

Capgemini's next generation AM Platform

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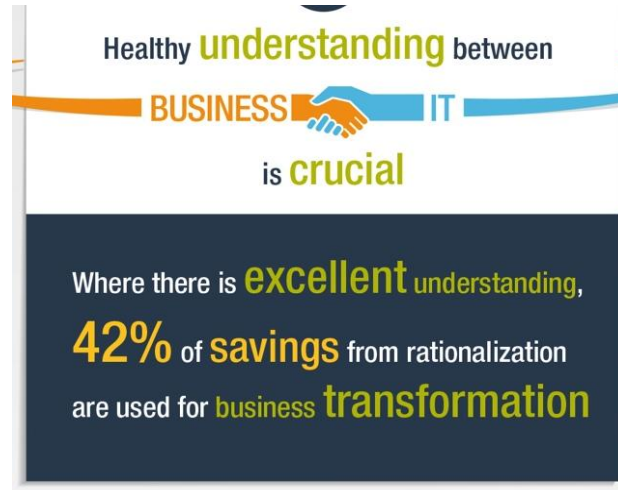
Analyst Day 2014

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C o m p e t i t i v e n e s s

People matter, results count.

We launched the next generation application management platform to address current CIO challenges...



IT's Role in Business is both **Conventional** and **Innovative**

What is IT most expected to have an **impact on**?

55%

say

**COST
REDUCTION**

52%

say

**COMPETITIVE
ADVANTAGE**

THROUGH NEW
TECHNOLOGIES

NEW

Meeting the expectations of the business

- How to gain true insights and have more transparency on service performance?
- How to get value from service providers?

- How to demonstrate tight linkage between IT and business?
- How to respond to ever-changing business needs?

Better service experience

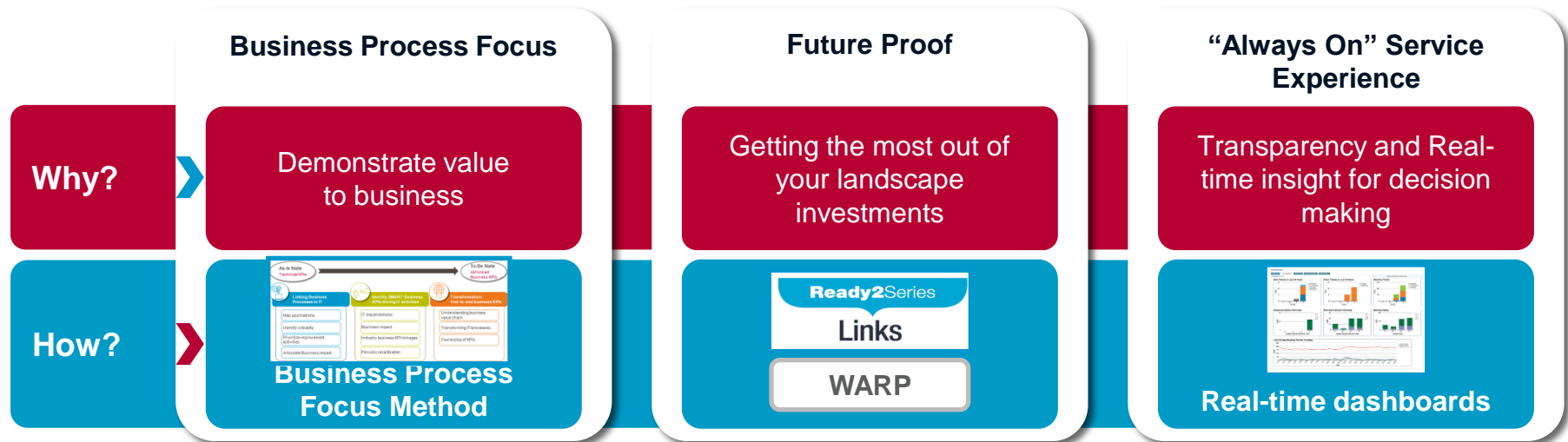
- How to control costs
- How to improve returns
- How to spend less on keeping the lights on and free budget for innovation

Innovation

- How to keep the apps portfolio aligned to business growth aspirations?
- How to simplify and modernize operations?

