

# Changing the Game: Monthly Technology Briefs

June 2011

**Social CRM:  
The Front Office Equivalent to Back Office ERP?**

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## Social CRM – is it the ERP equivalent for the Front Office?

As per Wikipedia, the **Front Office** (FO) is a business term that refers to those departments of a company that come in contact with clients, including the marketing, sales, and service. The **Back Office** (BO), on the other hand, is that part of a company which is dedicated to running it. This is an important distinction, as in the last two decades IT have largely been concerned with the automation of routine procedures and processes in the BO to reduce the cost and improve the efficiency of operations. A hundred years ago, this might have been described as 'book keeping' as BO operations are largely concerned with the centralization of recording transactions and usage of the resulting data.

The introduction of PCs and the client-server technology model was a disruptive moment that refocused the role of technology from the automation of departmental processes using mini computers, with each still maintaining their own, separate and often incompatible data, towards a single central enterprise database supporting multiple clients and applications. Enterprise Resource Planning (ERP) emerged as the killer app enabled by these new technologies. Early adopters of ERP were able to redesign their business model using Business Process Re-engineering to create operating efficiencies, cost savings, and competitive advantage. Ultimately, a path that has led to universal adoption of ERP, and the creation of IT as a business utility.

The FO procedures and processes that connect it to the BO may have been included in ERP adoption, and the analysis of data on customers and sales has delivered the information for improved management. But for the key role of the FO, that of providing an interface to the market, prospective and current customers to find and deliver more revenues, client-server IT and ERP had little to offer. Indeed the internal orientation, inflexible procedures, closed proprietary standards, restrictive licensing model, together with a poor security environment all render client-server applications as fundamentally unsuitable for flexible externally oriented support that sales, marketing and service FO workers required.

The advent of the Internet, with its universal presentation client - the browser, started a new technology era and delivered the capabilities that could support the FO in its strongly externalized role. The Internet itself introduced external universal connectivity; the first generation of the Web or Web 1.0 provided a standard for all to share content, revolutionizing external access and distribution of product information; Web 2.0 added a new range of capabilities focusing on how people interact and communicate; Cloud Technology extends this to introduce a new universal capability to share processes delivered through standardized 'services' under the browser-cloud technology model.

Put together, these technologies revolutionize the business abilities to operate in market places, engage with clients, create new products, and enable new business models. All activities that earn revenue, and are redefining Customer Relationship Management (CRM) from being largely around data management to enabling real-time activities that are transforming the entire marketing, sales and service function. The term 'Social' is applied, in the same way as other aspects of the new technologies such as Social Networking, merely to indict this form of CRM is about interacting with people rather than with computers.

This new focus on supporting people in the FO with their highly mobile roles is driving the adoption of Smartphones and Tablets with wireless connectivity as the delivery devices rather than the desktop PC of the office-based BO worker. The term Social CRM is used to define the integration of all of these new technologies together with the orchestration of 'services' to provide a cohesive enterprise-wide capability to understand, react and differentiate to market opportunities and

events with greater speed and leverage to outperform competitors. This is the 'people, processes and real-time data' combination that is often used to describe the benefits of the new technologies.

Unlike the BO where improvements-to-cost are made through reducing options and centralizing, in the FO increasingly market or wallet share, or capitalizing on opportunities, all require the ability to rapidly react in a de-centralized and differentiated manner. By definition this means a constantly changing series of moves to learn and respond to the shifting competitive environment, creating the term the 'Agile Enterprise' and the need to contract for what is needed, when it is needed on a 'paid by consumption' basis.

The browser-cloud model supporting Social CRM is loose coupled and stateless in direct contrast to the client-server model, which is tight coupled. For client-server, it is possible to draw a diagram showing the connections between the systems, applications and databases, the basis for much of Enterprise Architecture as it is practiced in IT today. By contrast, the loose-coupled nature of browser cloud means no such diagrams are possible and the only representation possible is to indicate that the end devices whether browsers or cloud servers are connected to the same cloud.

