

Capgemini BPO – Your Partner in Delivering Value-Adding Solutions



Expect from BPO
more



People matter, results count.

Expect more ... Commitment

We are dedicated to transforming your business operations.

Today, more than ever, gaining a **competitive advantage** is the key focus for the enterprise. Increasing market globalization, the evolution of information systems, and a volatile business environment make attaining this differentiation all the more vital. For this reason, there has been a huge shift of focus to the key business operations of today's enterprise. By developing the most appropriate cost, flexibility, quality and skills management environment, operations management can be optimized.

But how do you do this? The argument for optimizing business process operations is gaining momentum every day. And by collaborating with a leading BPO (Business Process Outsourcing) player, you have the tools to not only streamline key business processes, but also refocus on your core business and do what you do best.

Together, we provide the **solutions** to help you achieve your **goals**, foster your **growth** and deliver tangible business **outcomes**

Capgemini: the partner of choice for transforming your business processes while optimizing the Total Cost of Service from day one

For more than 40 years, Capgemini has helped companies to transform their businesses and **optimize their performance**. However, we also focus heavily on the bespoke nature of your business. We leverage our experience to help your enterprise achieve both the **flexibility and agility** required in mature and emerging markets in a number of key areas. These include the management structure, team locations, required skills, and cost and governance models.

Collaboration is at the core of Capgemini's business approach. Our consultants and experts combine their extensive skills and expertise with those of your own talent to form one cohesive team. We call this approach the Collaborative Business Experience™.

We are convinced that the success of your business is not only shaped by technology. **People** are the foundation of your company's growth. Everything begins with a working dialogue between both our entities. Even more important, we must be aligned towards a common goal – achieving an in-depth



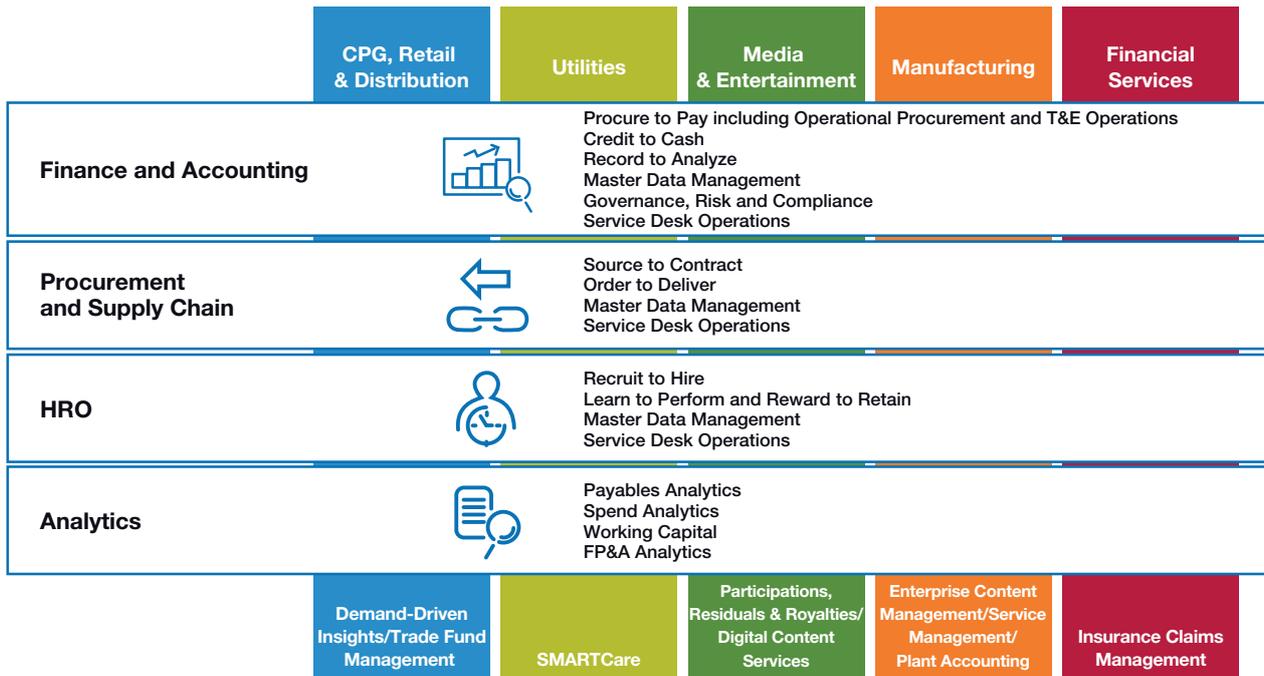
understanding of your specific business objectives and the types of solutions we need to develop for you to help you hit your targets. And we believe that it is this people-centered approach that will differentiate your company. What's more, we leverage our business process transformation approach to both clients' shared services centers and our own centers to meet your enterprise's bespoke needs and enable you to take full advantage of all our business process operations expertise while fostering your company's growth.

