

# IBM® Alliance Profile

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## Capgemini and IBM: Your partners for a new generation of doing business

In a world where technology advances daily, Capgemini understands the value of investing in strong partnerships to proactively address these shifts. The Global Alliance between Capgemini and IBM – in place since 2001 – is focused on helping clients meet increasingly specific business needs. Here, one of the world's largest and most trusted consultants and integrators comes together with one of the world's largest technology companies, sharing a joint commitment to transforming the IT environment, while driving optimal business outcomes.

Our strengths complement one another. Business insights and delivery expertise from Capgemini combine with leading edge IBM technology to create high value solutions, designed to foster innovation, growth and profitability. An investment in breakthrough solutions— particularly those that explore and leverage the myriad advantages of cloud combined with the power of the latest technologies in the areas of Big Data, Advanced Analytics, IoT, and Cognitive —with Capgemini and IBM platforms brings longterm competitive advantage and creates the potential for better transformation and integration opportunities.

## Capgemini and IBM – A global force

The alliance spans 20 Capgemini countries and more than 12 for Sogeti. Our country alliance managers are dedicated to innovating, selling and delivering IBM solutions, backed by teams of Capgemini and IBM experts around the world who work together to ensure the success of the alliance – and of business outcomes for our clients. What's more, we invest in knowledge. More than 15,000 Capgemini and Sogeti employees worldwide are members of IBM PartnerWorld™ making Capgemini one of the largest participating companies in IBM's business partner program.

As IBM extends its technology offerings through strategic and frequent acquisitions, Capgemini works to ensure its teams grow and maintain deep expertise in IBM's comprehensive portfolio and sector focus, including the following technology areas:

- Cloud
- Big Data & Analytics
- Watson (Cognitive)
- Internet of Things
- Security
- Customer Engagement



### **VALUE PROPOSITION**

*Deep business insights, design-build-run expertise and flexible delivery options from Capgemini combine with leading edge IBM technology and strong collaboration to help clients leverage cloud, boost innovation and achieve critical business outcomes.*



## DIFFERENTIATORS

**CAPGEMINI'S BUSINESS PARTNER RELATIONSHIP WITH IBM GIVES OUR CLIENTS THE BENEFIT OF COLLABORATION AT THE HIGHEST LEVELS – with strategic planning driving global initiatives that give rise to relevant, breakthrough IT solutions for today's industry-specific and broader business challenges.**

### Generation Connected and the Internet of Things

*"THE AUTOMOTIVE INDUSTRY IS BOOMING, YET AT THE SAME TIME, STRUGGLING WITH SOME RADICAL CHANGES THAT ARE UNDERWAY: How to be customer-centric; making the car truly connected; and leveraging customer and vehicle data for competitive advantage. As the recent CES in Las Vegas showed, automotive is at the heart of the connectivity revolution."*

**- Nick Gill,**

Senior Vice President,  
Chairman of Automotive Council,  
Capgemini

## Tackling Today's Business Challenges – Together

Together, Capgemini and IBM are committed to helping clients in all industries tackle and overcome their own unique challenges in order to drive the business outcomes required to compete and succeed in today's complex, crowded and technologically disrupted marketplaces.

We are aligned in a sector-led approach, which enables us to better understand our clients' specific challenges and needs, applying in-depth sector knowledge to propose winning strategies and leverage innovative, sector-based technology solutions that are fit for purpose.

## Joint Solutions and Accelerators

Our joint solutions and accelerators have been developed with particular business challenges in mind. These issues are often unique to a specific industry vertical. By providing sector-specific solutions, we can help enterprises in all industries meet their challenges quickly and effectively. For example:



### Financial Services

- **Originations, Lending, Merchant Onboarding, UI Toolkit (BPM):** Process to onboard a new credit card merchant for an acquirer bank.
- **MDM for Insurance & Retail Banking:** Customer One View for Insurance (MDM) – Understand customer profile better and serve his needs more proactively by identifying 'cross sell / up sell opportunities.'
- **Smart Analytics for Banking:** Demonstrates IBM Analytics Platform solution capability for Customer Analytics and Digital Analytics. Build a re-usable analytical platform with common components (Analytics as a Service).



### Manufacturing and Automotive

- **Smart Plant Supervision (Bluemix, IoT Platform, PMQ):**  
Our experts have joined efforts to create an end-to-end solution to take the maintenance of production equipment to the next level, including:
  - Connectivity and 360° view of your equipment
  - Advanced analytics and predictive maintenance
  - Shop floor security
- **Smart Container (Bluemix, IoT Platform):** Smart Container and Logistics solution enables container location tracking and monitoring key parameters (For example Temperature, Humidity, etc.). It also provides ability to analyze and predict exceptions.

