



High performance. Delivered.

Using the power of the Cloud to deliver innovative service at lower cost v1d1

Company Profile

Olympus Memory Works Corp. (OMWJ), is a wholly-owned subsidiary of Olympus Imaging Corporation (OIMC). Olympus is one of the world's leading manufacturers of digital cameras and creator of popular models that spans the range from entry level to advanced professional cameras. Olympus Memory Works was formed in February 2010 to provide a range of useful and fun photo services to customers including photo editing, sharing and printing services – and all delivered over the web.

Business challenge

Olympus wanted to launch a service that would make it easy and fun for consumers to manage all their photo needs in one place online. That meant they needed

to create an integrated solution that would allow consumers to back up and store pictures, share their photos with friends, print their favourites, create digital slideshows and photo albums. By integrating all the stages of digital photography in one place Olympus wanted to make themselves a one-stop-shop for all their consumers' photo needs.

Having identified the services that they wanted to provide, Olympus looked for a collaborator to help them rapidly develop and deliver the solution. They wanted a colleague that could deliver the technology requirements and provide strategic, business and outsourcing support to verify that Olympus met its goals for its new consumer service as Kyosuke Ono, President, Olympus Memory Works explains "Olympus needed

a "business collaborator" who could deliver strategic planning and operational efficiency to partner with Olympus in developing this new internet service swiftly and globally. Accenture is a leader at supporting strategic planning, systems integration and outsourcing across-the-board."

How Accenture helped

Accenture worked with Olympus to analyse the opportunity available from launching a new online service, and then set about designing and creating the right operating model. Having established the operating model, Accenture then helped Olympus develop the services, which run on a public cloud environment, using its web development architecture solution called Accenture Extendable Custom Architecture.

The architecture uses cloud-computing capabilities to make highly efficient, responsive computing resources available on a shared, as-needed basis. Using cloud computing means that Olympus is able easily to scale up its services in line with demand the addition of new services without having to make significant upfront investment in hardware. Accenture is providing Olympus with ongoing support for strategic planning, systems integration and development using the public cloud computing environment and business process outsourcing services.

Accenture's cloud computing knowledge and experience extends across public and private cloud computing. Olympus opted to use Amazon's public cloud services leveraging the Accenture team's familiarity and experience in all the relevant tools to build, operate and maintain the service including:

- Amazon EC2 with Web, App and DB instances
- Amazon EBS, S3
- Amazon CloudFront
- External System Integration
- Analytics Integration

Results

Using the public cloud environment on which the www.ibonthenet.com service runs delivered a five-fold decrease in system integration and development costs. By using cloud computing to operate the service Olympus can use precisely the amount of computing power it needs and can easily increase this as service demands grow. The hardware costs associated with a cloud solution are also much lower, with lower storage costs delivering further cost savings directly to Olympus.

In addition to its cloud architecture solution, Accenture provided business process outsourcing capabilities to manage hiring and training of relevant call center personnel to support users. Accenture also created frequently asked questions that service users were likely to have. By focusing on service support, Accenture allowed Olympus to devote its energies to optimizing its core photo sharing and printing service business.

The initial service launched in the Japan and US markets in early November 2010, with a global service launch targeted for the future. The service is available at www.ibonthenet.com and delivers users a comprehensive package with which to manage all their digital photography needs, helping to deepen and enrich consumers' relationship with the Olympus brand and making sure that Olympus stays at the forefront of the digital photography market.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 246,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$25.5 billion for the fiscal year ended Aug. 31, 2011. Its home page is www.accenture.com.

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