And what we really bring to the table is our expertise in processes. We leverage our extensive library of best-in-class practices based on our significant BPO experience to drive standardization and harmonization of business processes across global operations. These processes govern our technology and bring real innovation, such as our as a Stack offering – a technology-enabled service to facilitate growth and reduce cost. We use four integrated layers as well as plug-and-play products, calibrated to meet your specific business objectives.

As an example of this innovation, we help you develop **Virtual Company** (our new bundled solution offering a pre-configured back office in the Cloud) models that encompass not only services and processes but also applications and infrastructure, and that foster expedited new-market penetration while optimizing Total Cost of Service.

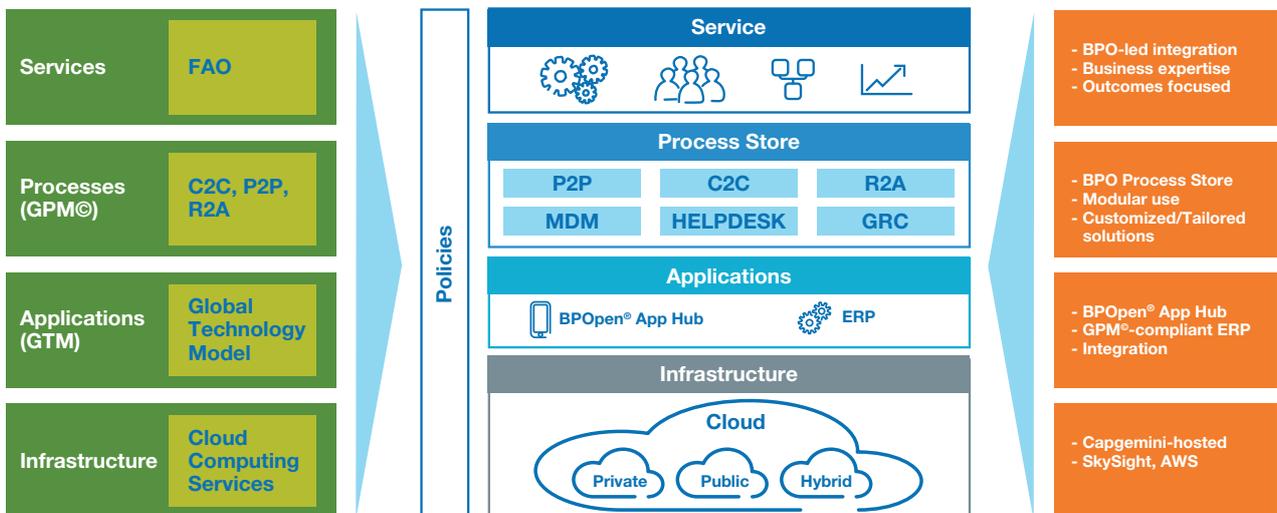
Expect more ... Support

Our service portfolio covers every angle.



