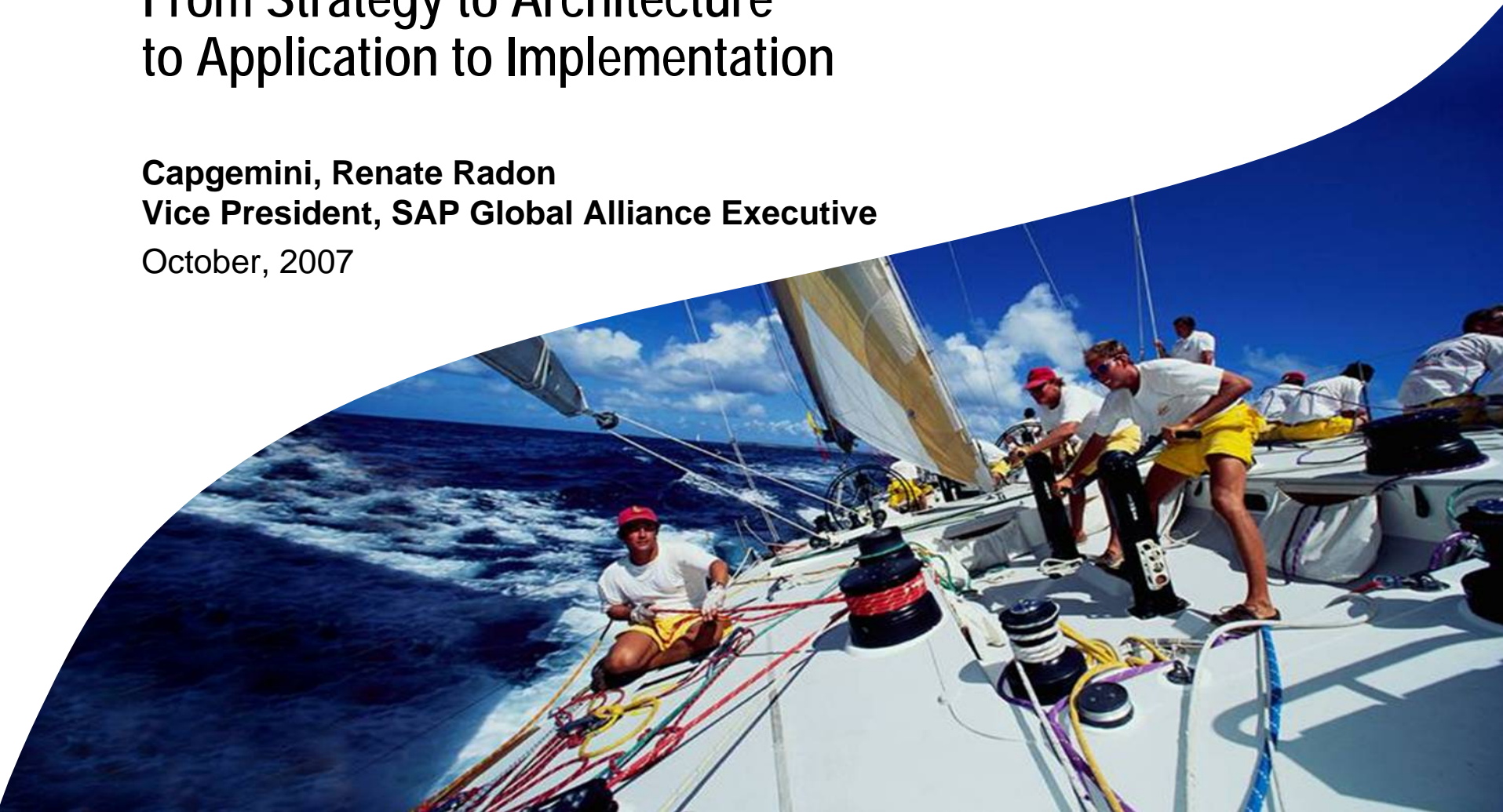


From Strategy to Architecture to Application to Implementation

Capgemini, Renate Radon
Vice President, SAP Global Alliance Executive

October, 2007

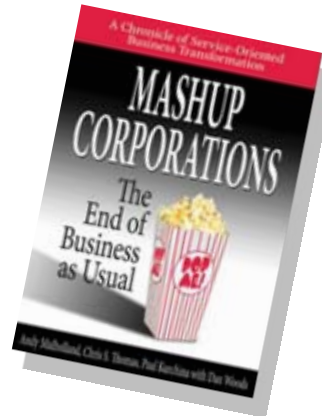


AGENDA

- **Globalization and market transparency are enforcing a major change**
- How are we at Capgemini facilitating this change?
- Our collaboration with SAP is based on the commitment to create value for our clients
- Successful reference clients

Globalization and market transparency are enforcing a change

Globalisation
Changing new Technology
People's attitude towards technology
drive an uncertain future



*“We are aware that the external world is changing. We need innovation to change our own game because doing more of the same **better** is not enough.*

But how do we define a requirement, how do we build a business case, how do we manage the actual change when we lack adequate understanding of the technology possibilities that can be used to provide us with the game changing innovation we are seeking?

RAIN is the answer, allowing us to work out the details of the issues that must be addressed into a structured business requirement and business case. From these we can access and choose the ethnology for our pilot to get us started into the future”

Andy Mulholland CTO Capgemini

Web2.0 & service-orientation will provide a new sense of freedom for companies

Results from Sapphire 2007 pulse surveys

Globalization

- 30% of the respondents view globalization as a major challenge
- Web 2.0 will have a major impact on increased collaboration among employees, suppliers and customers

Customer Demands

- 23% of the respondents perceive changing client demands as a major challenge
