

Cut Your Costs, Not Your Potential

Introducing Capgemini's Application Lifecycle Services for the Telecom, Media and Entertainment sector

Think your application landscape is too complex?

Your application spend too high?

Your application development too manual?

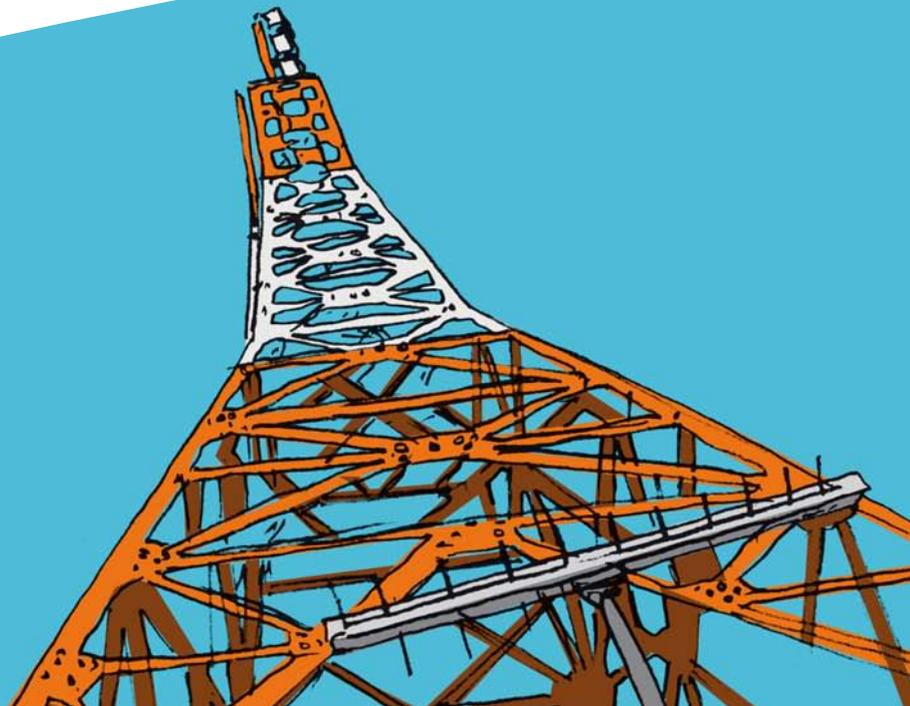
Your application renovation too slow?

After decades of unbridled application building, most Telecom, Media and Entertainment (TME) organizations have created an overwhelming application city with narrow streets, traffic jams and burdening complexity. What opportunities are there for improving your application landscape? For many Telecom, Media and Entertainment organizations, complex applications, high IT spend, overly manual development, and slow application renovation represent a significant challenge.

A complex application environment results in high costs and error rates, and inhibits better collaborative working across units. This is not sustainable. The sector is under intense pressure to deliver substantial efficiencies, and improve service consistency and quality for customers.

Given the significant investments made in technology over recent years, the challenge for technology leaders is to ensure those investments are the right ones to enable this transformation.

Where do you start? How do you overcome an application landscape characterized by multiple overlapping and, at times, outdated core business, customer-facing and corporate support applications? The challenge multiplies when we add to this the need for multi-unit collaboration, customer focus, and increasing use of social networking technologies that all demand the alignment of applications.