The configuration of these services is also flexible, so you can decide the approach you want to take. You can select either a purely BPO-centric service portfolio, or, alternatively, ask us to manage your entire application and infrastructure services.

Forming part of our BPO as a Stack offering, *FAO as a Stack* is a highly innovative solution developed for companies looking for increased operational agility following mergers & acquisitions and new businesses.



Expect more ... Partnership

Capgemini BPO enables your journey to business transformation – through the Global Enterprise Model

Nowadays, the traditional “lift and shift” approach that focused on basic cost cutting and process relocation is commonly recognized as both outdated and ineffective. Instead, a company must, as a priority, **refocus on its core business**. To do so in the most value-adding way, delegating your business process operations to an external service provider is a potential match winner. It is this **operational transformation** that enables your enterprise to both become more agile and react more effectively to shifts in the market.

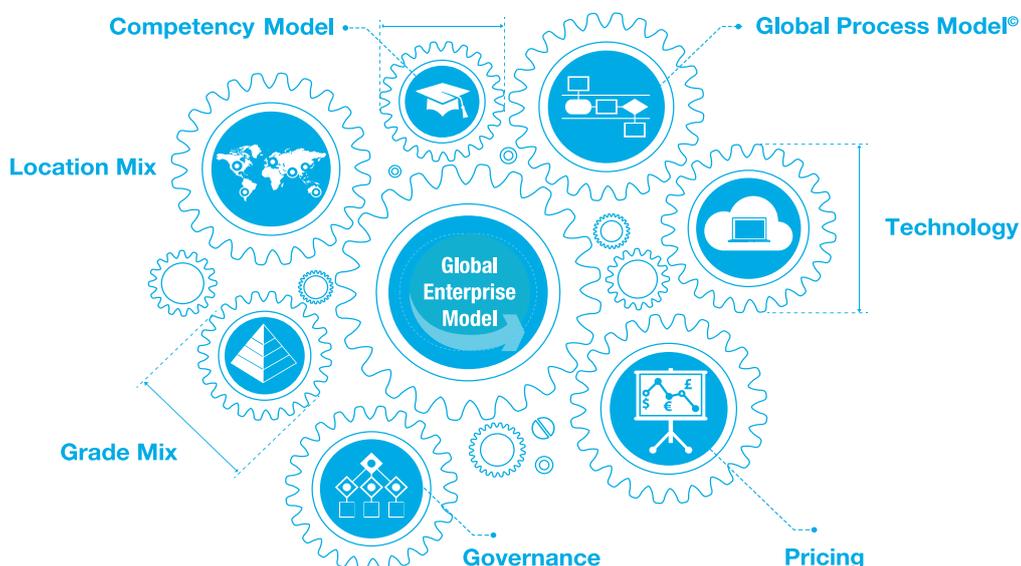
The case for BPO is continuing to strengthen. Each successful business transformation showcases that it is a truly potent lever when correctly implemented alongside an **effective governance structure**. It helps radically transform your company while integrating new tools, technologies and know-how based on best-in-class business processes.

Working with Capgemini enables you to streamline and automate your business processes at a global level, while allowing you to concentrate fully on your core business. Our **Global Enterprise Model (GEM)** is our proprietary, industry-leading approach to achieving this **business transformation**. GEM enables your operational model to be assessed, a series of recommendations to be made, and a **change management plan** to be delivered that is perfectly tailored to your company’s bespoke business needs.

Our GEM platform comprises seven levers designed to accelerate transformation across a range of functional areas including Finance and Accounting, Procurement, Supply Chain, Human Resources, and Customer Operations.

