

The Capgemini logo is located in the top left corner of the image. It consists of the word "Capgemini" in a blue, sans-serif font, followed by a blue icon of two overlapping circles. The background of the entire image is a photograph of a woman in profile, looking upwards and to the right, with a blurred city street at night in the background. A large, light blue heart shape is overlaid on the image, framing the woman's face and extending down towards the text.

Capgemini

**NEW-AGE ADM AND A
NEW DIRECTION FOR
YOUR BUSINESS WITH
ADMnext**

LOOKING INTO THE RADICAL CHANGE COMING TO THE ADM SPACE ...

... AND HOW YOU CAN REPOSITION ADM WITH AN ENTERPRISE MANAGEMENT VIEW

With the advent of new technologies (Digital, IoT, everything as a service) and processes (DevOps, Scaled Agile), there's a lot of buzz in the ADM world. While the core operating principles of ADM remain unchanged (development and focus on keeping the lights on), everything around the core has changed – and this represents immense potential for your business.

Expanding the boundary of ADM with an enterprise management lens

For most, the key to harnessing this potential lies in selecting the right ADM partner. It's imperative that they speak the language of your business. But when you envision this partnership, the real thing to consider is the boundary of ADM work. Is it limited to the fixing of tickets and the solving of service requests (traditional thought) or is there a clear avenue to add value to your business from an enterprise management perspective? Should they be order takers or proactive problem solvers? This is why Capgemini is redefining the boundaries of ADM – with the goal of helping you embrace and thrive on this digital change.

Seeing ADM in a new light and saying “yes” to systems of engagement

In almost every large enterprise today, the business value that IT delivers comes exclusively in the form of applications – and everything else is merely incidental. Coupling this reality with the advent of newer technologies (IoT, everything digital, everything Cloud, AI-ML use cases that touch every business area), and newer

processes (DevOps, Scaled Agile, DevSecOps), it's essential that you look at classical ADM through a fresh lens. While the orthodox view of ADM has always placed top priority on “keeping the lights on,” leaders in the space are looking to define “new lights” and what it will take to keep these on.

Traditionally, a large enterprise's applications were primarily used as “systems of records” that were backward looking and would capture company business transactions and activities. In today's context, applications are used as systems of engagement or systems of innovation where a lot of business modelling, analytics, and forward decisions are made using applications. This is where the enterprise management perspective becomes more important.

So, let's look at some of the characteristics of applications that are typically used as systems of record. Firstly, they usually fall under the purview of the CIO, where the primary objectives are to keep ADM running, ensure defects are fixed on time, and address and measure service requests quickly on classic parameters like response and resolution times. Essentially, there is no real business value added from these types of services.

ADM for all: why everyone is now an ADM stakeholder

Now, contrast this with the modern day ADM of a large enterprise. With applications at the helm acting as systems of engagement and innovation, the stakeholder is not the CIO, but rather a group of stakeholders spanning the C-suite – CMO, CPO, CHRO, CFO, and the like. These individual decision makers have very different business goals, success criteria, and KPIs to be measured within the enterprise.

Hence, their perspectives and success criteria with regards to IT are completely different. So, ADM that only focuses on the CIO, cost reductions, offshoring, and “your mess for less” is not going to cut it anymore. It’s essential that your ADM partner brings a comprehensive, business-value-oriented approach to the table. An approach that’s focused on the CxOs and creating innovation, agility, and business relevance, along with enabling your enterprise to release products and services to the market a lot quicker is crucial – and this means shifting to a technology solutions mindset.



SHIFTING TO A TECHNOLOGY SOLUTIONS MINDSET

HOW NEW-AGE APPLICATIONS CAN ADD REAL BUSINESS VALUE AND COMPETITIVE ADVANTAGE ACROSS YOUR ENTIRE OPERATIONS

Given that in any large enterprise, the business value from IT is delivered largely through applications, there's immense pressure on ADM teams to deliver value that's measurable to the business. Traditional applications will continue to exist, but at the lowest level of the IT stack as systems of record. While newer age applications that make real functional sense, add real business value, and create real competitive advantage will function as the systems of engagement and innovation that will occupy the top of the stack.

