Capgemini’s next generation AM Platform
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We launched the next generation application management platform to address current CIO challenges...

How to demonstrate tight linkage between IT and business?
How to respond to ever-changing business needs?
How to keep the apps portfolio aligned to business growth aspirations?
How to simplify and modernize operations?
How to gain true insights and have more transparency on service performance?
How to get value from service providers?
How to control costs
How to improve returns
How to spend less on keeping the lights on and free budget for innovation

Source: Capgemini Application Landscape Report 2014
...which combines Industrialization with business value creation

Why?

Demonstrate value to business

How?

Business Process Focus Method

Future Proof

Getting the most out of your landscape investments

“Always On” Service Experience

Real-time dashboards

Transition

AM-in-a-Box

Lean

Continuous Improvement Framework

Reduced Operational Costs through industrialized delivery

Free up budget for innovation

WARP

Ready2Series

Links

SMaaS

AMIAB – Objectives and Framework
AMIAB - SDM Handbook
AMIAB – FMA, CAST, M&A and ITIL Processes
AMIAB – Share point portal (Online portal for all authorized users)
AMIAB – Toll Gate Review Process (Monitoring and Feedback)

• To provide standardized AM Delivery Toolkit
• To enable an AM engagement to rapidly build its processes
• To deliver the industrialized service and best practice
• To improve profitability and quality of our delivery

• Perform gap analysis with other AM account Teams
• Involve SME's from AM accounts to perform the process
• Upload approved changes to AM IN A BOX
• Track the metrics to ensure all identified gaps are addressed in the repository.
"next generation AM Platform" has a 30% lower cost base than our legacy business practices for AM engagements.
Capgemini’s Business Process Focus Method helps align IT to the business.

As-Is State
Technical KPIs

To-Be State
AM linked Business KPIs

Linking Business Processes to IT
Map applications
Identify criticality issues
Prioritize improvement activities
Business impact

Identify SMART’ Business KPIs driving IT activities
Periodic recalibration
IT dependencies
Business impact
Industry business KPI linkages

Transformation: End-to-end business KPIs
Understanding business value chain
Transforming IT/processes
Ownership of KPIs

Transition
1 month
Run Phase
1 – 3 months
Maturity Phase
>12 months

Measurable
Controllable
Improvable
Process linkage provides ability to prioritize improvements & articulate outcome in terms of business impact

Case Study
SMART KPIs for a large home products company: Online Shopping Journey
We increased customer satisfaction by ensuring timely availability of product delivery schedule, for a world leader in imaging products.

**Level I**
- Develop Products, Services
- Market, Sell Products, Services
- Deliver Products, Services
- Manage Customer, Consumer Service
- Manage Information Technology
- Manage Human Capital

**Level II**
- Plan and align supply chain resources
- Procurement and Contract Manufacturing
- Deliver service to customer
- Manage logistics and warehousing
- Manage Sales Order Process
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**Level III**
- Generate leads
- Manage customers and accounts
- Manage customer sales
- Manage sales orders
- Co-ordinate with retail/online store
- Manage sales partners and alliances

**AM linked Process (smart) KPIs**
- % Completion of Order booking
- % Availability of product delivery schedule
- Enterprise Pick release success %
- Retail Pick release success %

**Availability of latest product delivery schedule for Engineers**

- Available: 99%
- Not Available: 1%

KPI above 95% now
Next generation Application Management – Offer Evolution

- Industrialized offer
- Business Process Focus + Innovation
- Service Orchestration
- Next Steps

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About Capgemini

With more than 130,000 people in over 40 countries, Capgemini is one of the world’s foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.
Appendix
## Case Study

### Global leader in the Beverage Industry

**Client Objective**
- Reduce Cost
- Streamlined delivery model
- Scalability and Flexibility, Standardise services
- Balance risk of Disruption

**next generation AM Element to achieve objective**
- 33% additional cost savings through Continuous Improvement enablers
- Business KPI’s by alignment of support team with business process and VVM and IMSC as the key tools on collaboration
- IMSC for mutualised Resources, Technology office for Technology innovation with innovation council for idea harvesting across Coke
- Risk free Transition using – Swift Sustain, CAST and high incumbency index

### Multinational Oil and Gas Company

**Client Objective**
- Reduce Cost Gap to Peers
- Promote Performance Culture
- Scalability and Flexibility, Standardise services
- Balance risk of Disruption

**next generation AM Element to achieve objective**
- 15% to 25% additional cost savings through Continuous Improvement enablers
- Business KPI's through Business Process Focus and Digital Dashboard
- IMSC for Statoil Ready Resources, Technology office for Growing internationally and Innovation, AM in a Box for standardising services
- Risk free Transition using – Swift Sustain, Volatility Analysers

### Manufacturer of dental implants

- Dental implants manufacturer started discussion with SAP licensing but was persuaded to work with us on 3-year managed services AM deal
- Maximised return for clients by delivering better-than-expected pyramid and mutualisation, right shoring, and shared service management
- Flexibility and agility to ramp up and ramp down operations for clients
- Stronger business alignment and business focus making IT operations more impactful
Next generation Application Management helps us gain an edge over our competitors

why we are winning today

- Staff transfer (TUPE)
- Domain-based approach
- Strong and stable project teams
- Ability to handle large complex and multi-country engagements

What are we doing different

- Technology Focus backed with domain-focused methodology
- Price: Capgemini’s heavy offshore component
- Better Internal governance
- Swift global team mobilization
- Stronger competitor intelligence

Common Reasons

- Scene as safe pair of hands by clients
- Strength of References
- Richer domain AM capability in certain verticals
- Swift team mobilization
- Better global solutioning

- Right level of customer intimacy
- Service Integration, management of complex ecosystem of suppliers

- Global/Multi-country deals
- Standalone transformational AM deals that require innovation track record
- Swift global team mobilization

- Customer perceives IBM/Accenture too controlling and hard to work with (cultural misalignment)
- Client relationship focus

- Right level of customer intimacy
- Service Integration, management of complex ecosystem of suppliers
Capgemini contract with Statoil ASA

Statoil ASA
A Fortune 50 global energy company engaged in oil and gas production, headquartered in Norway

Objectives of outsourcing
Including reduction of cost gap to peers, promoting global growth, and establishing a performance based culture

The Engagement
Potential duration of 10 years; Capgemini to manage and transform Statoil’s general business applications portfolio of 600 Applications

Business Processes
Accounting and control, SCM, Treasury and Payments, SCM, HR, Plant Maintenance, BI, Collaboration and Information management

Technologies
Including SAP, SharePoint, BizTalk, Documentum, and many niche COTS products
How next generation AM Platform powered our WIN

**Client Objective**
- Reduce Cost Gap to Peers
- Promote Performance Culture
- Scalability and Flexibility
- Global growth with standardization
- Balance Risk of Disruption
- Innovation and Value Add

**next gen AM Element addressing objective**
- CI Enablers (FMA, AR, Left Shift, L1.5)
- Business Process Focus
- Digital Dashboard
- IMSC
- Innovative commercial model
- AM In A Box
- Swift Sustain
- Volatility Analysis
- Business Process Focus
- Technology Office

**Expected Benefits**
- Reduce Cost Gap to Peers
- Promote Performance Culture
- Scalability and Flexibility
- Global growth with standardization
- Balance Risk of Disruption
- Innovation and Value Add