GEM fundamentally ensures the optimal combination of resources, processes and technology platforms for **controlled transformation of your business operations**, and offers a full range of benefits:

- **Cost savings:** return on investment is usually seen within 12 months;
- **Optimized sourcing strategy:** the optimal combination of cost efficiency and service quality, all backed by high operational visibility;
- **Enhanced resource usage:** the optimal organizational structure, for both location and required skills & competencies;
- **Risk mitigation:** an effective benchmarking model that analyzes your functions and recommends appropriate solutions;
- **Best practice implementation:** expertise acquired from the successful implementation of more than 200 BPO and shared service implementations;
- Design of a **bespoke** solution: our teams use their vast experience and expertise to help you build a solution that is the ideal match for your business needs;
- **Accelerated business transformation:** GEM enables delivery of complete transformation in half the time normally required by traditional approaches.



Expect more ... Outcomes

The Global Enterprise Model (GEM) – seven industrialized levers.

The seven **GEM levers** enable both costs and transition time to be drastically reduced. They do so by offering the optimal combination of team structure, locations, competencies, processes, technology, pricing and governance model, to deliver the **best possible business outcomes**. These levers may be applied in a flexible way, and rapidly generate benefits through the deployment of proven transformation best practices. These comprise the use of **key performance indicators**, implementation of **efficient processes** and reduction of **operational costs**.

Seven levers to achieve enhanced outcomes

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|------------------------------|---|---|-------------------|--|---|
| Grade Mix |  | Definition of an optimal Grade Mix that matches service expectations | Technology |  | Access to market-leading technologies for P2P, C2C and other processes. |
| Location Mix |  | A bespoke calibration of Interaction, Expertise & Processing Centers best suited to the client's specific needs | Pricing |  | Definition of a pricing model that matches the global strategy and objectives defined by the client |
| Competency Model |  | Definition of the required competency levels within each job family | Governance |  | Implementation of a governance model ensuring the optimal level of interaction and decision-making |
| Global Process Model© |  | Implementation of processes based on best practices and continuous performance analysis | | | |

Some of the companies who trusted us are already benefitting from enhanced efficiency, effectiveness and control

| | |
|---|--|
|  20% operational cost reduction following implementation of new Location Mix |  25% improvement in productivity in 3 years (a company in manufacturing sector) |
|  70% accounting cost reduction for leading company in paper sector |  C2C process optimization with 60% reduction in invoicing times (an international transport group) |
|  Significant cost reduction and 23% improvement in asset management |  7% reduction in receivables due in 6-month period following implementation of new debt recovery policy |
|  50% accounting cost reduction and 20% decrease in unpaid receivables |  €31m of outstanding receivables collected and significant reduction in DSO (a media company) |
|  Average improvement of 20% in compliance metrics |  Optimized closure processes and 80% reduction in reporting time in Asia |