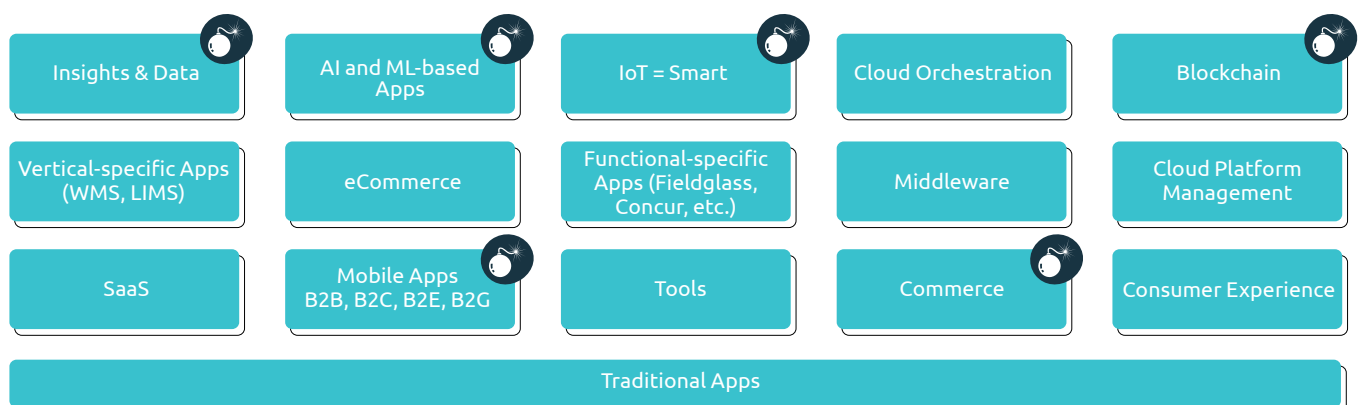
These could be applications that provide insights and data, or AI/ML-based or IoT/Cloud orchestration applications. They could also include vertical-specific, function-specific, mobile, commerce, or consumer experience-focused applications. Over a five-year horizon, these applications could see exponential growth – both in terms of spend and user adoption.

Given that these are new applications, the skill sets that are required by ADM suppliers to manage, maintain, and support them are completely different when compared to traditional applications. For example, applications in the analytics space require service providers to have knowledge of the complete IT stack in the analytics area. This means starting from the lowest level of gathering data from structured and unstructured sources, data integration, data ingestion to a lake, the analytics engine, and moving all the way to final data representation using dashboards and rich visualization techniques.

The above examples, which only represent the tip of the iceberg, give a good perspective on ADM's expanded role within the enterprise. As service providers, solely convincing clients on the potential of offshoring, low cost, or bench strength won't cut it anymore. New-age applications are the future here – and require new thinking, a new mindset, and value-based discussions. This means shifting from an "IT services" mindset to a "technology solutions" one.

What does the new-age ADM portfolio look like?

We're likely to see a massive explosion in applications based on these technologies



NO DIGITAL, NO FUTURE?

EVERY ORGANIZATION IS NOW DIGITAL

Every professional organization today – no matter how big or small – is already digital. Barring a few laggards, there’s no enterprise that hasn’t jumped onto the digital bandwagon – they simply don’t have a choice. Companies need to cater to their customers’ expectations through a deep applications transformation that will revolutionize their strategy, organization, and systems.

This digital proliferation has radically modified people’s behaviors and expectations. Needless to say, the manifestation of every digital initiative comes in the form of applications. Therefore, it’s impossible to separate the ADM discussion from the digital discussion. ADM is inherent to digital portfolios. Given this, many organizations have their own definitions of what digital applications are and should be – there’s no single, universally-accepted definition.

The five elements of a successful consumer-centric digital portfolio

Keeping the consumer at the center of the equation makes it easy for ADM service providers to define what digital is – as one or more of these will directly or indirectly impact consumer experience.

