

# Capgemini Immediate

## A New Approach For a New Business Landscape

### Evolving consumer demands

The change in the technology landscape has meant that today's consumers interact with business differently. By engaging online and via mobiles they "pull" information from business, rather than accepting information business "pushes" to them. In this new online world, speed to react and flexibility to change are key to success. Right now, on Social and Community sites, your consumers are talking about your organisation. As you read this, those opinions are influencing other consumers' purchasing decisions, opinions and brand loyalties. So being able to communicate and engage with them across multiple channels of their choice such as mobile, email, phone and the web has never been more important. Expectations have changed, too. Consumers expect to be remembered, to have their specific needs addressed, to be delighted by the simplicity and personalisation of the service they receive.

Those high expectations are not static, they are becoming more and more sophisticated. As the power and variety of mobile devices grows and internet bandwidths reach lightning speeds it has become impossible to predict how they will wish to interact with your organisation in the future. We cannot say what will become of the fashionable products or channels of today, such as iPad or Twitter and what consumers will be using or visiting in a year or two from now, a lifetime in the online world.

### A new approach

To respond to these new market dynamics is unrealistic via a traditional model and enterprise scale systems have often struggled to keep up. Moreover the traditional IT selection process has compounded the issue. In a consumer world that changes from day to day, a fully operational on-premise solution takes 12-18 months at best.



That means that, all too often, the market has moved on by the time the technology is in place. The challenge to which you were initially responding has shifted and large capital investment has been made in a solution that has not.

With Capgemini's new, cloud-based, approach that challenge is unlocked. In its place is a huge opportunity. Very few organisations have the advice, integrated strategy, processes or technology tools at their disposal to take advantage of these consumer challenges and the evolving market dynamics. If you have the formula right then customers themselves can be working on your behalf, recommending you to others, telling you how to improve, even given the right incentive, answering other customers' questions on your behalf.

### **As agile as the digital marketplace itself**

In a sense, the marketplace has answered these challenges for itself: Cloud technologies have arrived. More rapidly than many predicted, those technologies have reached a level of maturity that makes their adoption an attractive choice. Harnessing their benefits smartly is having a profound effect on the 'art of the possible'. Services in the cloud are as agile as the marketplace in which they sit, and using them means organisations can become as savvy as their consumers. The last 5 years have witnessed a period of unprecedented change in customer behaviour and technology. The way businesses have adapted to take advantage of that change, though, differs widely. There are key questions to be considered, in the light of the new possibilities that exist:

- When you see competitors interacting with their customers in new ways, or spot best practice in the market from other industries, how quickly can you respond by implementing new services?
- Can you provide a fully integrated experience across multiple channels

to your customers, your partners, your suppliers and even your own end users? In doing so are you now more effective at up-selling, cross-selling, and driving customer loyalty?

- Are you able to monitor and react to what your customers are saying about you online - then take on that feedback to improve or amend your products or services rapidly?
- Do you have the ability to quickly pilot new products and services online and cost effectively, and scale up successful initiatives?
- Can you directly link the ongoing cost of your technology investments to the revenue or savings those investments will generate?
- Are you able to white label other companies' products and services seamlessly in to your channels or embed your brand in partner channels to increase profit?
- Are the most innovative online and mobile technology companies in the world working with you in a co-ordinated way, to bring you their innovative ideas and help you maintain a leading edge?
- Have you looked at the information sitting in your organisation as a valuable resource, that if made available externally could produce new and innovative business models and a brand new revenue stream?

If turning all these answers into positives would significantly benefit your organisation, then it may be time to consider using a new approach. Cloud, or Internet-based, computing means shared resources, software, and information are provided to computers and other devices on demand. This has meant a shift from buying software or hardware to renting them as a service. Google Mail is a good example where instead of having email software on your PC, you simply access email as a service through your browser.

### **Speed, agility and control**

That utility model offers new ways to respond to the customer challenges of the digital world;



- **Improve speed to Market** - It offers speed, because resources are available on demand via a browser and services are “ready to use” so you can start to benefit from the service in just weeks rather than years.
- **Pay as you Go** - It offers the benefits of Pay as you go, because the pricing model means that you only pay for what you use and if value is not being derived you can switch the service off. This has the additional benefit of keeping vendors hungry and up to date - if the service doesn't perform or loses relevance it won't be used.
- **Rent don't Buy** - It offers a way to eliminate the usual up-front investment in infrastructure and licences as the rental model shifts costs from Capex to Opex.
- **Be Scalable** - It offers scalability because it is a shared service that can scale up to the capacity you need for peaks or flex down when throughput is low.
- **Get regular refreshes** - It offers regular refreshes and the normal costs of training and change management associated with traditional upgrades are eliminated. Instead you are automatically and regularly streamed with new functionality, to keep up with the latest technology developments without additional investment.

