the risk of errors in medical prescriptions are reduced.

**NHS Shared Business Services**, our 50:50 joint venture with the Department of Health in the UK, delivers high quality business support services including finance, e-procurement and payroll to all types of NHS organisations.

Our services enable NHS executive teams to focus on business improvement activities and strategic decision-making, using readily available management information. Our clients benefit from access to world-class technology, faster paperless processing and substantial savings in procurement. With over 100 clients using our services, we share best practice across the NHS providing future-proofed services. Operational excellence is ensured by our robust, leading-edge delivery centres, SAS 70 accreditation and a strong customer service ethos.



## Market sectors

Competition in manufacturing is intensifying, particularly in the automotive and aerospace sectors. But what can manufacturers do to stay ahead in markets reeling from the impact of globalisation and higher costs for commodities?

### Identifying the challenges

One way for manufacturers to stay ahead is by reducing their costs. Quite reasonably, manufacturers expect their service providers to be proactive and imaginative in helping them to achieve these savings.

But when relationships with service providers become more like partnerships, manufacturers benefit from a truly collaborative approach. This can generate new ideas that may lead to the creation of innovative product ranges or compelling post-sales consumer services.

With special software, the right service partners can also ease the launch of their clients' new products to market and increase competitive advantage.

### How Steria is helping

With support from Steria, clients can extract maximum value from all the customer data they may hold in disparate systems. They can then make more use of this to target new product development or post-sales services.

We can help to lower the total cost of owning IT platforms and applications. This may start for example with increasing the effectiveness and lowering the cost of testing right across the life cycle of an application. Additional benefits can come through full applications development and applications management services, making use of Steria's integrated on/near/offshore delivery model.

We can also provide ways to ensure that clients' IT infrastructure is adaptable to new global manufacturing models and measure the environmental impact of their manufacturing activities through the implementation of innovative solutions.

### Areas of expertise include:

- Industrial maintenance
- Enterprise applications
- Customer relations management
- Application development
- Offshore development
- Solution roll-out
- Infrastructure management
- Total cost of ownership solutions

# Manufacturing



With their expertise in IT and process development and their structured approach to project management, the Steria team not only deliver quality and innovative solutions, they enable us to get more out of our systems and resources, and give us the flexibility to focus on the end-game.

Guillaume Jacquemin  
IS Manager  
ING Renault F1 Team



For more details visit:  
[www.steria.com/manufacturing](http://www.steria.com/manufacturing)

**PSA Peugeot Citroën** Based on PSA Peugeot Citroën functional specifications, Steria has designed, managed and upgraded the intermediation platform that handles Peugeot and Citroën's emergency hotline. This service facilitates intervention by the emergency services after a road accident. PSA is the first vehicle manufacturer to have its emergency hotline certified by the French Civil Defence and Security Department. Since 2003, PSA has marketed 475,000 vehicles in the nine European countries operating this service. Deployment on this scale is unprecedented in Europe.

**ING Renault F1 Team** As the official supplier of IT consultancy services and application management to the ING Renault F1 Team, Steria is helping to improve the team's racing performance. Steria provides consulting services to optimise the effectiveness of the SAP solutions used in the engine development area, and develops software capable of analysing the high volumes of data produced by the car's on-board systems.

**Dolder SA**, an international raw material distributor based in Basle, benefits from improved availability and guaranteed security of its IT systems, thanks to a five-year outsourcing contract with Steria. One of the key reasons for choosing a partnership with Steria was our ability to reduce the operating costs of the Dolder IT environment. Steria is responsible for the IT operations in Austria, Switzerland and Italy.

## Market sectors

Citizens have become more demanding consumers. As such, they have higher expectations for the quality and effectiveness of the services they receive. At the same time, public sector spending has come under increasing pressure. To help resolve this dilemma, governments and public bodies are looking to their service providers. With our heritage of public sector partnerships, we at Steria understand and respond to both imperatives.

# Public sector

### Identifying the challenges

IT has helped to define a new relationship between citizens and their governments at both central and local levels. At the same time, particularly in Europe, there is a move to greater cooperation among nation states in the areas of justice, healthcare, finance, civil protection and defence. All of this requires improved interoperability between national and local IT systems and between related organisations.

