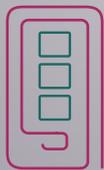


Mobile App Factory



The Flexible, Cost-Effective Solution to Mobile Application Development and Management

Mobility is leading to new opportunities for enterprises, promising to open up additional revenue streams, improve employee productivity and interaction with customers, and streamline internal processes. But mobility also brings with it considerable challenges. The trend for employees to Bring Your Own Device (BYOD) into the workplace, and the expectation from workers and customers to be always connected, require companies to find ways to manage disparate devices and platforms, integrate them with existing systems, and ensure that sensitive data and networks are secure.

Enterprises are under pressure to bring mobile solutions to market at a faster pace, while at the same time aligning them with their core business drivers. They need to provide a consistent user experience across services and departments, and carry out continuous quality assurance and testing to ensure that their mobile services and apps are robust and kept up to date. What's more, all of this needs to be done in the face of a constantly changing technology landscape, requiring them to provide different levels of resources and skills as and when they are needed.

Increasingly, IT departments do not have the time, resources or budget to build and test numerous, discrete mobile applications across the wide range of smartphones, tablets and operating systems used by their employees and customers.

Yet these significant challenges cannot be overlooked: A successful mobility strategy will require enterprises to develop and manage a diverse range of apps that are able to transform customer and employee interaction. Failure to put a robust, end-to-end mobility strategy in place could undermine investment and lead to an enterprise losing revenues and customers, and falling behind its competitors.

Your Dedicated Application Partner

Capgemini Group's **Mobile App Factory** works with organizations to deliver apps, responsive web sites and Internet-of-Things solutions. The first step towards a coherent, end-to-end mobility strategy is to put in place a dedicated mobile technology group, or Mobile Center of Excellence (MCoE), and appoint a Chief Mobility Officer to co-ordinate the business and technology requirements of app and service development and deployment. The MCoE should include business and technology staff, using internal and external resources as appropriate, with the aim of creating a mobile architecture blueprint and establishing clear policies, governance rules and business drivers.

By using Capgemini Group's global business and technology mobility resources to set up the MCoE, enterprises can focus fully on their mobile transformation and business goals. Outsourced App Factory services will then enable them to better respond to MCoE requirements and deploy the necessary tools and frameworks to ensure that business drivers are fulfilled.

Working with Capgemini Group's Mobile App Factory means enterprises are able to tap into a dedicated team of mobile application experts as and when they need them, keeping a tight control on costs and rollout times. Our flexible approach means our team of experts can be reduced or increased at any time to meet your demands. And because our developers work closely with our vertical sector technology experts and business managers, we can ensure that mobile apps are optimized to meet your specific industry needs.

“By using Capgemini Group's global business and technology mobility resources to set up the MCoE, enterprises can focus fully on their mobile transformation and business goals.”

Mobile App Factory: Providing Solutions to Your Problems

Our Mobile App Factory provides solutions to key enterprise mobility problems.

Addressing strategic business goals		
<p>MAXIMIZES BUSINESS RELEVANCY across mobile projects running in parallel through a common mobile project portfolio</p> 	<p>REDUCES TIME from innovation to global delivery by addressing both rapid prototyping and business critical solution design</p> 	<p>ENSURES USER EXPERIENCE AND USER INTERFACE requirements are paramount while providing consistency in implementations of design, functionality, integration and security across mobile projects</p> 
Minimizing total cost of ownership		
<p>Focuses on industrializing each step of the development process by using as</p> <p>HIGH DEGREE OF AUTOMATION AND REUSABLE ASSETS as possible</p> 		
<p>ENSURES THE BEST TALENT ON THE JOB, talent that is kept up to date on the rapidly changing technology landscape</p> 		
<p>Ensures a consistently high level of QUALITY ASSURANCE</p> 		
Orchestrating the entire journey		
<p>Manages fluctuations in the need of CRITICAL RESOURCES</p> 	<p>Keeps all mobile solutions UP TO DATE through platform upgrades and feature updates</p> 	<p>Works seamlessly with the organization's Mobile Center of Excellence (mCoE) to operationalize and execute the strategic direction set, to ensure the mobile program is always in line with GENERAL MARKET AND SECTOR-SPECIFIC TRENDS</p> <p>Consolidates the design, develop, and test activities to one SINGLE POINT OF DELIVERY reducing lag time and administration</p> 
<p>THE MOBILE APP FACTORY</p>		

Providing a flexible, tailored and business-focused approach to outsourcing, the Mobile App Factory:

 **Maximizes business relevancy across mobile projects running in parallel through a common mobile project portfolio.**

Problem: The focus on mobility implementations can lead to core business drivers being neglected or incorrectly and inconsistently prioritized across multiple projects.

Solution: Our centralized team works together to oversee a complete mobile strategy based on your strategic, high-level business requirements. In this way we create a consistent, coherent approach to deploying mobile solutions across all divisions of an organization.



Reduces time from innovation to global delivery by addressing both rapid prototyping and business-critical solution design.

Problem: Enterprises are struggling to accelerate the pace of providing their customers and employees with mobile services.

Solution: We can adapt app development and maintenance to meet specific business requirements. Our agile development processes ensure a shorter time to market, and we have a range of accelerators to speed the delivery, improve the quality and reduce the risk of app development.



Ensures user experience and user interface requirements are paramount, while providing consistency in implementations across mobile projects.

Problem: Even the most brand-aware and client-centric companies can fail to give their mobile solutions a consistent look and feel or provide a compelling user experience.