Of course, delivering those benefits from the Cloud requires a very specific set of skills. Capgemini is the only partner who can offer: the consulting capability to look at your customer experience, working through customer journeys and advising your front line departments; the technology architecture, security and services integration know-how to make a plug and play platform work; a heritage in outsourcing to reliably manage the service; and the direct Cloud experience to do all this safely.

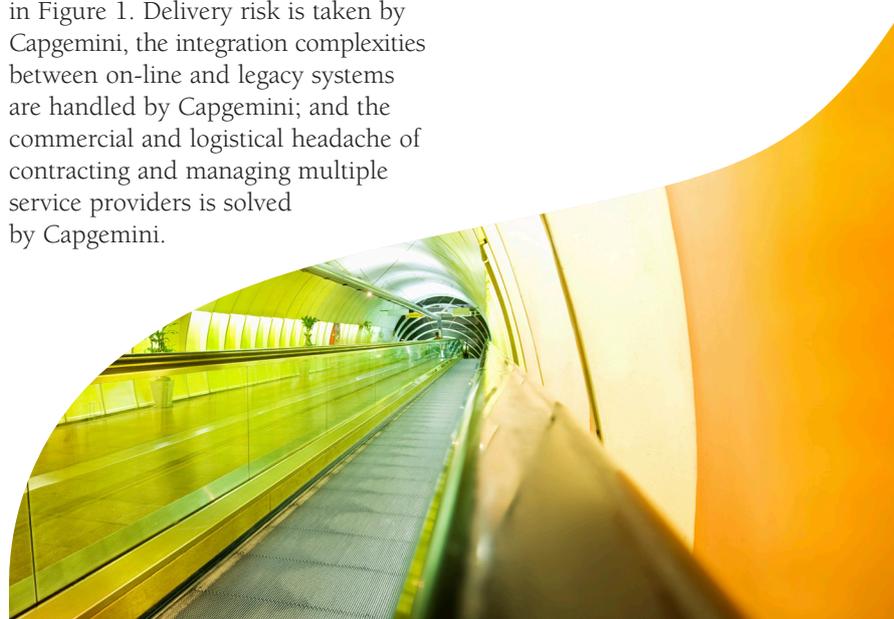
Capgemini has been leading the market on cloud services for the last 5 years. We were the first major IT services firm to create a dedicated cloud practice, and the first to partner with and implement Google Apps to large enterprises.

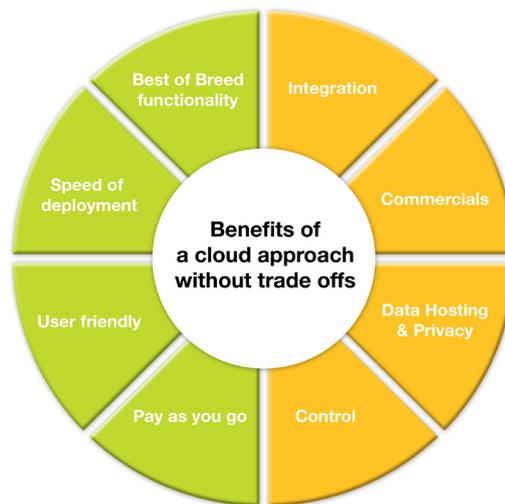
The new maturity of cloud computing and the competitiveness of this marketplace means suppliers now encompass almost every aspect of business and every area of specialism an organisation might need. The challenge to date, then, has been finding a mechanism to use the right suppliers, in the right manner and integrate these resources with your organisation's systems in a safe and controlled way.

### Confidence in Capgemini, control in the Cloud

Capgemini Immediate answers that challenge. Capgemini Immediate will give you the evolving technology and capabilities you need, when you need them. Moreover it will do so in a secure and controlled way, with Capgemini as your single point of accountability.

It offers organisations a mechanism to secure the benefits of Cloud Computing without its risk, complexity or commercial difficulty as summarised in Figure 1. Delivery risk is taken by Capgemini, the integration complexities between on-line and legacy systems are handled by Capgemini; and the commercial and logistical headache of contracting and managing multiple service providers is solved by Capgemini.





