

Enterprise Mobility Orchestrator

Your Business. Always On.





Introduction

Capgemini and Sogeti offer end-to-end Mobile Solutions for mobile strategy and services as your Enterprise Mobility Orchestrator.

Making your business mobile and “always on” is no longer a matter for debate. With mobile users in the hundreds of millions and mobile apps downloaded in the tens of billions, today’s reality is that customers and employees expect to interact with you immediately – and to have that ability in the palm of their hands.

Businesses face global economic uncertainties, shifts in workplace dynamics, rapid technological evolution and the adoption of new ways of working. Any business model adapting or responding to these conditions must address the need to be “always on” and understand the fundamental role mobility can play.

Mobility is not just about the creation of appealing mobile applications – it’s about changing the way you run your business. As technology and mobile adoption develop, the business imperative for enterprise mobility is clear.

But is your business ready for the journey?



The Mobile Journey

Capgemini and Sogeti can create, implement and support your mobile strategy with end-to-end mobile solutions that orchestrate each step or individual element of your journey to work in perfect harmony with your business.

As your Enterprise Mobility Orchestrator, we offer services that can be delivered individually or through optimized and synchronized orchestration. (Figure 1).

You may have already taken the first steps on the mobility journey; perhaps you have launched mobile applications as your customers and employees adopt an even wider variety and number of smartphones and tablets for their data needs. But in today's instant, 'always on' world, you need to ensure that those apps work the way your customers want, every time.

With Capgemini and Sogeti, your business can take the journey

from potential to advantage with confidence: the confidence that your applications are valuable, functional, and fully supported by your business. We can help you tailor your services and build greater intimacy with your customers – such as offering them around-the-clock commerce and encouraging them to increase the number of transactions they undertake.