- SOA will facilitate a better and mutually beneficial relationships between company and customer

Innovation

- 23% of the respondents perceive innovation as a major challenge
- People-centric Web 2.0-solutions combined with process-supportive, flexible SOA will act as business drivers
- SOA-adoption will result in increased business flexibility

Web2.0 & SOA together is at the heart of customer communications and transactions, and early adopters are likely to reap the benefits.

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The Diamond Model – The Next View of Architecture

- **“Process Design/ Innovation:**
 - Change how you do business
 - Collaboration, Self Service, Process “Extension”
 - “Mashups”
- **Solution Deployment and User Types:**
 - Who interacts with your organization?
 - How they interact with you and with each other?

New “Front Office”

People, using content
Communication &
Collaboration

Web 2.0 &
SOA as a
mechanism
to interact

People and Services
Interactions

Open Standards connecting
organizations together

Existing applications
as well as new style
Services are all
exposed through
a common set of
standards that are
based on both
industry/sector
business standards
as well as actual or de
facto Technology
Standards

Book to Bill
Data Centric
Transactions

SOA as a
mechanism
to transact

Standards and SOA are
the “glue” an “enablers” for
the new business
paradigm

- **Data Synchronization/Harmonization**
 - Master Data Management
 - Analytics
- **Architecture Integration and Simplification**
 - Enterprise Architecture
 - Infrastructure
 - Retrofit of customizations and legacy solutions

Existing “Back Office”

Governance and Management of the 'diamond' by the 'crown'

