

# Capgemini Futures Forum

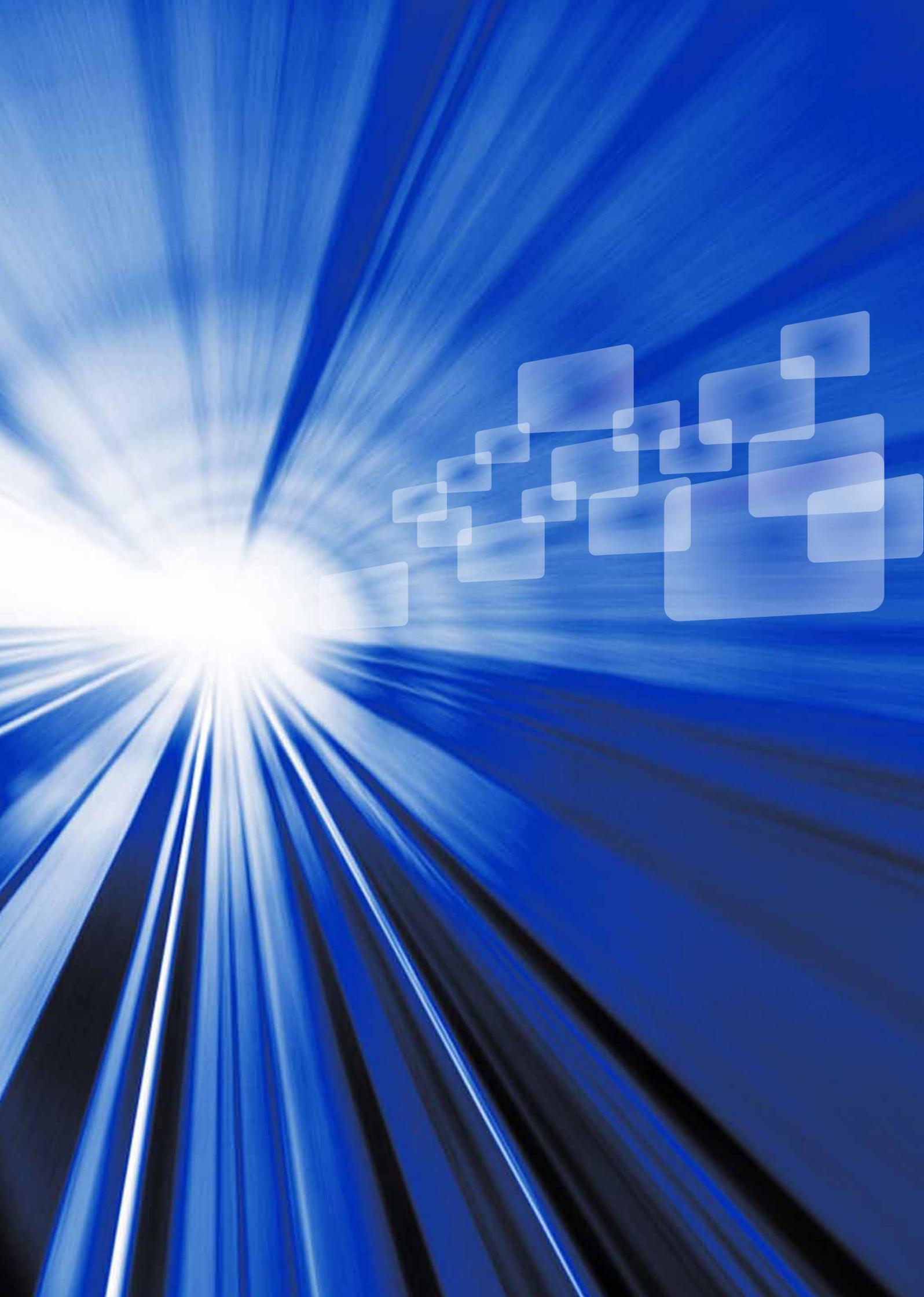
**Untangling the Web - digitally transforming your business**