The biggest challenge that browser-cloud provides is not the capability to connect, access and use services, but the governance and management at an enterprise level of who, can do what, with whom, and on what device. It has always been difficult to manage the FO in its dealings with the market place and customers as it attempts to manage the complexities of the sales process through to commercial contracting. Social CRM is the development of a inclusive, cohesive, and integrated approach which enables 'people to sell to people' in a personalized interactive manner whilst also providing policy management and decision support.

**The impact of this and other technologies is discussed in the [Capgemini CTO Blog](#).**

## Leading Company Results (Revenues)

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Full Year	Vodafone ↑ 8% @ £9.5bn		
Q3	Microsoft ↑ 13% @ \$16.43bn		
Q2	HP ↑ 2% @ \$31.6bn		
Q1	ARM ↑ 26% @ \$116mn	HTC ↑ 174% @ \$3.6bn (approx)	SAP ↑ 21% @ \$3.0bn
	Capgemini ↑ 14% @ €2.3bn	Dell ↑ 1% @ \$15bn	

### Movements by Industry Leaders

**Cisco Containerized Data Center** provides a complete data center in a 20-foot ISO container plus a sophisticated networking capability. Cisco is supporting **Xerox Managed Print Services and Managed Print Solutions Platform** on the Cisco Borderless Networks Platform with Mobile device support. **Cisco Flex 7500 Cloud Controller range** provides a complete set of units to support multi-branch enterprises with up to 500 end points supporting 2,000 access points and 20,000 users. **Cisco FlipShare site** is to start to be closed and users must shift any videos they want to keep to other sites. **Cisco Unified Computing System (UCS)** now supports Microsoft SQL Server. [www.cisco.com](http://www.cisco.com)

**Oracle Health Sciences Cloud** will be the basis for all the Oracle Health Services portfolio. Oracle **Argus Safety 7.0** is a manager and maintainer of separate data records in the Health Sector. Oracle Siebel **Branch Teller 8.1.1** upgraded and integrated with Oracle **Business Intelligence** to support more efficient customer transactions and offerings have been upgraded, adding diverse new capabilities including out-of-the-box support for Apple iPads. **Oracle SunRay 5.2** thin client software claims simpler management and improvements to audio and video capabilities. **Oracle Communications IP Server Activator R 7.0** provides dual IPv4 and V6 services over networks. **Oracle Communications MetaSolv 6.2** provides Comms Services Provider businesses with operational management tools. [www.oracle.com](http://www.oracle.com)

**HP Global Cloud Services** are now certified for running SAP Applications. **HP P6000 Enterprise Virtual Array (EVA)** early access program ahead of this summer's launch is now open to existing customers. **HP rp5800 Retail System** high performance point of sale solution and **HP Self Service Kiosks with Virtual Sales Assistant** software are new additions to HP Retail Sector portfolio. **HP announce FlexNetwork as their core approach** to providing a complete architecture for all aspects of Networks and Networking around FlexFabric, FlexCampus and FlexBranch, there is a wide variety of new hardware, software and support services included in this new positioning. **HP EliteBook and ProBook** have new high performance models. **HP Network Management Centre 9.1** adds multi-tenancy monitoring and management together with appropriate security groupings, scales to two million network nodes and supports a wide range of market vendors products. [www.hp.com](http://www.hp.com)

**Intel invests \$6-8 billion** in new manufacturing facilities in the US to increase its capacity of 22nm wafers. **Intel Tri-Gate Transistors have been announced as a step change** in the evolution of the Transistor from its previous bipolar gating and will be used as part of the new Intel 22nm chips to dramatically change performance capabilities. Intel HD Graphics driver for second Generation **Intel Core Family** promises up to 40% improvement in speed of movement and includes support for Blu-Ray. [www.intel.com](http://www.intel.com)

**IBM Linear Tape File System Library Edition (LFTS LE)** provides magnetic tape libraries with more efficient indexing and searching. **System Storage TS410 and TS3500** are appliances to manage the tasks associated with running large scale magnetic tape archives. **IBM Big Data Initiative** is to gain 20 new services around processing and analysing PetaByte levels of data as well as a commitment to invest \$100 million into further development of Big Data capabilities.

