Intelligent Industry

FROM COST CENTER TO GROWTH ENGINE

How mature is your organization's
R&D function?

R&D ASSESSMENT

VISION & STRATEGY

Your Organization:

A Is in the process of defining our transformation roadmap.

B Has a clear vision for R&D data and modelling though research teams have limited ability to share results.

C Has a clear vision for R&D data and modelling; data activities are coordinated across departments.

D Is driving growth throughout the business through R&D.

ORGANIZATIONAL AGILITY

Which best describes your organization?

A Our research team is siloed; research is conducted on a project basis and results are often discarded once complete.

B Our organization is struggling to deliver a central capability due to infrastructure project overruns and/or an abundance of PoCs not in production.

C Our digital R&D teams use dedicated platforms to deliver modelling and simulation capabilities across teams and departments.

D Our organization is in a state of continuous iteration and capability expansion to drive further innovation.

CONSUMER INSIGHTS

Your Insights team:

A Relies mostly on traditional sources, such as panel tests, for macroscopic predictions.

B Occasionally leverages external data sources, such as social listening, in addition to traditional methods.

C Routinely leverages internal and external data for predictions and have automated some aspects of this process.

D Routinely generates accurate, hyper-personalized predictions based on complex combinations of source data.

RAPID RENOVATION

Your researchers leverage:

A 'What they know' to renovate products.

B In-silico modelling on a per project basis to identify candidate formulations and predict outcomes.

C Data and models from across R&D teams to bring renovated products to market faster.

D Advanced modelling and automation at each stage of the development lifecycle to move products rapidly and smoothly through the pipeline.
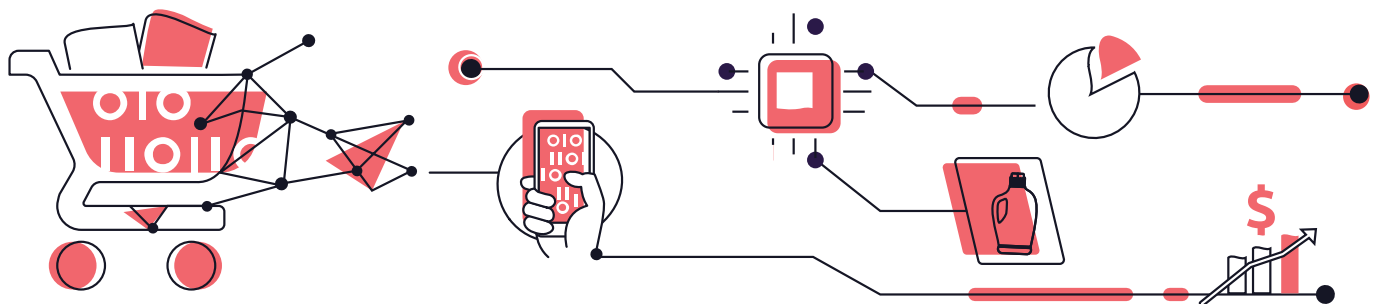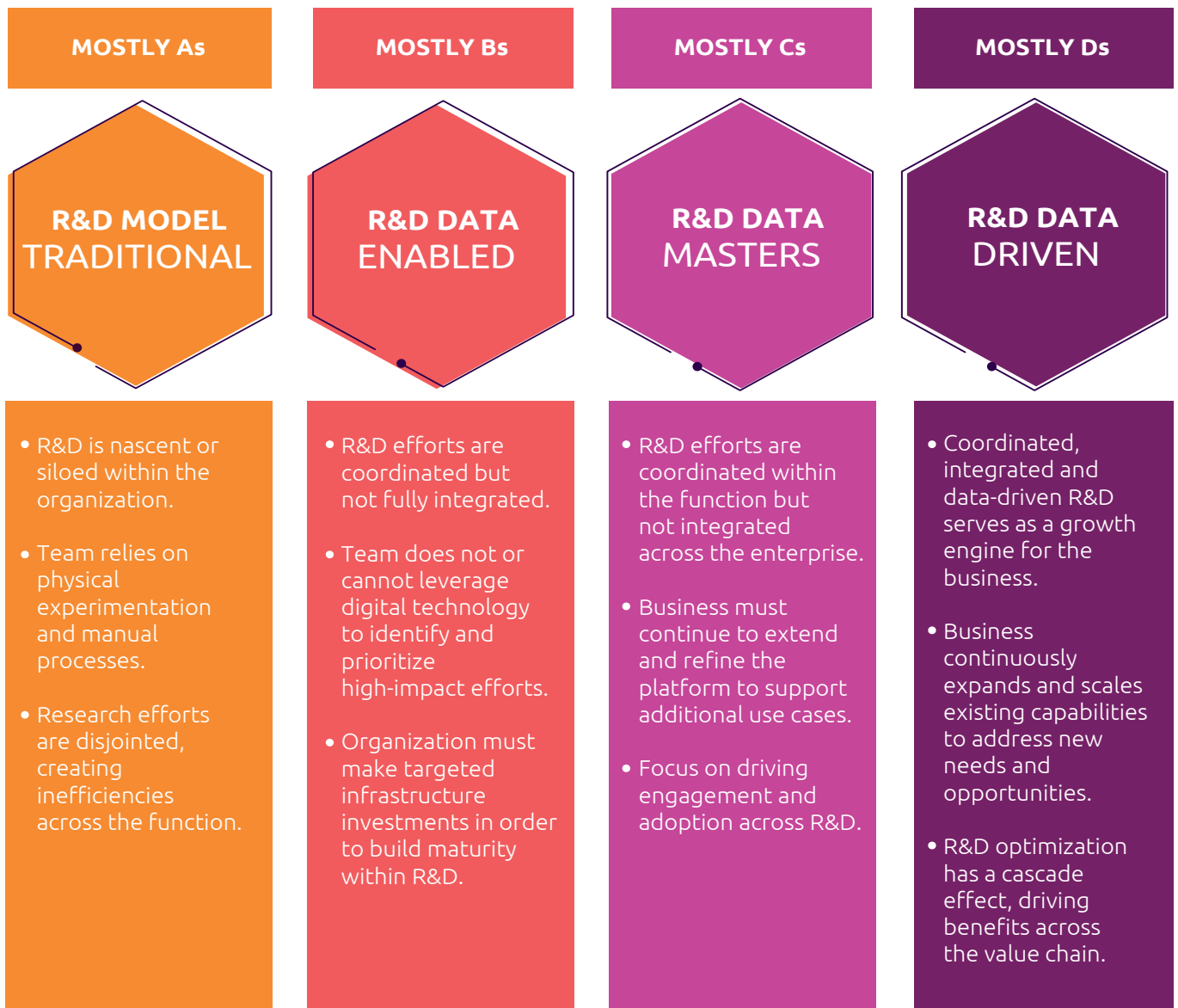
DISRUPTIVE INNOVATION

