Moving Applications to the Cloud

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Innovation

People matter, results count.

Cloud is causing a paradigm shift in the traditional technology deal space

On Premise

Cloud

Configure & Standardize

Extend & Personalize

Pros

01

- Highly transformative deals driven by an ecosystem of partners
- Significant cross-functional business and operating model impact
- Substantial integration work for legacy systems.

Cons

02

- Value driven
- Iterative
- Longer projects but smaller teams.

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Capgemini is capitalizing on this shift by specifically targeting gaps in the market

Trend

Opportunity

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Cloud companies sell on vision, not around specific functionality

Industry Solutions
Need for industry specific solutions and context.

Cloud Platforms
Customers increasingly looking for a cloud migration or "as a service" path as part of outsourcing contracts.

- Developed extensible and easily portable vertical solutions for key industries which:
  - Add specific value
  - Create tangibility for "cloud"
  - Catalyze channel multiplication
- Created a methodology and the analytical tools to do deep cloud re-platforming assessments delivering:
  - Significant cost savings 30-40% (impact AM deals)
  - The business case & roadmap for a full scale transformation.

Capgemini's repeatable and scalable Enterprise Cloud Service Model enables rapid expansion into new platforms.

Industry focus generates tangible value & drives differentiation and channel proliferation

Initiative

ClientAssist

Retail "clienteling" application that enables in store omni-channel digital customer experience. Award-winning first Fullforce solution launched by Salesforce.

Case study

Luxury Retailer wanted to equip all their sales associates with mobile devices to deliver a superior in-store experience.

We deployed the clienteling application allowing the retailer to connect online and in-store channels.

Roadmap

- Solution will be integrated with chip and pin technology allowing an integrated swipe and pay option to the in store associate
- Solution will be integrated marketing and offers engine from ET/ Marketo/ Eloqua to allow dynamic offer push to clients
- Solution integrated to inPace offer with NetSuite.

Roadmap of Future Initiatives

1. **Insurance Underwriters desktop**: Solution built on Force.com and Service Cloud that integrates a view across claims and risk models to enable underwriters to cross-sell and review policies across portfolios
2. **Automotive Digital Owner's Center**: Solution built around Chatter Communities and Force.com to allow Car Manufacturers to create communities of interest for service delivery and brand awareness.

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Horizontal capabilities are critical success factors as customers re-platform to the cloud

Initiative

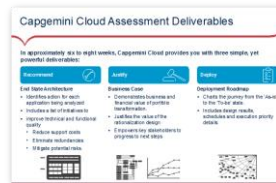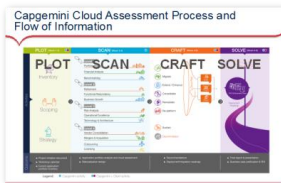**Capgemini Cloud Assessment**