[www.ibm.com](http://www.ibm.com)

**Microsoft Windows Thin PC (WinTPC)** which makes existing PCs into thin clients running Windows 7 is now available as a release candidate. **RIM Blackberry have agreed to make Microsoft Bing Search Engine their *de facto* search engine** on all their products including the new Playbook. Microsoft has announced its intention to **acquire Skype to add the Voice over IP technology** to its Phone, Game Box and to integrate to its online services in a \$8.5 billion deal. **Microsoft Azure** is to offer full development support for Apple iPad and Android apps. **Microsoft Azure will support SAP software** and developers tools in another strong move to extend the usability of Azure as a cross platform environment. **Microsoft Enhance Migration Experience Toolkit v2.1 (EMET)** becomes an officially supported product and method as well as adding new migration elements to improve security vulnerabilities. Ballmer has confirmed that Windows 8 will be launched in 2012 to provide one common platform for all devices included tablets and embedded. [www.microsoft.com](http://www.microsoft.com)

**SAP Solution Manager 7.1** claims to be the only solution manager needed as it covers cross product multi-vendor solution management, and can be used with SAP Enterprise Support service to deliver a further range of support capabilities. **SAP StreamWork**, the collaboration tool based on Cloud services, is now integrated with SAP applications to put collaborative working at the center of the SAP environment. **SAP NetWeaver Gateway** aims to provide an open standards based approach to integrating external devices and apps to NetWeaver processes. **SAP Application Visualization Software** by iRise provides a rapid visualization and verification of business requirements. **Verizon Business Class Cloud** will be sold as part of the SAP Mobility package adding the ability for Smart Phones, Tablets and Wireless PCs to access SAP enterprise solutions. SAP aims to become **the leader in Enterprise Mobile Apps** with a plan to release 30 apps in the next six months. **Amazon Web Services is partnering** with SAP to support a huge range of SAP Business Software in a new shift to drive the 'on-demand' Software as a Service. **Microsoft Azure will support SAP software** and developers tools in another strong move to extend the usability of SAP solutions. [www.sap.com](http://www.sap.com)

**Google Android v3.1** aims to increase the capabilities that the Android operating system can manage in hardware devices, such as acting as a USB hub, as well as improving the user interface and task management. Google say that by year end a further release will unify the Smartphone and Tablet versions into a single version. A separate initiative **Android@home** will focus on providing the capabilities for a wide variety of home appliances. **Google Chrome Web Store** is now global and offers developers a sales channel for 5% commission which is an industry low point. In a further change of direction towards hardware **Google plans to start a direct sales channel via Amazon for its Chrome NoteBooks** based on Samsung and Acer units. **Google Chrome OS R12** updates the current beta with a Flash Player, track pad control, new chat functions and other operational improvements. **Google Talk** gains interoperability with AOL AIM chat function supporting buddy to buddy interactions. [www.google.com](http://www.google.com)

**Apple iMac Desktop** range gains upgraded Intel Sandy Bridge processors plus AMD Radeon Graphic Processor, and is claimed as an industry first to apply Intel Thunderbolt input/output offering massive speed transfer rates over traditional USB and FireWire capabilities. An **Apple update to iOS 4.3.3** changes the storage of location information by limiting the amount of data collected and held whilst operating and deleting the entire data store when devices are powered off.

