



## Take on the Future of Enterprise Technology, Today

Current trends in Corporate IT have caused enterprises across industries to rethink their digital strategies. In 2013, the trajectory of IT is clear: organizations are entering the world of enterprise technology at an ever-quickening pace, and the trend is unlikely to abate.

The second generation of Silicon Valley innovators and the rise of disruptive technologies have together redefined both innovation in IT and the IT industry itself. The relentless pursuit of technological prowess in the consumer products market has produced increasingly shorter technology lifecycles, radical analytical processing power, and a near-limitless capacity for growth in data – all of which are relevant to the modern workplace. Employees now have access to such previously unimaginable tools both at the office and on the go. The worlds of consumer technology and enterprise technology have merged.

Though smaller and newer organizations can quickly adopt an array of innovative solutions for the workplace, large traditional firms have found it difficult to keep up with the startling pace of IT innovation while also meeting the demands of the business. The complex and vast hierarchies of traditional firms often fail to respond to the uncertain and ever-changing world of business and technology. Legacy IT systems may fulfill the demands of today, but what about in the future?

The next wave of IT can be found in Social, Mobile, Analytics, Cloud (SMAC) delivered as a holistic solution known as the SMAC stack. SMAC technologies are redefining enterprise IT and will remain the driving force of enterprise-level IT for decades to come. The combined technologies of the SMAC stack erase geographical barriers, cut costs, and enhance the operations of any given business. SMAC technologies are transforming companies today, while simultaneously preparing them for the business challenges of tomorrow. With Google Apps for Business, organizations can create a SMAC digital work environment of the future, now.



## Examining Enterprise Technology

Today, two significant trends in corporate IT are reshaping not only how technology companies develop and deliver their products and services, but also the role that technology plays in the operations of organizations across all industries.

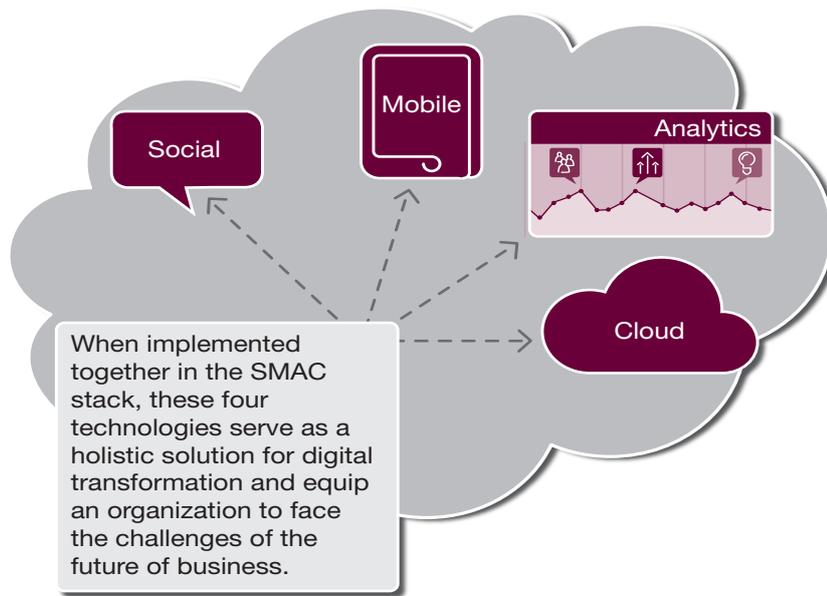
1. The consumerization of IT in the workplace has evolved beyond informal “Bring Your Own Device” policies, with employees now asking their employers to accommodate their preferences for the latest technologies. Consumer technology products are so ubiquitous and advanced in people’s personal lives that employees now expect the same innovative quality and ease of use with enterprise technology at work. Without integrated devices and social technologies, it will be difficult for businesses to encourage organization-wide collaboration and efficiency should legacy tools be retained.
2. Disruption and innovation as caused by the adoption of digital technologies have propelled some companies to meteoric success while contributing to the demise of others. Even companies once viewed as innovative have often failed to respond to disruption in the market, hanging on to legacy business models and outdated systems. The cycles of innovation are occurring faster and faster. The ability of a company to keep up with these changes will determine how business contends with the challenges of tomorrow. Digital transformation through SMAC gives businesses a an advantage over the competition in winning the battle for the future.



## How SMAC Works

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Figure 1: The SMAC stack.



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SMAC technologies are the new change agents in enterprise IT. When implemented, these technologies serve as a synergetic solution for digitally transforming an organization to be better equipped for the future of business.

**Social** technologies allow for the rapid sharing and creation of knowledge over social networks, which enhances collaboration and information distribution across a business. People are the most valuable asset of any organization, and social technologies help unlock the knowledge contained in those individuals, and facilitate the dissemination of that knowledge to drive business results.