Expect more ... Quality

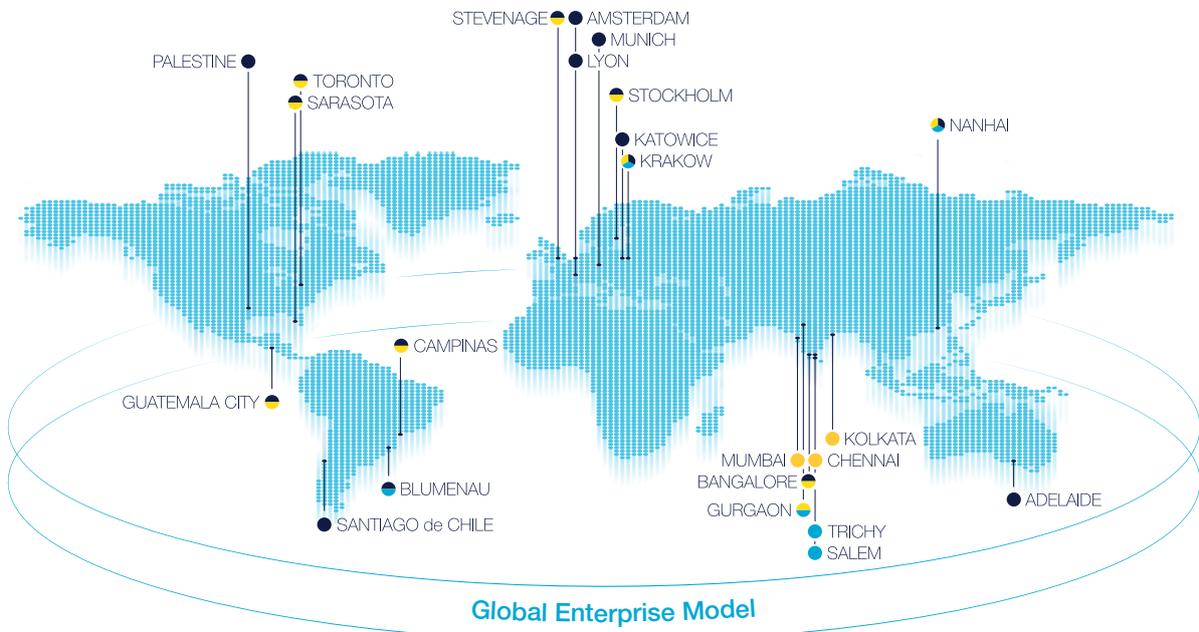
Our competencies are carefully calibrated to your business' challenges.

Capgemini BPO specializes in business process outsourcing and is now a recognized global leader in this field. We rely on the Group's Rightshore® model and its onshore and offshore mix of **24 interconnected centers**. These operate as a **global network** to provide you with high-quality, secure BPO solutions. To ensure we serve our globally diverse clients to the highest possible standards, we have various service centers located all over the world:

- Interaction centers, for seamless, effective communication with your clients' employees, customers and suppliers
- Expertise centers, for all value-added activities and advanced services
- Processing centers, for all transactional activities at the lowest possible cost



Rightshore®: Our network of onshore and offshore BPO centers



- Interaction Center:** focused on skills and very good business knowledge to interact with third parties
- Expertise Center:** focused on advanced service line expertise and offering a value add to professional services
- Processing Center:** focused on transactional work to deliver quality at the best price

+17,000 employees
38 languages
24 interconnected centers

Expect more ... Industry-leading Capability

Best-in-class industry expertise recognized by over 180 international clients.

| FMCG & Retail Distribution | Utilities | Media & Entertainment | Manufacturing | Financial Services |
|---|---|--|--|---|
|  | <p>Energy Future Holdings</p> | <p>American Movie Studio</p> |  | <p>Global Insurance Company</p> |
| <p><i>Coca-Cola Enterprises Inc.</i></p> | <p>Global Power Company</p> | <p>Major American Film Studio</p> |  | <p>International Financial Services Company</p> |
|  |  | <p>Wolters Kluwer</p> |  | <p>Multinational Financial Data Vendor</p> |
|  |  | <p>World-leading Media and Entertainment Company</p> |  | <p>Multinational Financial Data Vendor</p> |
| <p>Office DEPOT OfficeMax</p> |  |  |  |  |
|  | | | | |



To work with Capgemini is to work with a responsible partner

The principles of social and environmental responsibility have long been reflected in Capgemini's commercial and managerial practices. Corporate Responsibility and Sustainability provide added value for the environment and all our stakeholders, whether these be our employees, clients, shareholders, suppliers, commercial partners or communities in which we work. At Capgemini, we aspire to preserving a set of standards and values such as honesty, audacity, trust, freedom, solidarity,

simplicity and pleasure. We have a leading reputation for reducing our environmental impact and that of our clients through our emphasis on energy consumption, business travel, IT asset management and waste management. Our focus on corporate responsibility and sustainability is honest and pragmatic and has been recognized by many external bodies applauding our approach to issues ranging from ethics to the environment.

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About Capgemini

With almost 145,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 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.capgemini.com

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