

Intelligent Workplace

Maximize workplace efficiency and reduce cost by providing end users with the optimum platform for their role

Our concept of the workplace environment continues to evolve. A number of factors – society’s maturing attitude to work/life balance, an increasing understanding of environmental responsibility, and the evolution of the information age – are coming together to reshape our approach to both work and personal life. Technology is challenging the boundaries between ‘office’ and ‘home’ and has created the potential to blend personal commitments with a productive professional life without the need to compromise either.

From a business perspective, these advancements in technology present the opportunity to provision end users with services more intelligently and cost effectively than ever before. Yet the wealth of new technology options available, combined with evolutions in working practices, brings new and complex challenges. Against this backdrop of opportunity and challenge, Capgemini has developed

Intelligent Workplace. Building on our long-standing reputation as a global leader in managed end user services, Intelligent Workplace delivers the following benefits:

Cost reduction – operating costs reduced by greater than 30%.*

Improved productivity – a superior end user experience that drives increased user productivity and satisfaction.

Increased business agility – the ability to rapidly adapt to changing business demands thanks to the implementation and continuous evolution of flexible technologies, services and processes.

Reduced carbon emissions/energy consumption – reductions of greater than 50%* with the option to measure and report on sustainability targets.

“The days of one-size-fits-all provisioning are on the wane. The pressure to improve workforce, team and business productivity is on the rise¹”

Forrester Research Inc.

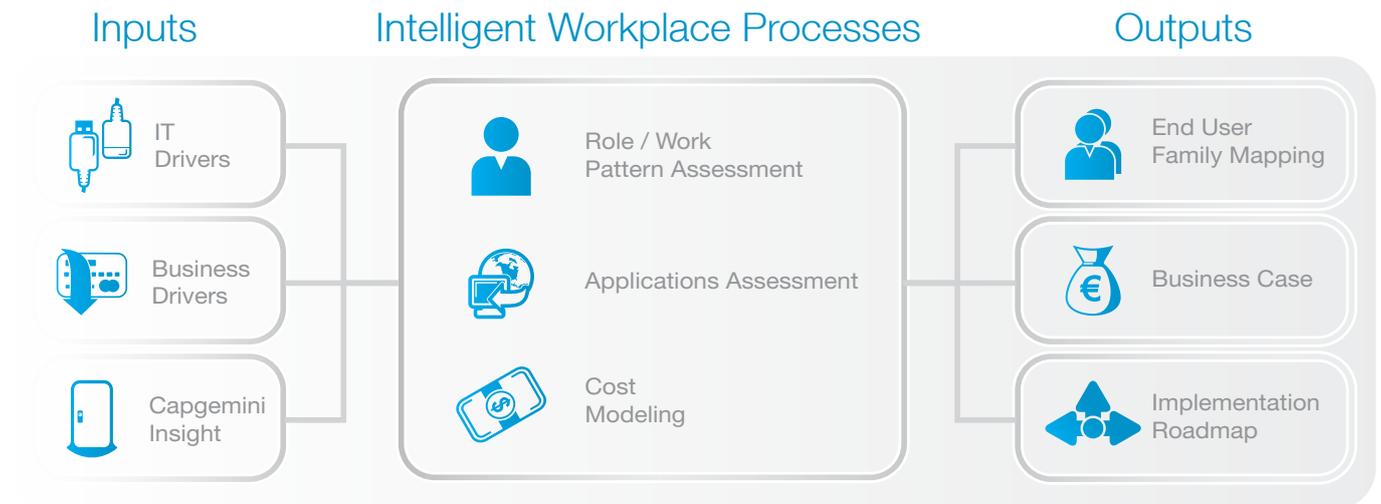


What is 'intelligent' about Intelligent Workplace?

Intelligent Workplace is the integration, implementation and management of a sophisticated array of technologies, services and processes that, when harnessed as an end-to-end service by Capgemini clients, boosts agility, enhances the end user experience and mitigates environmental impact – all while addressing the overarching imperative to reduce cost. Capgemini has an intimate understanding of the factors influencing the capital, transformational and operational costs associated with end user service delivery. This, combined with our decades of implementation and delivery expertise, means we are uniquely placed to deliver a flexible and cost-effective end user experience.



End User Assessment - A comprehensive assessment of every role in the organization



Capgemini firmly believes that the standardized, 'one-size-fits-all' model is no longer appropriate for organizations operating in a highly competitive and cost-focused business environment.

Intelligent Workplace helps clients address this challenge by providing the option to undergo an expedient, yet thorough, assessment of the roles, usage patterns and applications used across the organization. We call this End User Assessment.

During this process, we work with the client to combine business objectives – ranging from budgetary imperatives to sustainability targets – with our deep sector and client

domain expertise, thought leadership and vendor knowledge. Using industrialized business blueprints, we rapidly profile users and applications to generate the best-fit solution that, when deployed, delivers reduced total cost of ownership and enhanced productivity.

Multiple service levels and compute models can be deployed or 'mixed and matched' to cater to the different End User Families within the organization and maximize cost-optimization benefits.

