

Capgemini Quick Start Commerce for B2B



Launch engaging B2B commerce experiences in as little as five weeks

Organizations today are faced with a tremendous opportunity: an unprecedented business climate that makes digital commerce more valuable than ever. Efficient B2B commerce experiences get materials and supplies to businesses quickly, reduce costs, and drive more revenue.

This is why Capgemini created the Quick Start Commerce for B2B offering. Designed with your industry-specific needs in mind, the solution enables organizations to launch immersive commerce experiences on the industry's most aggressive timeline: just five weeks.

The solution is based on Capgemini's unrivaled Salesforce Commerce Cloud experience and battle-tested methodologies. Our 10-year partnership with Salesforce enables Capgemini to quickly address challenges and deliver strategy, technology, and optimization services that move your business forward.

Rapid retail response to protective equipment (PPE) needs

A long-time Capgemini client and fashion retailer needed to quickly turn excess fabric into stylish, protective masks and gowns.

In just five weeks, Capgemini enabled the client with:

- A fully responsive experience via Capgemini Quick Start Commerce for B2B
- An eCommerce experience leveraging the power of Salesforce B2B Commerce Cloud
- A 100,000-mask minimum order quantity transaction
- A robust B2B commerce roadmap.

Within the first weeks of launch, the retailer sold more than 10,000,000 masks to businesses across North America.

Value drivers

- Ultra-rapid deployment timeline
- Immersive digital-commerce experience
- Enhanced customer satisfaction and loyalty
- Alignment with today's disruptive business environment
- Agility to address evolving customer needs

Industries

- Consumer goods
- Food and beverage
- Medical device
- Essential businesses that need to operate digitally

Features

- Fully functional, responsive Salesforce B2B Commerce Cloud experience
- Brand-specific style guide
- Complete data load-in
- Customer-specific pricing functionality
- Multiple language and currency capabilities

Capgemini and Salesforce

The Capgemini Quick Start Commerce for B2B offering is a function of our unrivaled Salesforce experience and expertise. We commit to deliver these powerful digital experiences in the shortest timeline available. Our proprietary approach to digital commerce has been refined over thousands of engagements.

About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group 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. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17 billion.

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