What's more, against the background of this unprecedented flow of information, concerns over security are mounting.

### How Steria is helping

With decades of experience in serving the public sector, Steria is in the forefront of the reorganisation and modernisation of citizen services. This includes progress in central government schemes such as public finance and accounting, online tax payments and local administration initiatives, as well as central and local government e-services that improve citizens' daily lives.

We also lead the way on a wide range of national and international projects that include identity management, police interoperability and e-customs.

### Areas of expertise include:

- e-government
- ID management
- Public security
- Defence



For more details visit:  
[www.steria.com/public-sector](http://www.steria.com/public-sector)

**BBC** Our finance and accounting (F&A) expertise will deliver substantial savings to the BBC, providing a major contribution to the BBC's strategy of minimising the cost of its support services to release more money into creative programming.

Working closely with BBC Finance, the Steria-led consortium is delivering F&A and payroll services across the BBC. As a major offshore business process outsourcing partner, we are bringing the BBC the value, economies of scale and expertise from offshore to deliver onshore customer service.

**The French Ministry of the Economy, Finance and Industry** has chosen the Accenture-Steria partnership to integrate its offices in charge of expenditure, non-tax revenues and accounting. All will use the same SAP application, in contrast to the range of systems that currently manage state finances. This four-year project will be a powerful tool in updating and streamlining the budgetary and accounting processes of government departments. It is the most extensive inter-ministerial programme ever carried out in France.

**The City of Hamburg** entrusted Steria with the complete reorganisation of its fiscal accounting system based on mySAP ERP and mySAP BI. The city can now deliver more financial transparency for its citizens, the administration and politicians, while achieving a much more efficient, outcome-driven use of resources.



Steria has delivered a significant change programme that in my experience has been an overwhelming success. The flexibility, professionalism and can-do attitude are attributes that I would encourage any potential partner to display whilst working on any major government project.

Sir John Semple  
Former Head of the Northern Ireland Civil Service



## Market sectors

Credit squeezes, rising costs of energy, wages, rent and taxes and increasing competition from the internet combine to make coping with normal retail business cycles even more difficult. But there are ways to fight back – effectively and cost efficiently.

# Retail



Steria, as a valued partner, provides us with expertise in application management, an in-depth understanding of our business and commitment to working together to deliver our key outcomes.

Mike McNamara  
Operations Development Director  
Tesco

### Identifying the challenges

Retailers are understandably keen to limit the level of their investment in IT. Therefore, they focus primarily on areas that directly drive sales, such as merchandising, marketing and in-store support. Yet by getting the most out of their back-office systems, retailers can get to know their clients better – which enables them to concentrate most effectively on the merchandising and marketing efforts that will get customers back on the shop floor or on their websites.

Specifically, this calls for better implementation of enterprise applications, maximum exploitation of existing data through business intelligence solutions and improved supply chain systems to keep shelves stocked with the products customers really want.

At the same time, retailers need to consider other business models. That could mean exploring new channels to market or finding more efficient ways – such as outsourcing – of running their business support processes.

### How Steria is helping

Back-office enterprise-wide application suites such as SAP and Oracle provide a wealth of data crucial to increasing market success. This can include weekly store reports incorporating sales and cost information that features benchmark data against peer stores. Steria can also deliver an enhanced payroll process that results in lower payroll headcount as well as closer correlation with staff bonus schemes and sales performance.

Looking beyond the benefits of increased system interrogations, retailers are increasingly seeing the advantages of outsourcing the business process itself.

### Areas of expertise include:

- Supply chain optimisation
- e-commerce
- Multi-channel retailing
- Business intelligence
- Customer insight
- Merchandise management



For more details visit:  
[www.steria.com/retail](http://www.steria.com/retail)

**Tesco** “Every little helps” – enabling Tesco to focus on the customer experience. Building on an 18-year relationship, Steria underpins Tesco’s IT strategy with application management, software development and consultancy services. Driving down the cost of core IT operations means Tesco can focus investment on extending its retail offering and improving customer experience. We support these productivity improvements by using our integrated delivery channels in the UK and India, across Tesco’s critical business IT systems. These include distribution, stock replenishment, products, pricing, and payroll systems for the UK and the Republic of Ireland.

