



UNLOCKING VALUE POTENTIAL

ASSESSING BUSINESS IMPACT AND NEW
COMPETITIVE ADVANTAGES WITH MICROSOFT
AND CAPGEMINI

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ASSESSING VALUE, COMPETITIVE EDGE AND NEW ADVANTAGES WITH MICROSOFT AND CAPGEMINI

With disruptive technologies and changing consumer behaviour, companies should quickly adapt to changing market dynamics which helps them to stay ahead of the curve.

Helping brands maximize revenue through **lifelong consumer relationships** offers lucrative strategic and financial opportunity.

With **80%** of customers and businesses agreeing that the experience a company provides is as important as its products or services, investment is unavoidable to remain competitive.

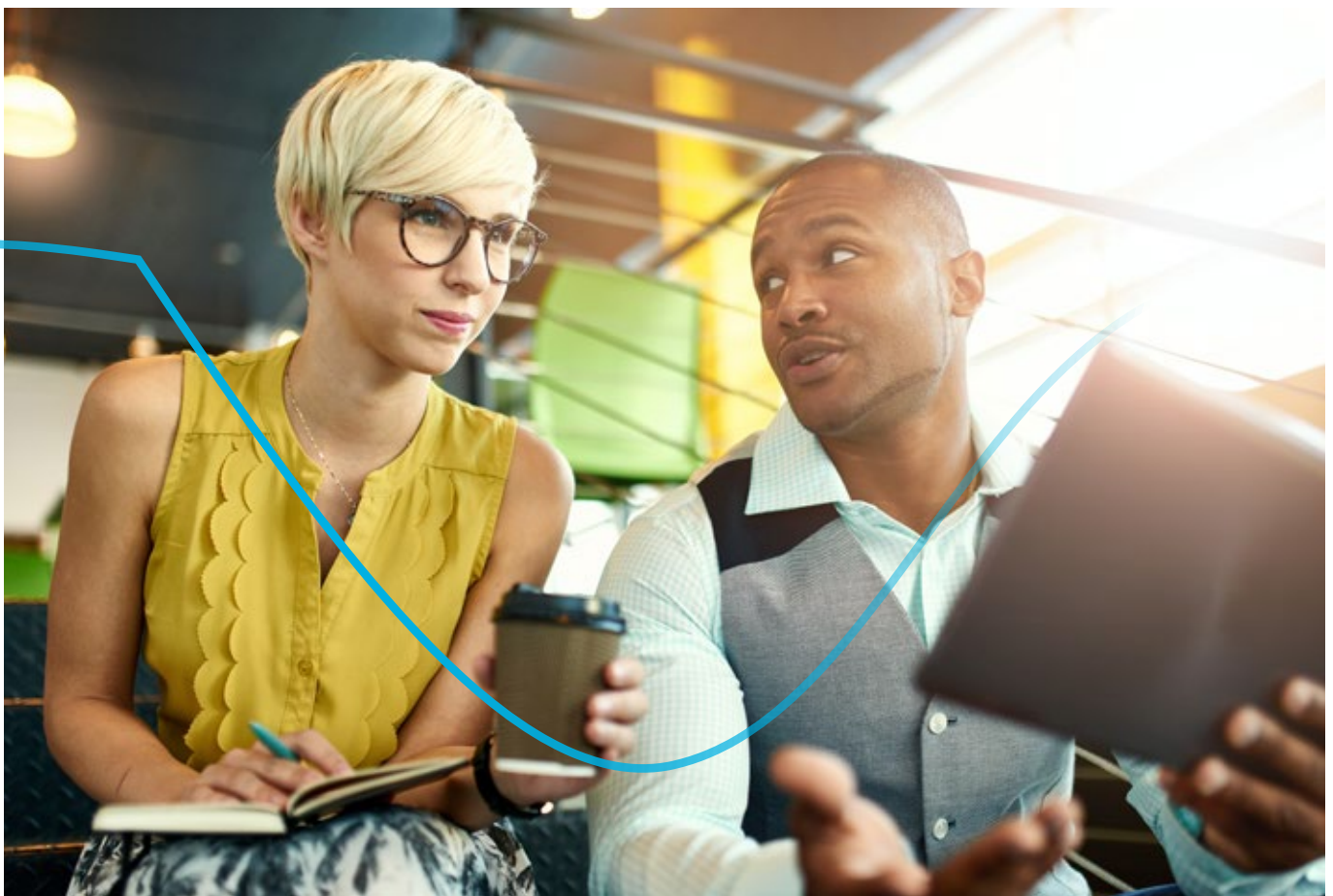
Through Microsoft's solutions, businesses can leverage our combined industry experience to identify new competitive advantages as well as ways of reducing costs, improving profits and your customers' experience.

