

CHROME – Center for Manufacturing Excellence

Accelerate execution at optimum costs while improving quality with Capgemini’s industry-specific solution offerings and related enablers

CHROME
CENTER FOR MANUFACTURING EXCELLENCE

The manufacturing sector is experiencing a seismic shift. While globalization and the pressures on the development lifecycle are stretching manufacturers’ appetite for change, today’s tough economic condition is testing their endurance. The keywords to succeed in this challenging environment are flexibility and agility. In addition, manufacturers need to efficiently manage their network of partners in a global value chain. Besides fulfilling the growing demand for high-quality innovative products, manufacturers today are under pressure to constantly reduce their costs by increasing operational efficiency.

In this environment, many manufacturers are looking for a global model where various operations such as designing, building, sourcing, selling

and servicing can be done in multiple locations with the same basic process. To do this, companies must:

- Plan for a future where the need for innovation means that collaboration with customers and suppliers plays an even greater role at all stages of the product lifecycle
- Plan for a complex supply chain
- Prepare for a cross-boundary customer base

Capgemini helps companies achieve this through our industry-specific solutions and related enablers, drawing on our deep domain knowledge and rich expertise gained through the wide range of implementations carried out for some of the world’s leading manufacturing companies.



CHROME Solution Center: Bringing It All Together

CHROME, Capgemini's Center for Manufacturing Excellence, is a virtual global community with a dedicated solution lab located in Mumbai, India. The center captures best-practice solutions and enablers that accelerate process execution for our clients. It also benchmarks and industrializes leading practices, which in turn deepen our domain expertise within the global manufacturing practice.

CHROME Value Proposition: Accelerated Delivery of Global Solutions

Capgemini's industry-specific solutions are supported by a repository of tools and accelerators that help systems go live quickly, at lower costs and with less risk. These include:

- End-to-end pre-configured SAP templates for:
 - Automotive manufacturing, including upwards of 50 reusable extensions
 - Maintenance, Repair and Overhaul (MRO) Solution
 - Discrete Manufacturing
- Pre-configured solution kits for:
 - PLM for Aerospace
 - Air Traffic Management for Aerospace
 - Testing Services
 - Application Lifecycle Services
- A ready environment to build, test and demonstrate the proofs of concept for specific solutions
- SAP Deliver 2.0, Capgemini's world-class SAP delivery methodology
- Over 400 Manufacturing Business Process Scenarios representing the major business functions of manufacturing
- A repository of 200 lessons learned from Application Maintenance tickets with ready solutions with reusable code blocks and test scripts
- A global manufacturing subject matter expert locator – providing quick access to various skills

CHROME is Capgemini's global repository of manufacturing domain expertise and thought leadership with a particular focus on Innovation and Lifecycle Management, Service Management and an approach that we call "One Manufacturer."

Innovation and Lifecycle Management

Innovation is a crucial differentiator in a competitive marketplace. Thus, effective and efficient innovation is among the top priorities of management, be it a downturn or a period of strong growth. Today, companies are leveraging both internal and external sources for innovation, while applying efficient mechanisms to develop market-ready products quickly and cost effectively. Consequently, internal and external collaboration capabilities are becoming critical factors in driving successful product and service innovations. In fact, at Capgemini, we believe that in today's competitive business climate, innovation and collaboration may be the only competitive advantages that really matter.

Capgemini's Innovation and Lifecycle Management offering is a combination of strategy, organization, process and technology. The offering also incorporates culture-specific elements to help our clients manage a truly collaborative innovation process. Our solution addresses internal collaboration hurdles inside a company, issues among the various IT systems providers a company is using, and collaboration challenges with customers or suppliers involved in the innovation process. The proven templates and out-of-the-box solutions help our clients accelerate their time-to-market and reduce costs, while boosting their innovation power. Companies that want to maximize effectiveness, efficiency and speed in innovation can benefit from our



capabilities in areas like:

- Idea Management “Out-of-the-Box”
- Portfolio and Program Management
- Product Data Management and ERP Integration
- Lean Product Development
- Collaborative Product Development and Open Innovation
- PLM Harmonization and Consolidation
- Operate Product Lifecycle Management (PLM)

Service Management

Shrinking product-based profit margins, commoditization and intense global competition have compelled manufacturing organizations to increasingly rely on post-sale service operations to drive corporate growth. Post-sale service is no longer regarded as an inevitable cost of doing business, but is actively leveraged to boost revenue, profit and customer retention. Our comprehensive Service Management Framework takes into account key capabilities required to drive service excellence in the manufacturing industry. Our approach and portfolio of solutions focus on the entire service delivery value chain. From service strategy to execution, Capgemini has delivered a number of projects across a variety of industries including automotive, aerospace, high tech, industrial products and life sciences. In addition, we have considerable expertise in helping manufacturing companies design, implement and run their technology landscape to support service operations. Capgemini’s practice continues to significantly contribute to thought leadership and technology advancement in the Service Management space.

