



Press release

Bull launches Bull Boost: strategic offerings to ensure digital technology actively drives growth

- A pragmatic approach to boost the usage of digital technology
- Innovative, easy to implement solutions focused on creating value and delivering rapid ROI
- Customized support and a partnership-based approach to innovation

Paris, 24 January 2013 – With its wealth of experience in high-added value digital projects, Bull is launching Bull Boost: a program of offerings designed to help organizations transform information technologies into a strategic catalyst that will speed up their development and ‘boost their business’.

In tough economic times, cost reduction is central to many organizations’ strategies. However, evidence clearly shows that growth is possible for those who have grasped how to profit from the new opportunities offered by a changing world: from new markets, new ways of living and working, new economic models... And with digital technology now drives around 30% of global growth, it is firmly at the heart of these issues. Through the Bull Boost program, Bull is offering avenues for investment designed to deliver rapid and measurable ROI, to help organizations become more agile and stake their place among tomorrow’s leaders.

Developing new uses for digital technology

Bull Boost consists of a program of solutions designed to accelerate organizations’ digital transformation and competitiveness.

Using a powerful combination of Bull’s own technologies (Extreme Computing, cloud, Big Data, security...) and market-leading solutions from the Group’s partners, it provides integrated, scalable offerings – with the option for modular implementation – that take both legacy systems and new requirements into account to enable innovative new uses of technology.

The aim? To capitalize fully on organizations’ investments in their existing systems, thanks to Bull’s world-renowned skills in systems integration and interoperability:

- **RETHINKING EXCELLENCE** by industrializing digital infrastructures through **Extreme Virtualization**, optimizing business exchanges with new-generation **exchange platforms** and using the **cloud** to boost agility in an increasingly uncertain world.
- **RE-ESTABLISHING CLOSE CUSTOMER RELATIONSHIPS** by rethinking business processes through **computerization**, boosting sales and customer loyalty with new-generation **CRM** solutions and creating a more engaging user experience thanks to **multi-channel platforms**.
- **REINFORCING TRUST AND SECURITY** by managing risks more effectively with the latest **cyber-security** technologies, making vital processes more resilient and available thanks to **critical systems**, and protecting organizations’ information assets with new **digital capital management** technologies.

- REINVENTING INNOVATION by capitalizing on wider access to **Extreme Computing** to design future products, using **Big Data** to analyze our ever more complex environment more effectively and making use of the **Internet of things** to create new services for the mobile, hyper-connected world.

“Over and above the technologies involved, the digital revolution will be about new ways of using them,” affirmed Marie-Pierre de Bailliencourt, Bull’s Deputy CEO. *“Our aim is to help our customers focus on innovative business practices by drawing on Bull’s unique capabilities in integrating intelligent digital infrastructures in a transparent, reliable and secure way. So Bull Boost is absolutely in step with our customers’ changing needs, as they strive for maximum profitability and efficiency.”*

For more information about the Bull Boost program visit:

<http://boost.bull.com>

Each of the offerings within Bull Boost is accompanied by an ‘Executive Guide’ summarizing the issues and featuring case studies of organizations who have successfully boosted their business thanks to digital technology.

A clear and practical roadmap – along with support from Bull’s experts – enables opportunities to be evaluated, targeting high-potential projects that can then be implemented to deliver rapid ROI.

About Bull

Bull is a leader in secure mission-critical digital systems. The Group is dedicated to developing and implementing solutions where computing power and security serve to optimize its customers’ information systems, to support their business.

Bull operates in high added-value markets including computer simulation, Cloud computing and ‘computing power plants’, outsourcing and security.

Currently Bull employs around 9,000 people across more than 50 countries, with over 700 staff totally focused on R&D. In 2011, Bull recorded revenues of €1.3 billion.

For more information see:

<http://www.bull.com>

<http://www.facebook.com/Bull>

<http://twitter.com/bullworld>

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