**Mobile** technologies are continuing to evolve, reshaping the technology landscape. The growth in smart devices is bringing about an era of ubiquitous connectivity. Users are now able to access information anywhere at anytime with ease. Mobility serves as the cost of entry in the consumer market, and those businesses seeking to optimize their organizations are already on board with mobile technologies.

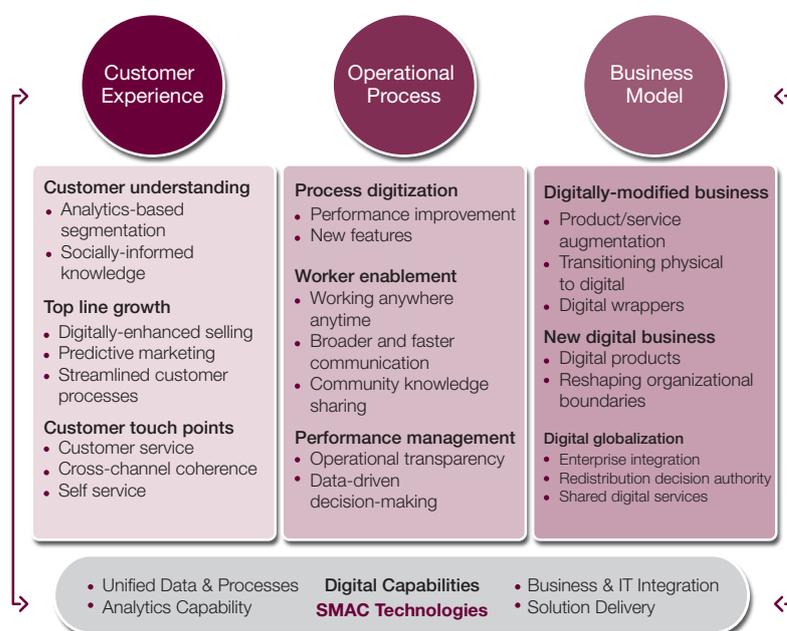
**Analytics** enhance supply chains, facilitate closed-loop marketing, and optimize existing customer relationship management processes. The immersive data processing power of Big Data analytics allows companies to deconstruct new forms of data in the cloud, which generates unprecedented insight scalable to enable smart boardroom decision making in real time.

**Cloud** technology is the linchpin of the SMAC stack – and it is quickly becoming the new foundation of the IT ecosystem. Cloud computing lends businesses a newfound agility, breaking down the barriers of geography and cutting the costs associated with physical server maintenance. With limitless scalability, the cloud powers the transformative combination of social, mobile, and analytic technologies.

## Capgemini Consulting, Your Trusted Partner

Together with the MIT Center for Digital Business, Capgemini Consulting’s pioneering research into Digital Transformation has led to the creation of a robust portfolio of consulting services and solutions. Today, in partnership with Google, Capgemini Consulting is leading multinational corporations into the new era of SMAC-powered enterprise IT with Google Apps for Business. Through Capgemini’s pioneering approach to Digital Transformation, businesses can realize the full potential of their organizations through SMAC technologies. SMAC technologies serve as a digital capability (see figure below), and allow organizations to scale technologies according to their particular needs.

**Figure 2: Building blocks of Digital Transformation.**



Our adoption-centered approach to Digital Transformation prioritizes the end-user experience, setting the right strategy for your organization to deploy a tailored SMAC solution. Capgemini Consulting places people at the center of our IT strategy and systems integration. With Capgemini Consulting and Google, your organization can take on the future of enterprise technology, today.

## Innovating in the Face of Disruption

The increasing frequency of disruption seen across industries presents several challenges to large businesses. Though these disruptions bring to bear distinct stressors, they also offer a platform for potential growth and innovation. Capgemini Consulting is helping businesses thrive in an unpredictable and chaotic world by delivering a Digital Transformation solution powered by the Google Apps SMAC stack. The flexibility, cost effectiveness, and transformative nature of Capgemini Consulting’s SMAC offering not only ensures success in the short-term, but also continued growth and prosperity over the long-term.

The world of enterprise IT has fundamentally changed—businesses have to adapt or die. Capgemini Consulting can help you build an agile platform for the future with SMAC technologies and make the most of a digitally transformed world.

## Success Story

### Global biotech giant realizes the full spectrum of SMAC technology benefits

Capgemini Consulting successfully deploys Google Apps for Business, migrating 70,000 users across 140 countries to the cloud.