**Figure 1: The benefits of Capgemini Immediate**

As such Capgemini Immediate represents a full service for your journey. It moves from helping define the best strategy for you to selecting, integrating and managing the leading cloud suppliers on your behalf. We call this Service Orchestration. It means you no longer have to face long delays between concept and implementation; pilots or even a full service can be working in weeks, delivering increased sales, improved customer loyalty, and a richness in functionality and usability that will delight and surprise both your customers and your employees. The three primary elements of the Capgemini Immediate offering as shown in Figure 2 are as follows:

**1) A Partner Operating Model – representing a fully-vetted collection of market-leading service providers**

Capgemini Immediate clients want the most up to the minute, market-leading services that exist in the digital marketplace. No single vendor has the answer and specialism is the key. We see that organisations need help from leading online specialists who are dedicated to excellence in their chosen field. These suppliers not only deliver on the specific challenges organisations face, but also proactively

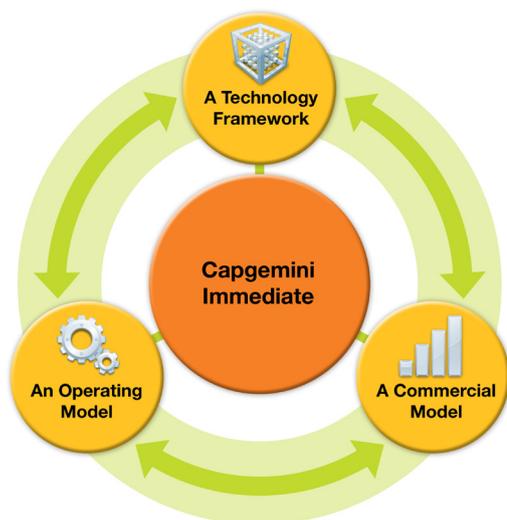
deliver services that are proving useful to their other clients.

That is why Capgemini has scoured the market on our clients behalf, creating key partnerships with the leading players across the world such as Google and Salesforce.com. Further to that we have created a fully vetted catalogue of another 250 suppliers. We have established a dedicated team to monitor the market constantly, interrogating new value propositions and constantly assessing and evolving our current partner landscape.

Put simply, every supplier in Capgemini’s Immediate Ecosystem has the Capgemini stamp of approval. They have been put through a rigorous screening procedure and due diligence has been done on their performance and security. In addition we police their service against lock in: because the best partner of today might not be the best partner of tomorrow we need to be able to swap them out without barriers. Finally we arrange for alternate ‘backup’ service providers to be in place to ensure total reliability of supply.

Together, we select the suppliers you need to work with and then take on the job of managing and monitoring their performance for you. The fact





**Figure 2: Capgemini Immediate comprises of 3 main components**

that Capgemini is neutral and does not own any software in this space means you can be certain of unbiased advice. Working with partners is in Capgemini’s corporate DNA. Our long history of successfully managing ecosystems includes Her Majesty’s Revenue and Customs (HMRC) in the UK. Here we have managed nearly 300 vendors over the last 7 years in one of the biggest IT contracts in the world.

**2) A Federated Business Platform – securely and seamlessly bringing the partners together**

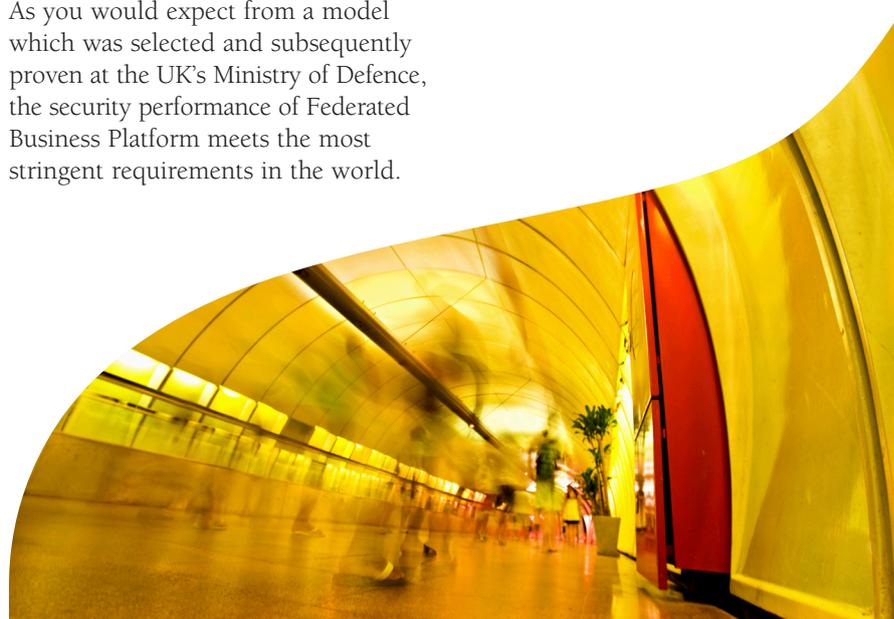
Knowing who to use is one thing, securely integrating them to deliver a seamless consumer experience is another. Only Capgemini’s architecture heritage and deep technology know-how as Europe’s leading SI has enabled us to put together our Federated Business Platform.

