

# Baycorp Advantage Does It Faster, Better, Stronger

**Baycorp Advantage team partner with Capgemini to implement their growth strategy**

## The Situation

Baycorp Advantage needed to expand and grow its business in order to realise a vision “to become the worlds most relied upon information and analytics partner.”

Baycorp Advantage sought a business and technology partner to help it rapidly become a customer-centric organisation through the application of innovation and collaboration.

## The Solution

Baycorp Advantage selected Capgemini as its prime business and technology partner. They jointly developed a business transformation blueprint that was instrumental in fending off a hostile takeover before embarking on the implementation of major Go-To-Market strategy and technology transformation initiatives.

Together they established the Acceleration Zone—a unique environment

with specialised facilitation support to manage 26 projects in one continuously collaborative space to enable rapid delivery.

## The Result

Baycorp Advantage and Capgemini were able to deliver collaboratively the Go-To-Market and technology transformation initiatives with a number of benefits:

- Superior quality
- Reduced timeframes
- Less costs incurred
- Transferred new ways of working
- Business-wide buy-in.

All supported by the Acceleration Zone concept—a true enabler of collaboration.

**“** The Acceleration Zone was a very efficient way of working during the project elaboration phase and the whole place had a feeling of real energy and purpose. **”**

Andrew J Want  
CEO, Baycorp Advantage



## How Baycorp Advantage and Capgemini Worked Together

Baycorp Advantage is Australasia's leading provider of business intelligence services and solutions. Through the integration of data sets, analytics and technologies, Baycorp Advantage provides solutions that enhance and integrate with the processes Baycorp's clients use to identify, select and optimise the value of relationships with their customers.

Baycorp Advantage fundamentally had to change its ways of working, driven by customer demands to meet needs and market pressure to grow and expand the business at a faster pace.

Capgemini's unique blend of the Accelerated Solution Environment (ASE) with consulting services put it in prime position to meet Baycorp Advantage's criteria of sustained behavioural change and rapid, effective delivery.

Together, they tackled strategic and technology focus areas of customer segmentation, product and channel rationalization, customer and product profitability, solutions innovation, change management, and consolidation of the bureau's technology platform.

**“ The scope of work in Baycorp Business Change Blueprint was to deliver these projects in an 18 month to 2 year time frame. By moving these projects into the Acceleration Zone we have been able to complete the vast bulk of project elaboration work, and complete a number of research and planning projects entirely, in a three-month time frame. That is a huge advantage to Baycorp and a big achievement. ”**

Erica Hughes  
GM Bureau Information Services  
Baycorp Advantage

Baycorp Advantage and Capgemini set up an Acceleration Zone (AZ), an ASE solution, housed on Baycorp's premises. There, the joint teams could collaboratively design the technology transformation and Go-To-Market initiatives under an integrated governance team and leverage the world-class facilitation capabilities of Capgemini.

The AZ allowed the joint teams to have a concentration of the right people, resources, and knowledge in one space, acting as a focal point for change. This resulted in dramatically reduced time and effort to complete the elaboration phases of the 26 overlapping projects whilst producing greater quality.

Program management in the AZ improves project visibility, collective issue resolution and communication. In such an environment, each stream benefits from the shared experience and lessons learned of the others, collectively

reducing many of the risks associated with traditionally run programs.

The AZ created a highly visible symbol for change within the organisation. It enabled Capgemini to transfer skills and effective ways of working with greater reach and in a short time, assisting Baycorp Advantage in achieving a desired fundamental shift in behaviour.

## What's next?

Capgemini is now working with Baycorp Advantage to conduct a review of the program's effectiveness. As the project outputs from the AZ are integrated into Baycorp Advantage's norms of operation, there is a need to ensure the projected benefits are realised, on time and at budgeted costs.

Capgemini will continue to deliver the capabilities, processes and technologies in the business transformational blueprint and help achieve the transformational change with Baycorp Advantage.



## About Capgemini and the Collaborative Business Experience

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, called the Collaborative Business Experience.

Backed by over three decades of industry and service experience, the Collaborative Business Experience is designed to help our clients achieve better, faster, more sustainable results through seamless access to our network of world-leading technology partners and

collaboration-focused methods and tools. Through commitment to mutual success and the achievement of tangible value, we help businesses implement growth strategies, leverage technology, and thrive through the power of collaboration.

Capgemini employs approximately 61,000 people worldwide and reported 2005 global revenues of 6.954 billion euros.

More information about our services, offices and research is available at [www.capgemini.com](http://www.capgemini.com)

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Financial Services  
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Transformation Consulting  
Acceleration Zone

In collaboration with



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