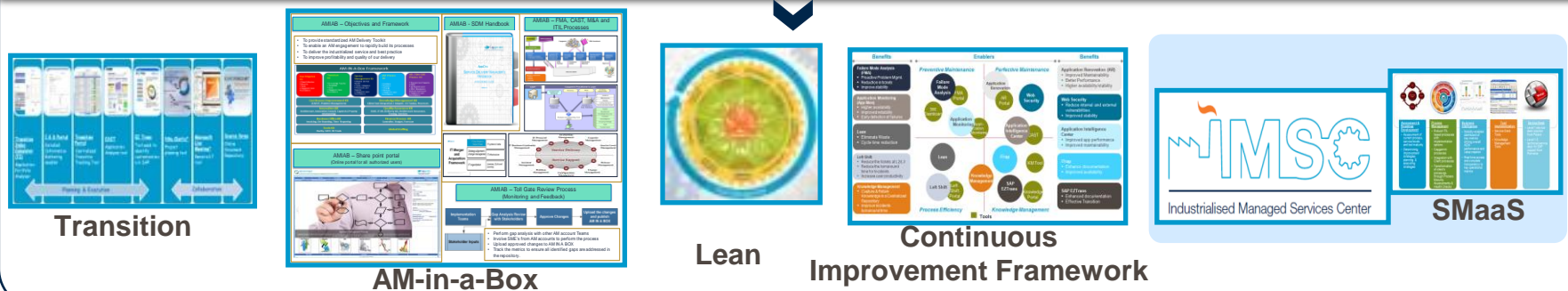
Cost constraints

...which combines Industrialization with business value creation



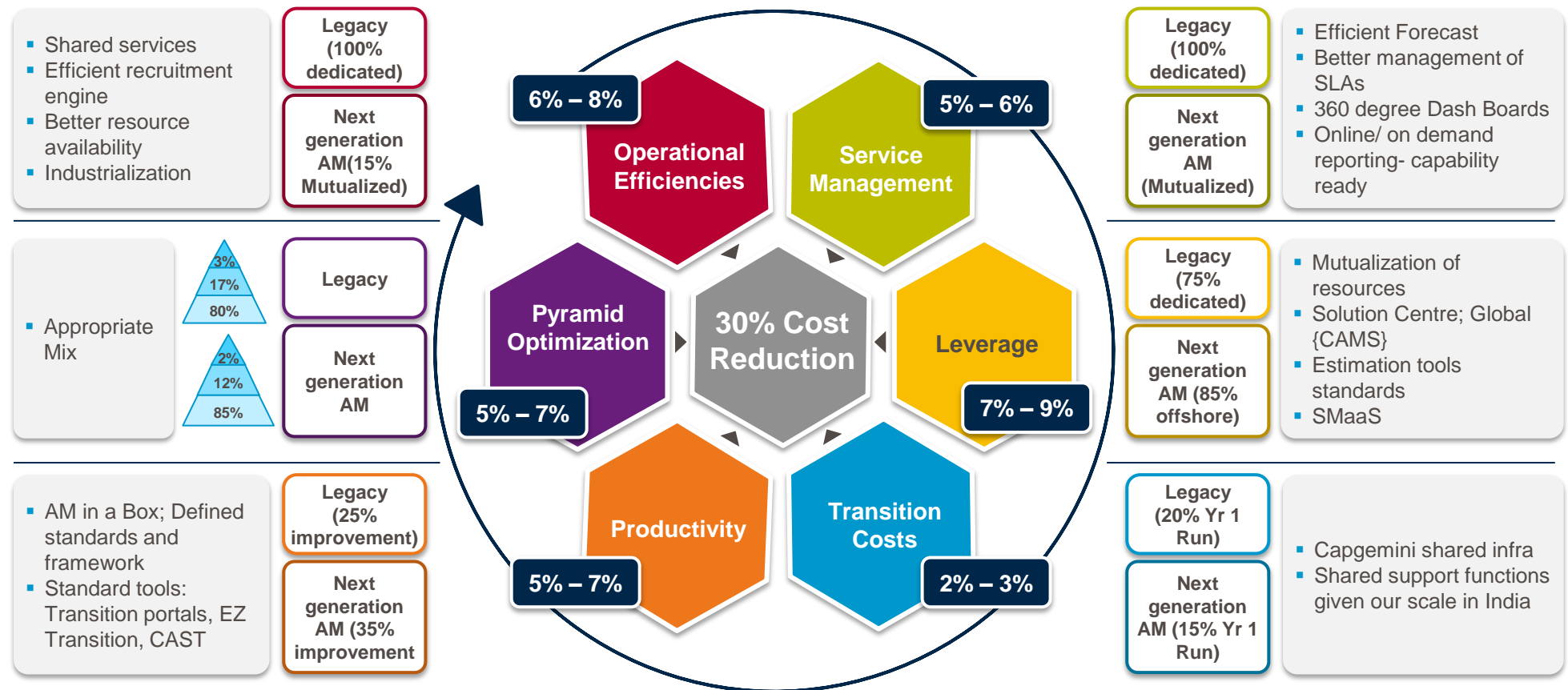
Reduced Operational Costs through industrialized delivery

