

DRIVING INNOVATION TO FIND THE NEXT NEW BUSINESS MODEL

Multinational technology company harnesses the power of new thinking to explore opportunities



CHALLENGES

- A multinational information-technology company needed to explore new business models to ensure its business was evolving with the industry and not becoming obsolete.
- Owners of small and medium businesses were already a key customer base, but the company needed to find automation and security opportunities with this audience.
- Reducing the amount of paperwork for small and medium businesses was identified as a key goal but current automation solutions were directed at larger enterprises. The need was to digitize the contract management and operations process.
- Solutions that automated tasks and paperwork for smaller companies could fill an existing market gap.

Industry: High tech

Location: North America

Technology and services:
AIE, application development,
and automation





SOLUTION

- Long-time partner Capgemini recommended a session with its **Applied Innovation Exchange (AIE)** in New York to explore newer business models and drive the digital transformation from the ground up. The goal was to help the company win – not just build a new product.
- The AIE provided the initial assessment of the market and current technology landscape with insights to show the company it needed to focus more attention on digital solutions rather than just hardware.
- Working with Capgemini Invent and members of the cloud team, the AIE recommended an MVP to help the company better understand its digital opportunities and how to fill the gaps for small and medium businesses.
- Capability market mapping with a mural tool helped define how the transformation should begin. This included reviewing the opportunities in image processing, artificial intelligence, and machine learning, specifically in optical-character recognition.
- The AIE uncovered a new set of use cases for the company's pursuit of a digital-services value proposition. The work provided a starting point to build a new e-signature option to simplify and automate steps.



RESULTS

- The AIE work spurred the company to build a digital engineering team of 500 to lead the transformation efforts.
- Capgemini's ability to innovate with speed and agility revealed to the company how digital products can get to market more quickly to capture opportunities.
- By working with the AIE team, the company found new areas of opportunity and growth, which moved it towards a new state of applied innovation leveraging futuristic digital tools.
- The digital journey generated with e-signature continues, as the company transforms itself and builds an autonomous team with the capabilities to drive even more innovation.

About Capgemini

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