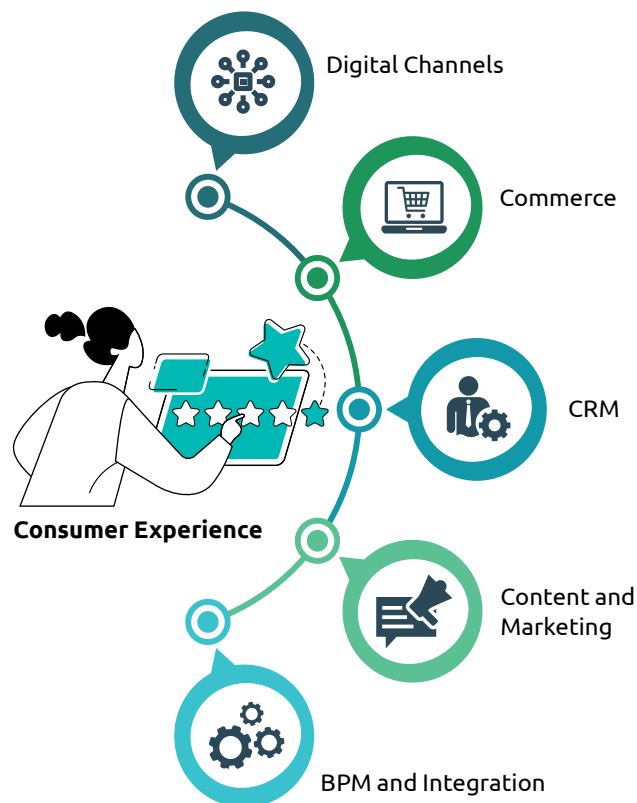
Restructuring your digital portfolio around the five functional areas of Digital Channels, Commerce, CRM, Content and Marketing, and BPM and Integration can help you effectively make this pivot to consumer centricity.

Consumer experience is the common thread that links each of these five functional areas. It can be characterized as a combination of the perceptions, emotions, and reactions that a consumer has while interacting with companies, environments, products, or employees across different channels.

At the intersection of digital and ADM, consumer experience is the focal point. The key success factor here is the ability to skillfully connect the experience you can offer consumers to their ever-changing needs in a way that delivers value at speed – both for your business and customers.

In the digital applications world, the parameters have shifted from traditional KPIs like response and resolution time and ticket backlog to KPIs that revolve around the consumer experience – simplicity, value, trust, etc.

Another parameter for ADM providers in the digital portfolio is the ever-increasing importance given to partnerships. The technologies and applications that make up the digital portfolio do not necessarily come from large ERP providers, but from small to mid-sized companies that are focused on a particular functional area. For example, Salesforce, MuleSoft, Pega, Veeva, Magento, and the like. Overall, for seamless and modern “digital applications management,” we need a different “digital delivery framework.” This means multi-disciplined teams that are strong on Agile principles and can come together to deliver ADM at scale.



TODAY'S AD IS TOMORROW'S AM

DEFINING THE FUTURE BY CONNECTING PEOPLE, THINGS, AND BUSINESSES

It's inevitable that apps that are developed today will transition into being supported tomorrow.

Let's look at the parameters of today's modern application development. Modern application development revolves around three key parameters – efficiency, speed, and innovation.



Efficiency, speed, innovation

Efficiency is about simplifying IT delivery processes across complex technology landscapes and delivering more for the same. Speed is about faster time to market, concept to cash, and the ability to turn around products and features rapidly and at scale. While innovation could be built around business models, technology, processes or operating models. It is now quite evident that modern application development is moving from development efficiency to business agility.



Bringing it all together with intelligent connections

The application development of today is all about intelligently connecting people, things, and businesses. This opens a multitude of use cases for ADM teams to add business value for tomorrow using intelligent connections (mostly in the form of IPs) that function as the core set of principles on which future ADM will be delivered.



Deliver tomorrow's winning ADM by intelligently connecting people, things, and businesses

It's critical to understand the business drivers and operating principles of today's application development, so we can be better prepared to deliver tomorrow's winning ADM. With agility and flexibility at its core, modern application development largely revolves around intelligently connecting people things and businesses. This is why it's essential to choose an ADM partner who can offer a huge set of IP options to make the transition from a process-led delivery provider to an IP-led one.