Free up budget for innovation

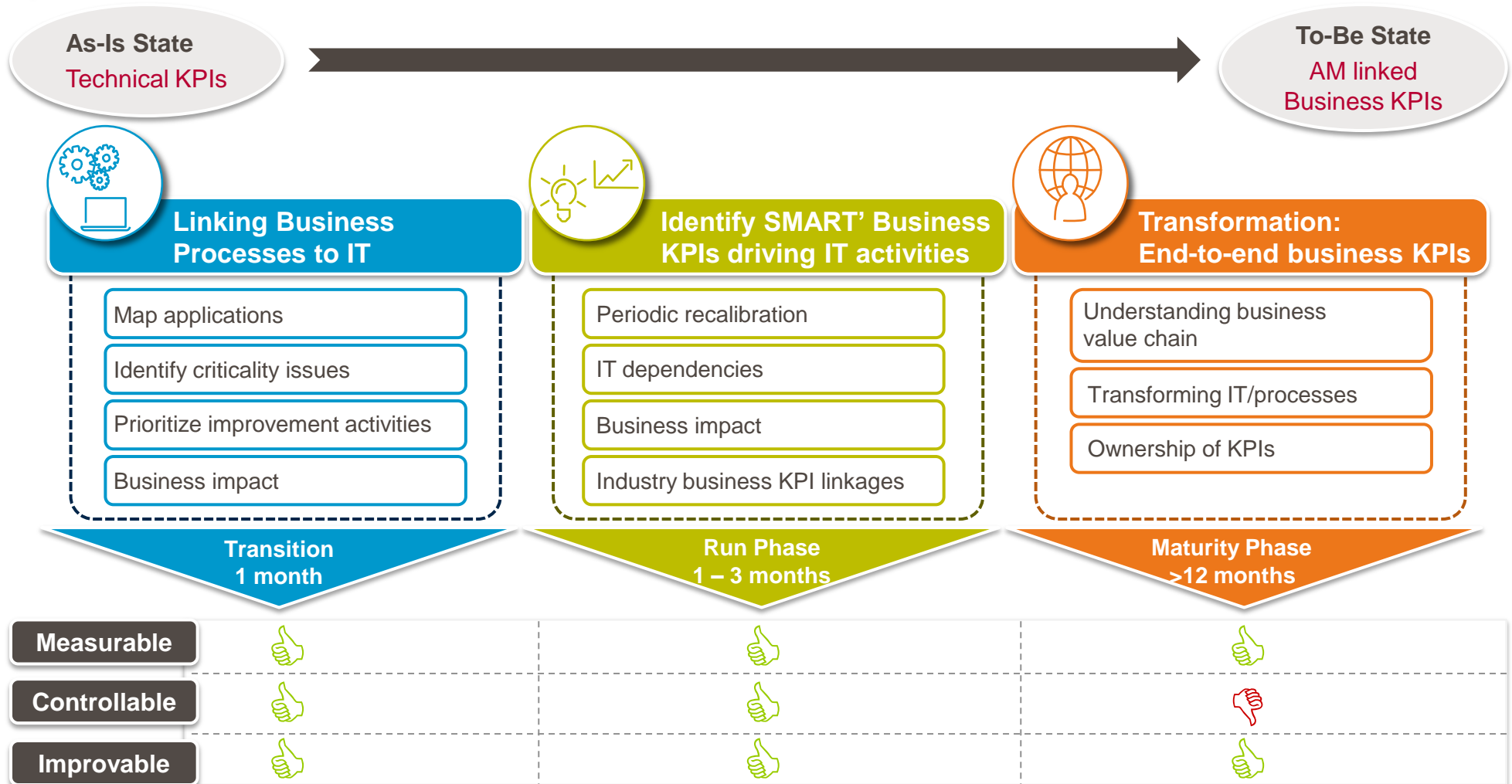


“next generation AM Platform” has a 30% lower cost base than our legacy business practices for AM engagements

Simulated impact on 25 FTE, 5 Year Run Contract



Capgemini's Business Process Focus Method helps align IT to the business



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

Case Study

The screenshot displays the Capgemini AM Platform interface. At the top, there's a navigation bar with 'Home' and 'My BPA Customers'. The main header shows 'Workflow: [dropdown]', 'Performance: All, Actual versus Planned', and a 'Locking' button. The interface is divided into several panels:

- HIERARCHY:** A tree view showing the organizational structure. 'Web Sales & Service' is selected, showing sub-items like 'Category/Products Management', 'Placing Order', 'Activities', 'Customer Services', and 'Store Sale'.
- WEB SALES & SERVICE:** A process flow diagram showing three steps: 'Placing Order' (red), 'Planning Tools' (yellow), and 'Customer Services' (pink), connected by arrows.
- BREADCRUMB:** A table showing the navigation path:

Name	Level Code
	0
Customer Sales	1
Web Sales & Service	2
- APPLICATIONS:** A table listing applications:

Application
CRC
IRW
- INTERFACES:** A table listing interfaces:

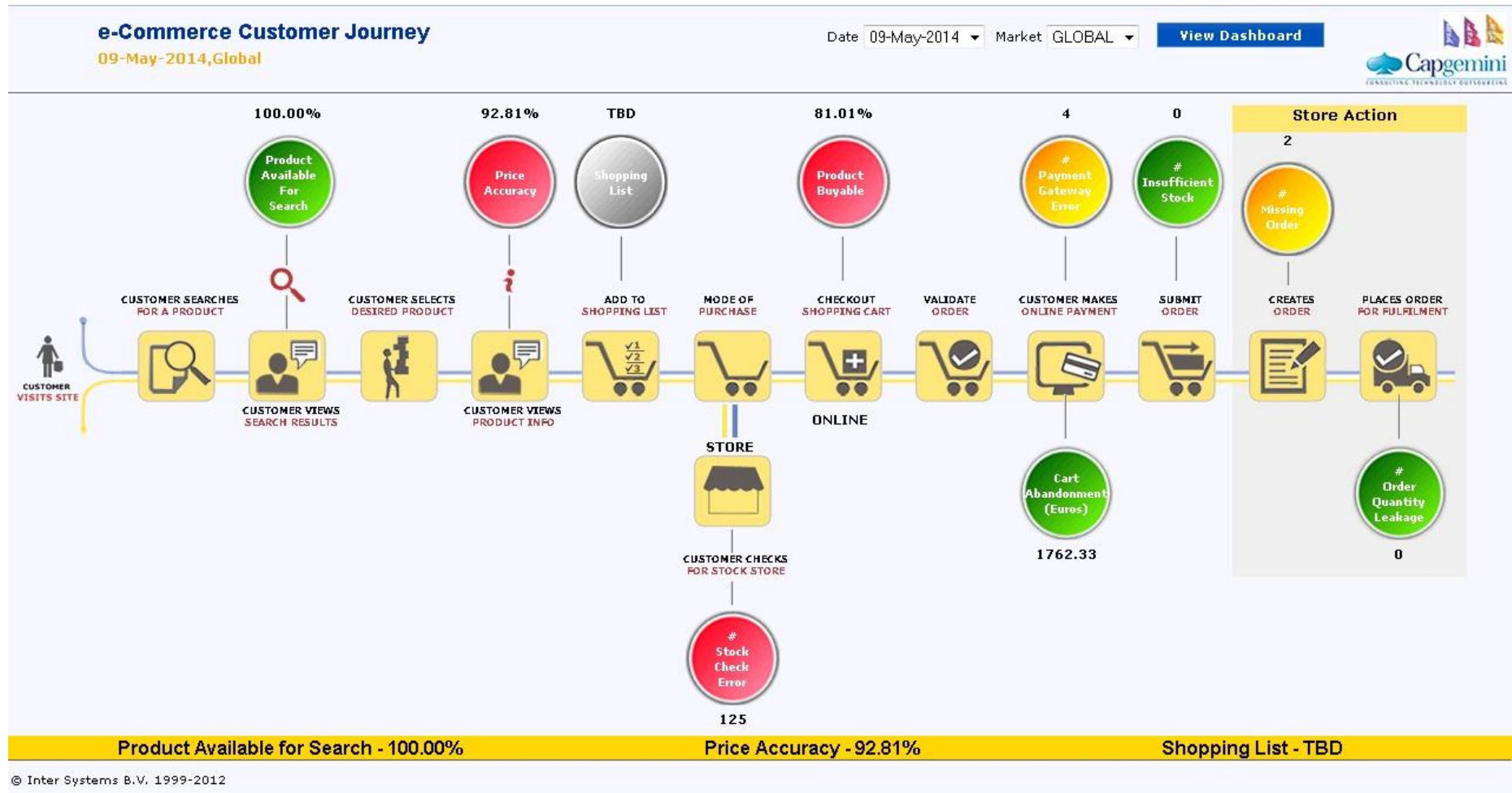
Interface
No data to display
- CIE'S:** A table listing Critical Incidents (CIE's) with columns for 'Date of implementation' and 'Business Impact':

