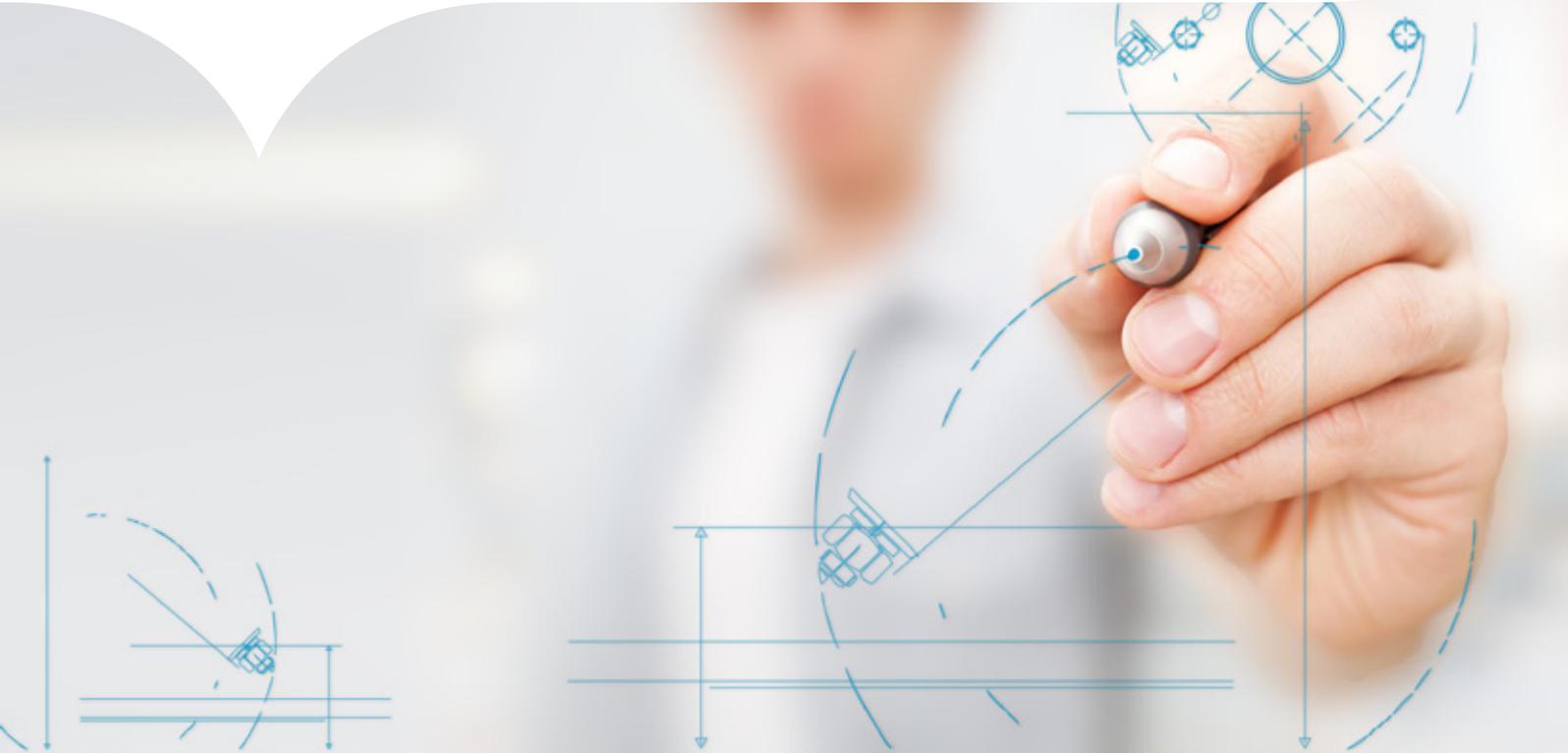


Dynamic Services to Thrive in a Dynamic World

The gap between legacy IT and business-focused IT is growing. Bridge it.



Introduction

Most enterprises on are a quest to turn “IT as usual” into “IT as a Service.” They want to tame the complexities of service orchestration so that IT can become—and be seen as—a responsive service provider and a true partner to the business. The particulars vary from one company to the next but the underlying motivation is the same: An urgent need to align IT capabilities with business strategies and deliver on a new breed of end-user requirements.

To put it simply, the pace of change has never been greater, and change has never placed so much pressure on IT to adapt. All of the latest technological meta-trends—cloud, mobile, BYOD, social media, big data and analytics—are disruptive to traditional IT, and roles and responsibilities are also changing. The CIO serves not only as a technical strategist but also as a change agent and business strategist—in some cases even borrowing from the playbooks of venture capitalists and analyzing IT investment portfolios from a time-to-reward perspective. The CMO is becoming a key stakeholder in both business and technology decisions. And the CEO and CFO are becoming acutely interested in technology strategies and investments.

