

# Business Aware Application Outsourcing

Helping you to seize business value:  
Step by step along our application roadmap.

**The Application Outsourcing market encompasses application management and services specifically delivered under longer-term contracts in support of the life cycle of applications: application-related consulting, application development, integration, deployment and support for enterprise applications. Capgemini supports clients to deliver single and multi-application solutions anywhere along the application outsourcing service roadmap.**

“When you’re going on a long trip, the best thing is to take an experienced guide along, so you choose the right direction from the beginning. Naturally, they have to be capable of creating business value at a competitive price. In addition, Capgemini fits our company culture.”

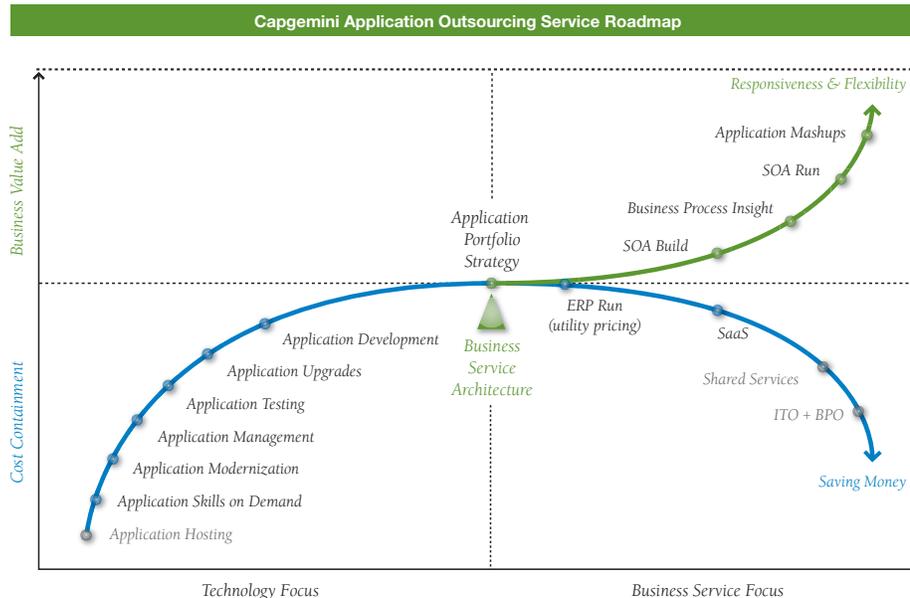
Jens Nielsen,  
CIO, ABB Northern Europe

In our changing world IT departments are expected to deliver a simplified – from the business perspective – IT estate so that the next generation of business solutions can be created and adapted in a more agile fashion. In this new reality the successful CIO must demonstrate how IT can align costs and drive business value, to rationalize and standardize both the business and IT where required, to enable secure and efficient differentiation where needed, and ultimately to deliver an IT estate that adapts to business goals. Capgemini partners with CIOs to develop the right roadmaps for the different parts of their IT estates. The next generation of application outsourcing is all about sensible and assured adoption of new technologies and about applying metrics linked back to business strategy – to create competitive advantage.



Transforming applications into business advantage

## Why Business Aware Application Outsourcing?



### 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 reported 2007 global revenues of EUR 8.7 billion and employs 82,000 people worldwide.

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

Capgemini has almost 30 years experience and over 20,000 staff worldwide providing Application Outsourcing solutions.

**Bring your application outsourcing needs to Capgemini. We're ready to respond instantly with the proven quality of expertise you expect from a global IT services provider.**

For more information about our Application Outsourcing solutions, visit:  
<http://www.capgemini.com/application-outsourcing>

### Get on the application roadmap to drive more value from existing IT

Capgemini's application outsourcing service roadmap offers clients access to a portfolio of services which target cost reduction opportunities (blue curve) and address their business value creation priorities (green curve). This enables the IT organization to create an IT estate that looks like, evolves like and is costed like the business it supports.

### Benefit from our core offerings to deliver business value to your IT assets

- Capgemini is bringing innovation to its Application Outsourcing clients, working closely with its strategic alliance partners on solutions that exploit new technology areas, such as SaaS (ERP Run with utility-based pricing) and Web2.0 (Application Mashups), to help clients deliver the IT responsiveness and flexibility that business is increasingly demanding.
- Capgemini is industrializing key high demand services (Application Testing, Application Modernization) to help its clients to better address cost and performance inefficiencies and to improve the business value of their IT estate.
- Capgemini is leveraging its years of experience and best practices to offer all its clients a business-driven approach to identifying their IT cost reduction and investment priorities (Application Portfolio Strategy) and the ability to jointly create tailored application roadmaps to deliver these priorities (Transformational Application Outsource).

### Measurably better, on time and cheaper

Capgemini's expanded AO solutions portfolio helps ensure a smooth transition from cost-based to value-based IT. Focusing on new technologies, such as SOA and Web 2.0, and on areas of differentiation and optimization, we have successfully delivered business value to a number of clients:

- Ontario Power sought an IT organization to support its business growth. Capgemini promptly delivered the growth and a 20% cost reduction.
- Capgemini reduced application support costs for a major UK retailer by 75%.
- When Shell and Exxon Mobil formed Infineum, Capgemini provided a fully-managed back-office solution which was operational within six months.