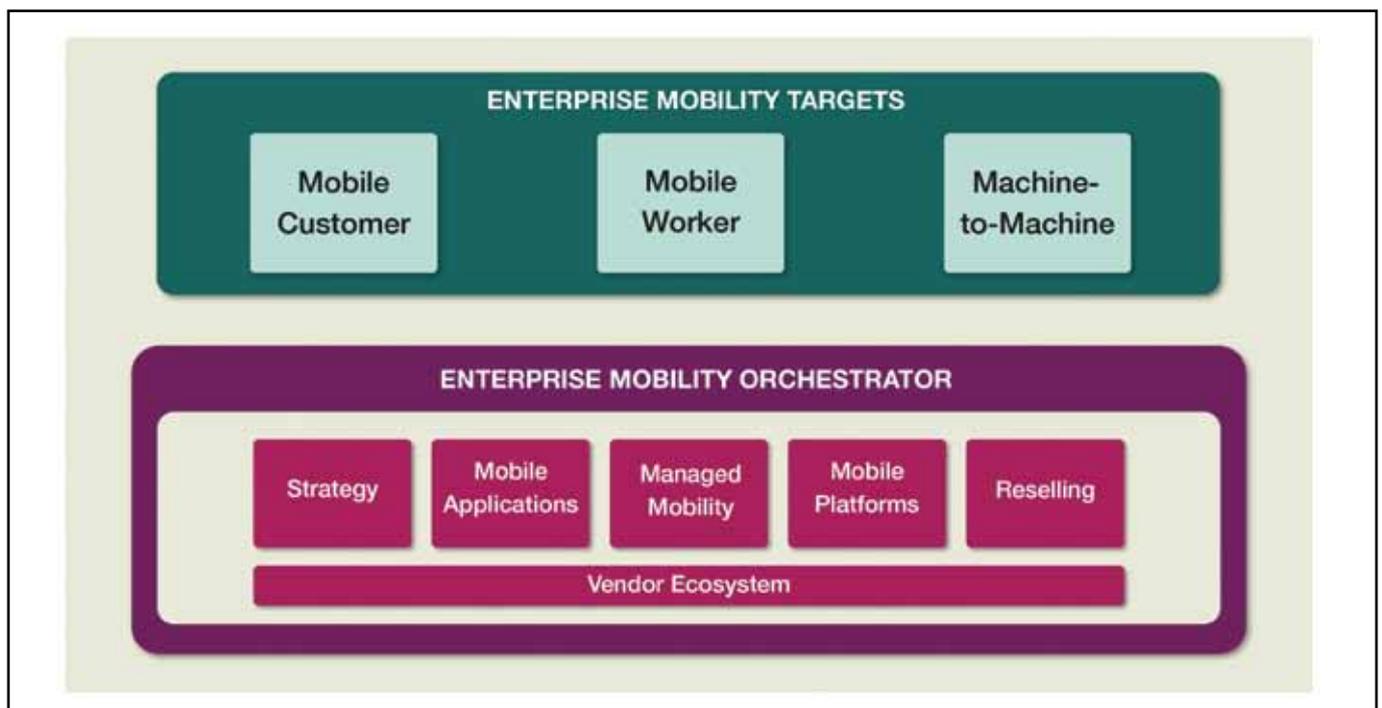


Figure 1: As an Enterprise Mobility Orchestrator, Capgemini and Sogeti offer an end-to-end mobile solutions offering

What does Enterprise Mobility Orchestrator mean to you?

Acting as your Enterprise Mobility Orchestrator, Capgemini and Sogeti has brought together mobile business strategy, technological excellence, and global industrialized delivery.

Enterprise Mobility Orchestrator represents all of our mobile knowledge in one scalable framework. It allows your business to benefit from our harmonized methods, accelerators and industrialized services, forming a true end-to-end offering that covers all the crucial mobility areas (Figure 2).

By leveraging the Enterprise Mobility Orchestrator framework, we can help you define and develop your mobile strategy. We analyze your pain points and objectives (covering financial, architectural and management aspects), and optimize the connectivity that allows you to bring together mobile services to your target market.

We work with you to identify:

- Your business goals
- Your users' needs
- The environments in which your users operate
- Your existing assets and infrastructure and how far you can extend your current applications
- Your platform and device capabilities
- Your standards and policies
- Security and support and the effect this will have on your resources
- The world now and what it could be in the future – thinking beyond the confines of one single project.

As such, the Orchestrator structure balances business objectives, technological capabilities and end-user requirements to develop a mobile strategy that is fit for purpose and evolves with your business.