Personalize

An Individual's use of the capabilities of Web 2.0

Differentiate

A Business Manager's Customizable Solution

Organize

The use of SOA to achieve cohesive executions

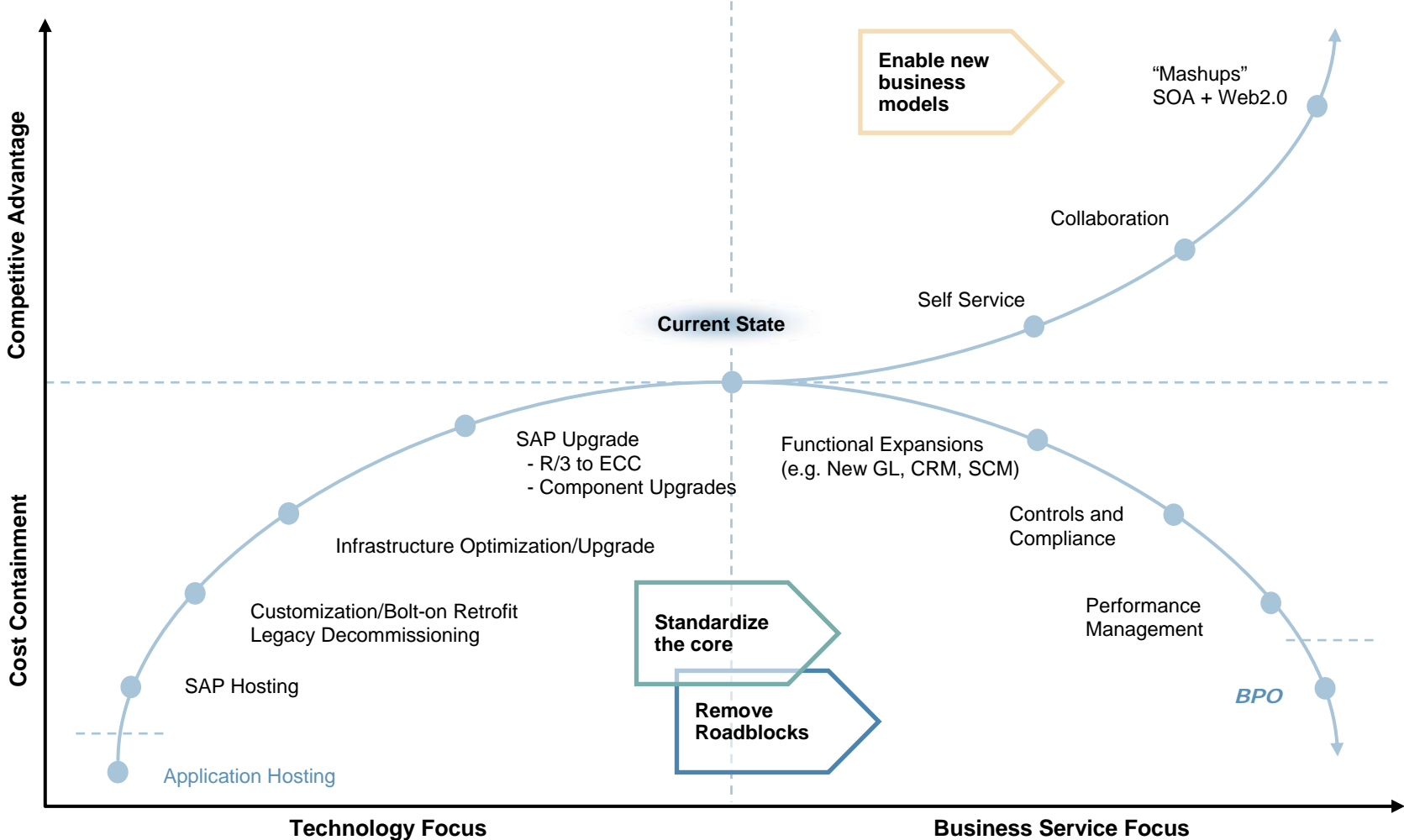
Comply

The Enterprise Transactions and Data; ERP and Legacy Applications

Who Needs What? And Why?

So what is my path forward? – SAP Future State Business Enablement plan

Your long-term Business Enablement and transformation Roadmap will encompass initiatives across multiple dimensions



How is Capgemini facilitating the change?

Client's challenges

How do you differentiate without jeopardizing your current business?

What role does IT play? (How credible is IT for the business)?

What role does IT expect to play in 5 years?

Do you know how competitors and other industries are using IT?

Do you have a bridge between Transaction and Interaction?