Which best describes your organization?

A A high proportion of products researched do not make it to market.

B In-silico modelling is used as a tool for innovation to explore a wide range of solution space and predict likely product outcomes.

C Consumer insights are plugged directly into in-silico product models to rapidly innovate results.

D New products are delivered to market frequently and often launch with intelligent digital services.

DATA & AI PLATFORMS

Which best describes your organization?

A Data is used primarily within research teams, or centrally for reporting.

B Some centralized data platforms exist but are typically not connected or in consistent formats.

C Data and analytics are well connected and collaborative in delivery through organization-wide ontologies and knowledge graphs.

D Capability and advanced use cases are centralized; automation of R&D pipelines across the organization is possible.

MOSTLY As	MOSTLY Bs	MOSTLY Cs	MOSTLY Ds

R&D MODEL TRADITIONAL

R&D DATA ENABLED

R&D DATA MASTERS

R&D DATA DRIVEN

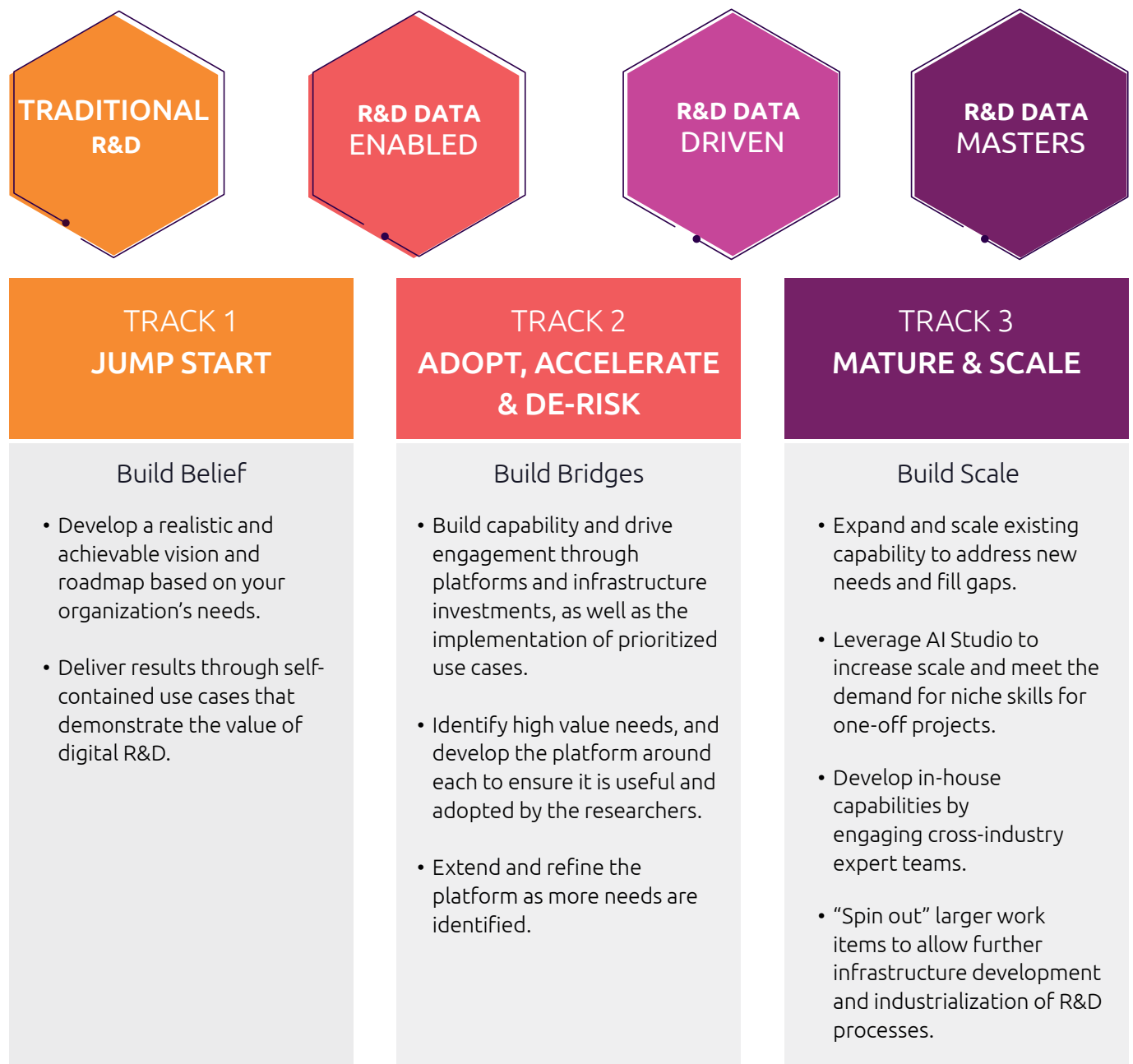| R&D MODEL TRADITIONAL	R&D DATA ENABLED	R&D DATA MASTERS	R&D DATA DRIVEN
• R&D is nascent or siloed within the organization. • Team relies on physical experimentation and manual processes. • Research efforts are disjointed, creating inefficiencies across the function.	• R&D efforts are coordinated but not fully integrated. • Team does not or cannot leverage digital technology to identify and prioritize high-impact efforts. • Organization must make targeted infrastructure investments in order to build maturity within R&D.	• R&D efforts are coordinated within the function but not integrated across the enterprise. • Business must continue to extend and refine the platform to support additional use cases. • Focus on driving engagement and adoption across R&D.	• Coordinated, integrated and data-driven R&D serves as a growth engine for the business. • Business continuously expands and scales existing capabilities to address new needs and opportunities. • R&D optimization has a cascade effect, driving benefits across the value chain.

WHAT'S NEXT: BUILDING THE DIGITAL MATURITY OF YOUR ORGANIZATION'S R&D CAPABILITY WITH CAPGEMINI'S DATA-DRIVEN R&D FOR CONSUMER PRODUCTS

Data-Driven R&D for Consumer Products is a market-leading offer from Capgemini that brings together all of the elements needed to accelerate digital transformation in R&D and build maturity.