**23 May 2012**



**FUTURES FORUM**

**People matter, results count.**



# Introduction from your host



## **Una Du Noyer**

Vice President  
Infrastructure Transformation Services  
Capgemini

Welcome to our Futures Forum! The Futures Forum is a platform for industry leaders, technologists, and others at the forefront of business and technology change to share insight and experience. Its goal is to provoke debate about the opportunities and challenges presented by the rapid evolution of new business and new service delivery models, and new ways of interacting with people in the digital world. The Futures Form was founded exclusively for our key clients and we hope that you find this event stimulating and enjoyable.

The theme we are exploring today is “Untangling the Web”: how to make sense of the many different facets of social networking, of interacting and transacting, and of delivering and consuming services enabled by the increasingly pervasive digital universe. The key questions we will explore are:

- How do I design and deliver the optimal customer experience across channels?
- How do I identify my customer at all points of interaction and respond in a relevant and consistent way?
- How can I better understand what my customers are saying about us, and respond with the right action?
- How can I exploit new service delivery models, and how do I manage privacy, security and compliance in the new world of the cloud?

I am delighted that our speakers include Martha Lane Fox the UK Digital Champion and Greg Swimer, VP IT, Business Intelligence, Unilever.

I very much hope you enjoy the event, and look forward to meeting you.

A handwritten signature in black ink, appearing to read 'Una Du Noyer', written in a cursive style.

## **Una Du Noyer**

Vice President  
Infrastructure Transformation Services  
Capgemini



# Agenda



**1:00 Registration & lunch**

**2:00 Introduction from your host, Una Du Noyer**

**2:15 Digital Transformation Research**

**Digital Shopper Experience Research** with Hilary Kelly,  
UK Marketing & Communications Director, Capgemini

**MIT Digital Research** with Rick Freeman,  
VP, Director of Business Innovation, Capgemini Consulting

**2:55 Delivering Business Analytics at Global Scale in Unilever**

Greg Swimer, VP IT, Business Intelligence, Unilever

**3:35 Coffee**

**3:50 Breakout sessions**

**4:50 Coffee**

**5:05 Interview with Martha Lane Fox the UK Digital Champion**

Interviewed by Tom Barton, Head of UK Communications, Capgemini

**5:45 Panel session with :**

Martha Lane Fox the UK Digital Champion

Greg Swimer, VP IT, Business Intelligence, Unilever

Maggie Buggie, Vice President, Capgemini Consulting

**6:00 Drinks & Canapés**

# Research Overview



**Hilary Kelly**  
UK Marketing & Communications Director  
Capgemini

## Digital Shopper Experience Research

The way that consumers shop and interact has changed significantly with the expansion of digital channels. We know that this means that businesses need to change the way they reach their customers, and many are wrestling with the challenges of integrating physical and digital channels including social media.

At Capgemini, we wanted to hear direct from shoppers about their views of the current experience and future needs of how they interact and transact with businesses. We have conducted a global survey of over 16,000 shoppers. Hilary will be highlighting the key findings from this research which aimed to help us and our clients prioritise channel initiatives and investments, in order to give shoppers a better experience and increase customer lifetime value.

## MIT Digital Research

Capgemini are now 18 months into a major partnership with MIT looking at how firms across the globe are tackling digital transformation. The results of the first year's research are now available and Rick will be sharing the research highlights to provide real insight into both the "what" and "how" of digital transformation



**Rick Freeman**  
VP, Director of Business Innovation  
Capgemini Consulting

# Guest Speaker



**Greg Swimer**  
VP IT, Business Intelligence  
Unilever

## Delivering Business Analytics at Global Scale in Unilever

Is it possible to outsource Business Intelligence? Drawing on Unilever's five-year journey to achieve superior market insight through IT, Greg Swimer, VP IT Business Intelligence will give his perspective on the practical realities of Information Management for large organisations and the future for this increasingly critical area.