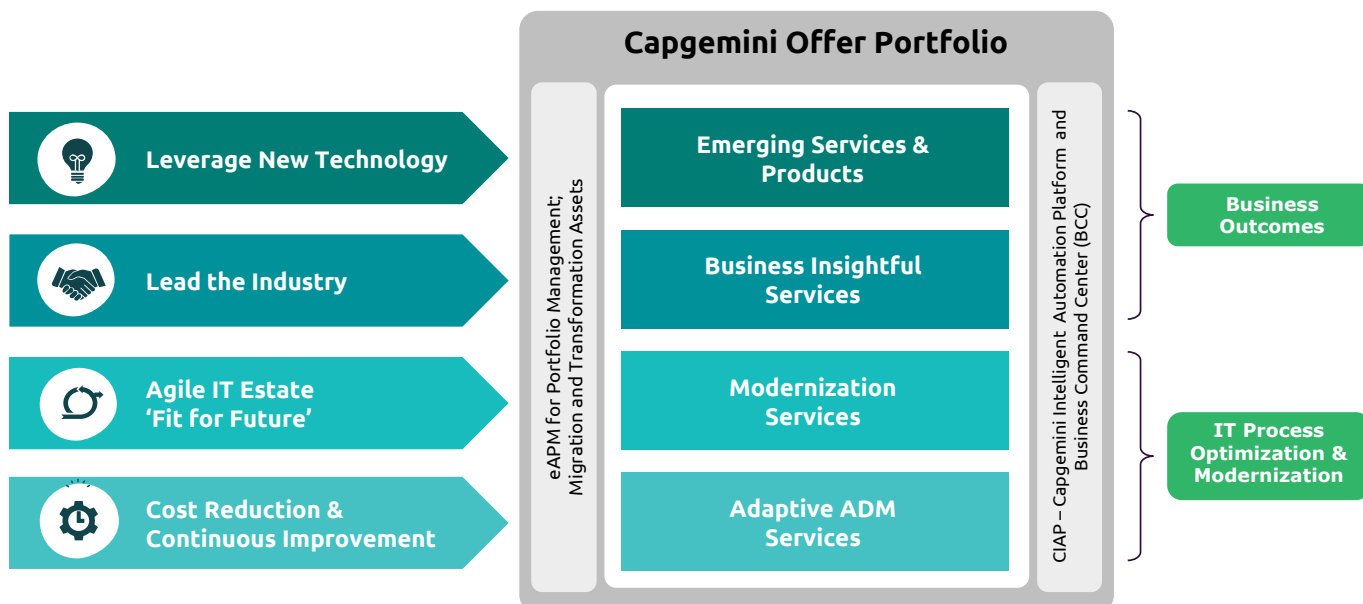
Disrupting with the new age

Digital has disrupted everything within the IT stack – from business needs to primary IT stake holders. This disruption is driven by the consumer, who is more empowered and more demanding than ever. This has had a snowball effect for enterprises with respect to their expectations from ADM providers.

The classical value drivers of ADM – your mess for less, offshoring, leveraging cost arbitrage – are relics of the past. It's high time that every parameter of ADM be reevaluated to form a more relevant approach to today's (and tomorrow's) application development and management. ADM providers need to reinvent themselves to stay relevant – embracing and thriving on change. This means disrupting with the new age.

New-age ADM with ADMnext

When it comes to the future of ADM and your business, ADMnext is committed to bringing you the enterprise-aligned ADM solutions that develop human and business connections and add direct value to your organization. ADMnext leverages next-generation solutions around Adaptive ADM, Modernization, Business Insights, and Emerging Technology Solutions & Products, which enable you to harness all the potential of new-age ADM.



ADMnext is all about helping you get the future you want and enabling infinite possibilities in the applications world – in a way never seen before.

Visit us [here](#) to learn more. And to get started on your new-age ADM roadmap immediately, contact me below.



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