



# CPGPath: Accelerating the SAP journey

In the highly competitive, highly disrupted world of consumer products, your customers increasingly demand a truly personalized experience. They welcome initiatives to improve the customer experience online or in stores, and they appreciate the difference, but what they really want is for companies to know who they are, to craft personalized, innovative products, and to create enhanced experiences just for them.

These new industry challenges demand a shift in market strategy for consumer-products companies. Leading enterprises have learned to focus less on selling their products and more on investing in getting to know their customers. Moving closer to customers and developing a personal relationship with them is now their main strategy. Customer intimacy is the holy grail of the consumer-products world.

While most consumer-products companies know that transformation is critical, many enterprises are held back by inflexible legacy systems. Reinventing legacy infrastructures transforms the business, enabling speed to market and delivering previously unimaginable benefits, including the ability to deliver true customer intimacy.

Certified for SAP S/4HANA®, CPGPath is a platform of premium assets and accelerators that improve performance, drive accelerated deployment, and mitigate risk to your transformation program. Our solution allows companies to focus design efforts on the 20 percent of business processes that drive 80 percent of the business value.

CPGPath is built specifically for consumer-products organizations. Because it's pre-configured, your business gets to see the solution in action from the start of the program. Our CPGPath solution can be leveraged as your starting point, as a reference model to share our accumulated consumer-products experience, or as a source of selected imports to expedite the improvement of your existing system.



## Solution overview

The CPGPath SAP S/4HANA solution has pre-configured, out-of-the-box, integrated end-to-end business processes designed specifically for consumer-products companies, dramatically reducing the work needed to start getting real value from the SAP solution. CPGPath provides a vast collection of tools, templates, resources, and guides that have delivered acceleration in past implementations. Examples include:

- Leading industry practices for consumer-products processes, pre-configured for rapid deployment
- A master list of pre-configured reference business-process solutions
- Business-process procedures: transaction-level work instructions (training material)
- Process flows and business-process procedures, including system designs and documentation
- Ready-to-go test scenarios and scripts to help reduce testing time and effort
- Training for improved performance, including leading practices in change management.

The business scenarios built into CPGPath provide a broad scope of leading practices to address common challenges for consumer-products companies, and ultimately deliver value through technology enablement of business processes for the following value streams:

- Finance-to-manage – integrated finance across all operations
- Procure-to-pay – procurement and inventory management process with supplier quality and batch and serial number traceability
- Order-to-cash – frictionless customer processing to increase loyalty and profitability
- Demand-to-supply – multi-mode manufacturing, product expiration management, contract manufacturing, and quality-management processes

- Service-to-cash – service-management processes
- Maintain-to-settle – plant maintenance planning and execution processes.

The solution also provides extensive integration capabilities with other solutions (social, mobility, analytical, IoT, blockchain, cloud, EDI) that are driven by business needs. It can be quickly provisioned and deployed both on premises and in the cloud to provide flexibility, speed, and a path to further business innovation.

## Intelligent PATH to Renewable Enterprise

Moving from traditional SAP architectures to SAP S/4HANA is more than an upgrade. It means creating a new Digital Core – a next-generation platform that’s simple and comprehensive and will evolve with your growing needs. It enables you to become a Renewable Enterprise. These are agile companies with SAP S/4HANA at the core which anticipate market conditions and customer needs and continuously transform to deliver even better business performance by exploiting intelligent technologies.

We manage the technology in layers called the Digital Core and the Intelligent Enterprise. The Digital Core is the foundational layer that runs the company, and we help you keep it clean and simple. The Intelligent Enterprise is the innovation layer, and we use technologies like the Internet of Things

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(IoT), artificial intelligence (AI), machine learning, blockchain, and Robotic Process Automation (RPA) to transform your business for the future.

## Why Capgemini?

CPGPath is a ready-made solution that allows consumer-products companies to get a running start with an SAP implementation. Capgemini has a rich history of successful collaboration with SAP and leading companies across the consumer-products industry, making it the best choice. We look forward to being part of our clients’ success stories.

## Capgemini and SAP

Capgemini has been a leading SAP Global Integration Partner since 1993, helping our clients navigate the most complex SAP transformations in the world. Capgemini is one of the largest SAP systems integrators, with approximately 20,000 practitioners and more than 1,300 clients worldwide.

## About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology, and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients’ opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. A responsible and multicultural company of 265,000 people in nearly 50 countries, Capgemini’s purpose is to unleash human energy through technology for an inclusive and sustainable future. With Altran, the Group reported 2019 combined global revenues of €17 billion.

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