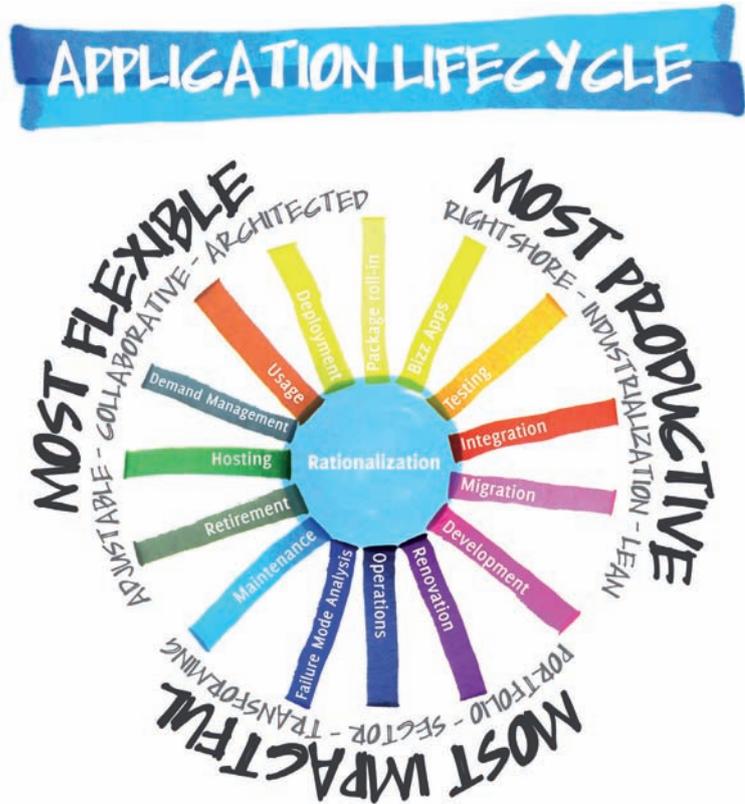


With long-standing and proven partnerships across the TME sector, Capgemini has developed an Application Lifecycle Services approach designed to help you address these specific challenges.

Capgemini's revolutionary Application Lifecycle Services facilitate TME organizations to rationalize their application landscape, build a new city in the old one.

Capgemini commits to deliver hard results along three measurable promises:

- **Most Productive**
- **Most Flexible**
- **Most Impactful**



Most Productive

Our global sourcing model along with consistent industrialization can secure a reduction in your application costs of up to one-third or more.

Rightshore® delivery:

Applying the right specific mix of local and international sourcing, to offer you the lowest costs with the best capabilities.

Capgemini harnesses a global network of TME Centers of Excellence for local and international sourcing. Our TME fully dedicated off-shore centers in India and Casablanca service the needs of our global customer base. Based on the characteristics of the engagement, Capgemini will propose the right mix of onshore and offshore resources balancing customer interaction and cost.

Superior industrialization:

Through standardization, reuse and self-automation in application development, testing and maintenance to reduce costs and increase quality.

Clients receive end-to-end services in a predictable cost and resource efficient manner for most industry leading technology platforms like COTS (commercial off-the-shelf software) in areas such as CRM, BSS and OSS.

Lean principles:

Lean principles applied to deliver continuous improvement of applications, innovate and simplify for a reduced number of tickets, shorter response times and better functionality.

Custom industry-specific templates cover a wide range of processes, providing clear and up-to-date information for streamlined management of both operational and strategic projects.

Most Flexible

Provides variable application costs and adaptable business services to improve your agility with an end-to-end time reduction of up to one-third.

Adjustable scope:

Adjustable scope of services that meets your business needs while complying with budgets and responding to quickly changing market circumstances.

This means that TME players may consider major, evolutionary or modular transformation with us. Our managed business services for Flexi RDC (Rightshore® Delivery Center) model is a good example of how we can engage with clients in a flexible way.

Collaborative-governance:

Collaborative-governance that leverages our 'One Team' approach to ensure effective communication, business-aligned SLAs, the shortest time-to-market and above all: mutual trust.

From strategy development through implementation, our TME clients benefit from our tailored approach. Working beside you every step of the way, we analyze your challenges, leverage our collaborative tools and guide you through your transformation.

Architected for change:

Architected for change, steadily building a much simplified, flexible application platform applying standard solutions, SOA, and Cloud-based delivery.

Both the Communication Transformation Platform (CTP) and Digital Content Services (DCS) frameworks allow us to help telecom and media players transform their platforms with the required scale and agility. Through CTP, we provide an eTOM-based reference model and worldwide gained best practices.

Most Impactful

Application Lifecycle Services closes the circle from IT to business which boosts value and increases your potential with up to one-third.