For Capgemini clients, there are three key outputs from our End User Assessment:

End User Family Mapping

A clear view of the number of groups that your end users fit into based on key drivers such as applications, usage, mobility and service needs.

Business Case

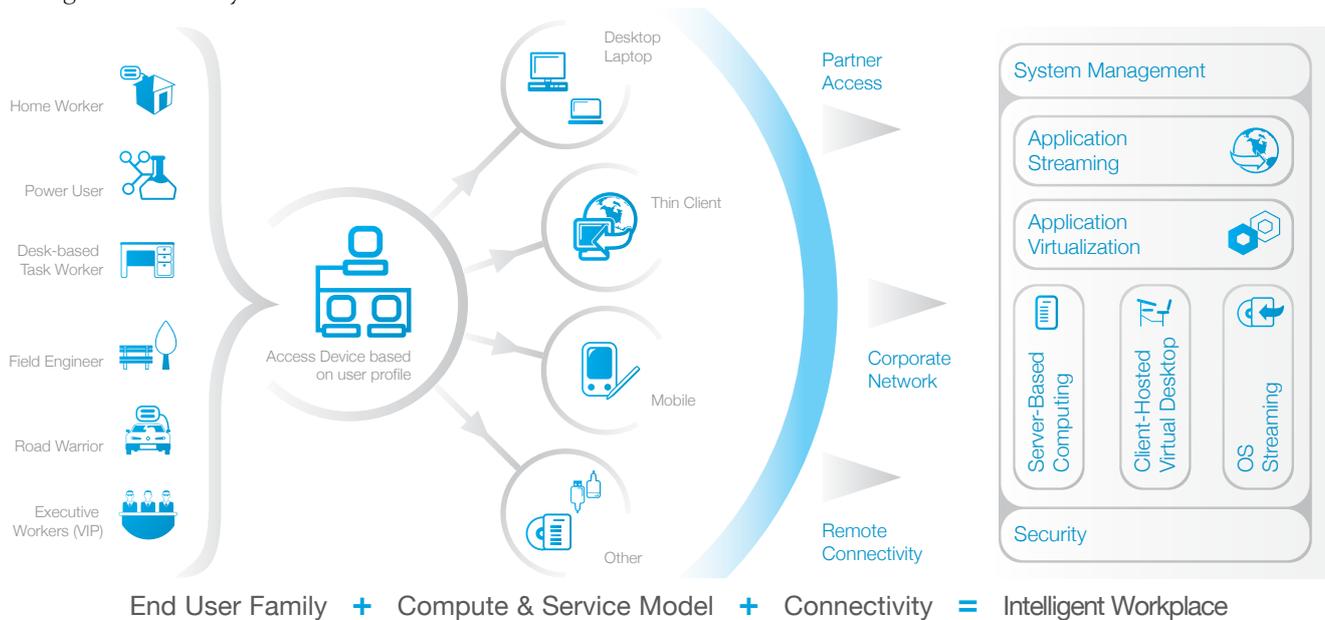
Analysis of how the proposed Intelligent Workplace solution matches client needs via a business value scorecard, with a comprehensive breakdown of costs compared to your current predicted spend/budget.

Implementation Roadmap

A transparent and comprehensive plan for the controlled migration to Intelligent Workplace using our 'Adopt-Adapt-Transform' methodology. This encompasses all aspects from platform migration to organizational change management.

A cost-efficient and agile managed end user service

End User Assessment is not just a one-off task. Intelligent Workplace leverages this process throughout the managed service so that Capgemini clients can benefit from the increased agility afforded through enabling the business to switch end user roles and benefit from new technologies and services. In this way, Intelligent Workplace ensures that users have the most cost-effective, flexible and secure access while simultaneously enabling the business to continuously ensure alignment with shifting commercial dynamics.



Capgemini is a leading provider of end user services. Intelligent Workplace enables business challenges to be addressed while simultaneously delivering a satisfying and productive user experience.

Business

Operating costs can be reduced by greater than 30% thanks to the ability to integrate multiple compute models within an industrialized managed service.*

In addition to facilitating the segmentation of the end user estate for enhanced cost optimization, virtualization technology enables improved – and so more cost efficient – utilization of IT infrastructure. Underpinned by Capgemini’s highly available global infrastructure network, Intelligent Workplace furnishes the business with the agility required to deal with mergers and acquisitions, new ways of working (contractors, cross-organization teams, etc) and unforeseen business events in a way that is both non-disruptive and cost efficient.

End Users

Intelligent Workplace drives increased productivity and end user satisfaction by implementing comprehensive application and platform services built around tailored end user profiles.

End users operating in an Intelligent Workplace environment benefit from improved access to relevant information and a communication platform that seamlessly integrates email, instant messaging, telephony and teleconferencing – whatever the business imperative of the time dictates. What’s more, Intelligent Workplace empowers end users by putting individually adaptable portals, self-help menus at their finger tips. The facilitation of mobile and work-from-home capability underscores the flexible and versatile nature of the end user platform.

