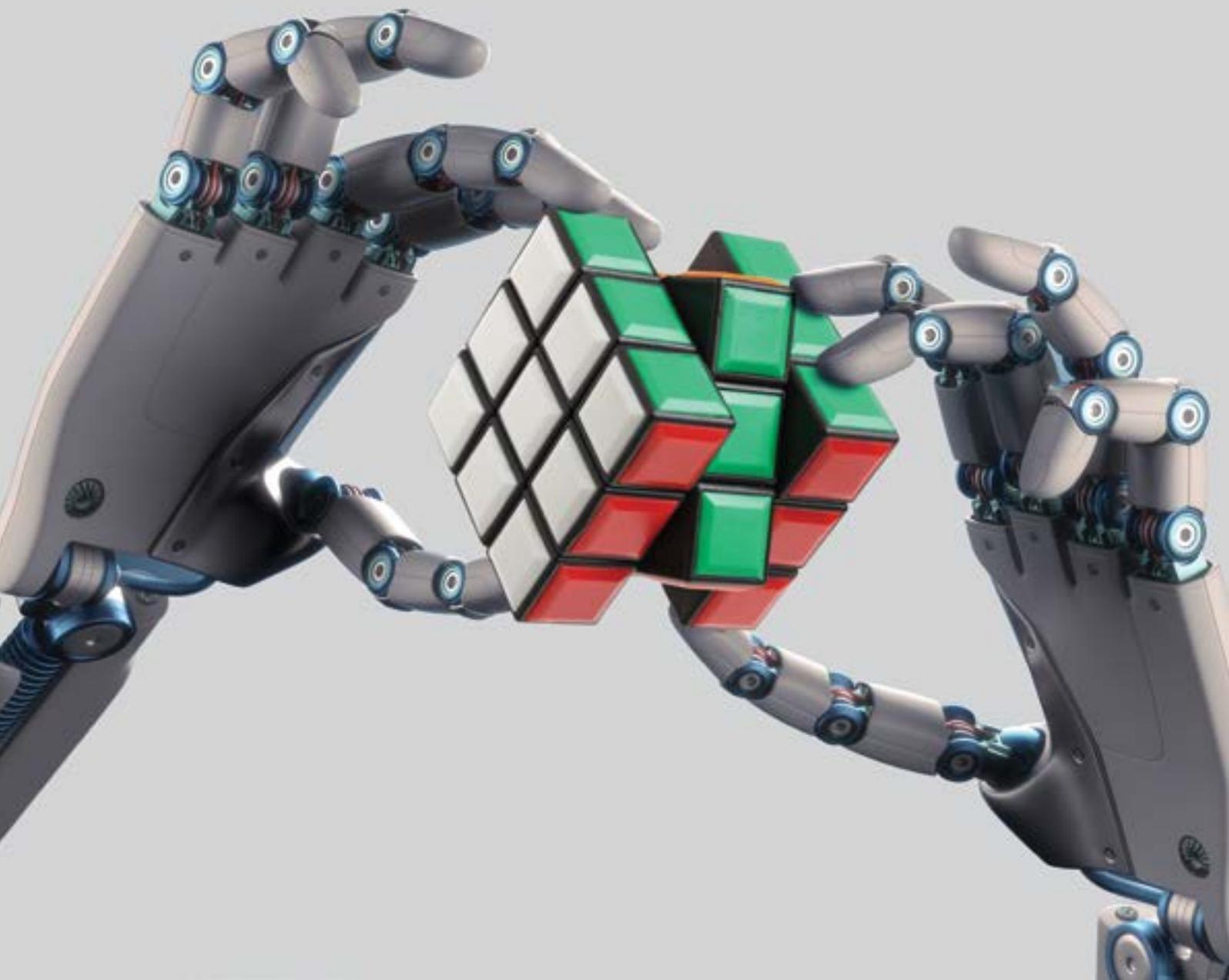


# Design Office

A systematic approach to innovation  
and transformation for your Application Services

**All your next big (and small) ideas are right here**



# Disruption, innovation, and destruction are all around us, but nobody has a real plan for the future

Disruption and innovation are constant. This is especially true within Application Services. It's here that new ideas and technologies are making and breaking today's businesses and reshaping entire industries. Companies such as Uber, Amazon, and Airbnb are great examples of once-small players leveraging emerging technologies to completely rewrite the rules of the game.

For those who refuse or are slow to change, innovation can be a destructive force. According to a 2018 Innosight report on company longevity, about half of all S&P 500 companies will be replaced within the next decade. This is a rate of disruption that organizations and applications ecosystem managers need to actively prepare for. To survive, even the largest of enterprises must design an application landscape that promotes innovation and creativity.

Most companies have ad-hoc Application Services structures where experts actively monitor technologies, strategies, and emerging business models. These structures often place too much of an emphasis on the long term and not the immediate, more relevant future.

