

# Application Mashups

Delivering true business innovation:  
A step on our application roadmap.

**Capgemini's Application Mashups is a pioneering solution that enables companies to successfully adopt Web 2.0 technologies and to deliver the next generation of business-focused applications today. By offering a factory-based approach to creating online gadgets and composing mashup applications, Capgemini is able to help companies leverage the power of online services such as Google Applications to drive business advantage.**

“User-centric technologies, crowd-sourcing, shared working practices: next-generation collaboration tools such as these may be in their infancy, but they will change the business of business forever.”

2008 DAVOS report  
World Economic Forum

Capgemini's solution provides both the security and functionality needed to better integrate a company's shadow IT activities with the rest of its IT estate. Capgemini's industrialized approach supports the rapid creation of compliant online applications, pre-configured corporate social networks, and other services enabling organizations to adopt Web 2.0 technologies to drive competitive advantage. These online gadgets and mashup applications are delivered via Capgemini's Rightshore<sup>®</sup> delivery network, providing the right combination of local intimacy and globalized industrialization for optimal price and effectiveness in both business and IT delivery.



Transforming applications into business advantage

## Why Capgemini's Application Mashups?

Business and IT often inhabit different worlds with neither being quite clear what the other is doing. The opaque nature of traditional IT has led to the explosion of shadow IT, i.e. IT developed directly by the business outside of the control of the IT department. Proponents of Mashups, often pushed as the latest technology gizmo at conferences and in IT journals, miss the real point of any new technology: that it must answer the question of how can businesses utilize the technology to deliver advantage.

Capgemini is here to show you how Mashups represent a way for shadow IT to be integrated into the overall IT structure and provide the impetus and approach for the broader transformation of the IT landscape from IT-centric cost towards the provision of business services and business value.

Capgemini enables existing shadow IT applications to work together in conjunction with the rest of the IT estate. To this end, we take a Service Oriented Architecture (SOA) look at the enterprise to understand its business capabilities and business services that need to be consumed. Armed with a clear overview of differentiation and personalization needs, we move Mashups from simple information to true business applications, to enable:

- the business to better adapt the IT assets designed to be adaptable.
- the users to configure and display information in the most effective way for their own personal role and way of working.
- both to combine and display information in more complex ways to support user interaction and to form a coherent picture of operations.

### Business Aware Application Outsourcing

Aligning IT with the true needs of a business can provide significant and tangible value. The challenge is how to make the transition from the systems-centric, cost-based IT of today to capitalize on the advantages of value-based IT.

### Our Approach

Capgemini's business aware approach to Application Outsourcing is the answer. We offer an expanded AO solutions portfolio, built on client successes and alliance partner innovation, focused on new technologies, such as SOA and Web 2.0, and on areas of differentiation and business optimization to help increase the agility and pace of change. Our transformational lifecycle approach to applications management not only reduces costs, but also drives innovation and change to deliver business value.

### 30 Years Experience in Application Outsourcing

Capgemini has almost 30 years experience and over 20,000 staff worldwide providing Application Outsourcing solutions. It has repeatedly created new opportunities for IT cost reduction and improved business focus for its clients, enabling IT to grow the business via a managed IT investment.

**Bring your Application Mashups needs to Capgemini. We're ready to respond instantly with the proven quality of expertise you expect from a global IT services provider.**

For more information about Application Mashups and Web 2.0 and our other Application Outsourcing solutions, visit: <http://www.capgemini.com/application-outsourcing>



### About Capgemini and the Collaborative Business Experience

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, called the Collaborative Business Experience.

Backed by over three decades of industry and service experience, the Collaborative Business Experience is designed to help our clients achieve better, faster, more sustainable results through seamless access to our network of world-leading technology

partners and collaboration-focused methods and tools. Through commitment to mutual success and the achievement of tangible value, we help businesses implement growth strategies, leverage technology, and thrive through the power of collaboration.

Capgemini reported 2007 global revenues of EUR 8.7 billion and employs 82,000 people worldwide.

More information about our services, offices and research is available at [www.capgemini.com](http://www.capgemini.com).