

Cut Your Costs, Not Your Potential

Introducing Capgemini's Application Lifecycle Services for the Consumer Products and Retail sector

Think your application landscape is too complex?

Your application spend too high?

Your application development too manual?

Your application renovation too slow?

After decades of unbridled application building, most Consumer Products and Retail organizations have created an overwhelming application city with narrow streets, traffic jams and burdening complexity. What opportunities are there for improving your application landscape? For many Consumer Products and Retail organizations, complex applications, high IT spend, overly manual development, and slow application renovation represent a significant challenge.

A complex application environment results in high costs and error rates, and inhibits effective collaboration across units. This is not a sustainable situation. The sector is under intense pressure to deliver substantial efficiencies, and improve service consistency and quality for customers.

Given the significant investments made in technology over recent years, the challenge for technology leaders is to ensure those investments are the right ones to enable this transformation.

Where do you start? How do you overcome an application landscape characterized by multiple overlapping and, at times, outdated core business, customer-facing and corporate support applications? The challenge multiplies when we add to this the need for multi-unit collaboration, customer focus, and increasing use of social networking technologies that all demand the alignment of applications.

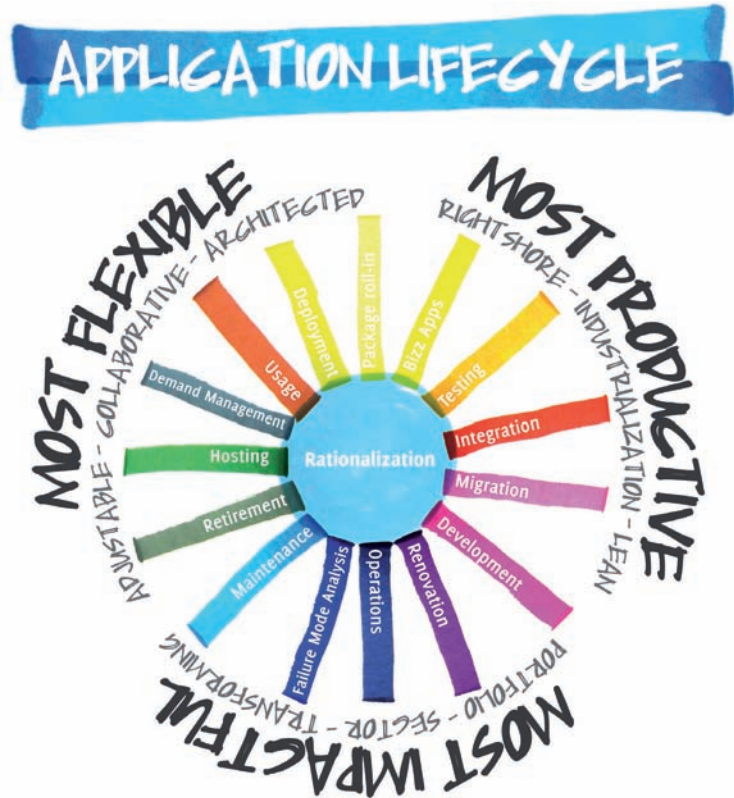


With long-standing and proven partnerships across the Consumer Products and Retail sector, Capgemini has developed an Application Lifecycle Services approach designed to help you address these specific challenges.

Capgemini's revolutionary Application Lifecycle Services facilitate Consumer Products and Retail organizations to rationalize their application landscape, build a new city in the old one.

Capgemini commits to deliver hard results along three measurable promises:

- **Most Productive**
- **Most Flexible**
- **Most Impactful**



Most Productive

Our global sourcing model along with consistent industrialization can secure a reduction in your application costs of up to one-third or more.

Rightshore® delivery:

Applying the right specific mix of local and international sourcing, to offer you the lowest costs with the best capabilities.

Our teams operate from a combination of Capgemini's Consumer Products and Retail Solutions Center (CRESCENT) in Kolkata, India, and our global network of Rightshore® Delivery Centers.

Superior industrialization:

Through standardization, reuse and self-automation in application development, testing and maintenance to reduce costs and increase quality.

Capgemini has industrialized its solutions for Consumer Products and Retail. A complete set of proven accelerators, including “ready-to-design” templates, reusable objects, test scripts and more are available to help transform your processes and technology for rapid impact.

Lean principles:

Lean principles are applied to deliver continuous improvement of applications, innovate and simplify for a reduced number of tickets, shorter response times and better functionality.

Multi-level industry process models incorporating leading practices are leveraged by Capgemini's consultants. These models help define objectives and goals, reduce risk, align business/technology needs, and drive transformation.

Most Flexible

Variable application costs and adaptable business services to improve your agility with an end-to-end time reduction of up to one-third.

Adjustable scope:

Adjustable scope of services that meets your business needs while complying with budgets and responding to quickly changing market circumstances.