Date of implementation	Business Impact
1/5/2013	Sales went through without any problem during peak loads. Transactions did not abort due to this issue anymore and sales increased on web (added a new index on a high volume table)
1/3/2014	20GB of data has been purged from the table that has all logged events for ecommerce transaction.
5/1/2013	This was one of the major problems in DB for a long time and based on our analysis we added a new index on the table which has resolved this issue and so far we did not see the issue anymore. This was used to block ecommerce transactions that generate critical incidents and impact on Sales.
- WORKFLOW (ACTIVITY):** A section titled 'Web Sales & Service - Placing Order Workflow Activity'. It shows 'Workflow' as 'Web Sales & Service (Workflow)' and 'Criticality' as 'Critical'. Below this are two buttons: 'Assign Existing Application to' and 'Create New Application'.
- DETAIL INFORMATION:** A section titled 'IRW Application'.

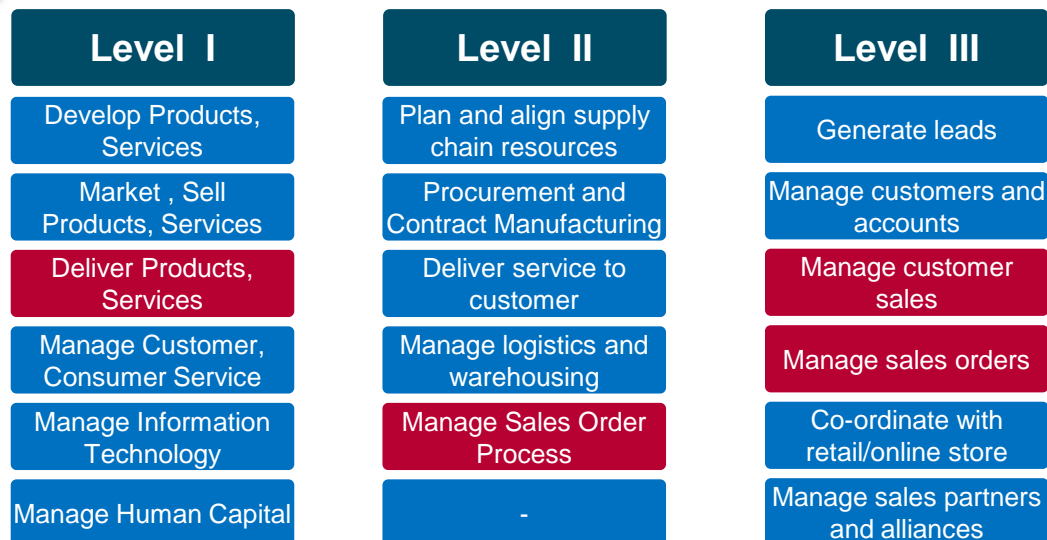
SMART KPIs for a large home products company:

Online Shopping Journey

Case Study

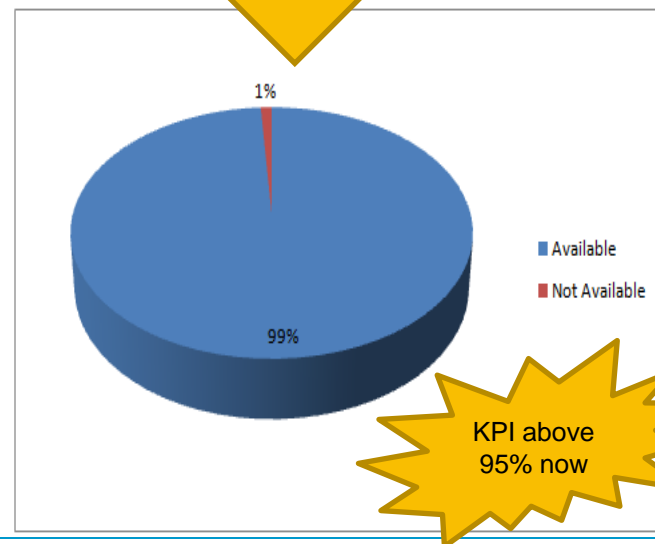
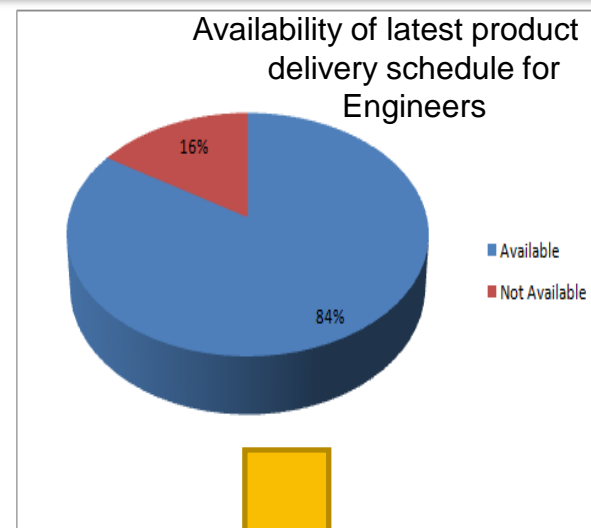


We increased customer satisfaction by ensuring timely availability of product delivery schedule, for a world leader in imaging products