People matter, results count.

Clearly, this new era can be seen as a threat to the role of IT—even the survival of IT as we know it—because it challenges traditional models of how IT infrastructure is deployed, how services are accessed, who controls governance, and so on. In many cases it has become more difficult for IT to maintain control and add value.

But there's another way to see this new era. It can be the catalyst for redefining IT as a dynamic service provider and an integral part of winning business strategies. While today's disruptive forces may be beyond the control of IT, they actually offer an opportunity for the IT organization to regain and reassert control, to increase both efficiency and agility in delivering on business priorities, and to create new sources of business value.

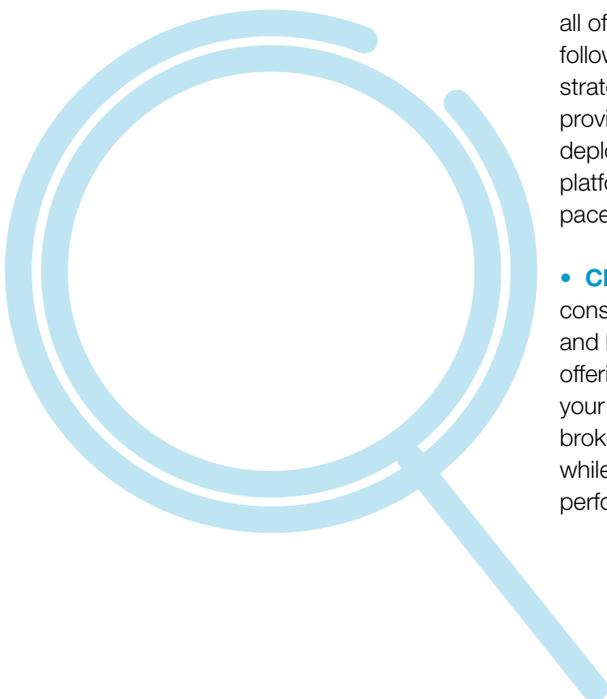
Capgemini is uniquely qualified to help you exploit the opportunities of this new era. By offering enterprise-class solutions that bring predictability, agility, and control to the delivery of dynamic services, Capgemini helps you reap the rewards of service integration and bridge the gap between legacy IT and a new world of possibilities—so you can thrive in a dynamic world.

Capgemini's Approach: Build Dynamic Services on a Solid Foundation

Some vendors offer a compelling vision of dynamic services and very little to help you achieve it. Others provide frameworks that address only one or two milestones on your roadmap to dynamic services. Still others deliver services that help you plan, analyze, and assess—but leave it to you to implement, deploy, and manage.

Capgemini is the one partner that can deliver real solutions, real technologies, and real services that holistically support your transformation from legacy IT to dynamic service delivery every step of the way—from infrastructure transformation to service integration and cloud services, through service aggregation and orchestration—all through standard, repeatable, industrialized, cost effective platforms and customized services. Our core offerings include:

- **Service Integration:** Capgemini can provide a comprehensive blueprint covering all of the policies, processes, procedures, and work instructions that need to be followed for service integration, along with the tools required to implement your strategy—all customized to your specific needs and requirements. Capgemini also provides the full spectrum of services needed to assess, plan, design, prepare and deploy the blueprint and tools. And we can host and run the service integration platform on a day-to-day basis and transfer operational control to you at your own pace; or deploy the solution on your infrastructure and run the services as needed.
- **Cloud Services Brokering:** Capgemini can simplify your cloud service consumption by consolidating multiple third-party services into one managed offering, and buffer you from the technical complexities of interacting with multi-sourced cloud offerings. We provide the integration skills, tools, and managed services to make your cloud services work seamlessly. Capgemini can serve as the cloud service broker, providing an intermediate layer between multiple cloud vendors and users while offering a wide range of services such as selection, aggregation, integration, performance management, security, and more.