They also typically lack discipline and proximity to the operational realities of the company, so this approach can lead to isolated initiatives, a lack of coherence and continuity within application landscapes, and the neglect of certain topics.

## **“Doing innovation” – Seeding and weaving the future into your operations**

So, how do you create the right conditions for innovation that reflect your needs on the ground – the ability to shift from legacy technologies and foster short-term and sustainable future innovation? While meeting the current basic requirements of application management is important, seeding and weaving innovation into your organization's DNA is essential to build a future-proof business – but how do you “do” innovation? We created Design Office as an answer to this question.

“Innovation is about deploying creative and unique methods to drive new productivity, or top-line growth, into the company. In reality, some processes have that potential to foster innovation, while others, frankly, only offer a means to an end.”<sup>1</sup>

### **HfS Research**

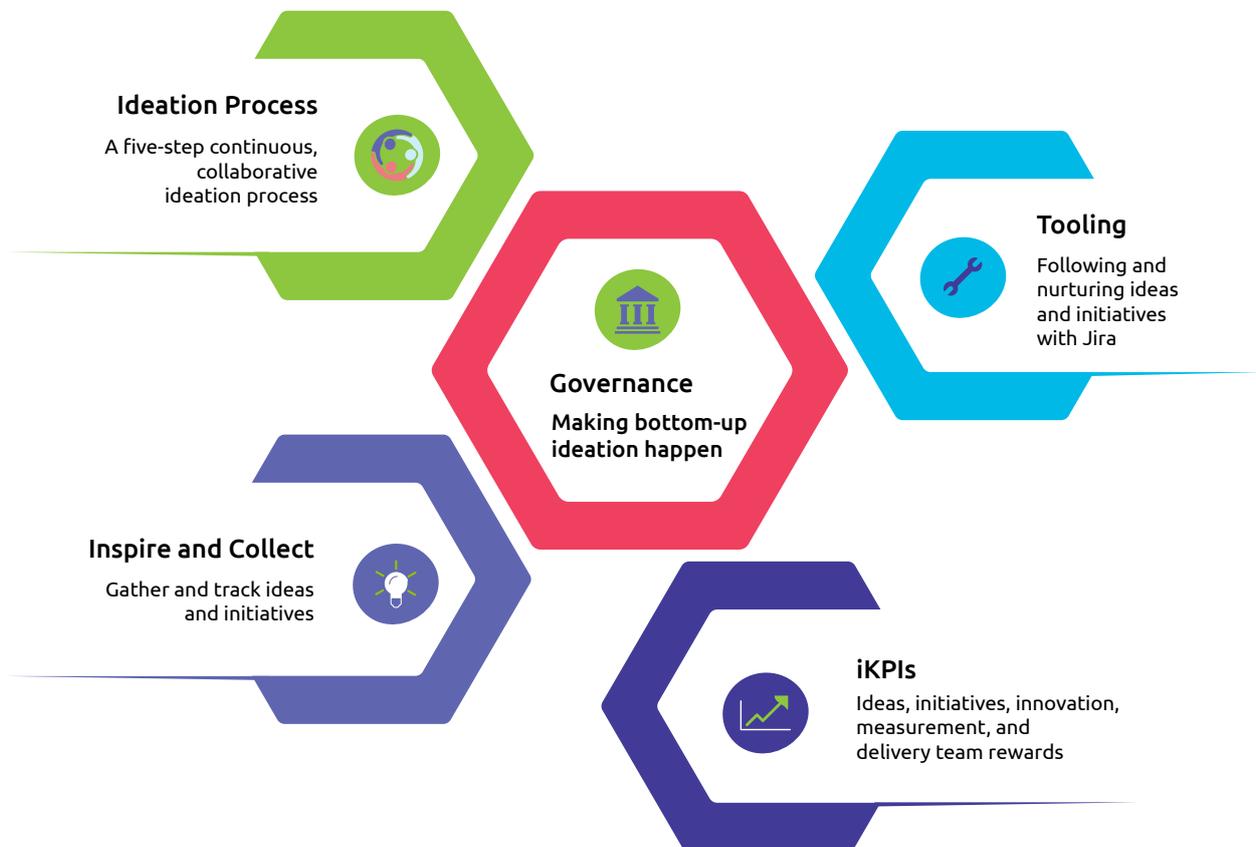
<sup>1</sup> HfS Research, “Desperately Seeking Innovation in Business Process Outsourcing: Enterprises Speak Out.”

# Introducing Design Office: Creating the right conditions for complete, bottom-up and top-down innovation within Application Services

Design Office, part of Capgemini's ADMnext portfolio of services, is an incubator of innovation and transformation, which is embedded directly into your Application Services and wider business. It's a comprehensive offering that includes custom-built tooling, processes, and KPIs. At its core, Design Office is a platform for Application Services ideation and collaboration that enables you to sustain and grow through a culture of innovation and value.

