



Embrace Monday's idea as Friday's reality

Fast-track innovation with Capgemini's Digital Cloud Platform for Retail with AWS



Digital has revolutionized the customer experience, changed the way we understand and apply data, and transformed organizations into always-on powerhouses of innovation. It's the key to performance, differentiation, and competitive advantage in an increasingly fast-paced world. To fully take advantage of digital and attract and retain loyal customers with differentiating experiences, retailers and restaurants need to completely shift to a cloud-first way of working.

Accelerate your path to digital by 30% to 50%

Capgemini's Digital Cloud Platform for Retail is a cloud-native development accelerator that helps retailers innovate rapidly and compete in the digital age with born-in-the-cloud apps. It is a high-velocity software engine that accelerates cloud-native application development and enables innovation through APIs and patterns for extracting value from legacy systems.

Capgemini's Digital Cloud Platform leverages solution blueprints for Customer, Product Catalog, Ordering, Loyalty, and more, with additional pre-built software components created as microservices to help organizations develop solutions faster and with greater agility than before, cutting time-to-market by 30% to 50%. To help retailers and restaurants rapidly create custom products and offers, it includes innovation-focused user-experience services like facial recognition, weather integration, location-based APIs, and quick-service restaurant domain services like order, loyalty, cart, and menu-data management.



Accelerate cloud-native application development:

Cut time-to-market by 30% to 50% by developing on top of pre-built industry-specific domain services for restaurants and retailers



Create new revenue streams through different channels:

Jumpstart digital business by leveraging pre-built experience APIs and other accelerators which work on web, mobile, kiosk, and tablets. Access consumers through social selling, targeted promotions, and subscription services.



Exploit the power of breakthrough technologies:

Build contactless retail experiences through facial recognition, machine learning, voice interfaces, and chatbots to create an immersive customer experience.



Create compelling experiences:

Deliver seamless and highly personalized interactions for customers, employees, and suppliers to drive sales.

The power of Capgemini and AWS

Digital Cloud Platform leverages Capgemini's insights and experiences from thousands of digital projects as well as the strength of AWS to provide proven, high-power capabilities that accelerate application development. It leverages AWS capabilities for serverless containers-based, scalable, and maintainable digital services that are ready-to-use with minimal alterations to help organizations react quickly to change. These are fully compliant with DevOps best practices.



Jumpstart your journey to digital business today

- Library of proven, customizable business software components
- Ready-to-use services and components consumable through exposed APIs and a user interface
- Connectivity between existing systems and new digital-business capabilities
- Reference architecture for containers and microservices and DevOps
- Connectors to point-of-sale systems and master data management

Your digital-transformation partners

Together, Capgemini and AWS help you reimagine your business at cloud speed. An AWS Premier Consulting Partner and AWS Managed Service Partner, Capgemini works with organizations around the globe to harness the power of the AWS cloud to transform their businesses and reinvent themselves for the digital world. Our end-to-end portfolio of strategy, migration, application modernization, cloud-native transformation, and platform engineering for AWS means that whatever your objective, we can help you meet the challenges of today while staying ahead of the pack tomorrow.

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About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group 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, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of \$18.5 billion.

Note: current conversion is €1 to \$1.09 (4/1/20)

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