- **Asset Smart:** A packaged business analytics solution for Enterprise Asset Management space that delivers a platform for analytics and reporting to aid businesses in data driven decision making.
- **Connected Cars (Bluemix, IoT Platform):** Connected Vehicle is a set of technical blocs for automotive OEMs and vehicle service providers to support their IoT business initiatives development. Used cases include:
  - Vehicle-to-Vehicle Communication
  - Location-Based Services with Analytics
  - Fleet Management
  - Real-Time Service Maintenance
- **Robotized arm (Bluemix, Watson APIs):** Sogeti HT is working on an Internet of Robotic Things Initiative where robots are social (co-located/co-acting with humans with safety), Sharing (Sharing learnt behaviors even across multiple brands/models) and Cognitive. IBM Bluemix is the initial entry point for adding Cognitive (and other) functions to the solution.



### Energy & Utilities

- **Leakage Management (Analytics):** Capgemini and IBM believe that the key to the leakage challenge lies in better insights. By identifying the right insights and using them to support decision making, water companies can find and prioritize their most effective options, and balance competing objectives optimally. They can reduce the number of leaks, and predict and locate those that do still occur faster and more efficiently.
- **Smart Buildings (Bluemix, Maximo, Tririga):** A flexible platform to quickly build, test and scale on innovative solutions for real estate management.

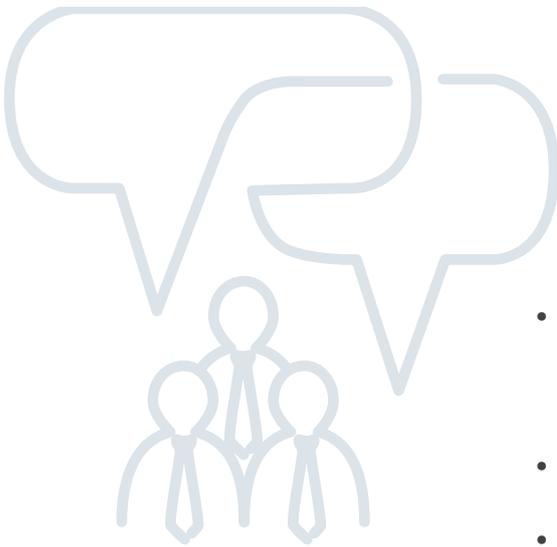


### Horizontal Offerings

- **People Analytics (Big Insights, Watson Explorer):** Innovative and powerful solution to HR challenges around talent acquisition – attracting the right talents before the competition – and mobility – matching internal resources with open positions. The solution leverages IBM Watson’s ability to read and understand significant amounts of unstructured data (resumes, job descriptions and social media profiles), suppressing biases associated to traditional HR solutions using keywords. A visualization tool provides a 360° view of skills in the company, and predictive analytics capabilities support staffing plans in case of organization changes or restructuring, anticipation of market trends, and employees’ skills development.



• Figure 1: World map with Ecnatpearbriilsiteie Ass –s ecto Munatnraiegse:ment



*The investments in our alliance by Capgemini and IBM have provided the basis for our current success and positioned us very well for the future as clients accelerate their digital transformation and their move to cloud.. Both companies understand the value of combining our IBM technologies and Capgemini and Sogeti services to deliver value and successful engagements to our mutual clients.*

**- Marc Villeneuve,**  
Director, Global Client Executive  
Capgemini Group, IBM

- **Enterprise Asset Management (Maximo, Tririga):** Capgemini's Enterprise Asset Management solutions leverage IBM Maximo and IBM Tririga to better manage and organization's assets – production, infrastructure, facilities, transportation and communication, as well as work force health and safety
- **Cloud Choice with IBM** (Application Transformation, Workload/Services Allocation)
- **General Data Protection Regulation (GDPR):** GDPR comes into force in May 2018. Capgemini has developed a 3 step methodology to support customers through the process to comply with tight deadlines. This involves Privacy Impact Assessment, Technical Impact Assessment and Remediation services – depending on findings of previous phases.
- **Insights Driven Transformation (IDT):** Based on an initial experience with Water Leakage, Capgemini is building a single platform to address multiple types of operational challenges. The objective is to provide decision makers with the insight they need through data visualization and predictive analytics to inform interventions and optimize the course of action.

## A Commitment to...Business Technology Enablers The Global BlueWorld Hub (GBW Hub)

Capgemini and IBM demonstrate a shared commitment to building and leveraging business technology enablers through initiatives such as the Global BlueWorld (GBW) Hub, a dedicated center for promoting business development, demonstrating client value, and building skilled resources.