#### The situation

The client, a global Fortune 500 biotech firm with pharmaceutical and diagnostics divisions, struggled with cultural alignment issues that stemmed from enterprise software discrepancies associated with the recent acquisition of a North American affiliate. The resulting interoperability issues and the complexity of the client's group security and data management policies necessitated a flexible solution for a switch to a unified email and calendar platform.

#### The solution

Following rigorous analysis, Capgemini Consulting developed and implemented a comprehensive rollout strategy for the client to adopt Google Apps as the organization's single common platform for email, calendar, and document creation and storage. Capgemini worked closely with end-users, the IT department, and key executives to manage organizational change. Capgemini's Adoption Centered Experience methodology and approach enabled the client to maximize user uptake while minimizing disruption to the business.

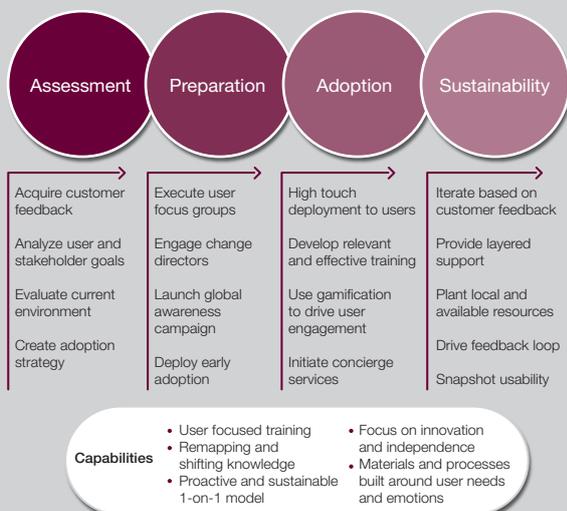
Google Apps offers the combined powers of SMAC technologies in a customized solution, and has bolstered the client's goal of transforming employee behavior and advancing an organization-wide culture of collaboration and innovation.

#### The result

The client became the first amongst its industry peers to relocate enterprise data to the cloud, allowing its employees to work together, with greater efficiency, from any place in the world. The client expects to see benefits in the form of a lowered total cost of technology ownership, and derive long-term cost savings from a reduction in both licensing fees and operating expenses. SMAC delivers agility and scalability that are unmatched by the capabilities of traditional IT offerings. The client has established a platform for future growth and success and harnessed the full power of IT consumerization.

To date, collaboration between the parent company and the recently acquired North American affiliate showed statistically significant improvement. Employees reported higher levels of workplace satisfaction and operating efficiency. The client plans to build upon the existing SMAC capabilities to implement innovative tools to further collaboration and innovation in the organization's research and product development.

Figure 3: Adoption Centered Experience methodology.





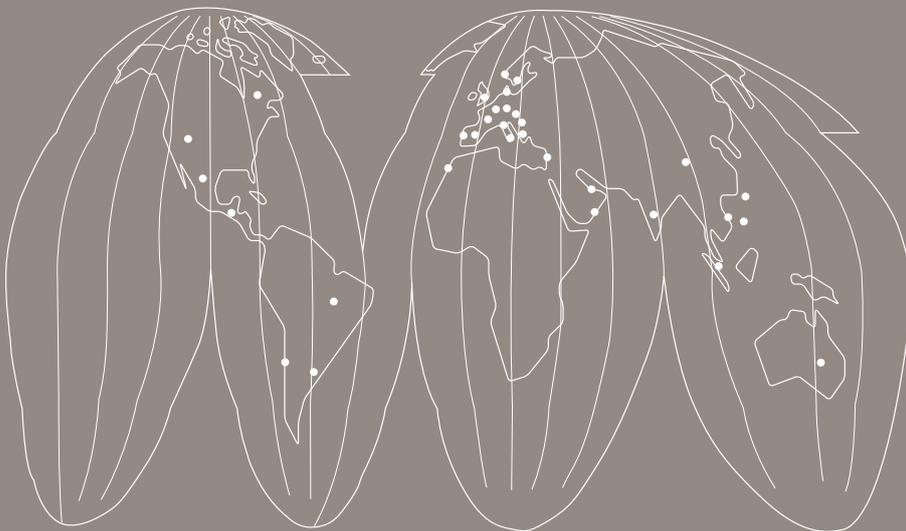


## About Capgemini

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With 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.

Capgemini Consulting is the global strategy and transformation consulting organization of the Capgemini Group, specializing in advising and supporting enterprises in significant transformation, from innovative strategy to execution and with an unstinting focus on results. With the new digital economy creating significant disruptions and opportunities, our global team of over 3,600 talented individuals work with leading companies and governments to master Digital Transformation, drawing on our understanding of the digital economy and our leadership in business transformation and organizational change.



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Capgemini Consulting

Cloud Innovation Practice Leader

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