SCIENTIFIC UNDERSTANDING

ORGANIZATIONAL AGILITY

TECHNOLOGY EXPERTISE
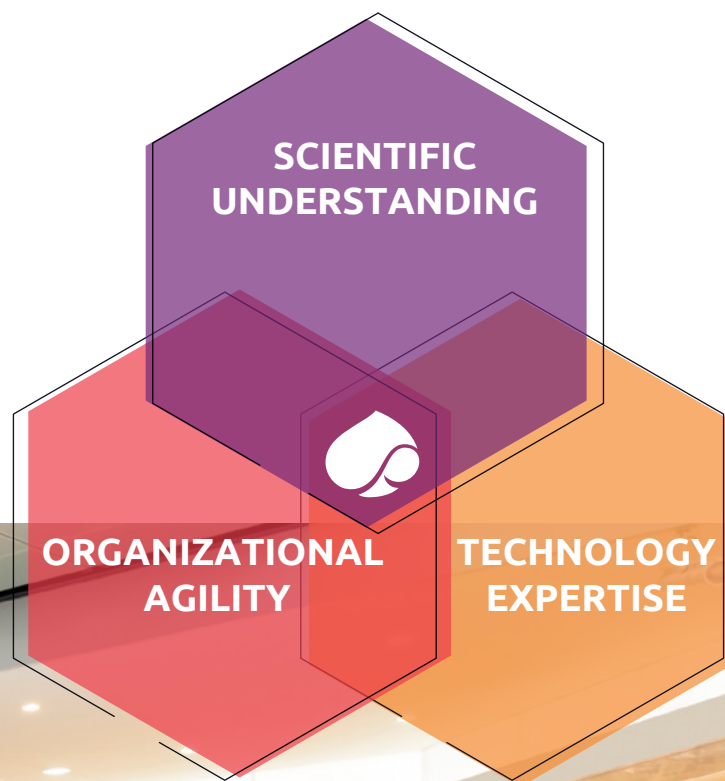
DATA-DRIVEN R&D FOR CONSUMER PRODUCTS OFFERS CP ORGANIZATIONS THREE DISTINCT TRACKS BASED ON WHERE THEY ARE IN THEIR CURRENT TRANSFORMATION JOURNEY:

TRADITIONAL R&D

R&D DATA ENABLED

R&D DATA DRIVEN

R&D DATA MASTERS

TRACK 1
JUMP START

Build Belief

- Develop a realistic and achievable vision and roadmap based on your organization's needs.

- Deliver results through self-contained use cases that demonstrate the value of digital R&D.

TRACK 2
ADOPT, ACCELERATE & DE-RISK

Build Bridges

- Build capability and drive engagement through platforms and infrastructure investments, as well as the implementation of prioritized use cases.

- Identify high value needs, and develop the platform around each to ensure it is useful and adopted by the researchers.

- Extend and refine the platform as more needs are identified.

TRACK 3
MATURE & SCALE

Build Scale

- Expand and scale existing capability to address new needs and fill gaps.

- Leverage AI Studio to increase scale and meet the demand for niche skills for one-off projects.

- Develop in-house capabilities by engaging cross-industry expert teams.

- "Spin out" larger work items to allow further infrastructure development and industrialization of R&D processes.

Track 1: Jump Start

Demonstrate what Data-Driven R&D can do for your organization with a bespoke vision and roadmap based on your organization's unique needs and goals.

Next Steps

- Define a realistic transformation roadmap that balances short-term "quick wins" with long-term maturity
- Implement self-contained use cases that demonstrate the value of digital R&D

Key Components

- Digital R&D Roadmap
- Art of the Possible Workshops
- Proof of Value
- RAPIDE
- 890 Data and Insights Exchange
- People Data Centre, delivered in partnership with Unilever
- Data Science Platforms
- OutPerform

Track 2: Adopt, Accelerate and De-Risk

Build the capability and drive engagement through platforms and infrastructure investments as well as the implementation of prioritized use cases.

Next Steps

- Identify high-value current and future research needs across research teams
- Iteratively build and extend platforms with new capabilities that meet these needs and deliver value now
- Drive adoption by working closely with research teams throughout the process creating ambassadors that see the value on a daily basis

Key Components

- RAPIDE
- 890 Data and Insights Exchange
- Trusted AI
- Data Science Roadmap
- Intelligent Process Automation
- AI/ML DevOps
- People Data Centre, delivered in partnership with Unilever
- IDEA: Industrialised Data & AI Engineering Acceleration for R&D

Track 3: Mature & Scale

Expand and mature the R&D capability by developing the breadth and depth of data science skills and intelligent process automation.

Next Steps

- Leverage Capgemini's AI Studio to meet demand for one-off projects while also developing in-house capabilities
- Spin out larger work items to enable further infrastructure development and industrialization of R&D processes
- Work with an on-site partner team to identify and prioritize un-filled data-driven R&D needs
- Tap the global pool of on-demand technology and R&D experts to fill skills gaps and increase scale

Key Components

- AI Studio
- RAPIDE
- 890 Data and Insights Exchange
- Trusted AI
- Intelligent Process Automation
- AI/ML DevOps
- People Data Centre, delivered in partnership with Unilever
- Augmented global talent pool
- Global partnership network

About
Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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