**Threshers** Steria is supporting Threshers’ central IT systems, providing applications management, IT operations and hosting for Threshers’ core SAP, WebSphere and Business Objects applications. In addition, Steria is hosting Threshers’ JDA merchandising applications, which support the company’s strategic planning activities. Working with Steria is enabling Threshers to reduce the total cost of ownership of its IT infrastructure by using our flexible integrated on/offshore delivery model. Through this model, all first-line IT support for nearly 300 Threshers head office and field staff in the UK is being delivered from India.

**El Corte Inglés**, the largest chain of department stores in Spain and Portugal, provides consumers with everything from groceries and furniture through to hi-tech electronics and travel services. Steria has been working with El Corte Inglés for 7 years now in their drive to shorten time to market for new products and services and ensure the best shopping experience for their customers. A Steria team of 50 engineers and consultants develops and maintains key applications including those relating to logistics, travel insurance, financial services and human resources.



The retail sector is probably one of the most competitive sectors to be in. This contract has allowed us to drastically reduce the total cost of ownership of our IT infrastructure with provision for a flexible pricing model based on our business metrics. We chose Steria because of the quality of its offshore capabilities and its ability to offer a complete support model. We felt Steria really understood our business and the sector.

Harvey Ainley  
CFO  
Threshers



## Market sectors

How do companies in this highly competitive sector manage to balance the need to reduce costs while at the same time satisfying their customers' insatiable thirst for innovation and instantaneous service? It's a tall order. But getting it right is essential for success in one of the most competitive market sectors.

# Telecommunications and media

### Identifying the challenges

Customer satisfaction is key and that means catering to consumer impatience. When their service provider has a new offer available, customers want access to it as soon as they have bought their new mobile or upgraded their contract. And who can blame them?

But to deliver that level of service, the provider has to have the entire value chain thoroughly primed. And that calls for end-to-end management ensuring a consistently high quality network and seamless billing all along the way.

### How Steria is helping

Fixed/mobile convergence is shaking up all operators' processes. We are supporting our clients in overhauling their technical and management processes (e.g. sales and billing). And we are helping them bring new products to market more quickly.

To do this, we are developing completely new applications, maintaining existing applications, or taking responsibility for testing right through the applications development life cycle. We enable our clients to reduce costs, guarantee response times and get more flexibility from their IT. This means that they can focus on new business issues such as the challenges arising from the convergence of different means of communication.

With Steria, companies can provide combinations of fixed, mobile, pre-paid or post-paid subscriptions and an ever-broadening range of services.

And when it comes to innovation, Steria is right up there at the forefront with our clients. We use our expertise in machine-to-machine communications to create a new range of income-generating services for telecommunications companies, such as fault diagnosis, noise pollution monitoring and the timely provision of accident and emergency services.

#### Areas of expertise include:

- Service activation
- Data collection and migration
- Invoicing
- Real-time traffic mediation
- Performance optimisation
- Information system interoperability
- Machine-to-machine communication (RFID, ZigBee)



For more details visit:  
[www.steria.com/telecoms-media](http://www.steria.com/telecoms-media)

**Telenor** In a highly competitive market, Telenor, the largest telecommunications group in Norway, must continually strive for higher quality of customer service while maintaining a profitable level of operations. Telenor has chosen Steria to modernise its fault management system to meet these challenges. The system is based on Open Source technology and is today one of Telenor's most critical business applications with more than 800 simultaneous users. For Telenor, the solution means faster and better support on existing and new services and products and Telenor's customers benefit from enhanced quality of service.

**Groupe CANAL+** Steria is in charge of application maintenance of the system handling Groupe CANAL+'s 10.5 million subscriptions. Following the merger with TPS and the emergence of new competitors, Steria's ability to provide a tailored application maintenance service has become a key asset, particularly in terms of re-engineering the company's distribution information system.



“ Steria's outsourcing service provides us with transaction processing, accounting and reporting expertise combined with an in-depth understanding of our business and a commitment to helping us deliver our key outcomes. Steria continues to deliver an effective and cost efficient service – with the skills and flexibility to achieve business change through investment in further process improvement and service management.