[www.apple.com](http://www.apple.com)

**Amazon is offering service credits for customers affected** by the outages of service at the end of April and has posted a full description of what happened, which was triggered by a simple software upgrade procedure going wrong. Amazon Web Services (AWS) is offering **RedHat Enterprise Linux (RHEL)** on the Amazon Elastic Compute Cloud (EC2). AWS is **partnering with SAP** to support a huge range of SAP Business Software in a new shift to drive the 'on-demand' Software as a Service. [www.amazon.com](http://www.amazon.com)

### Open Source Update

**Berkeley Software Distribution (BSD) OpenBSD 4.9** updates the long serving Unix Operating System to improve networking capabilities and gains Mozilla, Lynx and Perl software. A second distribution **DragonFlyBSD 2.1** is a more heavy duty version with support for multiprocessor systems, hardware acceleration, data de-duplication, etc. [www.freebsd.org](http://www.freebsd.org)

**Oracle has placed a subpoena on the Apache Software Foundation (ASF)** as part of its court case with Google over the claimed use of Java in the Google Android operating system. **Project Hudson** has been proposed by Oracle to the Eclipse Foundation with Oracle donating the code and the trademark of Hudson and VMware supporting the proposal. Hudson is a Continuous Integration (CI) Server that monitors and supports repetitive tasks more efficiently.

[www.oracle.com](http://www.oracle.com)

**RedHat CloudForms** integrates private clouds and public clouds that are built on the common RedHat Linux and JBoss platforms. **OpenShift adds a Platform as a Service (PaaS)** that supports open source development using common languages such as Ruby, PHP, Python and Java. **Redhat Enterprise Linx RHEL 6.1** upgrade claims best performance ever in tests as well as improving storage management and virtualization features. [www.redhat.com](http://www.redhat.com)

**Android Open Accessories API** aims to encourage the development of new software and functionality for devices to work in partnership with the Android Operating System. [www.google.com](http://www.google.com)

**The Open Virtualization Alliance** aims to develop the use of the KVM Hypervisor and aligned technologies with the support of Redhat, SuSE, IBM, Intel, HP, and others as founding members. [www.openvirtualizationalliance.org](http://www.openvirtualizationalliance.org)

### Standards Watch

**Java Community Process** methods should be changed, say Oracle, with two new Java Specification Requests that propose Java Expert Group operations to be made more open and able to create changes more quickly. <http://jcp.org>

### More Noteworthy News

**Forrester State of ERP in 2011** report suggests that the market will grow from \$45bn in 2010 to \$50bn in 2015 but in the form of add-ons around new SAP and Oracle offerings rather than in core ERP elements. **Forrester mark Salesforce.com and Microsoft** as the two top PaaS players with Cordys, LongJum and Wavemaker as the strong challengers using a ranking spread over a number of factors including size/scale of customers. [www.forrester.com](http://www.forrester.com)

**Gartner report Enterprise Software Market in 2010** is up 8.5% at \$245bn from the drop in 2009 when it had declined by 2.5%. [www.gartner.com](http://www.gartner.com)

**IHS iSuppli Market for Mobile Applications** report predicts a \$8.3bn market by 2014 from a \$206mn starting point in 2008 and that Apple is expected to still be the dominant provider with six out of ten mobile apps in 2014. [www.isuppli.com](http://www.isuppli.com)

**Canalys smartphone market shares for Q1/11** show Android moving up to take 35% of all sales, Nokia falling to 24% (though China is a notable bright spot), Apple still growing to 19% and Blackberry still falling. [www.canalys.com](http://www.canalys.com) IDC report that **Smartphone sales have risen 79%** in the first quarter of 2011 compared to the same period last year. [www.idc.com](http://www.idc.com)

**VMware is acquiring Shavlik**, a SaaS management tools provider to the SME market, and will bundle their tools with the VMware GO platform. **VMware Horizon App Manager** provides a single-sign-on service for web-based services and monitors user access. **VMware has acquired Slide Rocket**, a provider of online presentation capabilities as an alternative to PowerPoint which is difficult to use as a web based presentation tool. [www.vmware.com](http://www.vmware.com)

**Autonomy is to acquire Iron Mountain's Digital Division** bringing a huge amount of archived data, various e-discovery and backup services to add to the Autonomy focus in making more from data. [www.autonomy.com](http://www.autonomy.com)

**Force10 Networks Open Cloud Networking platform** is to compete with Cisco and Juniper by providing a centralized networking platform to combine networking products from different vendors. [www.force10networks.com](http://www.force10networks.com)