In effect the platform is a secure docking station where the leading cloud and opensource vendors can be integrated to create a solution for you. This model allows us to plug in the services you require while remaining fully integrated with your internal enterprise systems. Crucially it has an identity management wrapper so from

a customer perspective, no matter which service they are consuming, sign in only happens once.

This identity management capability brings real opportunities for white-labelling, whereby we can rapidly embed other companies’ products and services within your own. That can generate margin and further up-sell opportunities. The Federated Business Platform also has the leading service management and monitoring tools to provide us with real time insight into performance.

As you would expect from a model which was selected and subsequently proven at the UK’s Ministry of Defence, the security performance of Federated Business Platform meets the most stringent requirements in the world.



As a platform it has been designed for change from the outset so that it can evolve with the market and your requirements, bringing in new components or retiring providers at will over time. Figure 3 shows the conceptual diagram of how Capgemini Immediate works; providing a world class fully integrated experience to your customers, users, partners and suppliers through a range of channels both old and new. This is done by taking only the proven resources you need and only paying for what is consumed from the marketplace through our operating model. Fully integrating these services with your existing systems, to achieve the business outcomes you want. Through our real time insight and performance monitoring you know how well this is performing at all times. Continual change is factored in from the outset to bring in new services, to inject innovation in to your organisation and retire resources as soon as they are not required.

### 3) A commercial management model – a single contract aligned to business outcomes

Capgemini Immediate clients contract

only with Capgemini. That accountability is paramount. Clients contract for the realisation of business outcomes, or service delivery. We then take the commercial and delivery risk. We do so firstly thanks to the confidence we have in our due diligence processes with suppliers, and secondly thanks to a highly effective, rigorous and ‘backed up’ management model for the supplier ecosystem.

### In Summary

Capgemini Immediate allows clients to focus on business outcomes - fast. The technology challenge is ours to overcome. However it goes further. It enables, and in many ways encourages, clients to ask much more from their technology partner. So your organisation benefits from:

**Speed:** The opportunities presented by the fast paced emergent technologies are dizzying. Capgemini Immediate means you can access them rapidly, bringing new offerings to market in far less time than a traditional technology procurement process.

**Best Practice:** It also means your organisation can demand the very

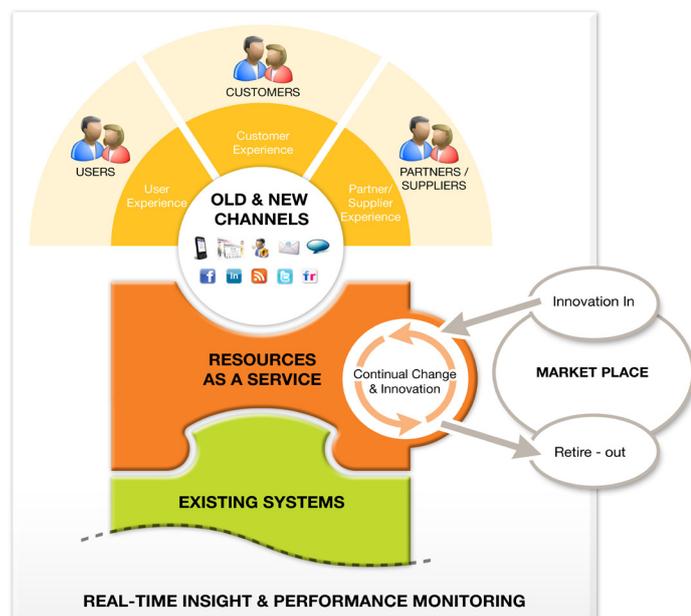
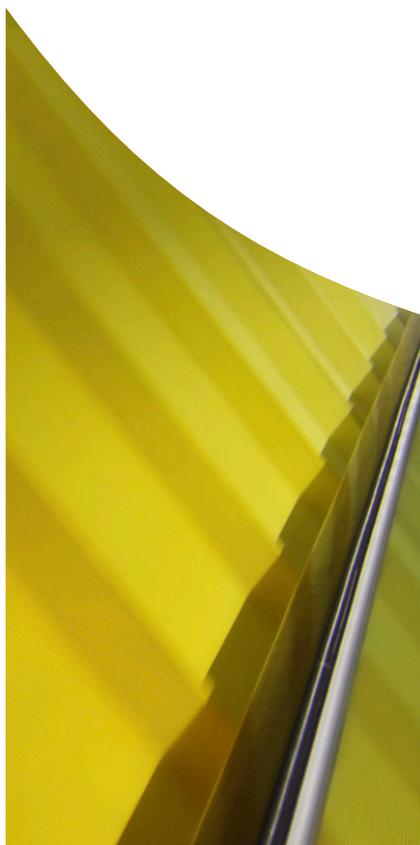