Andrew Kemp  
Group Director of Reporting, Planning and Analysis  
BT

## Market sectors

At a time when more people than ever have the means, desire and need to get around, there are legitimate concerns about the environmental impact of such travel, its operating inefficiencies and security. The dilemma is universal and difficult to reconcile. Yet smooth, sustainable and safe transport is essential to the 21st century economy.

# Transport

### Identifying the challenges

An informed traveller tends to be more forgiving of any delays or cancellations. That's why giving people the right information at the right time is crucial, whether via road signs, service indicator panels at railway stations and bus stops or airport departure boards and announcements.

And at a time when green concerns are paramount, reducing the environmental impact of all travel is vital. This can involve any number of solutions such as park-and-ride facilities on the outskirts of towns, larger scale traffic management schemes such as the construction of by-passes and noise abatement programmes at airports.

Security issues transcend the public and private sectors, particularly where air travel is concerned. Among the ways forward are biometrics that link travellers' profiles with existing state records, airport security assessment programmes based on exhaustive audits and improvements to air traffic control systems.

### How Steria is helping

Steria works throughout the sector, serving road, rail, air and urban transport providers. Our expertise lies in implementing airport management systems, air traffic control solutions and supervision systems that can encompass every aspect of what's needed to keep a city on the move as sustainably as possible through transit, traffic and tunnel management.

Our solutions help to reduce traveller stress and improve transport efficiency.

