

Capgemini Business Operations Support Services



SWIFT AND AGILE
response to market demand for
CLOUD COMPUTING

Accelerating Sales Performance

Sustaining profitable growth in the backdrop of volatility, uncertainty, complexity and ambiguity is a prime challenge for globalized businesses. Leaders are actively leveraging IT to combat these forces; to enhance competitiveness of their organizations and achieve profitable growth. The approach requires CIOs to add value as business partners and provide actionable insights as thought leaders. They are expected to help businesses improve operational efficiency, facilitate change management and alleviate resource bandwidth, enabling leaders to focus on core competencies. Additionally, they must power process innovation, curtail spend and bring home measurable, bottom-line savings.

On the technology front, the enterprise Salesforce.com landscape is rapidly changing. Demanding customers, accessing businesses across multiple channels have transformed the concept of outreach and connect. Multiple stakeholders across business units and geographies continue to add to the complexity. They are demanding holistic solutions with integrated components that are open to continual innovation beyond initial deployment — all this at reduced costs and with a razor-sharp focus on business processes.

People matter, results count.



Traditional application management models focus on stability, fixed capacity and SLAs. This renders operational support structures inflexible and incapable for meeting accelerated response times and changes in business models. It also makes scaling operational skills and resources to business expansion a major challenge to meeting KPIs. The lack of flexibility and efficiency often leads to a cascading revenue loss due to ineffective field sales response, consequently curtailing sales productivity. Outdated processes and very often, lack of right skilled resources also affect customer satisfaction KPIs. Capgemini Business Operations Support Services (BOSS) is designed to overcome these challenges with a holistic, multi-pronged service that includes:

- Application monitoring and administration
- Incident management
- Release and change management
- Minor and major enhancement services

Capgemini Business Operations Support Services: Features and Engagement Model

BOSS provides sales and operational support that extends beyond application management to include the entire Salesforce platform ecosystem. It enables enterprises to improve operational efficiency and focus on their core competencies by scaling business operations to accommodate growth, change management and increased complexity without the resource overhead and expense commonly required.

Sector Expertise

Life Sciences

Consumer Products and Retail

Manufacturing

Financial Services

Public Sector

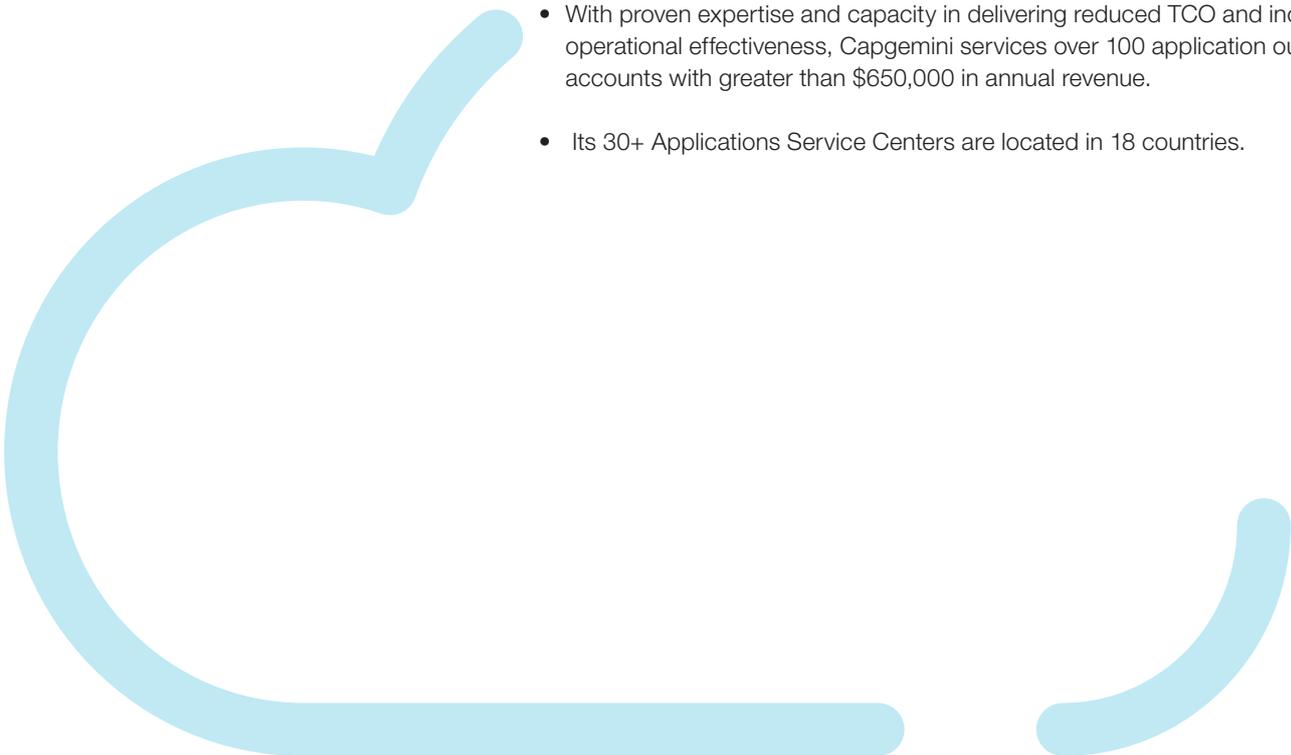
Business Operations		Business Operations		Business Operations	
<p>Sales Leads, Pipeline, Accounts</p>	<p>Marketing Website, Social, Campaigns</p>	<p>Application Monitoring</p>	<p>Application Administration</p>	<p>Business Analytic</p>	
<p>Service Multi-channel customer service</p>	<p>Platform Custom business processes</p>	<p>Incident/Problem Management</p>	<p>Release and Change Management</p>	<p>Business Process Re-engineering</p>	
		<p>Minor and Major Enhancements</p>			<p>SDFC – Center of Excellence</p>
				<p>GROM – Global Rollout and Organization Management</p>	

Broadly, these services cover flexible applications management plus business process support with built-in avenues for innovation. The methodology involves setting up of an Innovation Council that brings in the experts from Capgemini to work collaboratively with clients to introduce new industry trends, technology trends and best practices from the services industry. A Technology Office is incorporated to take an independent view of the 'as-is' portfolio to look at opportunities for rationalization and cost optimization.

BOSS is optimized for Cloud based delivery and shifts the focus from fixed SLAs to an ongoing change and continual improvement environment. It offers clients a comprehensive host of engagement models for flexi-staffing at a reduced cost and a catalogue based approach to service selection. This brings value, agility and innovation to the table, transforming the CIOs role to that of a Chief Service Officer to various lines of business within an organization, enabling dynamic scaling of business operations as per their need. The result is a near real time support for Sales thereby improving productivity, morale and revenue through alignment between sales management and on-field force.

Why Capgemini for Business Operations Support Services

- Capgemini's Salesforce practice is more than 600 specialists strong.
- Capgemini has successfully delivered over 600 enterprise business transformations in Life Sciences, Consumer Goods, Financial Services and other sectors.
- A market leader and a Cloud visionary to enterprises, helping 64% of Fortune 500 companies with their Cloud services requirements.
- With proven expertise and capacity in delivering reduced TCO and increased operational effectiveness, Capgemini services over 100 application outsourcing accounts with greater than \$650,000 in annual revenue.
- Its 30+ Applications Service Centers are located in 18 countries.



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About Capgemini

With more than 125,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at

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