Based entirely on an IBM platform, the GBW Hub is used to build our capabilities and showcase credentials in using IBM technology, to win more business. Supported by a dedicated team, the GBW Hub provides:

- Global reach, being accessible across the Capgemini global network and across sectors and service lines including Financial Services, BIM, Testing and Sogeti
- A platform to build and showcase innovative POCs and solution demos on IBM technology
- A hub for training and developing skilled teams
- A forum to promote and support Capgemini's Centers of Excellence (CoE), focused on IBM technology, which attract up to 20 client visits per year with Capgemini account teams from across the globe

## A Commitment to... Innovation

Innovation lies at the heart of Capgemini's and IBM's joint approach, powered by technology trends such as cloud. Our complementary mindsets align with our commitment to innovation, making us ideal partners for fresh thinking coupled with Agile processes and enabling technologies. Our recent work with Sweden's PostNord saw Capgemini use IBM Bluemix™ as a robust yet low-risk cloud-based DevOps platform, enabling us to prototype innovative new solutions within just three weeks.

## A Commitment to... Developing Deep Expertise and Accelerating Business

Capgemini's Centers of Excellence (CoEs) are an important source of India-led innovation and play a critical role in differentiating Capgemini in the market place. Combining business knowledge of industry processes with technology expertise, our disciplined and sector-led COEs support our commitment to accelerating business, by allowing us to showcase Capgemini solutions leveraging IBM technology in a realtime environment. Capgemini's CoEs bring numerous business benefits:

- Prototypes can be created in an environment where clients are able to test-drive the solutions with low risk and outlay
- We create software and process accelerators that speed value to clients by productizing specific parts of the delivery process
- Capgemini IP, best practices and reusable, industrialized assets are continually developed, refined and shared within the CoE network
- Clients can reach their objectives faster because we minimize risk and cost while maximizing the quality of solutions

*Our long track record with IBM is characterized by deep partnership and an aligned approach as we go to market with leading-edge, sector-led solutions. We share a commitment to harnessing innovation and to helping our clients use technology in newer, smarter ways.*

**- Murat Aksu,**  
Vice President, Global Channels  
and Partners, Capgemini

## A Commitment to... Sharing Knowledge and Skills

Capgemini works closely with IBM on awareness and education activities across the IBM portfolio and across the global Capgemini network, systematically leveraging training offerings from IBM and running hundreds of classes and expert workshops each year for its teams.

As a result, thousands of Capgemini consultants worldwide are trained to deliver IBM solutions and technology – and the number continues to grow.

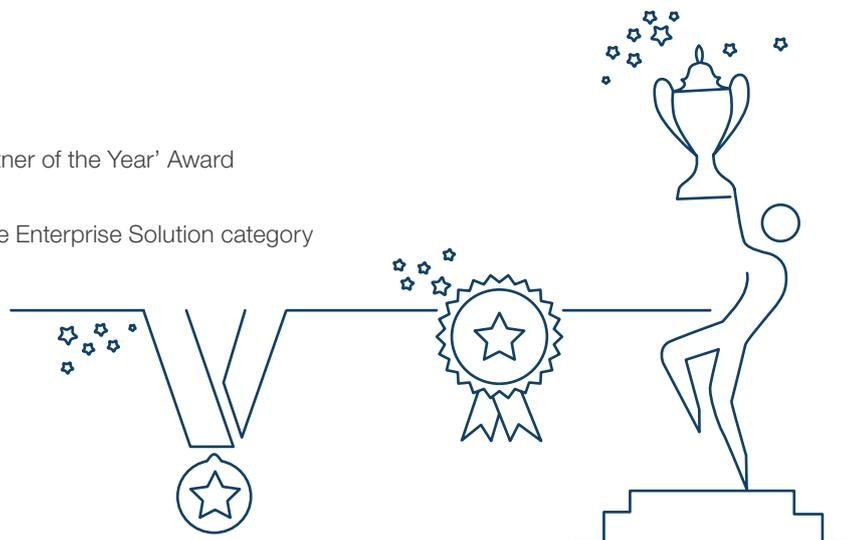
## Awards

### Capgemini

- 2015 - Capgemini Sweden Wins 'IBM Business Partner of the Year' Award
- 2015 - IBM Partner of the Year Award
- 2015 - IBM Beacon Award in the Outstanding Mobile Enterprise Solution category for our work at Caixa Bank
- 2015 - IBM BPM Silver Accreditation (U.S. Region)

### Sogeti

- 2016 – IBM Beacon Award Finalist





## About Capgemini

With more than 190,000 people, Capgemini is present in over 40 countries and celebrates its 50<sup>th</sup> Anniversary year in 2017. A global leader in consulting, technology and outsourcing services, the Group reported 2016 global revenues of EUR 12.5 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience<sup>™</sup>, and draws on Rightshore<sup>®</sup>, its worldwide delivery model.

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