Capgemini's responses

- Showing the new innovations
- Showing Best Practice

- Making IT tangible for the business
- Adding Value to the Business in tangible scenario's

- Showing the potential of IT
- Defining client specific scenarios

- Bringing knowledge and experience from a broad ecosystem
- Bringing a community of innovation partners

- Supporting CIO's step from comply to organize

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Capgemini and SAP are executing joint growth initiatives to facilitate innovation in our large joint client base

Growth Initiative	SAP View	Capgemini View	Value Proposition
MOVE to SOA-enabled releases	Secure long-term investment of installed base through upgrades to SOA-enabled releases	Prepare clients for innovation through an E-SOA platform	Upgrade to latest-edge technology releases
Joint E-SOA reference program	Applying E-SOA in the existing client base and increase marketshare through business innovation powered by E-SOA	Help clients to differentiate through innovation	Sustainable client-specific innovation roadmap
Focus on dedicated Verticals	Leverage the vertical business process platform through collaboration with thought leading partners	Develop differentiating Intellectual Properties in dedicated industries: <ul style="list-style-type: none"> • Utilizing Capgemini's thought leadership by building best practises with SAP • Leverage Capgemini's deep industry expertise to build, implement and manage specific vertical solutions • Develop composite applications which help our clients to secure competitive advantage 	Help clients to differentiate and to exceed industry benchmarks

Capgemini's and SAP's joint initiatives are aiming to meet industry specific market needs and trends

Industry Verticals	CP	Utilities	Public		Retail
	MDM/GDS	E'Tailer	Public Security	TRM	Retail template
Capgemini's market position	<ul style="list-style-type: none"> Capgemini is the thought leader in global data synchronization (GDS) between consumer product companies and retailers 	<ul style="list-style-type: none"> Capgemini is the #1 IT service provider in Western Europe in the utilities area (Gartner August 2007) 	<ul style="list-style-type: none"> Capgemini is one of the European key players in the area of Security Agencies 	<ul style="list-style-type: none"> The HMRC project puts Capgemini into a leadership position within TRM 	<ul style="list-style-type: none"> 2006 gthe two globally largest SAP implementation projects have been done by Capgemini
Market needs	<ul style="list-style-type: none"> Efficient connection between CP and retailer companies to synchronize SCM (Planning) perceived as key differentiator for both industries 	<ul style="list-style-type: none"> Deregulation forces energy retail companies to cost efficiency and process optimization 	<ul style="list-style-type: none"> Globalization and terrorist threats are forcing Public Security Agencies to become more flexible and agile 	<ul style="list-style-type: none"> Tax Agencies have to provide citizen-focused services whilst at the same time driving cost efficiencies 	<ul style="list-style-type: none"> Professional Loyalty Management and reliable Point of Sales data are the key areas where retailers can differentiate from competition
Joint Capgemini & SAP Value Proposition	<ul style="list-style-type: none"> Key industry clients are customers of both SAP and Capgemini hence together we can leverage the client investments into our solutions 	<ul style="list-style-type: none"> Joint solution development for Essent in the E'Tailer space 	<ul style="list-style-type: none"> Joint references proof that Capgemini SAP solutions can be delivered at lowest risk, accelerate innovation cycles and achieve benefits faster 	<ul style="list-style-type: none"> Exporting HMRC's TRM and Transformation experience to other tax agencies is a unique value proposition 	<ul style="list-style-type: none"> 40 joint implementations have proven method for accelerating projects and securing support

We are leading members in numerous industry value networks

The Public Sector IVN in Action

Tax & Revenue Management

- Collection Management,
- Customs & Border Management,
- Integrated Tax
- Property Tax
- Rules & Regulations
- Tax Analytics

SAP's industry value networks aim at:

Customer-led Innovation

- Collaborative innovation projects

Enterprise SOA Momentum

- Joint roadmaps & ES specification

Development & GTM Collaboration

- Joint solutions, field engagement & marketing

Industry Thought Leadership

- Shared knowledge & information

Capgemini is an active member in the IVNs for Public Sector Tax & Revenue, Public Security, Consumer Products, Utilities, Retail, Travel & Transport

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Our credentials to serve: over 1,000 SAP upgrade projects completed globally

Analyst Comments:

- “Capgemini stands out from the others as being more experienced at EA planning for SAP customers by a very large margin. Its Integrated Architecture Framework (IAF) EA Methodology has developed over the past 11 years, and is now a very mature and detailed product. AMR, April 2006.

