

Process to Value

How BPM can deliver real value into the heart of your organization – through five unique approaches

Organizations are searching for new ways to counter challenges that are bigger – and have a greater potential impact on their business – than ever before. Business Process Management (BPM) is a powerful approach to deal with these challenges. But it can only deliver the value you seek from it if that value is defined, understood and carefully managed.

BPM improves and optimizes the business processes of an organization, supported by Business Process Management Technology (BPMT). This extends to process automation, applications development and integration as well as the maintenance to enable it.

Capgemini's approach to BPM distills the understanding we have gained through successful programs around the world. We find that BPM's greatest impact comes from working as closely with the business as possible. At this proximity, the deep sector knowledge we can leverage can give a precise understanding of the requirements and potential value of BPM and really make a difference to the organization.

Our experience and insight enables us to see the benefits that can be achieved and more accurately predict what we can deliver. We create these benefits through our understanding of client priorities, insight into the nature of their businesses and sectors and our expertise in business and technology change management.

Our unique approach to BPM leverages the knowledge gained through our success. This approach consists of five key areas for BPM success; it aligns the end-to-end elements of successful programs to clear, pragmatic steps of action. We ensure that strategy and delivery are always in step and that results are optimized, delivered on time and sustained within the organization. We help our clients to achieve great results, become more agile and gain competitive advantage.



Process

Organizations have been putting BPM initiatives in place for some time. However, the underlying technology has now reached a point where it can truly deliver new potential for cost-efficiency, speed-to-market and acceleration of innovation.

This fundamental advance in technology leads some organizations to assume that proving a BPM business case must be easier. But improved BPM depends on more than better technology. It requires a strong balance between that core technology, business-driven pragmatism and strong governance. This balance is the only way to ensure that the utmost sustainable value is delivered.

Capgemini's "Process to Value" brings exactly that balance.

Our end-to-end BPM approach treats processes as assets that directly contribute to our clients' business value and performance. So, first and foremost, we combine our deep domain knowledge with a pragmatic attitude to collaborate with our clients. Together, we deliver quick results that have measurable value.

Value

There can still be a tendency to see BPM simply as a way to improve processes. However, unless this process improvement and optimization is linked at every level to improving the value created by the business, the changes may not be as effective or sustainable as the program promised.

We bring our process improvement and transformation expertise to unleash the full potential of BPM, linking

the improvement of core processes to business needs throughout the organization. This end-to-end approach ensures that:

- value is properly defined and managed;
- delivery of results is accelerated;
- BPM technology is properly leveraged;
- process thinking is sustained in the organization; and
- effective governance aligns all BPM initiatives throughout the organization.

We not only make it work: we also make it last. And we bring it to you through our five steps to deliver better BPM (illustrated below).

Five Key Steps:

Capgemini's pragmatic route through the key steps to create sustainable value.

1

Value & Performance Management: Defined and measured value of BPM-powered solutions with Benefits Logic™ and Benefits Tracking™.

5

End-to-End BPM Governance: Governance that promotes process ownership and provides supporting structures, to create and sustain BPM excellence.

4

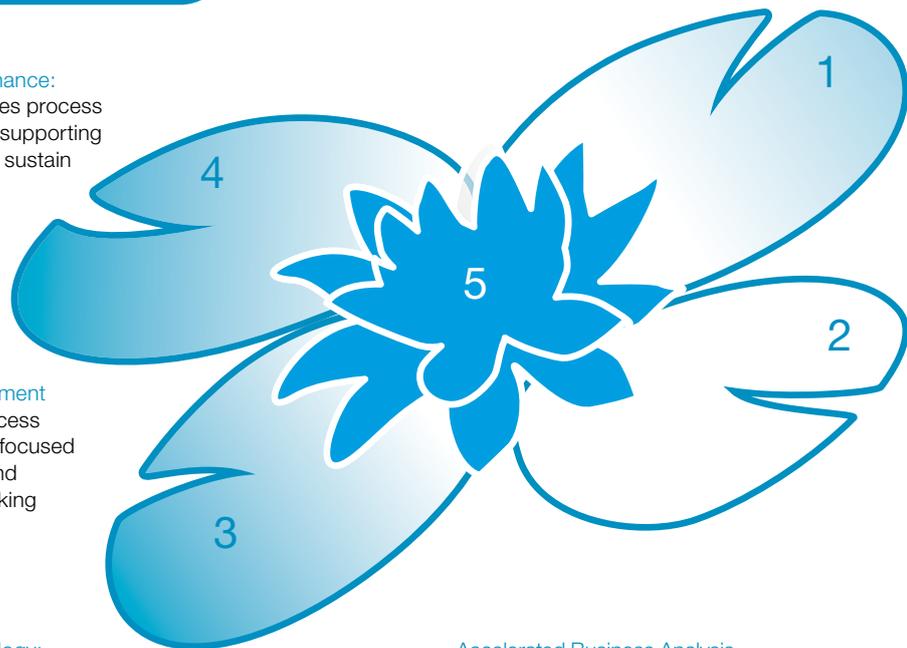
Unified Process Improvement: Proven collaborative process improvement approach, focused on value improvement and embedding process thinking in the organization.