One Manufacturer

Cost reductions and ongoing globalization require companies to simplify and harmonize their system architecture. Years of acquisition and

decentralized system development often leads to an application portfolio that is large and difficult to maintain. This rationalization is also needed to make “headroom for innovation,” in addition to reducing maintenance cost of the basic shared services. During this redesign, functions can also be outsourced or provisioned through the cloud.

However, it is not an easy task to further design, implement and roll out these changes. For instance, harmonization of processes may not always yield the expected synergistic effect. Designing architecture to accommodate not just this change, but future changes as well requires close collaboration between operations and the IT department. Capgemini has developed a structured approach called “One Manufacturer” to harmonize complex system architecture. The approach comprises the following phases:

Phase 1: Business Strategy and Roadmap

The first step involves defining the right business objectives and change agenda, in close collaboration between business and IT. We then help our clients develop a high-level business case and roadmap to realize the objectives.

Phase 2: Business Analysis and Design

The next step involves defining the future functions and architecture as a basis for further implementations of this functionality. We use quick scans to analyze the current applications and industry reference models to expedite the design of the new landscape.

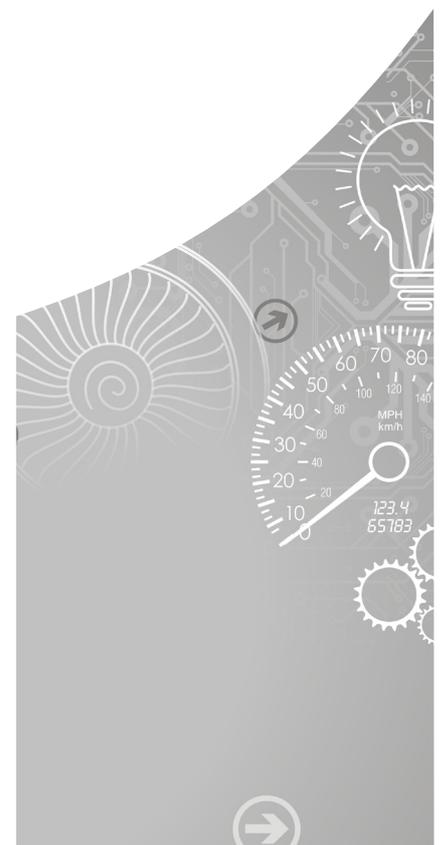
Phase 3: Accelerated Implementation and Roll-Out

The third phase involves the accelerated implementation of common solutions through a template approach.

We then help our clients in a multi-location roll-out of these solutions through our Distributed Delivery Framework.

Phase 4: Shared Services and Business Process Outsourcing (BPO)

Finally, we help our clients identify functionalities that can be run centrally or even be outsourced as a complete process. We can expedite the design of these services or run them at our own BPO center.



Why Capgemini

Today's intensely competitive business environment demands that systems must go live quickly, at lower costs and minimal risk but with measurable benefits. CHROME combines Capgemini's deep industry knowledge and global delivery capabilities with proven systems implementation and support experience to deliver sustainable results across manufacturing companies of all sizes.

Deep Industry Knowledge:

Our global manufacturing practice delivers solutions to manufacturing organizations across a wide range of industries. Capgemini has over 1,000 manufacturing clients around the globe.

Delivery Capabilities:

As a leading provider of technology and consulting services, Capgemini has over 16,000 systems integrators and management consultants working in the manufacturing industry.

Leveraging Alliances and Partnerships:

At Capgemini, we collaborate with partners such as SAP and Microsoft to help our manufacturing clients achieve optimal results. We combine our understanding and experience of the manufacturing industry with our partners' cutting-edge technology solutions, creating tailor-made solutions that help our clients achieve superior performance.



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 more than 30 countries, Capgemini reported 2009 global revenues of USD 11.6 billion and employs 90,000 people worldwide.

More information is available at www.capgemini.com

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