

# DHL Building Business in the Mobile Communications Devices Sector

**Capgemini facilitates an Accelerated Solutions Environment to turn ideas into actions in 3 days**

## The Situation

Senior managers at DHL faced a strategic challenge. How to diversify into the fast-growing mobile communications devices sector? How to brainstorm thought leaders across disparate domains with out-of-the-box thinking to bring some ideas to the table. Followed by how to take swift actions that DHL could adopt to shape its business strategy.

DHL called on Capgemini Consulting to help.

## The Solution

Capgemini recommended an ASE (Accelerated Solutions Environment) event. These are designed to fuse group creativity and collaboration to unleash breakthrough solutions and action plans in days rather than months. The ASE for DHL was planned over 3 days.

Stuart Whiting, Vice President of Global and Multinational Customers at DHL Express commented, *“We experienced three great days of learning about the Mobile Communications Devices Sector.”*

The event was hosted in Utrecht and brought together a diverse group of key stakeholders from DHL's operations from across the world.

## The Result

The success of the event is best described by attendees from DHL. Hans Hickler, CEO for DHL Global Customer Solutions said, *“We delivered what we set out to do and we can feel very good about that. We can proudly show*

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Hans Hickler,  
CEO,  
DHL Global Customer Solutions



*the results to Senior Management. We lived up to our commitment to leverage our collective experience to approach challenges and opportunities in a collective manner and therefore deliver fast, better and more comprehensive results."*

Stuart Whiting continues, "We are committed to building a new DHL culture. We will take the passion for our customer out of the business units and bring it together as one DHL"

### How DHL and Capgemini Worked Together

DHL needed to respond quickly and decisively to the accelerating pace of change, both in its sector as well as beyond. At the heart of its aspiration to build a new line of business in the Mobile Communication Devices sector was to hit the ground running in the initial decision-making process. Accelerated Solutions Centers are designed to address this challenge by helping to accelerate planning processes.

Barrett Westbrook, Vice-President of Sector Strategies at the Mobile Communications Devices Pilot at DHL explains, "Any other approach to develop this type of community, the depth of learning and actionable results would have taken months. We have come a long way in our understanding of what a real sector approach looks like."

The ASE assembled a diverse group of key stakeholders to pursue common goals in an environment that allowed them to leave their individual business objectives behind and approach the challenge with creative problem-solving techniques. This enabled complex enterprise challenges to be addressed via breakthrough solutions in three days.

The experience forged a new working culture capable of infecting the rest of the organization with the need for change. Results were achieved through a process that Capgemini calls "decision by design," utilizing time compression, multiple cycles of iteration, and massive parallel processing. These elements dramatically increased the speed of solution development as well as certainty of achieving expected value.

**"This is one of the best conferences I have ever experienced with much greater results than our usual meetings. How things came together on the third day was really amazing. The integration team was well structured and more than 70% of the final reports exceeded my expectations."**

**Humberto Florez,  
President of Technology Americas  
at DHL Exel Supply Chain**



### About Capgemini

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Capgemini Consulting is the strategy and transformation consulting division of the Capgemini Group, with a team of over 4,000 consultants worldwide. Leveraging its deep sector and business expertise, Capgemini Consulting advises and supports organizations in transforming their business, from strategy through to execution. Working side by side with its clients, Capgemini Consulting crafts innovative strategies and transformation roadmaps to deliver sustainable performance improvement.

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### In collaboration with



DHL is the global market leader of the international express and logistics industry, specializing in providing innovative and customized solutions from a single source.

DHL offers expertise in express, air and ocean freight, overland transport, contract logistics solutions as well as international mail services, combined with worldwide

coverage and an in-depth understanding of local markets. DHL's international network links more than 220 countries and territories worldwide. Some 300,000 employees are dedicated to providing fast and reliable services that exceed customers' expectation.

DHL is a Deutsche Post DHL brand. The Group generated revenues of more than €54.5 billion in 2008. For more information, please visit:  
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