

Enterprise Core for Sales & Services by Capgemini

*Frictionless sales, intuitive experiences -
powered by AI*





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01

Hooks: Engaging CXOS



Enterprise Core for Sales and Services by Capgemini



Increase and stabilize Revenue Stream



Customer Focused offerings



Accelerate Sales Cycle



Reduced time to market



Reduced Customer acquisition cost



Siloed sales and services team

- Sales and after sales teams are siloed and lack visibility across the sales lifecycle between sales and post sales services



Faster time to market

- Does the team struggle with pricing complex configurable products
- Challenged on converged invoicing for products and services
- How many deals are being lost as it took too long to price?



Unified customer view

- Are you able to integrate customer insights across channels and offer a unified view of the customers?
- Can Do your field service agents have real-time information access and sharing to solve service issues?



Transition to new business models

- Are you contemplating on new business models which are subscription driven or outcome based contracts

Providing Seamless Sales Experience with an impact on incremental Revenue Streams



2022



Trends and challenges



Challenges for the modern CSO/CRO

Optimal route to market to acquire Customers . Achieve growth targets with lowest possible customer acquisition cost . New operating model

Organizations now more than ever feel the pressure to leverage digital investments to innovate existing or add new monetization models to acquire new Customers or to achieve revenue targets with new or optimize existing business models

What should be the sales process implemented to help accelerate sales cycle and win deals.

How do I define and bring services to market in a short amount of time?

Growing volume of digital transactions require better transparency, traceability

Drive accountability across marketing , procurement , finance and production so that revenue generation is viewed as team goal and not just sales responsibility

How do I keep up the great customer experience?

Ability Fastrack new Business Models

- Digital economy with emergence of platforms
- Revenue Sharing
- Innovative models with agile Market Offers

Ability to Fastrack Sales closure

- Understand Customer buying behavior to adopt sales strategy and
- ability to bring in precision in Sales Forecast and anticipated pipeline
- Ability to simulate Pricing strategies
- Process Optimization

Operational efficiency, is one of the top benefits CEOs expecting from Digital transformation

*IDC's 2025 CEO Agenda report emphasizes that

03

The future of sales – digital sales transformation



What do CSO's Want?

New Digital Business model

- Market Insight to adopt Sales Strategies to evolving consumer Buying behavior
- Tap newer Distribution channel and revenue model
- Stabilize Revenue Forecast , increasing revenue predictability

Siloed Sales and Services team

- Increased Efficiency in Business Process
- Monitoring Business Performance
- Accountability and Transparency
- Operational Cost reduction
- Sales team Satisfaction



Unified Customer View

- Improved Customer relation and increase Customer Retention
- Centralized Information
- Tailored Solution and personalized approach

Faster time to Market

- Prompt Decision Support Systems
- Power to make fact-based decisions
- Team Collaboration across Sales , Services, manufacturing and Logistics
- Maintaining Commitment to customer
- Increased Productivity



Challenges Faced By CSO / CRO that Impact Their KPI

New Digital Business model

- Marketing , Sales and after sales and execution teams are siloed and lack visibility across the sales lifecycle and between sales and post sales services *

Unified customer view

- Missing singular point of view for customers across multiple channels , buying habits .
- Unable to anticipate and manage prompt grievance addressal **
- Missing Insights to target and personalize customer needs .
Limited integration between customer touch points and siloed backend systems managing execution

Time to market

- Availability of required information real time and tools to effectively and efficiently manage , take fact based decisions ad shorten the time to market .
- Closing complex deals , its pricing and requisition complex product variants is fraught with delays and decisions .

Launch and operate new business model

- Delays in adopting to new Distribution platforms , shaping Pricing model to new product offers , thus missing out on Sales Revenue

- * Siloed departments have a real-world impact on the performance of teams and the business overall. IDC estimates that poorly aligned B2B organizations lose up to 10% of their revenue every year
- ** Over half of customers will switch to a competitor after only one bad experience, while 73% will switch after multiple poor interactions.



