

Capgemini



# Capgemini and Salesforce®

Create experiences.  
Build relationships.



# Delivering customer success through technology and innovation

The only constant in today's experience economy is change. The customer journey is much more complex today than ever before, and this is setting a new bar for digital experiences that are distinct, personalized, and intuitive.

In short, customers want it all and they want it now. It is up to brands and organizations to respond to these needs in real time, and this requires a comprehensive digital experience.

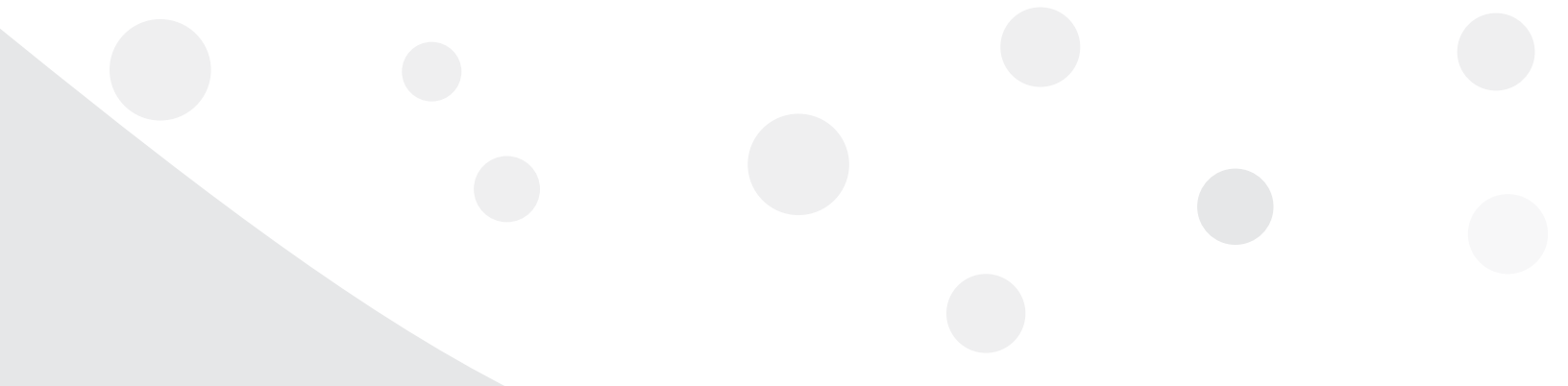
Whether you're a B2B organization striving to transform legacy systems or a leading consumer brand trying to break through disruption and noise, a connected digital experience isn't just a nice-to-have: it is imperative to the future of your company.

With unmatched Salesforce expertise and experience, Capgemini knows exactly how to deliver transformative digital-experience solutions. Capgemini and Salesforce foster a creative, entrepreneurial approach to your business, developing solutions in conjunction with your business goals.

In everything we do, we believe that results matter more than promises. Capgemini and Salesforce ensure your business is on the right path to realize the full potential of your unique brand and to optimize your success.

With innovative Salesforce technology and solutions, Capgemini creates customer-driven transformation across organizations. Through our holistic engagement model, we extend Salesforce's vast offerings across every aspect of our clients' businesses, building solutions that create personalized experiences and deliver unparalleled results.

Through the entire Salesforce ecosystem, Capgemini brings people and brands together.



# Our Salesforce solutions

The Capgemini and Salesforce partnership delivers creative solutions that enable brands and businesses to cultivate customer loyalty and deliver real value and positive results.



## **Customer Engine**

The Customer Engine enables a seamless, cross-industry automotive ecosystem through one overarching platform for customers, OEMs, dealers, and third parties.



## **Field Service Lightning**

Extends Service Cloud and Salesforce Field Service Lightning with native, end-to-end, robust field-service operations capabilities.



## **Quick Start offers**

Addresses the evolving needs of the retail and B2B landscapes facing social and business restrictions. Create connected, commerce experiences that include features like curbside pick-up, direct-to-consumer selling and fully branded B2B storefronts in as few as five weeks.