A more environmentally considerate workplace

Intelligent Workplace continues Capgemini’s tradition of building environmental awareness into the services we provide. When assessing the carbon impact of the end user platform, we consider the whole product life cycle – from manufacture and packaging, all the way through to lifespan extension and, ultimately, disposal.

The deployment of virtualization technology, combined with the potential to deploy lower-function, less resource-hungry devices in place of conventional PCs, enables the end user IT estate to be delivered much more energy efficiently than previously possible. Leveraged in conjunction with Capgemini’s global network of energy-efficient data center

infrastructure, Intelligent Workplace promises to deliver reductions in energy consumption and carbon emissions of greater than 50%.*

For more details on Capgemini’s sustainability offerings and credentials, please visit: www.capgemini.com/green-it

Analyst view

The importance of user profiling, or End User Assessment, as part of efforts to increase workplace productivity is widely acknowledged. Global industry analyst, Forrester Research, Inc. wrote, "The days of one-size-fits-all provisioning are on the wane. The pressure to improve workforce, team, and business productivity is on the rise. These two trends intersect in a strategy Forrester calls "persona-driven provisioning" in which IT tailors the workforce technology tool kit to the needs of specific employee groups based on a deep understanding of their needs."¹

An Intelligent Workplace engagement typically involves the deployment of client virtualization technology. Forrester Research Inc. notes that, "IT managers understand the value of client virtualization. They cite improved data security and centralization, increased user productivity, lower support costs, improved employee satisfaction and flexibility, and stronger business continuity and disaster recovery."²

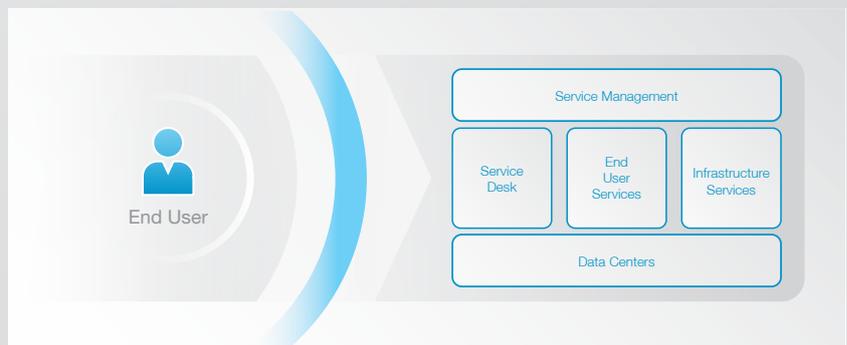
However, the wealth of platform options and deployment models has brought increased implementation complexity. Independent research firm, Gartner Inc., notes that, "A combination of technology and market developments means that enterprises face significantly more choices in how they work with user devices and how they deliver applications to those devices"³. Gartner adds that a single solution will not suit all end user requirements, "The strengths and weaknesses of the various client architectures almost guarantee that no one architecture is a perfect fit for all requirements. Organizations should determine which application and OS attributes are most important, then choose delivery models accordingly."³

1. "Harness The Power Of Workforce Personas", Forrester Research Inc., January 2009
2. "Predictions 2010: Client Virtualization Industry-wide Adoption", Forrester Research Inc. January 2010
3. Gartner Inc., "Choosing From 10 Client Computing Architectural Options", Brian Gammage, 18 February 2010.
4. EquaTerra Service Provider Performance and Satisfaction Study 2009, published December 2009.

*Based on a five-year contract term with 45% server-based computing clients, excluding costs to migrate (21% net saving). Comparison made with a well-managed PC support model, savings could be greater on less well-managed PC estates.

Integrated portfolio and service expertise for seamless service delivery

All the elements of Intelligent Workplace focus on supporting the end user experience. Support runs from end to end, starting with the single-point-of-contact Service Desk, providing high first time resolution, through to the End User Service focusing on everything from hardware break/fix to image management, and finishing with the provision of high-end technical skills by Infrastructure Services. All of this is underpinned by our best-in-class, energy-efficient data center infrastructure and brought together as a cohesive managed service with ITIL v3-aligned Service Management processes and procedures.



With Intelligent Workplace, clients benefit from world-class, cost-effective support provided by our industrialized Global Delivery Centers. The result is the provision of a seamless, flexible and scalable end user environment. Intelligent Workplace builds on Capgemini's renowned reputation for superior IT Outsourcing capability. In 2009 Capgemini was rated top of the league of IT outsourcing suppliers in the UK marketplace in terms of client satisfaction,⁴ according to an independent study by the business advisory company EquaTerra.



About Capgemini and the Collaborative Business Experience™

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in

more than 30 countries, Capgemini reported 2009 global revenues of EUR 8.4 billion and employs 90,000 people worldwide.

Capgemini Outsourcing Services (OS) draws on the expertise of more than 28,000 employees to manage, innovate and improve the IT systems and business processes of its clients. Capgemini OS offers a full spectrum of services including Applications Outsourcing, Infrastructure Outsourcing, Business Process Outsourcing and Transformational Outsourcing.

For more information:
www.capgemini.com/services/outsourcing

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