

Consumer Products & Retail Solutions Center (CRESCENT)

Proven tools for successful consumer products and retail transformations

As a global leader in providing consumer products and retail transformation services, Capgemini is in a position to help clients achieve their most challenging goals using the right technology and a proven approach.

Define Your Transformation

When looking down the road at your transformation agenda, you don't want to start from scratch. Capgemini incorporates leading practices from our extensive consumer products and retail solution implementation experience to maintain our own differentiated Industry Reference Models and process libraries. These models help define objectives and goals, based on our work with the world's leading consumer products and retail companies, and are the foundation of our proprietary SAP for Consumer Products and SAP for Retail templates.

Expedite the Enabling Technology

Once your transformation agenda is defined, you turn your attention to speed-to-solution while minimizing risks and costs. Capgemini's Consumer Products & Retail Solutions Center (CRESCENT) located in Kolkata, India, in collaboration with our global industry practitioners, has industrialized leading practices in consumer products and retail, as well as those specific to SAP for Retail, SAP Point of Sale, SAP Apparel & Footwear Solution (AFS) and SAP for Consumer Products. A host of assets can help you reach your objectives more quickly, reduce risk and lower costs, while improving the overall quality of the solution:

- Our proprietary SAP templates for



Case Study: Transformation in Action

Capgemini worked with a well-known global luxury brand with manufacturing, wholesale and retail operations on an SAP-based business transformation program to strengthen the client's back office, supply chain and retail operations. The company's strategy was to shift emphasis within its business from its traditional wholesale operations toward growth within its retail channel. Although the brand had a strong position in the marketplace, the company's back office, supply chain and retail processes had not kept pace. They were fragmented and unable to support the aggressive growth that was planned for the business.

We worked with the client to first develop an implementation roadmap. In addition to standard core SAP processes, the solution incorporated SAP AFS and Retail. The deployment included the design of a global template followed by localization by country. In addition, the rollout schedule included three releases by geography to minimize risk and impact on the business.

Keys to the successful implementation included preconfigured solutions, which accelerated development time, resulting in a more comprehensive, higher-quality solution; a consistent retail business process model approach to map the client's processes; our increased consumer products and retail domain expertise in India via our CRESCENT center; and Capgemini's Rightshore® global delivery model, which combined our onshore and offshore capabilities.

The new solution has provided the client with a number of benefits:

- A single consolidated view of financial and management information.
- A near real-time view of daily sales, stock and margins across all retail trading.
- Procurement savings from improvements in non-stock procurement processes and compliance.
- Enabled consistent ways of working and visibility of process and performance across divisions and geographies.
- Reconstructed the company's supply chain to take advantage of global scale, particularly in terms of procurement, planning and replenishment.
- Continued to develop the company's operating capabilities creating greater efficiency and economies of scale.

multiple consumer product and retail segments (food, fashion, beverage, etc.) consist of complete end-to-end scenarios, preconfigured on our servers and also available in user-friendly, audio-visual demos. Examples of industry scenarios include assortment definition, store replenishment, price management, direct store delivery, product traceability and open innovation.

- An extensive repository of reusable objects, including enhancements, layouts, interfaces and reports can often reduce development time by 30% on average.
- Hundreds of ready-to-go test scenarios and scripts to support the SAP template scenarios can reduce time and effort in various phases of the testing process.
- SAP Deliver 2.0, Capgemini's world-class SAP delivery methodology, results in acceleration to our client's desired benefits without compromising the quality of the implementation.
- A global consumer products and retail subject matter specialist locator provides quick access to various industry skills including Point-of-Sale, Merchandising and Assortment Planning, Forecasting and Replenishment, Pricing and Trade Promotion, Master Data Management, etc.
- To enhance the quality of post-implementation support, CRESCENT includes a repository of SAP Application Maintenance Tickets with ready solutions in addition to reusable code blocks and test scripts for minor bug-fix/enhancement.

Tap Into the Knowledge Base

CRESCENT also includes a knowledge base containing Capgemini's consumer products and retail thought leadership on topics ranging from the Future Supply Chain 2016 to Integrated Multi-Channel Retailing, as well as a wide array of training materials available for

resource-competency building. The training materials are grouped by different business scenarios and the tutorials are accompanied by hands-on exercises on the various SAP platforms. Computer-based tutorials on various consumer products and retail-specific topics are also available for competency development.



About Capgemini and the Collaborative Business Experience®

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 2008 global revenues of EUR 8.7 billion (approximately US\$12.74 billion) and employs over 92,000 people worldwide.

More information is available at www.capgemini.com.

For more information on Capgemini's Consumer Products & Retail Solutions Center, please contact:

Dipanjana Banerjee
+91 9811604050
dipanjana.banerjee@capgemini.com

Erik de Veer
+31 6 15027845
erik.de.veer@capgemini.com

Gabriel Ledesma
+1 917 934 8891
gabriel.ledesma@capgemini.com