**Advancing your mobile journey for “always on” commerce, interaction, or productivity.
Your Business. Always On.**



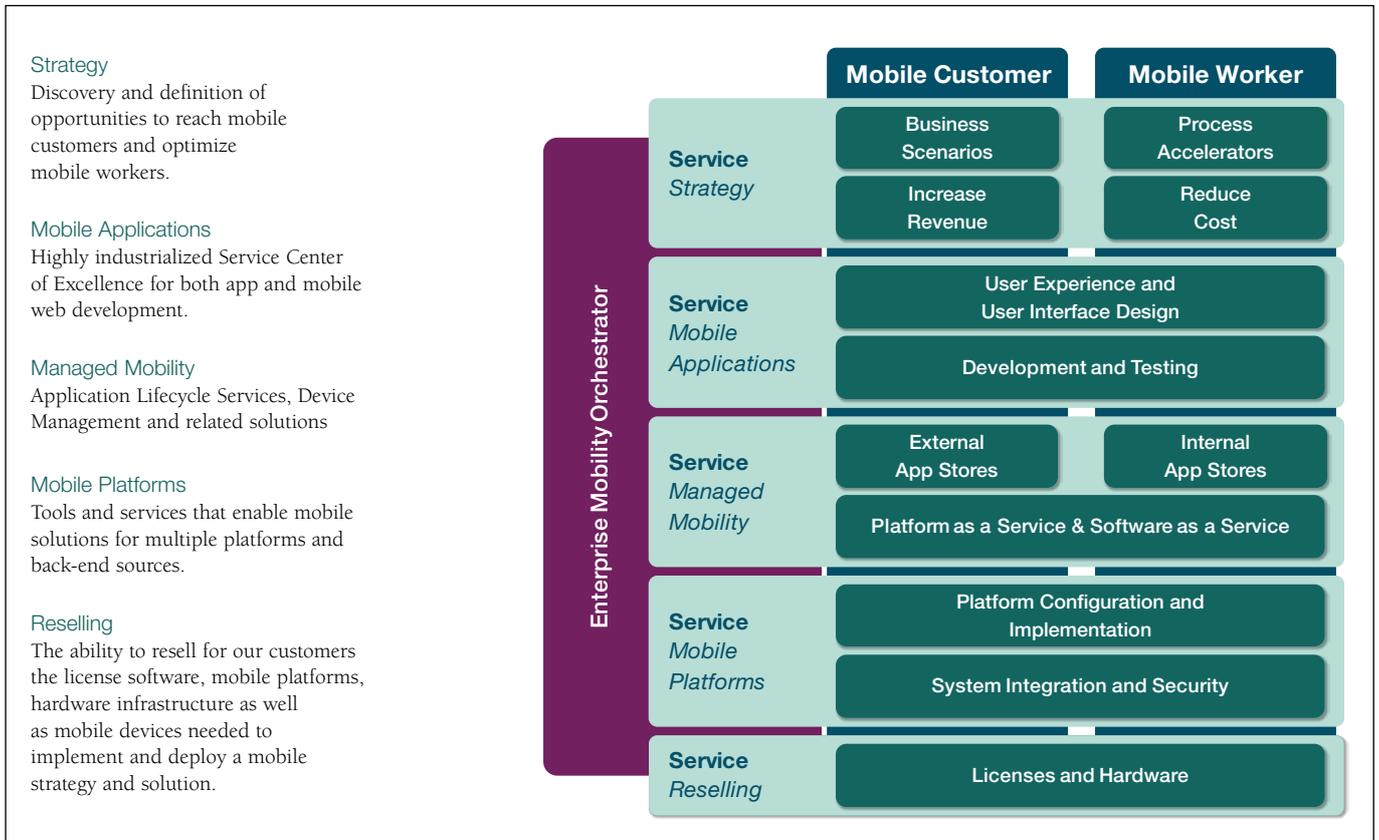


Figure 2: Enterprise Mobility Orchestrator services cover all of the crucial mobility areas

Accelerated Solutions

The Enterprise Mobility Orchestrator approach puts you in control. Mobility is a complex space and that complexity can escalate as a project rolls out. Late arriving stakeholders and insufficient buy-in can create choke points that can stop a project in its tracks. We avoid these problems with our Accelerated Solutions Environment (ASE), where all stakeholders are brought together from the outset to generate ideas, develop consensus and define specifications. And where a fully-fledged ASE is not needed, we are practiced at running a Discovery Day or workshops of different lengths. Not only does an ASE increase organizational awareness of a project, it decreases time-to-market through facilitated collaboration.

Flexible and Versatile

We are also flexible. We understand that you sometimes need a modular and incremental approach; at other times a comprehensive, big-bang launch or maybe something in between. That's why we can supply a complete mobile service or just the specific elements you need. Whatever you choose, we can ensure you'll have fewer design, development and deployment headaches, because we understand each step of the journey.

Cost Effective

Capgemini and Sogeti scalable Enterprise Mobility Orchestrator framework is cost-effective. Organizations across all industries are learning to operate in economically restricted marketplaces, with the upfront costs traditionally associated with technology rollouts increasingly untenable. As the Orchestrator, we offer a per-device payment model, with all software, implementation, support and hosting in the Cloud available on a monthly payment basis. Alternatively, flat fees or implementation-based models are also offered to provide financial/cash flow flexibility.

Mobile Applications Service Center of Excellence

Industry analysts have long recognized the exceptional technological expertise of Capgemini and Sogeti. From application integration to web services, our innovative services consistently exceed expectations across industries.

We offer access to cutting-edge technologies through industry-specific partnerships and global alliances. We have taken this understanding of hardware, software and integration one step further with our Mobile Applications Service Center of Excellence, which develops and launches mobile applications every year. These applications are used across countless industrial and consumer environments, from retail banking to airlines and home furnishing. One such example is the Showcase Zoom.nl app seen in Figure 3. Our experts understand what users want from an interface, how it should work and how it should 'feel'. But they also pride themselves in their knowledge of the practical back-end systems that knit everything together. Indeed, without the latter the former will always fail, which is why our applications are designed to integrate fully with your business.