Solution: Our approach to mobility ensures end-to-end consistency of app development and deployment and focuses on the customer experience. We put user experience and user interface requirements at the heart of the project, and ensure consistency of design, functionality, integration and security across mobile solutions.



Focuses on industrializing each step of the development process by using the highest degree of automation and reusable assets possible.

Problem: For most enterprises mobile app development requires a wide range of skills and often a steep learning curve if carried out in-house, which can lead to high costs and complexity.

Solution: Our experience of providing mobile solutions to customers across different sectors means we can combine a high degree of automation with tried and tested, reusable assets to industrialize each step of the development process. We bring a collection of best practices and ready-to-use components that meet your very specific needs.



Ensures the best talent for the job, keeping skills up to date in a rapidly changing technology landscape.

Problem: Enterprise IT usage is changing constantly, and in-house developers can quickly lose touch with innovation as well as advances in best practices at other companies.

Solution: Our Mobile App Factory team specializes in app development and deployment across different sectors, and excels at adapting enterprise mobility architectures to ongoing advances in technology. Our developers' continual exposure

to different projects helps them to generate solutions that are both cutting-edge and focused on business drivers.



Ensures a consistently high level of quality assurance.

Problem: Enterprises often struggle to provide the necessary in-house resources for mobile testing across a wide range of platforms and operating systems.

Solution: We are able to provide market-leading mobile testing methodologies and tools, including fully automated solutions. We can consolidate quality assurance throughout the application lifecycle by providing a single point of testing from our Mobile Testing Center of Excellence.



Manages fluctuations in the need for critical resources and skills.

Problem: Mobile app development often takes place in bursts. Few enterprises have the resources to train and maintain staff with specialist skills to draw on as and when they need them.

Solution: Our Mobile App Factory provides a flexible approach to accessing scarce application development skills. Enterprises can draw on our team of app experts and ramp projects up and down according to internal requirements, and without neglecting other key projects.



Keeps all mobile solutions up to date through platform upgrades and feature updates.

Problem: Diverse mobile operating systems, device formats and screen sizes all affect the performance of an application, and they are all continuously evolving.

Solution: We stay ahead of the platform and feature updates that affect apps, and ensure that your mobile solutions deliver optimum performance. We can provide native and cross-platform development skills across all major environments, and ensure secure integration with your back-end systems.



Consolidates design, development and testing activities to one single point of delivery, reducing lag time and administration.

Problem: Mobility projects often depend on the resources and commitment of multiple business units, making it difficult to maintain both customer and inter-department relationships, as well as code.

Solution: We use our extensive outsourcing management, systems integration and business process skills to gain an overview of an enterprise's needs. We then consolidate the design, development and testing of apps to a single point of delivery, thereby greatly reducing in-house administration and the time to complete projects. Our Rightshore® approach, bringing the necessary levels of resources and skills to the project at the right time, also ensures that solutions are scalable and easy to maintain.



Works seamlessly with an organization's Mobile Center of Excellence (MCoE) to ensure the mobile program is always in line with general market and sector-specific trends.

Problem: Without a dedicated mobile technology group app development becomes fragmented, wasting substantial time and money.

Solution: Enterprises need to put in place a Mobile Center of Excellence (MCoE) and appoint a Chief Mobility Officer to ensure a structured approach to mobile app and service deployment throughout the company. Our App Factory responds to MCoE requirements, deploying best practice tools and frameworks to ensure that the business drivers are fulfilled.

Meeting Your Wider Mobility Needs

Our commitment to your mobile application journey does not need to end with app delivery. Capgemini and its subsidiary Sogeti can provide end-to-end services to develop, test,

support and manage mobile apps, responsive web sites and Internet-of-Things solutions.

Our more than 40 years of expertise in outsourcing, technology and consultancy mean that we understand the wider enterprise IT environment into which your applications fit. And we understand the imperative of rigorous testing to determine how apps will perform when integrated into your company's back-end systems and business processes, or when they are delivered as a software-as-a-service in the cloud.

The Mobile App Factory is one of the building blocks that enable Capgemini Group to become your complete Enterprise Mobility Orchestrator. We can supply a complete mobile solution or just the specific elements you need, depending on whether you need an incremental approach or a comprehensive launch. And we can work with you to address any element of your mobile strategy—from business goals, user needs and platform and device capabilities, through to standards and policies, security and support—at any stage of your mobile journey.

About Capgemini and Sogeti

With more than 125,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Sogeti is a wholly-owned subsidiary of Cap Gemini S.A., providing local professional services, specializing in Application Management, Infrastructure Management and High-Tech Engineering. Sogeti offers cutting-edge solutions around Testing, Business Intelligence, Mobility, Cloud and Security. Sogeti brings together more than 20,000 professionals in 15 countries and is present in over 100 locations.

Capgemini and Sogeti offer end-to-end Mobile Solutions for mobile strategy and services as an Enterprise Mobility Orchestrator. Deploying a framework of harmonized methods, accelerators and industrialized services, the Enterprise Mobility Orchestrator services can help create, implement and support an organization's mobile strategy. To address all areas of a business going mobile, the service portfolio covers: Strategy; Mobile Applications; Mobile Platforms; Managed Mobility; and Reselling. Together, Capgemini and Sogeti have combined their extensive capabilities in strategic consulting, technology excellence, industry solutions and global delivery to help organizations optimize their mobile business potential.

Learn more about us at

www.capgemini.com/mobility
www.sogeti.com/mobility