3

Leveraging BPM Technology: Maximized use of selected BPM and Business Rules Management (BRM) technology, tools, and platforms, smoothly integrated with service-enabled IT systems. Built to scale and perform.

2

Accelerated Business Analysis: Optimized and accelerated BPM delivery with pre-defined, deep sector solutions and reference models, the global SEMBA™ methodology, and certified professionals.



Capgemini BPM: Success around the world



BPM helps Capgemini's clients address global competitive challenges and economic pressures, enabling them to reduce costs and improve the value they create as well as their speed-to-market.

France-based telecom operator

Task: Design and implement application to deal with Internet commands and organize back-office flow to activate and charge Internet services and bridge telecom operators in France.

Result: Application built by Capgemini's Indian Center of Excellence; the application makes it easier to manage growing business demands and change mobile operator without changing number. The Capgemini designed and built application has delivered a higher-performance system.

Central European Federal Ministry

Task: Put in place a new application to handle visa applications within Schengen countries.

Result: Capgemini implemented and maintains the new BPM technology-based application. Maintenance costs are lower; the platform is more stable.

International bank

Task: Implement BPM-based workflow application to generate loan offers via multiple sales channels. Solution handled total loan quotation process.

Result: Improved straight-through processing, supported Internet selling plans and reduced manual intervention by more than 50%.

European insurance company

Task: Create an IBM-based application to allow faster, easier product delivery to market, monitor performance, enhance flexibility and support multi-channel distribution.

Result: Successful implementation bolsters the organization's agility and ability to react to dynamic market needs.

US-based car insurance company

Task: Implement BPM solution to improve the new front office system, reducing manual elements and dependence on legacy.

Result: Spectacular reduction in operational expense (33%). User-friendly, agile and transparent process enables management to get real-time reports.

Germany-based engineering company

Task: Optimize and harmonize business processes and SAP support for precise supply chain planning and processing – with end-to-end, real-time transparency.

Result: More accurate process and faster supply chain has given the firm a competitive edge.

Working with Capgemini: Delivering the Best Value and Technology for Your Business

We work with our clients to understand where they are and where they are headed. Through flexible entry points and routes into BPM, we are able to initiate projects that release value rapidly. Small, simple steps make it possible to 'try and buy' – starting with smaller projects before committing to major ones.

Unique tools such as our Fast Process Scan and Rapid Solution Workshop pinpoint areas of improvement and identify specific solutions for needs; this ranges from demos, business cases, and roadmaps to Board-level presentations.

We are pragmatic in our approach to business complexity and aim for transparency on value creation. Our understanding of BPM Technology and deep domain knowledge allow us to rapidly accelerate business transformation to significantly reduce time-to-market and costs.

Capgemini is solution-agnostic (ensuring clear choices of the best technology); nevertheless our expertise is augmented by global partnerships with leading vendors.

Capgemini's delivery models support our BPM solutions globally. Our Rightshore® model ensures the best mix of onshore and offshore support; meanwhile our Global BPM Center of Excellence leverages our world-wide expertise where it is needed most.

Lastly, Capgemini pinpoints the need for a pragmatic step-by-step approach to Business Process Management, combining our various entry points and key elements with a BPM Service Center concept to ensure the best enterprise value and performance.

Capgemini provides its clients with insights and capabilities that boost their ability to create value. We enable our clients to achieve superior results through a unique way of working, the Collaborative Business Experience™.



About Capgemini

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 40 countries, Capgemini reported 2010 global revenues of EUR 8.7 billion and employs around 110,000 people worldwide.

Capgemini's global BPM resources

Capgemini BPM capabilities are housed in our Consulting and Application Services business units. Currently our BPM expertise consists of 5,100 consultants providing consulting or technology services for BPM. Approximately 3,400 are business process consultants and analysts with vertical industry process expertise, another 650 are skilled change management experts, 450 are business process architects and 600 are specialists in BPM Technology.

Capgemini also has a large expertise in SOA implementation, Enterprise Application Integration and regular software development in multiple languages. Our BPM consultants collaborate with other Capgemini consultants in virtual communities of practice for BPM, operational excellence, transformation and global delivery.

Find out more about our approach to Business Process Management

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