### Areas of expertise include:

- Traffic management
- Parking management
- Taxi management
- Airport management

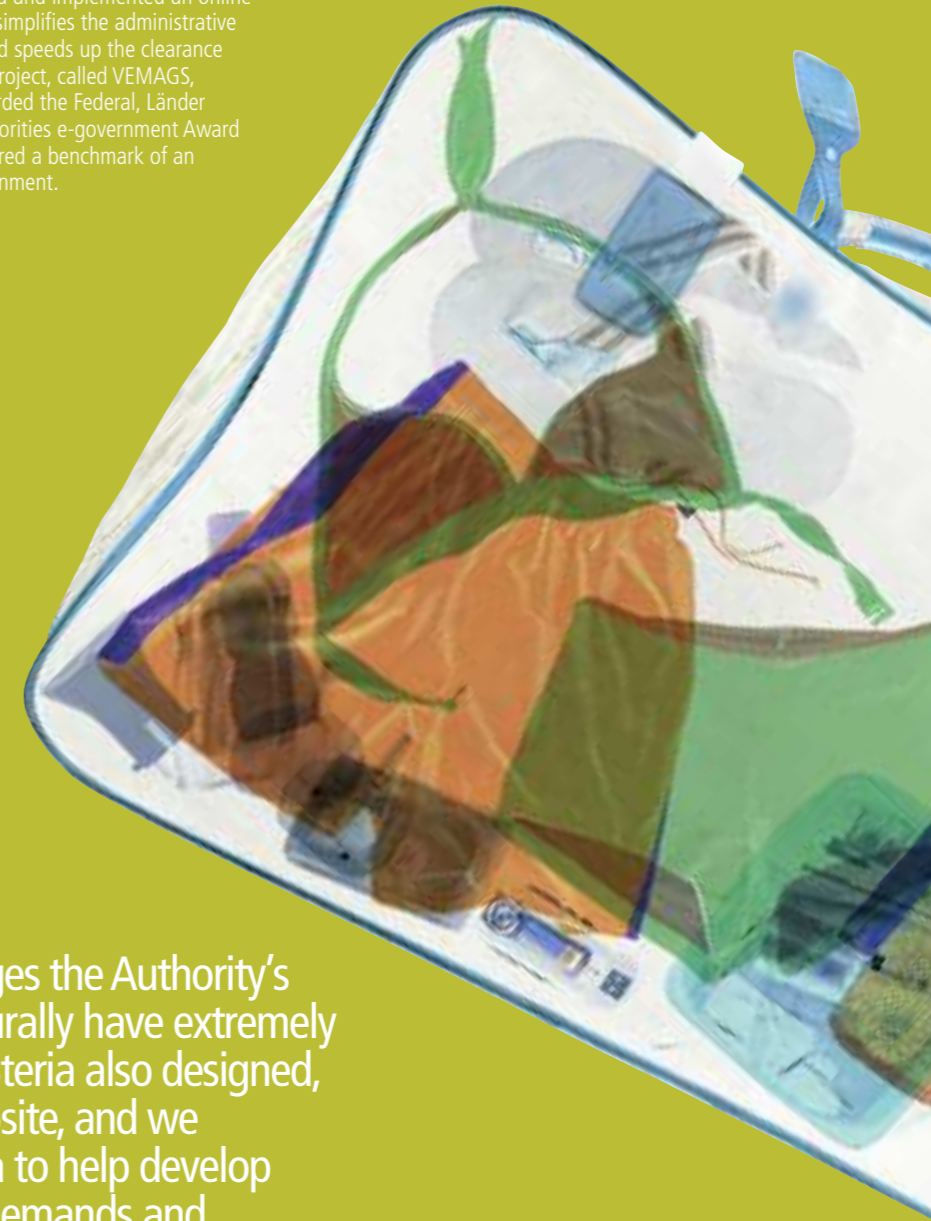


For more details visit:  
[www.steria.com/transport](http://www.steria.com/transport)

### Singapore Land Transport Authority (LTA)

Public transport users in Singapore are informed in real-time of the waiting time between buses thanks to Steria's expertise in rolling out mobile technology and intelligent transport systems. Over 300 bus stops are equipped with Steria's technology.

**VEMAGS** Germany's public authority processes 100,000 applications for transportation of abnormal loads each year. Over 1,000 separate administrations are involved in the authorisation procedures. Steria designed and implemented an online platform that simplifies the administrative procedures and speeds up the clearance process. This project, called VEMAGS, has been awarded the Federal, Länder and local authorities e-government Award and is considered a benchmark of an efficient government.



We are pleased that Steria manages the Authority's mission critical servers which naturally have extremely high level security requirements. Steria also designed, built and runs the Authority's website, and we will be working closely with Steria to help develop our applications to address new demands and requirements from the Swedish public and make further improvements to our IT infrastructure. We chose to outsource our IT infrastructure management to Steria in order to save money, to be able to develop our IT services and to use our resources more efficiently.

Lena Hammar  
IT Manager  
Swedish Civil Aviation Authority

## Market sectors

Deregulation of the electricity, gas and water markets is a European phenomenon that has been going on for more than a decade. In the interests of spurring competition and giving the consumer greater choice, the process has created considerable complexities for the utility companies. Increasingly, they are obliged to separate energy production, transport and distribution – with obvious IT ramifications.

# Utilities

### Identifying the challenges

Deregulation is transforming utility companies. At the most fundamental level, it forces them to realign their business strategies, becoming more consumer-focused. But keeping consumers happy is a costly business that doesn't always exist easily with the budget constraints and increased marketing expenses that go hand-in-hand with more intense competition.

At the same time, deregulation makes billing more complex. As customers switch from supplier to supplier to get better deals, the transfer of essential data becomes an ongoing challenge. More accurate analysis and modelling can help to accelerate a company's ability to respond to market changes.

These market changes are occurring during a period of higher than ever energy and water prices, which undermine consumer confidence in the entire sector.

### How Steria is helping

Fortunately, we've been through this before. Steria acquired significant experience during the late-20th century deregulation of the European telephone market. As far as IT systems and ancillary services are concerned, there are strong similarities.

In particular, we can provide a wide range of relevant consulting services that help clients adapt to shifts in regulatory requirements, create and implement billing and pre-billing procedures and improve customer relations management overall.

#### Areas of expertise include:

- Billing, capacity and balancing management (GAS-X)
- Customer care and billing
- Deregulation and unbundling
- Utilities business consulting
- Systems integration (including SAP and Siebel)



For more details visit:  
[www.steria.com/utilities](http://www.steria.com/utilities)

**Thames Water** Steria has worked with Thames Water for over 18 years and currently manages the back-office processes for metered billing exceptions, customer correspondence and general actions. This enables Thames Water to address customer service, cost and quality issues while ensuring it meets strict regulatory requirements. Using our integrated delivery capability and outsourcing part of its functions to India, Thames Water can increase the efficiency of these processes which involve over one million transactions each year including disputed bills and correspondence.