Capgemini's Consumer Products and Retail services range from application strategy to design, development, integration, testing, maintenance, hosting, and Software-as-a-Service via the Cloud. Our industry-specific solutions are commercially delivered in multiple ways including time and material, fixed price, or service level agreements.

Collaborative-governance:

Collaborative-governance that leverages our 'One Team' approach to ensure effective communication, business-aligned SLAs, the shortest time-to-market, and mutual trust.

From strategy development through to implementation, Consumer Products and Retail clients benefit from our tailored approach. Working beside you every step of the way, we analyze your challenges, leverage our collaborative tools and guide you through your transformation.

Architected for change:

Architected for change steadily building a much simplified, flexible application platform applying standard solutions, SOA, and Cloud-based delivery.

Capgemini helps Consumer Products and Retail companies become service-oriented enterprises so they can more easily integrate with suppliers, customers, and other trading partners.

Most Impactful

Application Lifecycle Services closes the circle from IT to business, which boosts value and increases your potential with up to one-third.

Portfolio Management:

Portfolio Management of initiatives, applications and vendors to allow the business to focus on core activities while being briefed on performance and improvement potentials.

Through experience with application transformation initiatives, we have found that the most successful model is to develop an application rationalization framework. This approach results in cost savings, improves application effectiveness, and helps Consumer Products and Retail companies succeed in today's volatile markets.

Specialized Consumer Products and Retail solutions:

Specialized sector solutions, which are based on global best practices and reuse, to maximize the business impact of processes and applications.

By providing services for the entire application lifecycle, Capgemini helps Consumer Products and Retail companies grow in new markets, innovate and engage with consumers, integrate and collaborate across the value chain, optimize their core business, and manage and leverage business information.

Powering transformation:

Powering transformation by managing the application lifecycle from the business perspective to provide measurably more head room for innovation and growth.

Whether your transformation is driven by business issues such as changing operational models or technology challenges like upgrading legacy systems, Capgemini offers a comprehensive, transformational approach. Our Retail Transformation approach methodology helps retailers develop and implement strategies to revitalize a business unit, enter a new market or transform the entire enterprise. The same holds true for our Consumer Products Transformation methodology.

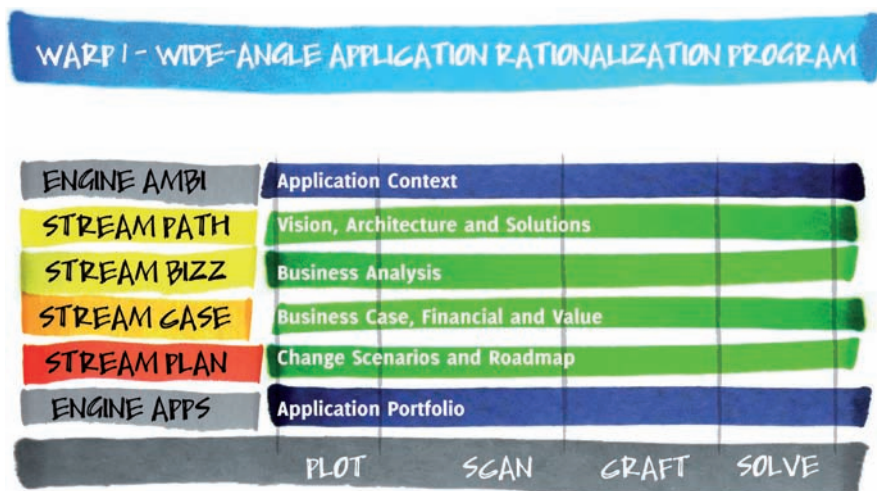
A breakthrough, accelerated approach that brings Consumer Products and Retail organizations up to full speed in rationalizing your application landscape and lifecycle

WARP 1 combines highly-industrialized scans of the application portfolio and application context with an architected, business-oriented view. It gives you the hard facts that you need to make substantiated decisions about how to simplify, standardize, and renew. You will find the way to cost effectiveness, better responsiveness, and more business impact. More importantly, WARP 1 delivers the commitment and mobilization in your organization to take tangible steps forward.

Ready to start a simplification journey with Capgemini?

Contact us to have a discussion about maximizing the value of your current application landscape and leveraging Capgemini's thought leadership and the managed services that translate this new thinking in radical commitments.

For more information about how Capgemini's Application Lifecycle can help you to cut your costs and realize your potential, please contact: applicationlifecycle@capgemini.com



About Capgemini

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in more than 30 countries, Capgemini reported 2009 global reve-

nues of EUR 8.4 billion and employs 90,000 people worldwide.

Capgemini's global Consumer Products and Retail practice works with 27 of the world's 30 largest consumer products companies, 27 of the world's top 30 retailers and hundreds more. Our team of approximately 5,000 specialists throughout the world helps these clients reap the benefits of industry-specific solutions such as Global ERP Integration, Demand and Supply Chain Management, Cost Reduction and Global Data Synchronization.

More information is available at: www.capgemini.com/products

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