Figure 3: An illustrative diagram of how Capgemini Immediate works



best in the market, and refresh that offering when new and better offers emerge. In effect, you can demand access to, and influence upon the R&D budget of every cloud provider in the marketplace.

**Try before you Buy:** Most of the suppliers Capgemini partners with offer free trials. This 'try before you buy' approach allows your business to run multiple pilots, experiment in the marketplace and only fund those pilots that are successful.

**The ability to move with the market:** The market is moving too fast to be locked into one technology or one supplier. Capgemini Immediate offers a capability to swap suppliers in and out over time and benefit from a stream of automatically delivered new functionality.

**True Agility:** With that agility the uncertainty of the future becomes not a threat but a strength. If a new online service appears you can implement it on your Federated Business Platform while your competitors are still looking at its integration complexity. If your customers suggest an improvement, or you discern a good service in another market, you can respond fast.

**Commercial Flexibility:** That agility needs to be true in terms of commercial flexibility, too. The 'Pay as you go' service concept means you are only paying for what is successfully being used. The pain of up front investment in infrastructure and licenses disappears and cost is shifted from Opex to Capex.

**Ongoing Relevance:** For too long in organisations the business has asked IT 'what can be done with the available toolset.' Capgemini Immediate changes that question. As there is no fixed solution and you rent not buy the assets you need, you will have at your disposal exactly what you and your customers are looking for without the need to compromise.

**Usability:** Similarly you can present your customers with cloud services that are, in their very nature, designed with usability in mind. These services are simple and intuitive not just for your customers, but also for your employees, partners and suppliers to

use. By implementing services that are pertinent from the outset, you reduce burden on your IT department down the line.

**Control:** In a fast-paced digital world of unproven suppliers and technologies no business can afford to take risks. Capgemini Immediate takes the risk for you, by harnessing decades of nous and experience to carry out due diligence.

**Reliability:** Supplier SLA's within our vetted ecosystem are typically much higher than for traditional software that organisations may be running in house; not least because providing a reliable service is mission critical to the cloud vendors.

**Accountability:** Because organisations contract only with Capgemini the delivery accountability falls squarely in one place. Our screening and vetting process leverages experience and expertise it would be impossible to match in house, to ensure a secure and reliable service. Capgemini Immediate clients know there is only one party accountable for the quality of service - Capgemini.

As a result your organisation can concentrate on finding the new ideas that will keep it ahead of the game, and on sharpening the focus on your customers in the virtual world they increasingly occupy.

### Beginning your journey

Capgemini, then, is ideally positioned to help you take advantage of the opportunity the Cloud brings. We not only have the skills and the partners, but the hard won experience to offer a complete service others cannot. That said, the journey for every customer is different: an end to end service may not be the goal; you may be experiencing the business pain of multi-supplier management; smaller pilots may be necessary; or strategic guidance may be required. Whatever the requirement the right partner is crucial, and wherever you are on your journey Capgemini is uniquely placed to help secure maximum benefits for you along the way.





## About Capgemini

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. More information is available at [www.capgemini.com](http://www.capgemini.com) [www.capgemini.com/immediate](http://www.capgemini.com/immediate)

Rightshore® is a trademark belonging to Capgemini

### Calum Murray

Global Head of Cloud Strategy  
Infostructure Transformation Services  
E-mail: [calum.j.murray@capgemini.com](mailto:calum.j.murray@capgemini.com)  
Tel: 0870 195 1093

### Capgemini

11, Rue de Tilsitt  
75017 Paris, France  
Tel: +33 (0) 1 47 54 50 00  
Fax: +33 (0) 1 42 27 32 11