



CPGPath Unleash the power of SAP, your Intelligent Enterprise

Consumer products companies have built their operations around ERP systems, but many are struggling with core solutions that are outmoded and unable to respond to new customer demands, competitive threats, and market dynamics. Companies need a strong core, capable of enabling digital business – from cloud and real-time analytics to the Internet of Things (IoT), blockchain, artificial intelligence (AI), and machine learning.

CPGPath is Capgemini's proprietary all-in-one SAP pre-configured and pre-packaged solution, built on best practices from the consumer products industry. Certified by SAP, the solution, constructed on the latest version of SAP S/4HANA, can form the digital core of a client's intelligent enterprise journey.

CPGPath launches clients on a digital transformation, where the focus of the implementation is shifting to business value and bringing in advanced and predictive insights. With layers of machine learning and predictive analytics, CPGPath enables clients to customize offerings to different channels. Capabilities like cross-selling are integral to the solution and leverage functionalities within artificial intelligence to deliver a total customer experience.



An established approach to an accelerated SAP implementation, CPGPath can be deployed onto a client's on-premises systems or in the cloud. While CPGPath consists of pre-configured SAP modules for S/4HANA, its real value is derived from the embedded content based on Capgemini's deep industry and implementation experience.

SAP solutions, customized for the consumer products industry

CPGPath accelerates your SAP implementation and achieves measurable and sustainable business value because its solution building blocks are available from day one.

- Leading industry practices for consumer-products processes, pre-configured for rapid deployment
- Real-time insights and predictive analytics
- Ecommerce platform
- Machine learning to facilitate efficiency
- Integration using SAP Cloud Platform for product availability and cross-selling
- Process flows and business-process procedures, including system designs and documentation
- Ready-to-go test scenarios and scripts to help reduce testing time and effort
- Training for improved performance, including leading practices in change management
- Deployable on non-SAP HANA platforms.

CPGPath combined with Capgemini's iCaptive rapid implementation methodology provides companies quicker time to value, reduced customizations, and less business risk.

Added value, above and beyond

Capgemini developed and industrialized CPGPath by drawing on many years of experience, both in implementing SAP technologies and helping consumer-products companies achieve their objectives. CPGPath can help support your objectives in areas critical to your business, including promotion management, business intelligence analytics, new product development, and sales order mobility. CPGPath integrates vision and action, aligning planning and execution processes with the goal of enabling companies to boost their revenues and margins.

Let's take a closer look at one example of these value enhancements: promotion management.

Built into CPGPath is Capgemini's intellectual property for promotion management, including business processes and integration frameworks, capability maturity models, key design considerations, leading practices, process flows, and key performance indicators. In collaborating with Capgemini to quickly realize the benefits of an SAP solution, you'll gain access to systems, tools, and processes to facilitate better planning, budgeting, forecasting, executing promotions, and settling financials.

Through our accelerated solution approach, Capgemini can improve your promotion processes. You'll be able to modify promotions to support account needs, while working with retailers to align promotion and sales strategies. Mobile technologies can push information out to sales teams, thereby improving their ability to work with customers. At the same time, sales can relay customer feedback to forecast teams, offering quicker efficiencies in the promotion process. You can make course corrections based on prior-year data and use predictive analytics to devise dynamic "what if" plans to target improved results. As SAP enables cross-functional, collaborative processes and communication, your promotion function can improve over time.

Capgemini: a leading SAP implementation partner, a collaborator in your success

Capgemini is a world leader in enterprise resource planning and digital transformation. We're also an SAP Platinum Reseller Partner and an SAP Global Services Partner. We provide the expertise you need to make sure your SAP projects, migrations, and digital-transformation road maps deliver the results you want.

As a global SAP partner, Capgemini is one of the largest and most experienced SAP systems integrators. Our 17,500 SAP practitioners leverage Capgemini's four decades of SAP experience to serve 1,300 clients around the world. With more than 3,500 certified resources, we're number one in SAP S/4HANA certifications in Europe and number one in SAP certifications overall. Read about our SAP awards and recognitions here: www.capgemini.com/partner-sap-awards.

Our experts collaborate with you throughout your SAP journey. Focusing on the unique needs of consumer packaged goods companies, we drive value and results through design, licensing, implementation, infrastructure, and application management. Capgemini works with you to make sure you can fully leverage SAP technology and become an intelligent enterprise. You benefit from our SAP centers of excellence, proven SAP implementation methodologies, and preconfigured SAP solutions.

Change is not new. What is new is the speed at which it's happening. Adapting to new business models and solving ever-more complex problems leads companies to transformation, enabled by the intelligent suite of applications with SAP S/4HANA as the digital core.



We provide the expertise you need to make sure your SAP projects, migrations, and digital-transformation road maps deliver the results you want.



The next generation of certified industry-focused path solutions and Cappgemini's multi-platform SAP S/4HANA architecture approach allows clients to accelerate their digital transformation journey, enabled by a data-driven platform for innovation, capable of transforming your business into a Renewable Enterprise.

SAP OnePath solutions as an operating expense

You can take advantage of all the benefits of the SAP environment right now, yet eliminate up-front capital expenditures. Cappgemini partnered with SAP to package SAP solutions as a service that can include licensing, infrastructure, implementation, maintenance, and even application management and business process outsourcing. Complexity is dramatically reduced by the bundling of software and services, giving you "one hand to shake" to get things done. Further, ROI is significantly accelerated, and most businesses can write off monthly fees as an operating expense. With Cappgemini as your exclusive service provider, performing all aspects of an SAP solution deployment, you get the freedom to use SAP right now — without the traditional up-front investment in hardware or software. Perhaps best of all, this solution is still configured by Cappgemini to meet your specific business needs.

About Cappgemini Cloud Platform

Migrate, operate, and innovate every aspect of your business in the cloud.

Cappgemini Cloud Platform brings together the right technology, processes, and culture to help organizations of every size leverage the efficiency and agility of cloud. It is a portfolio of cloud services and accelerators in a single cloud management platform and is designed to support the crucial stages of every cloud journey, from build and migration, to managing application and infrastructure services in the new cloud environment, supported by extensive automation. It offers a trusted route to migrating traditional datacenters to the cloud and to developing innovative cloud-native solutions that drive digital transformation and allow you to take control of your journey to the cloud.

Click here for more information:

www.cappgemini.com/resources/cappgemini-cloud-platform-brochure

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About Cappgemini

A global leader in consulting, technology services and digital transformation, Cappgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Cappgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Cappgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion.

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