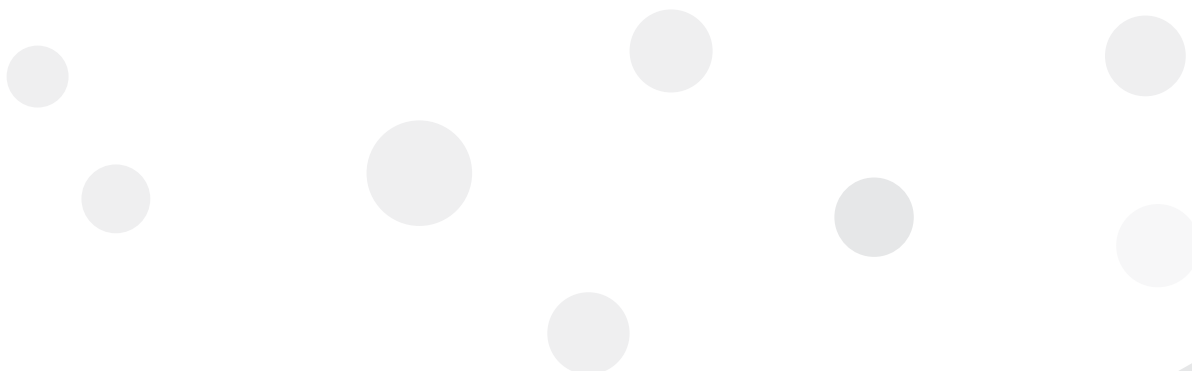
## **Rapid Marketing Launch Program**

Enables brands and businesses to create tailored marketing programs in a matter of weeks by collecting crucial customer information that will help further transform the shopping experience.



## **Unified Commerce Solution for Grocery**

Leverages Salesforce Commerce, Marketing, and Service Clouds, as well as MuleSoft to capture customer loyalty, centralize shopper data, and put data to work to personalize and improve the online shopping experiences of every customer.



# We work every day with leading global brands to push the boundaries of their digital experiences and help them connect with their customers on a **deeper level than ever before.**

Designing and delivering a stellar digital customer-experience strategy can be daunting for any firm. As digital customer demands continue to evolve, organizations that possess a forward-thinking approach – and partner with a forward-thinking solution provider –are going to excel.

Our holistic engagement model ensures that clients fully leverage the capabilities of their Salesforce technology and that every aspect of their strategy and experience is optimized for long-term success.

**Commerce  
implementations**

**Solution  
consulting**

**Experience  
design**

**Digital  
marketing**

**Application  
support & hosting**



# Capgemini and MuleSoft

Customer connections aren't the only relationships that matter when it comes to today's premier digital experiences. There are more touchpoints – and systems to capture the data – than ever, meaning organizations need to effectively and efficiently integrate programs and centralize data.

Enter MuleSoft and Capgemini. As a MuleSoft partner since 2008, we deliver innovative solutions across API-led integration. Our deep technical and industry expertise enables us to ensure that you're getting the most out of MuleSoft's unified connectivity platform.

## Our offerings



### Core Integration Framework

Simplify and accelerate the process of API-led modernization to enable digital business with a Java-based and open-source framework. As a result, organizations can save 20 to 25% in implementation time, effort, and cost.



### Food Delivery-in-a-Box

Connect food-delivery systems in a single tablet experience that allows orders to be captured automatically, eliminates manual order entry, and refocuses staff attention from managing orders to other in-house priorities.



### Life Sciences Connect

Leverage more than 80 reusable integrations and connectors to drive growth through new product and market development, automation, and a shift towards cloud and SaaS-based development.



### Retail Connect

Succeed in the digital era and enable the types of experiences that customers increasingly expect with more than 30 out-of-the-box integrations.



### Hybrid cloud-integration strategies

- A comprehensive API center
- Robust, API-driven connectors and assets that can cut launch timelines by 20%
- Core Integration Framework and DevOps Integration Framework that accelerate go-to-market by 25%

# The power of partnership

Industries all across the globe are experiencing a tremendous shift in how they do business with their buyers, so it is more important than ever for brands and businesses to deliver premium, personalized experiences to their customers.

Working with Salesforce, Capgemini helps brands do exactly that. Our long-standing partnership with Salesforce enables clients to boost performance, enhance flexibility, scale their business, and create powerful customer connections that truly matter.

At the end of the day, we let our experience speak for itself.



**13+**

year partnership

**5,500+**

certified global  
experts

**2,500+**

global Salesforce  
projects

Leading Salesforce  
Commerce Cloud  
partner

**#1**

MuleSoft EMEA  
Practice  
Development

Lightning Bolt  
Trailblazer Award  
for B2C

**#1**

MuleSoft Global  
Practice  
Development

# TIMEX

## Implementing a timeless brand experience

Capgemini partnered with Timex to help the iconic American watch brand reimagine its digital experience and enhance the performance, scalability, and flexibility of its commerce technology.