**Juniper Networks Universal WAN** is claimed as a new approach to Wide Area Networks creating new requirements for routing services to interconnect web and cloud services, multi media, etc. [www.junipernetworks.com](http://www.junipernetworks.com)

**OpenText Web Experience Management** for online marketing combines multi-media into a single comprehensive platform for ease of operation. [www.opentext.com](http://www.opentext.com)

**QuarkXPress 9** content builder for small screen devices has been updated with the addition of EPub, Blio eReader and Apple iPad display capabilities. <http://www.quark.com/Products/QuarkXPress/>

**BMC Cloud Lifecycle Management v2 (CLM)** adds a service governor to allocate resources dynamically in real time and in a new move towards supporting other market products supports Citrix XenServer. BMC is to **acquire Cordiant** to add its Web Application Performance Management products to the BMC Business Services Management suite. [www.bmc.com](http://www.bmc.com)

**SugarSync AutoSync** offers backup services for Android devices automatically synchronizing files and selected items supporting both backups and allowing online material to be filed on a device for non-connected working such as on aircraft. [www.sugarsync.com](http://www.sugarsync.com)

**McAfee Cloud Security Platform** is claimed to provide both users and cloud operators with total protection across multiple cloud platforms through being able to apply sets of security and governance policies. The platform is both hardware and software, and was developed in conjunction with McAfee's parent company, Intel. [www.mcafee.com](http://www.mcafee.com)

**Nokia sack 4,000 staff** to save costs and transfer another 3,000 working on Symbian to Accenture leaving them free to concentrate on developing Windows 7 smartphones. **Nokia Ovi brand is to be closed** but all the services will remain available as the site is rebranded Nokia during the summer. [www.nokia.com](http://www.nokia.com)

**Dell Precision M4600 and M6600 Notebooks** add to high-end powerful units for power business users. **Dell PowerEdge Blade Server** range has been extended with a new high-end M915 and increased networking operations. [www.dell.com](http://www.dell.com)

**RIM BlackBerry Bold Smart phone** new 9900 and 9300 models will ship shortly and feature the new BlackBerry 7 operating system claimed to improve web services performance as well as **BlackBerry Balance, allowing user and enterprise content to be separated on the same phone**. Both phones offer enterprise managers more control over the handsets use than previous units via the **BlackBerry Enterprise Solution (BES) web service**, which also manages BlackBerry Enterprise Server and Server Express. The new **BlackBerry PlayBook tablet** will have a face-to-face video chat service over WiFi in direct competition with Apple iPad Facetime. BlackBerry have agreed to provide **Microsoft Bing as the de facto search engine** on all their products instead of Google. In the first month, **2,50,000 Playbooks have been sold** making a successful competitor in the Tablet market. [www.blackberry.com](http://www.blackberry.com)

**NetApp E 2600 has been reworked** to support the Open Source Hadoop data analysis platform used in large scale distributed computing systems. [www.netapp.com](http://www.netapp.com)

**EMC Greenplum HD Data Computing Appliance** will now also add support for the Open Source Hadoop data analysis platform as well as the other Greenplum database capabilities. **EMC Atmos 2.0 Cloud Storage Platform** gets a dramatic boost in performance as well as many new features including interoperability with AWS S3 storage cloud, support for Apple iOS and Windows via **EMC GeoDrive**. A partnership with Box adds **mobile content management** for Apple iPhone, iPad and Android based devices. **EMC Isilon 108NL** provides a new level of single file storage on Networked Attached Storage (NAS), of up to 15 Petabytes. [www.emc.com](http://www.emc.com)

**Riverbed Technology Cascade Network Analysis** gains constant packet flow monitoring and can store peak loads for latter deep packet analysis in an approach claimed to allow quicker identification of problems from a single tool. [www.riverbedtechnologies.com](http://www.riverbedtechnologies.com)

**Polycom Video Conferencing capabilities** gain three new models aimed at either smaller sites for large enterprises or for SMEs featuring 'open' standards, heavy video compression, and lower prices. [www.polycom.com](http://www.polycom.com)