Benefits

If we were to formulate a single benefit of Capgemini Group's mobility service offer, it would be its ability to minimize the complexity from developing and implementing an enterprise mobility rollout. Thanks to our Mobility Governance service, we can establish principles and policies, goals and objectives, respond to market events, and maintain a master list of issues.

Capgemini and Sogeti involvement does not end once your mobile application is launched, but can continue throughout its entire deployment, thanks to our Application Lifecycle Services. Not only does this allow you to manage your entire portfolio and guard against possible duplication or gaps in your offering, it also helps maintain a focus on an app's quality and productivity.

We can also offer a library of accelerators to further reduce the complexity and cost of a project and the time it takes to reach your customers. The accelerators cover a number of areas including app code templates and reusable components for system integration and implementations for Facebook-, Twitter-, LinkedIn-, and device-related

features such as camera and location services.

Last but not least, the Orchestrator encompasses a range of industrialized services so your organization is neither investing nor starting from scratch. Capgemini and Sogeti can orchestrate the right mix of experts and services for your organization's journey.

Scale and Reach

Only an organization with the global reach and experience of Capgemini and Sogeti has the power to offer services as flexible, yet as comprehensive, as represented by the Enterprise Mobility Orchestrator. The fact that it is an end-to-end proposition, spanning the initial brainstorm through to your user's first click on an app, and then throughout



Figure 3: Showcase Zoom.nl, the largest picture community in the Netherlands



its entire lifecycle, shows that we understand mobile in its entirety – not just its component parts.

The industrialized nature of our business allows us to leverage our resources quickly to match whatever demands you place upon them.

Experience

Capgemini and Sogeti has been working to bring the world's enterprises cutting-edge technology since the 1960s and from the 1990s we have been immersed in bringing mobile functionality to businesses and consumers around the world. Our mobile expertise makes us a sustained market leader, a fact borne out by being just one of a few Global Mobility Partners trusted by SAP – the uncontested market leader in enterprise-class application software with their acquisition of Sybase. We also work closely with Microsoft™ and other sector-specific vendors to spread the benefits of mobile business.

Capgemini and Sogeti are putting mobile functionality and applications at the forefront of a host of businesses and industries, including consumer products, retail, manufacturing, distribution, utilities, government, communications, life sciences, oil and gas, and automotive.

Clients include a leading North American consumer products company, where we delivered business information to top executives quickly and in mobile- and tablet-friendly formats, supplying information in formats relevant to the strengths of the devices. This ultimately enables

executives to make informed business decisions on the go.

Current applications include a job market tracker; a power consumption monitor; a manufacturing product catalog; an IT news reader; and travel manager to name but a few.

Conclusion

Mobility delivers new ways of visualizing, new ways of interacting and new ways of operating.

Capgemini and Sogeti put mobile potential into the hands of your workforce and customers. It enables your business to benefit from new ways of working and interacting, ultimately driving up collaboration and productivity.

Let Capgemini and Sogeti help you make the journey from potential to advantage. Advancing your mobile journey for “always on” commerce, interaction, or productivity.

Your Business. Always On.



About Capgemini and Sogeti

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.

Sogeti, its wholly-owned subsidiary, is a leading provider of local professional services, bringing together more than 20,000 professionals in 15 countries and is present in over 100 locations in Europe, the US and India.

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Orchestrator. Deploying a framework of harmonized methods, accelerators and industrialized services, the Enterprise Mobility Orchestrator services can help create, implement and support an organization's mobile strategy. To address all areas of a business going mobile, the service portfolio covers: Strategy; Mobile Applications; Mobile Platforms; Managed Mobility; and Reselling. Together, Capgemini and Sogeti have combined their extensive capabilities in strategic consulting, technology excellence, industry solutions and global delivery to help organizations optimize their mobile business potential.

Read more at:
www.capgemini.com/mobility
and www.sogeti.com/mobility

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