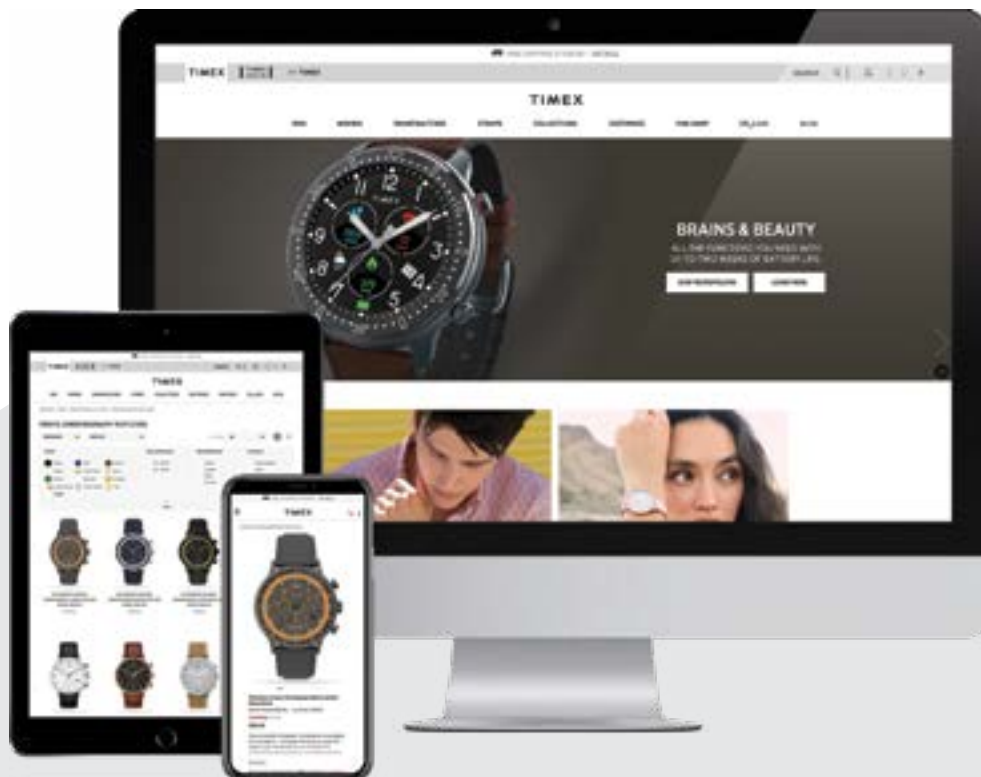
After redesigning the entire Timex experience and launching the new site on Salesforce Commerce Cloud, the brand saw its best holiday season in its history. Digital revenue, order volume, and conversion all increased by more than 200% year-over-year, and the new experience continues to elevate the timeless Timex brand.

### Year-over-year growth

**287%** - Black Friday revenue

**239%** - Order volume

**208%** - Conversion rate







## Delivering a bold and beautiful digital experience

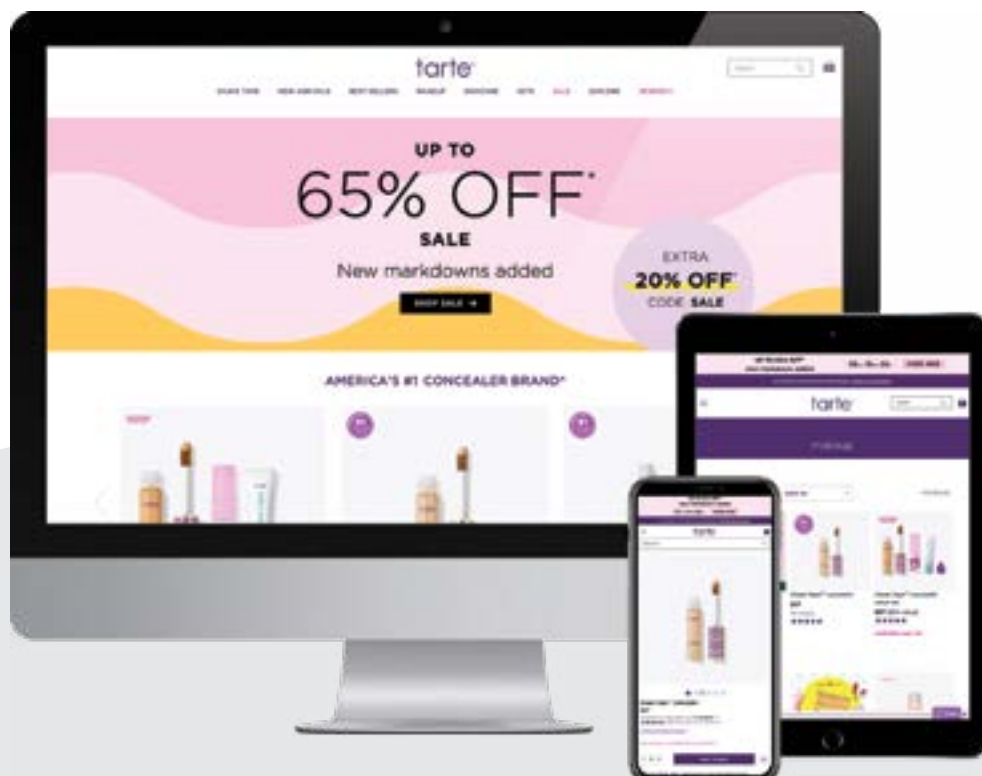
With more than nine million Instagram followers and a leading influencer program, Tarte Cosmetics needed a way to engage its digital-savvy shoppers on their turf. The powerful vegan skin-care brand partnered with Capgemini to launch its fresh, new brand experience.