Ultimately, Design Office's goal is to stimulate and inspire ideas throughout your Application Services from the bottom up within project teams, or from the top down through our innovation network, leveraging ready-to-use ideas from the wider Capgemini ecosystem. We then help you nurture those ideas with the highest potential value to grow and transform them into minimum viable products or their own outright projects.

## Popping-up innovation: How does Design Office make Application Services ideation happen?



**Design Office: An incubator of Application Services innovation and transformation with Inspire and Collect idea triggering and gathering, a continuous Ideation Process, idea-tracing Tooling, and iKPI benchmarking**

## Be the disruptor: Be the change you want to be

A good innovation partner helps you respond to disruption; a better one helps you become the disruptor. We not only cushion your business against potential market disruptions, but we empower you to drive disruption in your markets – becoming the change that sets you apart as a leader. Design Office is embedded into your Application Services and wider business with our project-level delivery team, which is ready to bring rapid and tangible benefits, such as:



Quicker turn-around time from idea to implementation by equipping teams with the needed tools and frameworks for ideation and innovation



Continuous and uninterrupted innovation over the lifetime of every engagement



Exploration of new and emerging technologies via our network of AIEs and COEs



Exponential rather than linear improvements

## How we do it: Discipline, rituals, and systemization – laying the track for innovation

Discipline, routine, systematization – are we still talking about innovation and ideas? Absolutely. For the most part, we're conditioned to think of creativity as something enigmatic and individual – an inventor who had a vision come to them in a dream or on a mountain top. While any one person can have a good idea, great ones rarely materialize on demand.

That's why at Design Office, we lay the track first with routine, and dedicated and reserved moments to begin fostering the ideation process.

From a purely operational perspective, it's about discipline, routine, and systematization – this is the foundation of ideation. To promote not only the ideas themselves, but also the way in which these ideas are expressed, shared, evaluated, and developed, Design Office uses several tools, methods, and best practices that combine rigor and creativity to tap into the collective consciousness of the team.

"What interests me is the number of people who believe that they have the ability to drive the train and who think that this is the power position – that driving the train is the way to shape their companies' futures ...

The truth is, it's not. Driving the train doesn't set its course. The real job is laying the track."<sup>2</sup>

Ed Catmull, Creativity, Inc.

<sup>2</sup>Ed Catmull, *Creativity, Inc.*: "Overcoming the Unseen Forces That Stand in the way of true innovation."

# The power of simplicity: Starting from the bottom up

Beginning from the bottom up at the project level, Design Office brings together those who know the application best, and who grasp its constraints and uses and are therefore that much more capable of understanding the very changes they will be expected to implement.

This includes a core team consisting of the engagement manager, solution architects, and project team members.

## A tested, value-based, collaborative Application Services ideation structure



Our approach here is based on the power of simplicity in order to gather early feedback. Team members put forth crisp, concise ideas, which are then expanded upon while addressing pain points, and adding value to the project and customers, along with evaluating the skills needed and possible constraints.

The goal is to set up a framework within each project that provides the structure needed to filter the risk that is inherent in any innovation process while also promoting new ideas. In other words to employ an innovative approach to applied innovation.

# Closing the ideation loop: ADMnext and top-down innovation with Capgemini's AIEs and CoEs

Design Office is part of ADMnext. Capgemini's ADMnext offering moves your applications development and maintenance (ADM) beyond reactive support and single-speed change of legacy application and infrastructure estates. It transforms your ADM and IT function into a valuable asset that's aligned to your business objectives to drive growth.

To deliver top-down (or outside-in) Application Services innovation and insights, each project Design Office is connected to a central country Design Office, as well as our extensive network of Centers of Excellence (CoEs) and Applied Innovation Exchanges (AIEs).

As our CoEs and AIEs are constantly delving into new and emerging technologies to come up with workable use cases, Design Office's structure enables these new technologies and innovations to trickle down to projects where they can be used. At the same time, our delivery teams, consisting of experts who have experience of multiple engagements, are able to bring in a lot of innovation at the operational level.

## Capgemini's Applied Innovation Exchange (AIE)

Applied Innovation Exchange (AIE) is Capgemini's global platform that leverages a framework for action, a network of exchange locations, and a high-performance engagement experience together with a broad community of designers, technologists, sector experts, business and technology partners, academics, research organizations, and startups.

With its Discover, Devise, Deploy, and Sustain framework, AIE is designed to enable you to discover relevant innovations and to contextualize and experiment with them within your specific industry. The cohesive network of Exchanges provides organizations with an immersive and transformative environment for the exploration, discovery, testing, and application of innovation, as well as the rapid deployment at scale and sustainability of their target business impacts.



## Getting started with Design Office

From top to bottom, we've got you covered. To date, some 1,500+ ideas have emerged. Of these, approximately 600+ were deemed to have great potential, while 300+ resulted in MVPs, and 250+ led directly to successful projects.

Design Office comes to you with a proven approach for Application Services innovation and leaves you with your future business – where you take it is really up to you. Contact us now to get started.



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## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion.

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**People matter, results count.**

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