

Capgemini's IBM® Business Information Management (BIM) Rightshore® Development Centers:

Delivers BIM Faster, Cheaper, Smarter

Business Drivers

Traditionally, Business Information Management (BIM) projects have not utilized offshore delivery centers: the main argument being that the very high level of interaction between the business and IT requires a fully onshored team to manage the requirements through to eventual delivery and deployment. This level of interaction is driven by the fact that these projects deliver enhanced information to the business, whereas application-centric projects, such as ERP implementations, primarily deliver new or enhanced functionality to lines of business. It is this high level of information content that makes BIM projects unique. The risk around developing using offshore delivery

methods is high due to the reliance upon excellent communication between the Front Office (requirements and design) and Back Office (development and test) units.

In the current economic downturn, organizations are struggling to fund the high costs of implementing Business Information Management projects. A new approach is required that will provide the right balance of onshore and offshore resourcing in order to optimize the delivery capability, while minimizing the risks and costs.



**Information Management Solution Excellence Award
Finalist at IBM's IOE Event in Las Vegas 2009**

The Solution

Capgemini's IBM Business Information Management Rightshore® Development Centers are dedicated Client Development Centers for Business Intelligence (BI), Information Integration, Data Management and Content Management, and include:

- Design, Development, and transition to support, all carried out by the Development Center in separately agreed work packages, to deliver alignment with the Project Delivery Operating Model.
- A model based on flexible resource management in response to forecast demand that can ramp up and down, based on the volume of projects.
- Rigor with flexibility – industrialization using methods and processes but with a strong client “flavor”
- A Distributed Delivery Framework (DDF) with the ability to support delivery teams in client offices, potentially the partner's Centers of Excellence locally, as well as in the Offshore Development Centers

This work package approach includes evaluating each individual client's requirements and constructing a delivery approach that is tailored to those needs. This delivery approach will provide the right balance of on-shore and off-shore resourcing in order to optimize the delivery capability, while minimizing the costs. This model ensures that any project size or complexity can be catered for.

Capgemini and IBM's value proposition

Our BIM Delivery Center uses IBM technology that spans the whole breadth of The Information Agenda. The Delivery Center was founded upon the use of Data Integration applications, which was how we developed our Distributed Delivery Framework for Business Information Management. This Framework was developed using IBM InfoSphere as the initial Software Application by which we delivered Data Integration projects to our clients.

With this solution, Capgemini has industrialized the outsourcing of the Development Centers for their clients, and has distilled the key capabilities required to manage a multi-sourced project delivery model.

1. Work Package Demand Management
2. Work Package Portfolio Management
3. Development Center Delivery Management
4. Work Package Delivery
5. Development Center Service Management

Essentially, we have built a Rightshore® factory to support the delivery of any Business Information Management project. Supporting this approach is the IBM technology, including the Cognos®, FileNet®, Infosphere and DB2 brands. Our IBM Balanced Warehouse solution incorporates System p® Servers and DS4000® storage, plus DB2 Warehouse Edition, IBM Information Server, Tivoli® System Automation and WebSphere® Message Broker.

Capgemini IBM Business Information Management Rightshore® Development Centers

We have recently developed core expertise in delivering IBM Balanced Warehouse, with our first project delivered to a UK Retail client in 2008. Initially, there was a clear need to simplify the customer's complex existing data warehousing landscape as well as to embrace the opportunity to improve the quality, timeliness, performance and breadth of reporting to the business. The customer took the decision to base their solution on IBM's messaging technology to improve timeliness of data for reporting and operational systems. The technology chosen was the IBM Balanced Warehouse E7100 with its proven performance, scalability and ease of configuration and, finally, the Information Server, which was regarded as the leading tool for managing Data Quality, transformation engine and metadata. This technical solution was delivered entirely from our Delivery Center in Mumbai using the proven methodologies and tools that have been successfully developed by working with other clients over the last five years.

Client benefits

We manage our Development Centers, much like an outsourced service that is constantly monitored against an agreed set of service measures (the benefits) covering:

- Reduced Cost of Delivery
- Increased Productivity and Reduced Implementation Times
- Offshore Leverage / efficient use of resources
- Solution Innovation
- Quality of Delivery

We have developed a governance model, (service management team and meetings infrastructure), to enable us to have a clear joint view of demand, make the consequent resourcing decisions, effectively commission work packages and track delivery progress and issues.

Client Case Studies

EDF Energy is one of the largest energy companies in the UK. Capgemini has been one of EDF Energy's preferred IT Partners for over two years. Within this time, EDF Energy has collaborated with Capgemini on its Business Intelligence architecture definition review and, subsequently, a number of solutions based on that review. Capgemini was chosen as EDF Energy's preferred IT delivery partner for a number of reasons including their thought leadership.

One of many programs delivered to EDF Energy was MAVIS (MPAN Verification & Information System), a system that enables the distribution business to interrogate the status and consistency of various data sources with the aim of seeking out and securing (distribution) revenue that it has not previously been able to recover. Capgemini delivered this major fixed-price delivery responsibility project, comprising almost 6,000 man-days of effort. More than 80 percent of the work was carried out from the Delivery Center enabling the total project to be delivered for an average day rate of just £250.00 (€272.00) per man-day. This project helps the EDF Energy Networks (Distribution) business to analyze streams of meter and customer data to determine the correct status and configuration and, therefore, to recover unbilled revenue.

The solution is a custom software development in Java, combined with the IBM Datastage and Reporting packages. The system went live at the end of 2007 and has helped to enable EDF Energy to outperform its peers. In a recent report by (UK energy industry watchdog) OFGEM, many distribution companies reported that it was not possible to recover a substantial amount of additional distribution revenue, yet OFGEM commented that: "EDF Energy would appear to challenge this assertion since they have successfully focused on reducing commercial losses and have achieved significant loss incentive benefits."



In another major project, Capgemini helped Allianz Insurance to implement paperless claims handling using FileNet to achieve major business benefits. Capgemini's Rightshore® strategy, involving a team from Capgemini in Mumbai, India, played an important part in ensuring the quality and cost effectiveness of the delivered solution.

The Capgemini solution, known as the Puma system, went live for motor claims processing at the main Allianz UK claims center in time for their 2007 financial year. The new Puma system is also putting Allianz ahead of their competitors in terms of customer

relations, which have moved to a new level now that staff can respond to inquiries with all facts instantly available.

Jon Dye, Director of Claims at Allianz Insurance, summarizes by saying: "The Capgemini solution gives us a platform on which to deliver better customer service at lower cost. It represents a major step forward in the technology that we are using to handle claims, opening up a whole range of new possibilities in the services that we offer to our customers from within our claims network. This is a major investment that will deliver significant benefits to our customers, employees and shareholders."



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 2008 global revenues of EUR 8.7 billion and employs 90,000 people worldwide.

More information is available at www.capgemini.com

For more information please visit:
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