We collaborated closely with this unique brand and designed a new digital experience on Salesforce Commerce Cloud that captures the essence of Tarte Cosmetics. Custom Shade Finder guided-selling tools enable users to locate the perfect shade of foundation based

on an engaging survey, and seamless social-media content integrations enable visitors to peruse popular cosmetic how-to videos, go right to produce pages from the videos, and even submit their own Tarte-centric social-media content.

Received “Genius” ranking in  
L2 Digital IQ Index: Beauty

Gartner<sup>L2</sup>



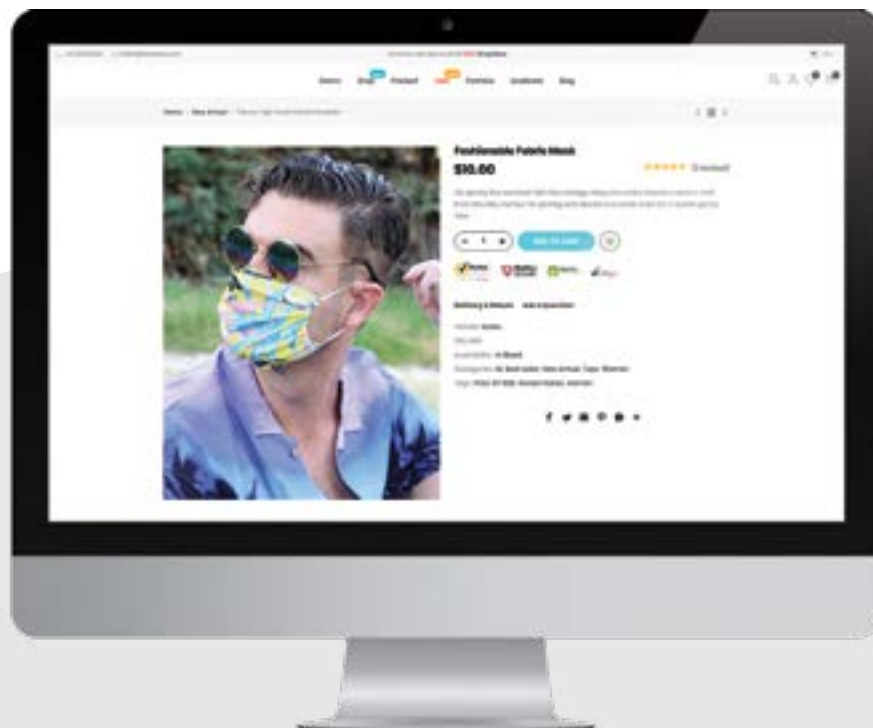
# Opening new sales channels in unprecedented times

Today's turbulent retail environment is forcing traditional brands to rapidly create new value channels and get products into new markets in new ways. Under immense pressure to respond to the challenges posed by today's world, this longtime Capgemini client and fashion retailer needed to quickly turn excess fabric into stylish, protective masks and gowns. Furthermore, these new items had to get out into the digital marketplace in near-impossible timelines.

Capgemini leveraged our Quick Start Commerce for B2B offering solution to make this implementation a reality. The client launched a fully functional, B2B-focused site in

mere weeks, enabling it to get masks and gowns out into the market in quantities unheard of in the retail sector. Remote engagement presented no issues, either, as the site launched in just weeks.

- Site launched in **five weeks**
- **100,000** mask minimum order quantity
- **Robust** B2B commerce roadmap



# Bringing customer-centricity to the nation's top modular housing builder

Trying to transform into a customer-centric organization while also being the largest builder of manufactured and modular homes in the US is very difficult. This client needed a solution provider that could do more than just implement technology; it needed a partner that could also enable 10,000 marketing, sales, and service users across 1,400 locations to manage customer data and drive billions in revenue.

That's why it turned to Capgemini. After in-depth interviews with dozens of stakeholders across multiple unique verticals, we developed strategies and roadmaps that would enable this leading organization to accomplish its goals.

We then implemented Salesforce Service Cloud and an actionable change-management roadmap, resulting in proven results across three distinct optimization iterations.

- **85 interviews**
- **300 capabilities**
- **\$1 billion plus in revenue**



# 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.

Learn more about us at

**[www.capgemini.com/salesforce](http://www.capgemini.com/salesforce)**

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