VCA: VALUE AND COMPETITIVE ADVANTAGE ASSESSMENT WITH MICROSOFT AND CAPGEMINI

For business owners, gauging the potential impact of implementing an IT solution can be a daunting task. Some businesses view IT solutions as mere tools necessary for operational efficiency. They carefully navigate through a meticulous selection process, aiming to comprehend the value such a solution can bring to their operations and justify the investment through a lengthy procurement process.

Businesses seek a reliable partner who can demonstrate the value of IT solutions and customize them to meet their specific needs. They expect continuous monitoring and adjustments to ensure seamless integration and enable business growth.

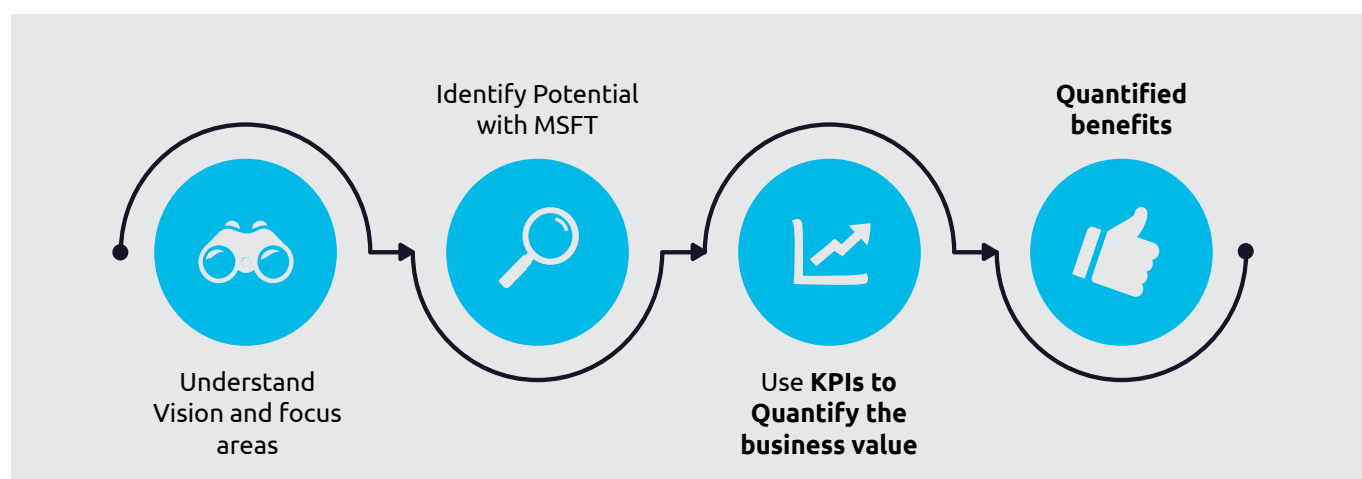
That is why Capgemini and Microsoft have devised a unique value assessment methodology. Through this collaborative approach, your organization can be benchmarked against others, enabling a precise showcase of the tangible advantages that our solutions can deliver. By aligning our efforts with your strategic objectives, we identify areas for improvement and emphasize how Microsoft solutions can support your vision.



OUR APPROACH: DISCOVERING THE POTENTIAL IMPROVEMENTS WITH MICROSOFT AND CAPGEMINI

With Capgemini and Microsoft Dynamics 365, businesses can experience a paradigm shift in how their sales, service, marketing, finance, operations, or supply chain functions perform. Capgemini and Microsoft together guide and empower businesses in their digital transformation journey.

2.1 APPROACH



UNDERSTAND VISION AND FOCUS AREAS

We work closely with business stakeholders to understand their vision and specific areas of focus.

IDENTIFY POTENTIAL WITH MICROSOFT

We leverage benchmarking data to identify potential areas of improvement and growth for businesses leveraging Microsoft Dynamics 365 capabilities.

USE KPIS TO QUANTIFY THE BUSINESS VALUE

By utilizing relevant key performance indicators (KPIs), we establish measurable metrics that quantify the value generated through potential Dynamics 365 solutions, providing businesses with tangible insights into expected outcomes.

QUANTIFIED BENEFITS

We provide business stakeholders with a clear understanding of the qualitative and quantifiable benefits, as well as customer experience improvements, they can expect to achieve through the technology and collaborative efforts, enabling them to make informed decisions and a course to take.

COMPETITIVE ADVANTAGES

We identify and discuss a list of potential changes to your current business model that become possible thanks to new technology solutions from Microsoft. These changes introduce new, preferably, unique and sustainable competitive advantages allowing to drive greater customer satisfaction, higher margins and lower operating costs.



MICROSOFT VALUE AND COMPETITIVE ADVANTAGE ASSESSMENT (VCA) OFFERINGS

VCA Assessment conducts analysis of value creation configuration in your business and quantification of business impact of different parts of Dynamics 365 solutions. It provides business with a quantified and qualified impact, business case and an IT roadmap of a new IT implementation and business change.