Our Tools and Approach make us different



Recent ECC Assessments & Upgrades



Company Profile and Business Challenges (Setting the Scene)

Cadbury Schweppes

- Cadbury Schweppes, based in the UK, is the world's largest confectionery company and has a strong regional presence in beverages in North America and Australia
- With origins stretching back over 200 years, Cadbury Schweppes' products including brands such as 7 Up, Cadbury, Schweppes, Halls, Trident, Dr Pepper, Snapple, Trebor, Bassett, Dentyne, Bubblicious and Bassett are enjoyed in almost every country around the world
- The Group employs over 55,000 people

The Business Challenges

- Cadbury Schweppes operates in the Confectionary and Drinks markets. Both markets are highly seasonal and highly competitive
- Innovation and product development cycles need to be very short in order to maintain market share
- Responding to customer demand, given the seasonal peaks in demand
- The ability to respond quickly when a competitor launches a product
- Ensuring that its internal functions, processes and IT systems support rapid growth and constant change demanded by the business
- Cadbury has a long history in manufacturing and supply chain excellence – but its core systems are not sufficiently agile to support the increasing demands of their customers and the need to consolidate and optimize their supply-chain

Agility and innovation in a highly competitive market

Cadbury Schweppes (Food & Beverages)



Change in Food & Beverages industry and Cadbury Schweppes

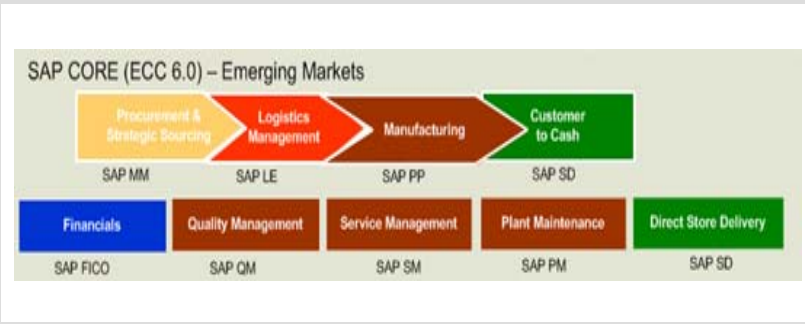
- Innovation and product development cycles need to be very short
- The ability to respond quickly when a competitor launches a product
- Core systems are not sufficiently agile to support the increasing demands of their customers



React faster to the market trends by using SOA principles

- Reduced cost of (re-)deployment
- Reduced time to deliver new capabilities
- Reduce risk to local business
- Identification of all interrelated process steps and flexibility to arrange them to fulfill business requirements

Enterprise SOA approach reduces business risk and allows IT to respond to business-led change in a more flexible and timely way – enables agility and innovation in highly competitive market.



Balance of innovation and consolidation

Enterprise SOA Value Delivered

- A major upgrade in a key market which had been put-off as being too risky was delivered successfully using an SOA-enabled approach.
- Cadbury reviewed its entire application portfolio with the business, Enterprise SOA is enabling easy incorporation of SAP-based solutions within the overall architecture
- Reduced cost of (re-)deployment 35% of traditional deployments of new components; 3 pilot project executed in 3rd party cash collection, collecting external sent data and gathering employee data globally.
- Reduced time to deliver new capabilities from 6 to 2 months
- Balance between Innovation , consolidation, stability and efficiency

Benefits and Proof Points (The Results)

Business Benefits

- More responsive, flexible solution to support rapid growth and change demanded by the business
- Deployed at a greater pace with more controls
- Cadbury Schweppes knows that SOA will change the way the company looks at the business and will transform the way that IT is delivered inside the company
- Re-usability of Services leveraging technology investments
- Cadbury Schweppes has its own « Architecture Office» with competencies and capabilities that Capgemini helped to develop
- More manageable approach to future systems deployment
- Cadbury Schweppes has adopted an eSOA approach within its IT department as part of its corporate culture and way of working
- eSOA approach reduces business risk and allows IT to respond to business-led change in a more flexible and timely way.
- Reduced cost of (re-)deployment 35% of traditional deployments of new components – this saving has held up in the face of larger scale roll-out. It has played a major roll in a global IT cost-reduction programme

Thank you very much!

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