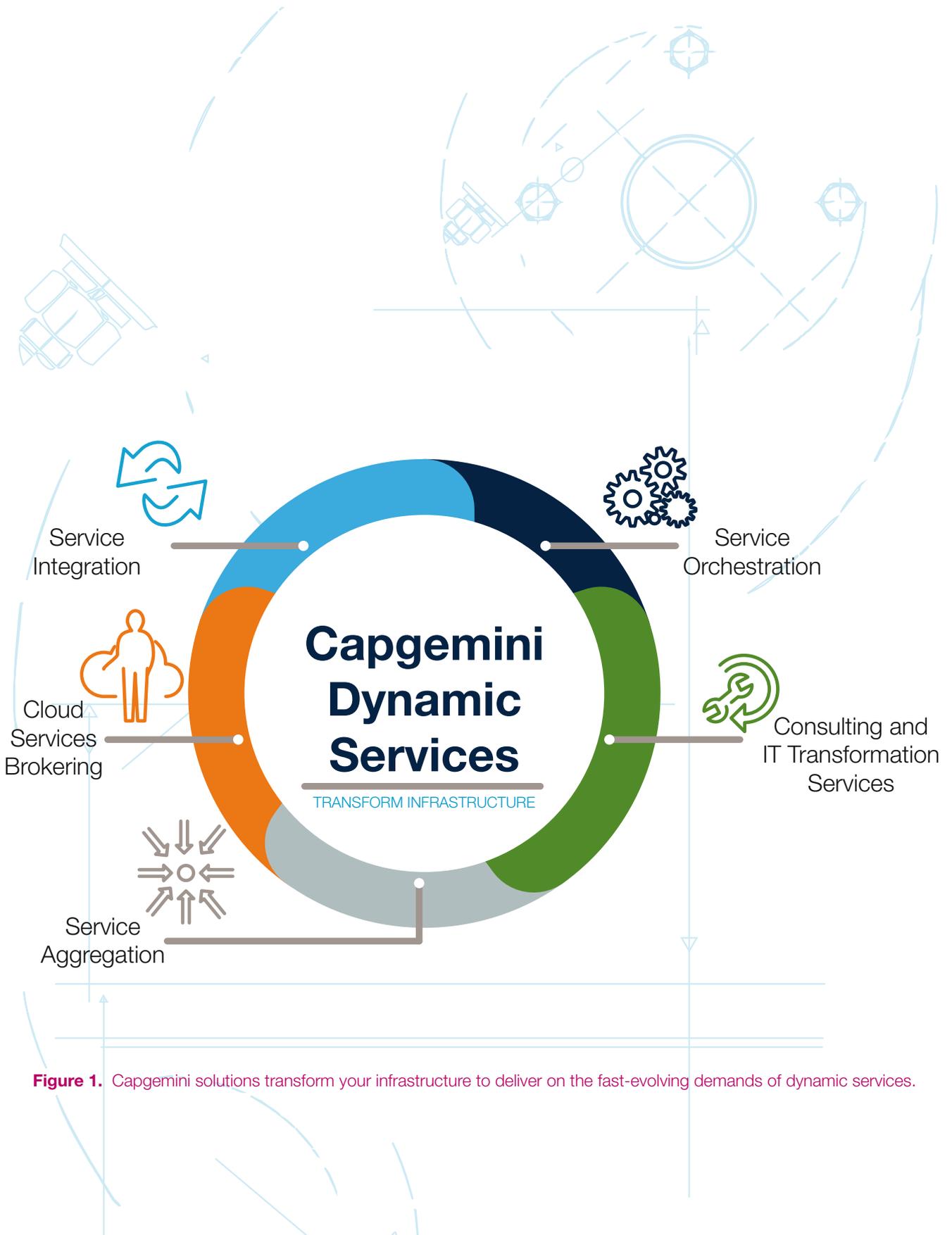
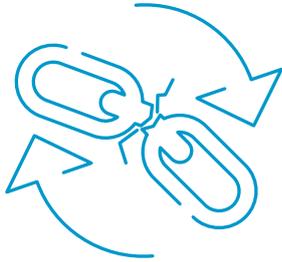


Figure 1. Capgemini solutions transform your infrastructure to deliver on the fast-evolving demands of dynamic services.



Capgemini has strong relationships and experience working with a growing ecosystem of cloud providers, such as Terremark, Savvis, Amazon Web Services, and Azure, enabling us to integrate and manage multi-sourced offerings and relationships. Capgemini's offering also includes the bundling of services and connections to other clouds; and it provides additional value by aggregating, customizing, and enhancing information. In addition, Capgemini works closely with leading technology partners, such as VMware, EMC, BMC, Gravitant, and others whose products and services add value to our own.

We can also unify legacy services and new multi-sourced cloud-based offerings into a common cloud management platform, and can provision pre-configured applications used repeatedly as part of our service integration solution. The cloud management platform supports multi-tenant operation and simplifies the creation of an easy-to-use, portal-based, customized service catalog. Its policy engine governs the “what, where, and how” of service provisioning, and a provisioning engine triggers the provisioning of services via standard APIs. In addition, a billing engine consolidates all the metering information related to specific customer accounts, and provides automated billing capability for effective chargeback. Performance management, incident management, and general user support is provided as a consolidated service.