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### Greg Swimer

Greg joined Unilever's IT department in 1994 and was appointed National IT Manager for Unilever's newly acquired businesses in Israel in 1997. He left Unilever in 2000 to help found and run a UK-based e-Commerce start-up, returning to Unilever in 2003. From 2003-2010 he held a number of Director positions leading global and regional projects and initiatives for Unilever IT, but with a growing focus on Business Intelligence and Information Management.

In April 2010 he was appointed Vice President IT for Business Intelligence responsible for leading Unilever's global drive to transform its Information Management and Analytic capabilities, and is a member of Unilever's global IT Leadership Team. He is married with 2 young daughters, lives in London and is a hobbyist marathon runner and pianist (doing neither very well but scoring high marks for effort!).

# Breakout Session



**Sally Caughey**

Head of Immediate Centre of Excellence  
Cappgemini

## **A case study on Immediate**

The Immediate digital services integration platform enables our clients to become leaders in multi-channel customer management by offering marketing, sales and service capability across new mobile and web channels as they emerge. Sally will outline some of the common challenges faced by customers in adopting new digital services on an enterprise scale. She will also discuss examples where successful adoption has resulted in a real business benefit.

## **HMRC: Online Self Assessment**

HMRC online services implement the Government's channel shift strategy for 'digital by default' services which are convenient for customers and improve internal operations. Robert will discuss key aspects of HMRC's success, including business-led development of services, how 3rd party websites integrate with HMRC services, and the scalable, high availability portal.



**Robert Kingston**

Aspire CTO  
Cappgemini

# Breakout Session

## Securing the Cloud

This session will discuss the main security threats to cloud services and a discussion of the new risks that are posed by a move to a cloud-based delivery approach. This session will also discuss how security architecture methodologies can help to enable secure adoption of cloud services.



**Lee Newcombe**

Security Architect  
Capgemini

## The Government CloudStore: what is it, and just how revolutionary might it be?

Jon is the Capgemini lead for the UK G-Cloud initiative and will give a brief overview of the framework agreement recently let by the Cabinet Office to allow the public sector to buy cloud solutions. It's designed to put control and flexibility at the fingertips of the public sector buyer, to promote small & medium enterprise involvement and to reduce lock-in to "big IT" contracts. What will all this mean for the sector and the industry? When will things start to change?



**Jon Mills**

Lead for UK G-Cloud initiative  
Capgemini

# Breakout Session



**Maggie Buggie**  
VP Digital Transformation  
Capgemini Consulting

## Digital Transformation: Lessons from the field

Capgemini is working with clients to deliver enterprise alignment to the pace of change. Maggie will be sharing lessons learnt from real world achievement of business outcomes through digital transformation. Knowing where to focus and an understanding of both the opportunities and risks of digital transformation can unlock the potential.

# Keynote Speaker

## Martha Lane Fox

As the UK Government's Digital Champion, Martha Lane Fox founded the Race Online 2012 campaign and sits on the Cabinet Office's Efficiency and Reform Board. She is also non-executive director at Marks and Spencer and MyDeco.com. In 2005 she co-founded Lucky Voice, to revolutionise karaoke with its 6 venues and online business and in 2007 she founded Antigone, a grant giving foundation. In 1998 with Brent Hoberman, she co-founded Lastminute.com, still Europe's largest travel and leisure website - they took the company public in 2000 and sold it in 2005.



**Martha Lane Fox**  
UK Digital Champion





## About Capgemini

With around 120,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at  
[www.uk.capgemini.com](http://www.uk.capgemini.com)

Rightshore® is a trademark belonging to Capgemini

## Contacts

### Una Du Noyer

Vice President | Head of Infrastructure Transformation Services

[una.dunoyer@capgemini.com](mailto:una.dunoyer@capgemini.com)

Tel: +44 (0) 870 906 7282

### Hilary Kelly

UK Marketing & Communications Director

[hilary.kelly@capgemini.com](mailto:hilary.kelly@capgemini.com)

Tel: +44 (0) 870 195 1282