**Seagate GoFlex Desk eternal drives** will add new models offering more than 1 Terabyte on a 3.5inch hard drive which is claimed as an industry first. [www.seagate.com](http://www.seagate.com)

**Brocade, in a major upgrade**, launch 16Gbit Fiber Channel fabric package running Brocade Fabric 7 operating system and including the new DCX 8510 Backbone, 6510 Switch, 1860 Fabric Adaptor, and Network Advisor 11.1 management software. [www.brocade.com](http://www.brocade.com)

**Opera Dragonfly Web development tool kit** is now fully released and includes new features such as the ability on HTML 5 to isolate elements that might affect performance as well as various artistic aids to improve visual effects. [www.opera.com](http://www.opera.com)

**Capgemini have acquired BI Consulting Group**, a specialist USA services provider of BI solutions based on Oracle, to add to its global Business Information Management (BIM) business. [www.capgemini.com](http://www.capgemini.com)

**Blue Coat Cloud Caching Engine** aims to optimize the WAN side of connecting to and gaining service from public cloud vendors such as AWS which it claims is a gap in the technology of Cloud solutions. [www.bluecoat.com](http://www.bluecoat.com)

**Wyse X90m7 next generation mobile thin client** packages as a low weight laptop with a Windows Embedded Standard 7 and much improved performance based on AMD Fusion technology. **Wyse Configuration Manager** adds a new simplified and automatic capability to configure remote clients and manage their ongoing specifications and upgrades. [www.wyse.com](http://www.wyse.com)

**Terradata Extreme Data Appliance** offers a modular approach to scale from terabytes up to 200 Petabytes of storage using a Linux-based SUSE management system to offer a claimed near doubling of performance and halving of floor space [www.terradata.com](http://www.terradata.com)

**Parallels Server for Mac 4.0 Mini Edition** brings low-cost virtualization to a Mac Mini to support the running of OS X, Windows and Linux in the low-cost Apple Desktop Machine. [www.parallels.com](http://www.parallels.com)

**Adobe Flash 10.3 upgrade** features new memory handling and the NPAPI ClearSiteData API for local storage, all of which is claimed to offer faster, better managed data and cookie operations. [www.adobe.com](http://www.adobe.com)

**Zoho, a provider of online office tools** covering CRM, docs, mail and recruitment, now supports the iPad to provide some key tools for widening the role of the iPad in the enterprise. [www.zoho.com](http://www.zoho.com)

**HTC Flyer Android Tablet** is the long-awaited first Tablet from the very successful smartphone manufacturer offered in WiFi and WiFi/3G versions. [www.htc.com](http://www.htc.com)

**Lenovo ThinkPad X1** brings a new top-end specification, both with the Intel Sandy Bridge processor and the thinnest ThinkPad as well as improvements to battery life, screen quality, etc. <http://www.lenovo.com/in/en/>

**Sophos Mobile Control** provides central management of iPhones, iPads and Android to the same standards in terms of control of usage of the web, downloading apps, etc. as desktop PCs. [www.sophos.com](http://www.sophos.com)

**Yahoo is acquiring 5to1**, an online advertisement placing business, as a further move in building its strategy to operate a premium market for online advertising. [www.yahoo.com](http://www.yahoo.com)

**Software AG** is acquiring Terracotta, an in-memory specialist, whose caching technology will be used to improve the performance of their PaaS offering. [www.softwareag.com](http://www.softwareag.com)

**Symantec is to acquire Clearwell systems** to develop their archiving and storage business capabilities. [www.symantec.com](http://www.symantec.com)



### About Capgemini and the Collaborative Business Experience™

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 40 countries, Capgemini reported 2010 global revenues of EUR 8.7 billion and employs over 112,000 people worldwide.

More information is available at [www.capgemini.com](http://www.capgemini.com)

**Andy Mulholland**

Global Chief Technology Officer, Capgemini  
Tel. +44 (0)207 434 2171  
[andy.mulholland@capgemini.com](mailto:andy.mulholland@capgemini.com)