Portfolio Management:

Portfolio Management of initiatives, applications and vendors to allow the business to focus on core activities while being briefed on performance and improvement potentials.

Through experience with application transformation initiatives, we have found that the most successful model is to develop an application rationalization framework. This includes a comprehensive set of telecom business processes, reference architecture, and pre-configured software packages to guarantee agility, reduced IT system complexity and improved TCO, and enable acceleration with implementation confidence.

Specialized TME solutions:

Specialized sector solutions that are based on global best practices and reuse, to maximize the business impact of processes and applications.

Capgemini has developed a suite of solutions tailored to the TME industries. These solutions combine a broad range of industry-specific capabilities and the Group's foundation services in an ecosystem of leading vendors. Billing Excellence, Business Information Management for the TME Industry, 3D Service Assurance for revenue and service management, Managed Testing Services, are illustrative examples of our offerings.

Powering transformation:

Powering transformation by managing the application lifecycle from the business perspective to provide measurably more head room for innovation and growth.

Our ability to advise on business directions through our TME Consulting organization allows us to address application transformation supporting client's most critical strategic and operational objectives. The practice combines functional consulting skills with sharp industry knowledge to well position our clients whatever their innovation and growth objectives are in the converging TME industries.

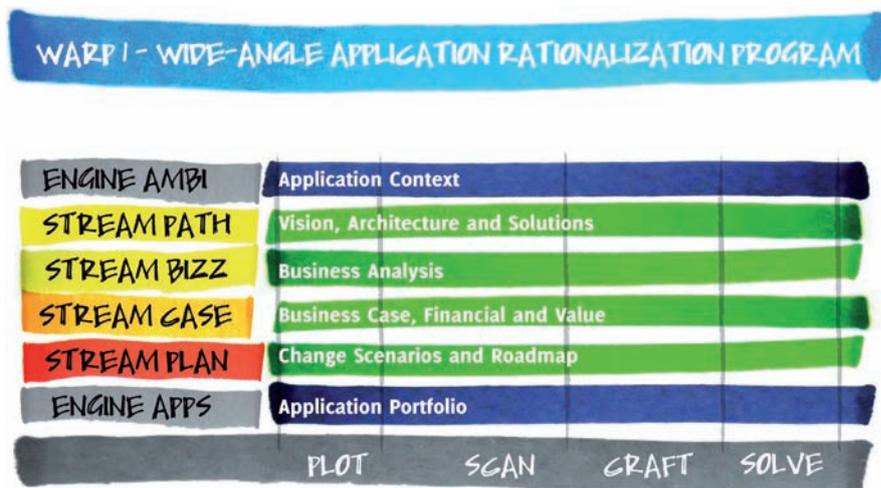
A breakthrough, accelerated approach that brings Telecom, Media and Entertainment organizations up to full speed in rationalizing your application landscape and lifecycle

WARP 1 combines highly-industrialized scans of the application portfolio and application context with an architected, business-oriented view. It gives you the hard facts that you need to make substantiated decisions about how to simplify, standardize, and renew. You will find the way to cost effectiveness, better responsiveness, and more business impact. More importantly, WARP 1 delivers the commitment and mobilization in your organization to take tangible steps forward.

Ready to start a simplification journey with Capgemini?

Contact us to have a discussion about maximizing the value of your current application landscape and leveraging Capgemini's thought leadership and the managed services that translate this new thinking in radical commitments.

For more information about how Capgemini's Application Lifecycle can help you to cut your costs and realize your potential, please contact: applicationlifecycle@capgemini.com



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.

With a network of 5,000 industry specialized experts working for more than 300 clients worldwide, Capgemini's Telecom, Media & Entertainment sector delivers solutions based on industry service offerings: Communications Transformation Platform (CTP) for telecom service provider transformation; Digital Content Services (DCS) for media and entertainment transformation; and Service Platform Creation fostering innovation for industry players. This is complemented by a network of research labs and telecom and media specific Centers of Excellence in the US, EMEA and India.

More information is available at: www.capgemini.com/TME

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