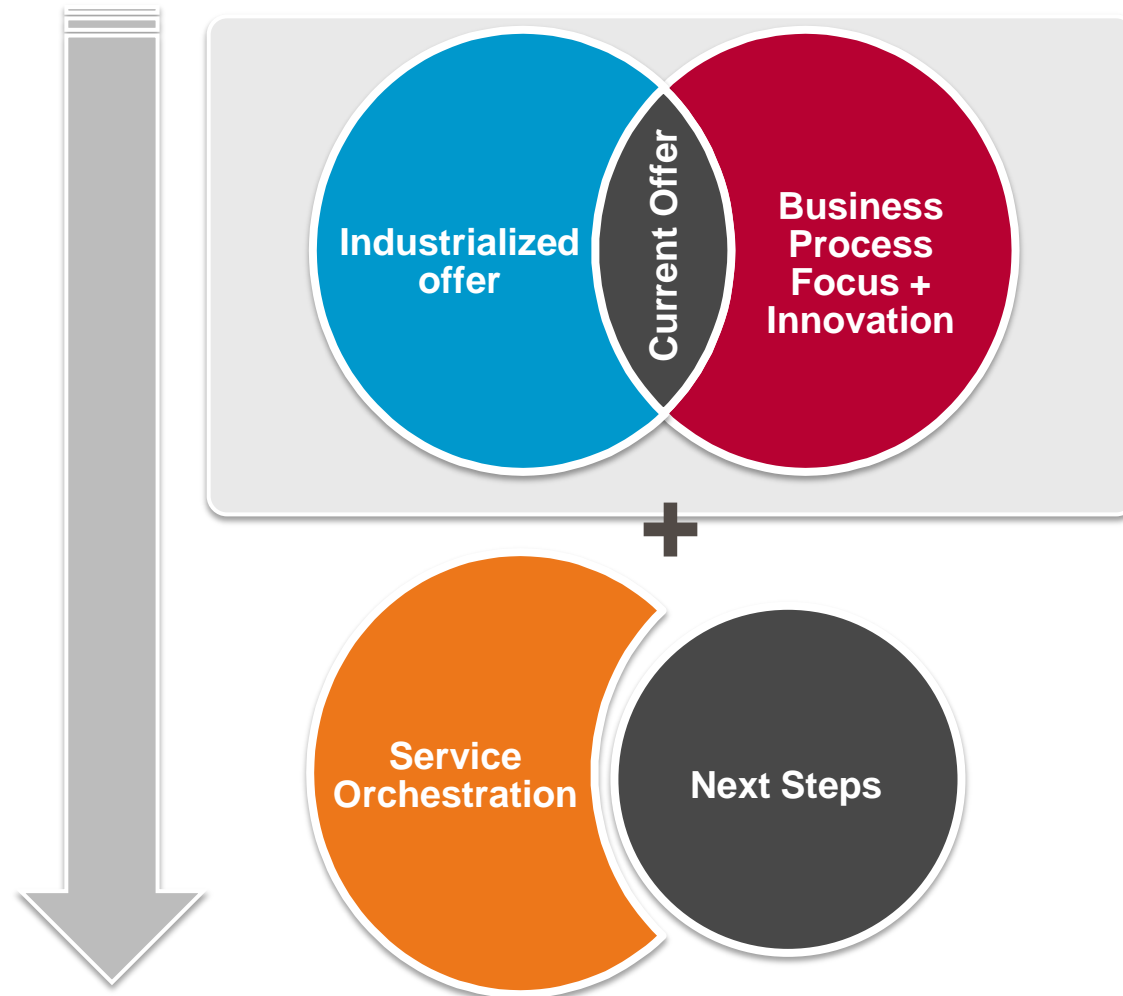


AM linked Process (smart) KPIs

- % Completion of Order booking
- % Availability of product delivery schedule
- Enterprise Pick release success %
- Retail Pick release success %



Next generation Application Management – Offer Evolution



People matter, results count.



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.



www.capgemini.com



Appendix



Competitiveness – Client Perspective across the breadth of customer base

Case Study

Large
Deal 100Mn+

Global leader in the Beverage Industry

Client Objective	next generation AM Element to achieve objective
Reduce Cost	33% additional cost savings through Continuous Improvement enablers
Streamlined delivery model	Business KPI's by alignment of support team with business process and VVM and IMSC as the key tools on collaboration
Scalability and Flexibility, Standardise services	IMSC for mutualised Resources, Technology office for Technology innovation with innovation council for idea harvesting across Coke
Balance risk of Disruption	Risk free Transition using – Swift Sustain, CAST and high incumbency index

Mid Sized
Deal ~50Mn

Multinational Oil and Gas Company

Client Objective	next generation AM Element to achieve objective
Reduce Cost Gap to Peers	15% to 25% additional cost savings through Continuous Improvement enablers
Promote Performance Culture	Business KPI's through Business Process Focus and Digital Dashboard
Scalability and Flexibility, Standardise services	IMSC for Statoil Ready Resources, Technology office for Growing internationally and Innovation, AM in a Box for standardising services
Balance risk of Disruption	Risk free Transition using – Swift Sustain, Volatility Analysers

Small Size
Deal <5Mn

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

IBM

accenture

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

Common Reasons

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

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

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

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

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