Cloud agnostic proprietary scoring methodology to identify IaaS, PaaS, or SaaS migration strategy.
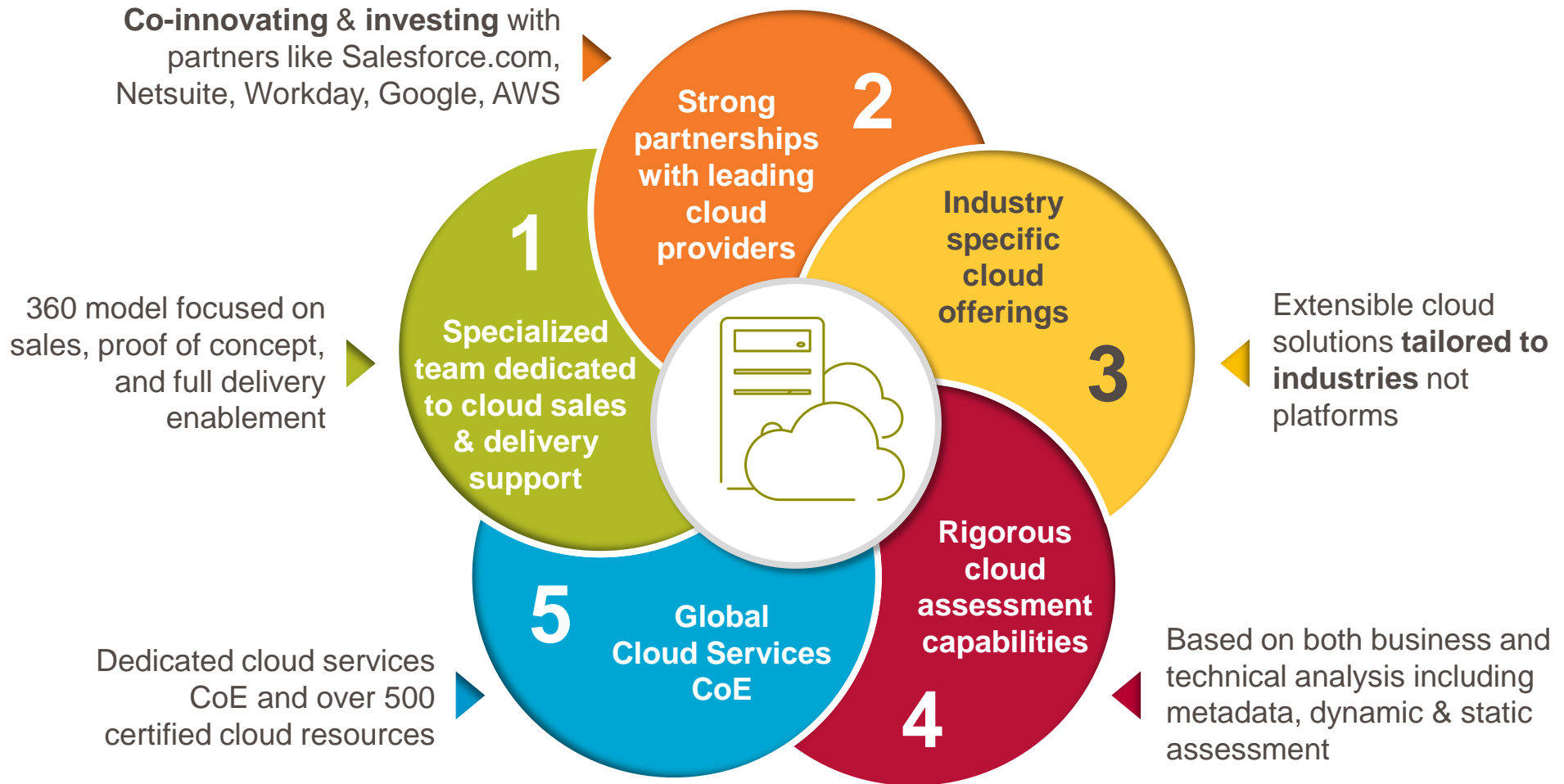
Automation driven through 3 stages:
1. Application Metadata driven scoring to identify top 30% of apps to target
2. Runtime code analysis to drive cloud fitment
3. Static Code analysis to drive detailed migration estimates.

Case study

Major investment management firm wanted to migrate some of their tier 2/3 class apps into public cloud to drive cost savings of over 35%-40%. Capgemini ran the Cloud assessment and identified 60 apps to migrate that were grouped into 3 phases for porting. First phase is to migrate 15 apps into public cloud.

Roadmap

- Current tooling for runtime analysis supports IAAS: (AWS, Azure, Softlayer) and PAAS: (Force.com , AWS beanstalk, Heroku)

- Next version will support Google Compute Engine, Google AppEngine

- Next version will also support CloudFoundry : Pivotal distribution and IBM BlueMix distribution.

And the Capgemini Enterprise Cloud Services model operationalizes the go-to-market

Co-innovating & **investing** with partners like Salesforce.com, Netsuite, Workday, Google, AWS

360 model focused on sales, proof of concept, and full delivery enablement

Extensible cloud solutions **tailored to industries** not platforms

Dedicated cloud services CoE and over 500 certified cloud resources

Based on both business and technical analysis including metadata, dynamic & static assessment

2 Strong partnerships with leading cloud providers

1 Specialized team dedicated to cloud sales & delivery support

3 Industry specific cloud offerings

5 Global Cloud Services CoE

4 Rigorous cloud assessment capabilities

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