- **Service Aggregation:** Service aggregation refers to the unification of complex blends of IT services, service providers, and technology suppliers into standardized, value-added solutions. Capgemini delivers this by integrating and managing all of the suppliers of separately contracted IT services so that they can work together consistently as one team—including independent software vendors (ISVs) with top-tier, industry-leading solutions, applications, and SaaS offerings.
- **Service Orchestration:** Service orchestration is the ultimate destination of many IT transformation efforts because it enables the push-button, instant service delivery desired by consumers or service end users. Capgemini's Service Orchestration Engine takes service integration and aggregation to the next level, using orchestration modules to automate the configuration and delivery of services via the service desk. It also provides the foundation for the creation and management of an enterprise app store or service store, analogous to consumer-focused app stores.
- **Consulting and IT Transformation Services:** Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services, and specializes in helping clients assess, plan, and execute a broad range of IT transformation strategies. Capgemini's approach to transformation is more complete, holistic, and grounded in reality than competitive approaches, and the result is that it is far more effective at eradicating the latencies that so often prevent transformation initiatives from reaching their full potential.

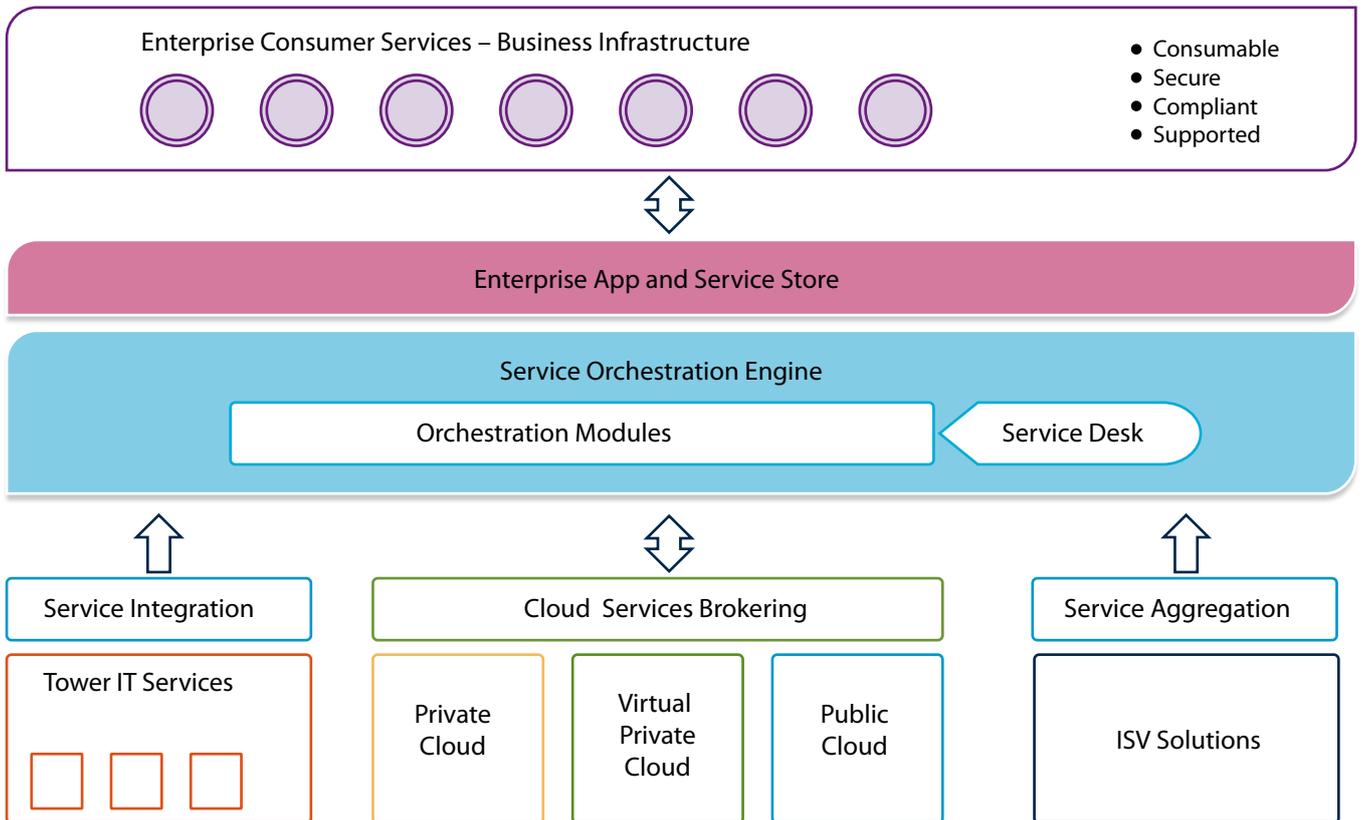
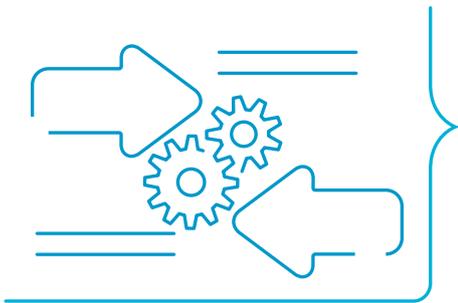


