

RAIN Connects Business and Technology with Innovation to Provide Rapid Results

What is RAIN?

Rapid INnovation (RAIN) combines a partner ecosystem of innovative companies with a methodology pioneered by Capgemini. The unique ecosystem of technology companies, from giant software vendors to niche start-ups, empowers Capgemini to guide clients through an exploration of the latest innovations. RAIN has been designed to:

- Take advantage of emerging Web 2.0 applications
- Bring an organization's key business and technology stakeholders together to address real business problems in a very short time
- Enable business managers to visualize concepts by rapidly building prototypes and simulations using emerging technology software

- Allow for a quick consensus on the best solution to solve an enterprise's challenges

Rain's proprietary methodology drives consensus on conceptual design in a collaborative session in a rapid eight hours — day one of a three-day session. Perfected over years of experience, RAIN tackles specific problems by developing and demonstrating tangible prototypes.

This approach means that clients can see and understand the benefits of each potential solution for their individual business problems in a much shorter timeframe than traditional approaches.

“One of the best advantages about RAIN is actually seeing and building a working prototype collaboratively.”

Pam Stagner,
Conoco Philips

In just three days, RAIN produces a roadmap to the most appropriate solution available on the market today, and provides clients with a prototype of the solution.

At the core of the RAIN methodology is the collaborative process between RAIN and an organization's business and IT stakeholders. These two groups work together in this intense three-day session facilitated by the RAIN team:

- **Day 1 – Discover:**
Develop scenarios to be prototyped based upon client issue
- **Day 2 – Develop:**
Work with client to develop a prototype solution using one or more emerging technologies
- **Day 3 – Deliver:**
Review, refine and present the final prototype to client.

At the end of a RAIN session the client will have a better understanding of how the selected technology can be used to solve an existing problem. The output of this session is a working prototype that serves as a visualization of the future state. This enables the client to validate its approach to a business problem with all internal entities and bridge the gap between business and IT.

Why Use RAIN?

A recent study of business executives found that for 98% of respondents, the biggest challenge they face is developing new business for the future, and their number one priority is to launch new products and services. The goal of RAIN is to help them address this business priority through technology innovation. It connects business people to technology solutions.

The first business challenge addressed by RAIN is how to make enterprises more service-oriented; that is to transform them into more agile,

responsive and adaptable organizations.

Within the three-day session, RAIN enables business executives to clearly distinguish the results that technology can deliver. The RAIN methodology provides onsite, rapid visualization of business processes to leverage innovative solutions, ideas and products from best-of-breed emerging partners.

RAIN builds and implements tailored solutions quickly. With its unique visualization techniques, it enables customers to envision the future state of their solutions via rapid prototyping. With this approach, RAIN promises to reduce the implementation time of traditional IT projects by up to forty percent.

A Game-Changing Event

Participants always perceive a RAIN event as a unique experience – a clear bridge from the current state to the future. In addition to an accelerated and better founded end-result, the event builds commitment, new energy and a creative pulse within the company's IT and business teams.

At the end of a RAIN session the client will have:

- A better understanding of the technical options available to the business to solve an existing problem
- A prototype built collaboratively from the participation of the client's business and IT stakeholders
- A first draft of the business case for this prototype (a Statement of Work)
- An improved collaborative understanding between IT and business.

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“RAIN showed that innovation doesn't have to be long term: it can be short term if you focus on results.”

Martin Hoff,
KPN



About Capgemini and the Collaborative Business Experience™

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