3.1 VCA INDUSTRY OFFERINGS OVERVIEW



IDENTIFY NEW COMPETITIVE ADVANTAGES IN MANUFACTURING

The manufacturing industry continuously faces challenges of supply chain disruptions, operational and service inefficiencies, and poor customer engagement. Businesses need to connect their systems and data, to predict anomalies, minimize disruptions, deepen their customer relationships and reduce time to market. Achieve a sustainable growth towards a resilient manufacturing future with us.



EMPOWERING THE FUTURE OF RETAIL AND CONSUMER GOODS

Unlock the full potential of retail by implementing a seamless omnichannel strategy, personalized recommendations, and streamlined processes for sales, customer grievance management, and logistics. Harness the power of cutting-edge capabilities, Content-driven commerce, real-time inventory visibility and AI-orchestrated journeys to enhance customer engagement and adapt with confidence and agility.



FUELING BUSINESS GROWTH FOR FINANCIAL SERVICES

Financial service firms are often faced with challenges like poor sales pipeline visibility, data breaches, and legacy system integration. In addition, the industry is seeing a shift towards rising customer expectations with respect to personalization and accessibility. By leveraging intelligent customer insights and process automation, you can build robust customer experience, accelerate business growth, optimize business processes, and drive better business outcomes.



TRANSFORM THE FUTURE OF ENERGY AND UTILITIES

Overcome challenges in appealing to environmentally conscious customers, dealing with legacy infrastructure, and poor pipeline management. Enhance your business's energy performance, meet evolving requirements, optimize asset maintenance, and effectively manage critical information. Leverage safe and efficient energy management solutions to maximize the benefits of your energy optimization methods.



UNLOCKING THE POTENTIAL OF PUBLIC SECTOR TRANSFORMATION

The Public Sector faces challenges including siloed data, legacy systems, sustainability, increased demand for transparency, contact center transformation, and omnichannel connectivity. Drive economic growth by empowering your workforce, deliver personalized, digital experiences, provide trusted and secure services that instill confidence, and build a resilient and sustainable future for your community.



EMPOWERING BRANDS WITH INTELLIGENT SOLUTIONS

Harness Dynamics 365 to overcome challenges posed by shifting consumer behaviour, supply chain complexity, lack of end-to-end visibility, brand identity, and risk management. Build a connected, agile, and data-empowered consumer goods organization that addresses industry challenges, deliver personalized brand experiences, achieve operational and executional excellence, and evolve seamlessly alongside your customers.



3.2 CORE OUTCOMES

- Identified new competitive advantages by binding Microsoft technologies
- Mapped key business objectives to technical functionalities of Microsoft products
- Identified cost drivers, profit drivers, and potential customer experience improvement areas
- Estimated untapped business potential
- High-level value & IT roadmap, and business case for change

3.3 EXAMPLE OF ACTIVITIES PERFORMED

- Understanding focus areas, challenges, and strategic priorities of an organization vis-a-vis its Vision & Mission
- Benchmarking business value configuration and processes vis-à-vis industry benchmarks
- Identifying inefficiencies in processes across internal operations, customer service, field service, sales, marketing and so on
- Achieving potential productivity levels by enhancing utilization rates and reducing redundancies
- Formulating industry relevant KPIs to quantify strategic objectives, based on available benchmarks and business data



HOW VALUE COMPETITIVE ADVANTAGE (VCA) ASSESSMENT CAN BENEFIT BUSINESSES

Organizations can gain a comprehensive understanding of potential impact of a new Microsoft Dynamics 365 implementation and identify areas where the new solutions can create unique value for their customers, and introduce differentiation on the market. The main benefits:



Business Case



High-level Architecture



Value Roadmap and ballpark estimate



Indicative improvements in business model and high-level value roadmap



Indication on processes and routines that can be improved





WHAT SETS MICROSOFT AND CAPGEMINI APART

HOLISTIC APPROACH

Our design-led thinking improves your entire operating model by looking beyond just the technology, instilling a culture of innovation in your people.

END-TO-END CAPABILITIES

Our skills and capabilities span the entire customer lifecycle all the way from acquisition to all steps of the engagement

SELF-FINANCED ROADMAPS

Self-financed roadmaps using a proven framework provide a clear path towards transformation while reducing risk and accelerating innovation.

UNIQUE TECHNOLOGY

Our unique platform combines the power of Microsoft Business Applications and Capgemini IP and is based on learnings from previous implementations.

DOMAIN EXPERTISE

Our vast array of domain expertise in consulting, architecture, development, and integration through to managed services.

REACH OUT TO ASSESS POTENTIAL VALUE FOR YOUR ACCOUNT!

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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 360,000 team members in more than 50 countries. With its strong 55-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, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2022 global revenues of €22 billion.

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