Figure 2. Transformative capabilities on the road to service orchestration, enterprise app stores, and enterprise-grade consumer services.

Advantages of Capgemini's Approach

Together, the services and solutions offered by Capgemini create a solid foundation for achieving a wide range of dynamic service capabilities—from orchestrating service components and building enterprise apps stores to creating push-button, on-demand delivery capabilities for enterprise consumer services and business infrastructure. Above and beyond those capabilities, Capgemini's approach stands apart from competitive offerings because:

It's real. Capgemini provides a comprehensive blueprint—a tangible, physical document—covering all of the policies, processes, procedures, and work instructions that need to be followed to deliver service integration and cloud services brokering, along with the tools required for implementation, all customized to your specific needs and requirements.

Capgemini also provides the full spectrum of services needed to assess, plan, design, prepare and deploy the blueprint and tools. The result is a structured, repeatable, cost-efficient paradigm to help your organization rapidly respond to the fast-changing requirements of your constituents and meet all internal policies as well as regulatory requirements.

It integrates technologies and suppliers. There is a big difference between having the best technologies and suppliers and having the best services. Dynamic services require bringing together all of the technical resources for service delivery, such as applications and compute infrastructure, as well as integration and management of all of the suppliers of separately contracted IT services so that they can work together consistently as one team.

Capgemini is expert at managing the complex interactions among multiple suppliers, including ISVs, integrators, and other service providers. We can shield you from the intricacies of multi-sourced service management so that your dynamic services initiatives can proceed on schedule.

It unifies service management under a single pane of glass. Dynamic services are of limited value if they require multiple monitoring and management platforms, especially if those platforms can't communicate or share information. Capgemini brings together multiple disparate IT services under a single management platform, increasing management efficiency and opening the door to service automation and orchestration.



It's enterprise-grade. Capgemini enables you to deliver dynamic services that actually increase the reliability, performance, security, and user experience of traditional IT services. Our solutions allow you to replace “enterprise-light” deployment options with true enterprise-class tools and infrastructure; they also establish and adhere to stringent SLA benchmarks such as performance, uptime, and scalability.

It's flexible. Capgemini offers a choice of hosting options for its platform offerings. Capgemini can host and run the solution on a day-to-day basis and transfer operational control to you at your own pace; Capgemini can also deploy the solution on your infrastructure and run the services as needed; or you may elect a combination of the two options to meet your specific requirements.

It provides the level of control you want. “Control” over dynamic services belongs on a sliding scale. There are many cases where the IT department may want to cede control of a new service, at least temporarily, to a third-party service provider. In some cases the enterprise may want to outsource a group of services—or even all IT services—to a trusted supplier. With Capgemini’s approach clients can turn over the keys to whichever services they wish, for as long as they wish, and resume control at their own pace, according to their own business priorities. And they can do so without sacrificing the flexibility to change, upgrade, and evolve as new technologies and deployment options become available.

It cuts costs and risks while improving service quality. Costs come down as technologies and suppliers are more effectively aggregated, integrated, and managed; risk declines because processes are repeatable and reliable and because shadow IT projects can return to the control and oversight of the IT department; and service levels improve because they are benchmarked and monitored more consistently and effectively.

It motivates lines of business to repatriate shadow IT projects. Capgemini’s approach provides a compelling reason for individual business units, lines of business, or merged/acquired entities to stop circumventing IT for needed services. With the ability to serve as a true service broker—the provider of ready access to high-quality, cost-efficient services—the IT department suddenly becomes a strategic ally rather than the Ministry of No.



Contact your local Capgemini account representative today and get the details about Capgemini’s transformation service offerings, or visit www.capgemini.com for additional information about our service integration and cloud management platform offerings. Get beyond inertia, and realize the possibilities.





About Capgemini

With more than 130,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 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

www.capgemini.com

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