

# Capgemini BPO: Driving the Publishing industry's digital strategy

**Transform your business processes to stay at the forefront of today's consumer-driven marketplace**



**People matter, results count.**

The Publishing industry is feeling the impact of the times. Books, magazines and newspapers are all dealing with massive changes in the way content is published, marketed and distributed. For non-advertising revenue-generated companies, the rise of digital distribution has given audiences access to a wide variety of in-depth articles across an extensive range of online resources. Therefore, readers have less incentive to subscribe to or purchase individual issues of publications. Additionally, the availability of direct links to manufacturer information via online resources alleviates the need to buy content to read product or service information. While special-interest publishers are still able to charge for access to content, many non-ad rev-gen publishers continue to struggle with aligning their business processes to effectively support their shift to the digital age.

Capgemini's solutions are proven to effectively transform business processes to help you:

- Easily integrate and manage new revenue streams
- Optimize working capital
- Effectively manage royalty administration
- Enhance advertising revenue
- Maintain content

We have transformed the business operations of leading Publishing companies by providing platform-based solutions to improve, standardize and automate key finance and accounting processes including:

- Record to Analyze (R2A)
- Order to Cash (O2C)
- Procure to Pay (P2P)

## Easily integrate and manage new revenue streams while optimizing working capital

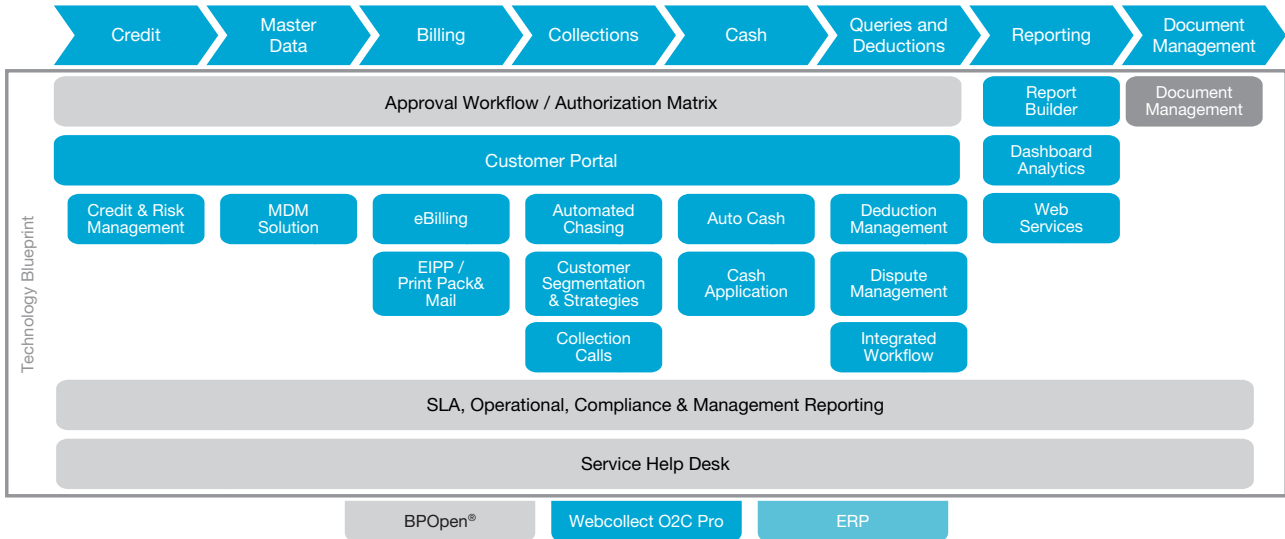
New distribution channels, mergers & acquisitions, and changing consumption patterns across the Publishing industry can complicate credit and collections management within existing revenue streams while pressuring margins are making it more challenging to quickly respond to new revenue-generating opportunities. At the same time, multiple systems and inconsistent business processes across regions and units hinder efforts to drive improvements in finance and accounting operations. We focus on building customer and agency relationships. Our ability to gain a competitive advantage by offering platform-based BPO delivers analytics, workflow, root cause analysis, expansive reporting and measurement to continuously improve processes and Days Sales Outstanding (DSO).

We are equipped with the expertise to locate points of revenue leakage and identify where deductions can be disallowed and collected. We can also apply analytics to identify and address the root causes of these problems. These insights help maximize sales while minimizing revenue leakage, bad debts and write-offs. Our Webcollect O2C Pro platform for collections efficiently manages data from various sources for in-depth analysis of deduction habits to address issues within the supply chain and support dispute resolutions.

## Effectively manage royalty administration

We typically utilize the front-office/back-office approach to providing Accounts Payable (AP) services. Through the centralization of in-scope transaction processing, our clients are provided with tools that help to standardize processes

### Automate to drive greater accuracy and efficiencies in the Order to Cash process



and also provide valuable insights into the availability of robust technology, measurable productivity gains, service scalability and cost controls. We help with enabling and enhancing Accounts Payable best practices including acquiring required purchase orders, electronic fund transfer (EFT)/ACH utilization, process automation, invoice scanning, payment discount terms optimization, increasing vendor EDI, process and policy standardization, and many others, such as:

- AP strategy and policy
- Policy compliance
- Invoice audit and processing
- Electronic invoice processing
- VAT and period-end statutory compliance
- Uploads and daily job processing
- Audit requests, metrics and reporting

## Secure transformation at your pace

Our innovative transformation methodology, the **Global Enterprise Model (GEM)** comprises seven levers that can be applied collectively or individually as part of an industrialized approach that expedites the process while allowing enough flexibility to tailor the model to your individual needs.



**Lever 1: Grade Mix** defines the most appropriate structure of your Shared Service Center or BPO delivery team for different types of business processes.



**Lever 2: Location Mix** defines the correct locations for servicing various business processes based on your specific requirements such as local languages.



**Lever 3: Competency Model** defines capabilities and proficiency levels required to provide best-in-class services for specific business processes.



**Lever 4: Global Process Model®** is a repository of best practices based on two decades of experience delivering world-class processes for more than 100 clients.



**Lever 5: Technology** encompasses a comprehensive technological blueprint corresponding to key end-to-end back-office processes.



**Lever 6: Pricing** is key to driving the right behavior, so we offer an array of pricing models to help achieve business outcomes that are aligned with your overall strategy.



**Lever 7: Governance** defines a proven framework to ensure the right level of interaction and decision-making processes are implemented for the different levels of your business.

## A reliable transformation partner for accelerating business outcomes

We work with 4 of the top 5 global media and entertainment companies. Our extensive experience in delivering best practice business process services along with our deep knowledge of the Publishing industry creates a powerful combination for supporting your traditional and digital content strategy.

Some of the business outcomes we've delivered for our Publishing clients include:

- 66% reduction in operational costs for a multinational financial data firm
- 40% improved efficiencies for a global Publishing company
- Centralized team of 500 extensively qualified and certified engineers servicing 25+ technical publications
- Reduced publishing cycle time from 21 to 3 days for a manufacturer's technical publications
- Consistent high quality and on schedule:
  - 40% cost savings
  - 20% time savings

## Business transformation backed by the power of the Capgemini Group

Our transformation capabilities extend beyond business processes to enable competitive growth within the digital landscape. Our consulting organization helps clients define and deliver winning digital strategies through a collaborative, relationship-based approach while our application services teams provide the necessary infrastructure to enable the transformation. Combined, these capabilities transform businesses to best practice, leveraging a multilevel knowledgebase model and global experience. We are the change agents within the Publishing industry, enabling new possibilities within your enterprise through transformation and continuous improvement.

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## About Capgemini

With more than 130,000 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.

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