**EDF and GDF** have equipped 8,000 technicians with mobile terminals and 2,000 managerial personnel with a monitoring console in order to better manage responses when called out by individual customers and businesses. Steria provides maintenance for the application and upgrades it as new functionalities are integrated.

**DB Energie** is the fifth largest utility in Germany, supplying electricity to all the railway infrastructure. When the company chose to modernise its billing system, DB Energie awarded Steria both the specific work on the design of a data archiving solution and also its overall project management support.



The technician loads the data he needs for his round, has his customers sign electronically, and synchronises the information at the end of the day. This makes for simplicity of use, better traceability and time saved, and eliminates the duplication of call reports – these are tangible results!

Pierre Veyssière  
Customer project manager  
EDF and GDF



## Our employees

# Our employees are 100% committed...

...to delivering solutions that make a real difference to your business. They are our company's greatest asset and we value their entrepreneurial spirit.

Although our 19,000 employees in 16 countries all have different experience and skill sets, they all share one common goal: to provide integrated services that help you realise even the most ambitious of projects.

An incredibly diverse organisation, Steria offers you the best of both worlds: we develop close working relationships with our customers, while also offering the strength and stability of a global organisation – one with common infrastructures, methodologies and tools, and one that capitalises on the knowledge it has acquired across its broad range of projects.

Because our employees have a real stake in our organisation through the innovative share ownership scheme, we are all enthusiastic entrepreneurs. We are passionate about your projects and will do everything in our power to ensure that they succeed.

We use innovation to drive our organisation forward. We regularly go against the norm and continuously strive to improve the quality of our solutions and services.

A strong team spirit is also key to our success. In fact, we encourage our employees to work together wherever possible, as we believe this benefits everyone. Of course, we don't claim to have all the answers, but our thirst for knowledge drives us to ask valuable questions and we always take time to listen carefully to the responses. This means that each and every project we work on stretches the limits of our knowledge – enabling us to create new and high-quality services that will add significant value to your company.

The world is constantly changing – and by anticipating these changes, we never miss an opportunity to create new solutions that meet your current and future requirements.

"We all come from different countries and cultures, which makes for a stimulating environment. But we are all Steria people."

"Training that brings out the best in me and helps me do the best for Steria's clients."



For more details visit:  
[www.steria.com/careers](http://www.steria.com/careers)



# What inspires you about working at Steria?

## A stake in the future

At Steria we realise that our future as a company is inextricable from the continuing development and motivation of our people. Two major programmes reflect this.

The first is about developing talented people. The new Steria Academy, being developed in conjunction with leading international universities, focuses on four key disciplines: sales, consulting, programme management and leadership. Our Academy, with a major learning centre based in Chennai, India, will become a resource that raises standards throughout Steria. It creates a strong learning and development engine to drive Steria's ability to lead in a global economy.

Equally important is our employee shareholding programme, which enables our employees to share in the financial success of our organisation. Steria's governance model, unique in our sector, goes even further and gives our employees a real say in shaping the future of our company. These two factors continually strengthen our culture of employee engagement and commitment.

And that benefits everyone – our clients, our employees and our company. Already, 16% of our capital is owned by Steria people, who have the same power as a majority shareholder. By encouraging and enabling more Steria people to have a stake in their company we will be continually strengthening our existing culture of employee engagement and commitment. Benefits will accrue to Steria people, our company and our clients alike.

"We can offer real continuity. When I go home in Paris, I know that my colleague in Chennai can pick up exactly where I left off."



"We've grown from a Euro-centric company to one with a real international focus. That provides more scope to my Steria career."

**Steria – transforming  
complexity into simplicity  
to deliver business results.**

Designed and produced by Radley Yeldar. [www.ry.com](http://www.ry.com)

Printed by CTD printers, ISO 14001 and FSC certified.

This brochure is printed on Era paper which is made from 50% genuine waste pulp, the balance being ECF pulp from managed/certified sustainable forests.