04

Our service offerings

Reference Architecture Across industries



SAP commerce



SAP Sales



SAP service



SAP CPQ

SAP Platform Integration

Business model design

Order capture

Order fulfillment

Order activation

Usage collection

Billing & invoicing financials



Order Management and Product Modeling in S/4HANA

S/4 CORE

master data, pricing,

S/4 CORE

logistics, asset management,

S/4 CORE

sales and distribution

S/4 CORE

Contract Accounts Receivables and Payables

SAP convergent charging
rating & charging

S/4 core
SAP FI G/L

S/4 Core
receivables and payables

Lead-To-Cash as a core



Reduced Customer acquisition cost

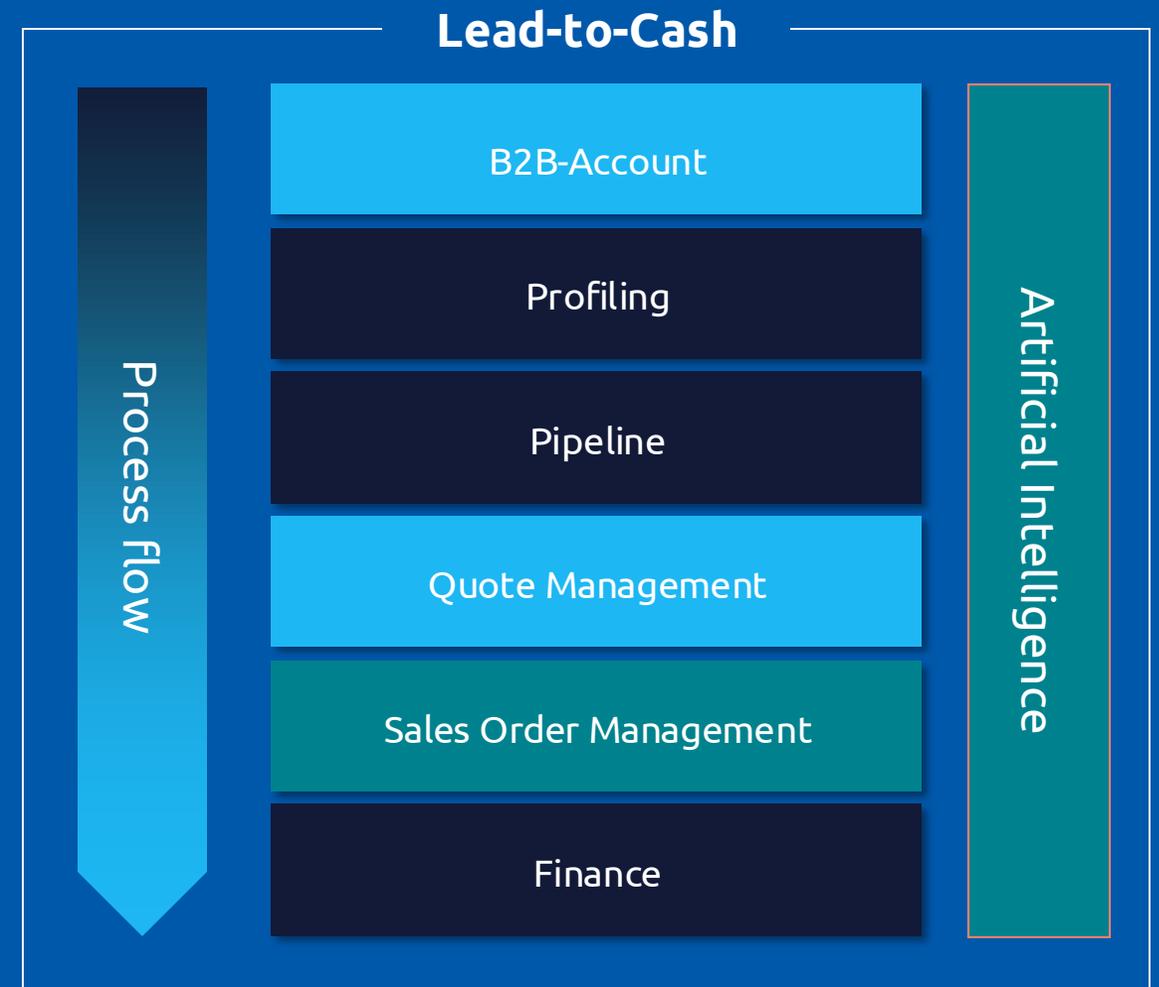
Frictionless, end-to-end mindset with SAP S4 & CX best practices

Delivering a back-to-back experience from Lead to Billing process. Reflecting data back into sales cycle.

Provision of additional functions for the request-to-resolve process. Both in the area of quality-of-life features and in data integration.

Enrichment of insights through data for customer profiling, sales forecasting, order consolidation. Allowing S/4 HANA to calculate and predict more precise.

Unlocking AI-driven efficiencies across the lead-to-cash cycle with system connectivity and ready-to-use cross-platform cases





Managing Efficiency Across Multiple Teams and departments

Lead-to-Cash

Customer Experience

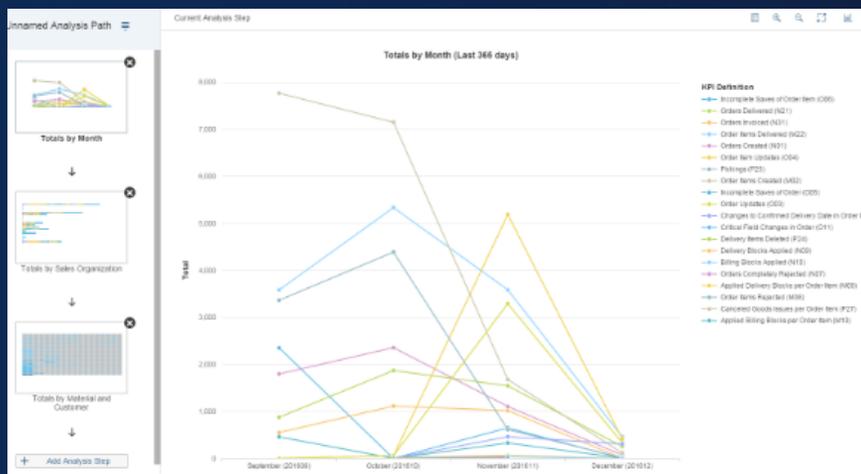
S/4 HANA



Solution overview

Thinking Lead to Cash as Core resolved through a frictionless, end-to-end mindset with SAP S4 & CX best practices . Details

Sales order fulfillment monitoring



Benefits :

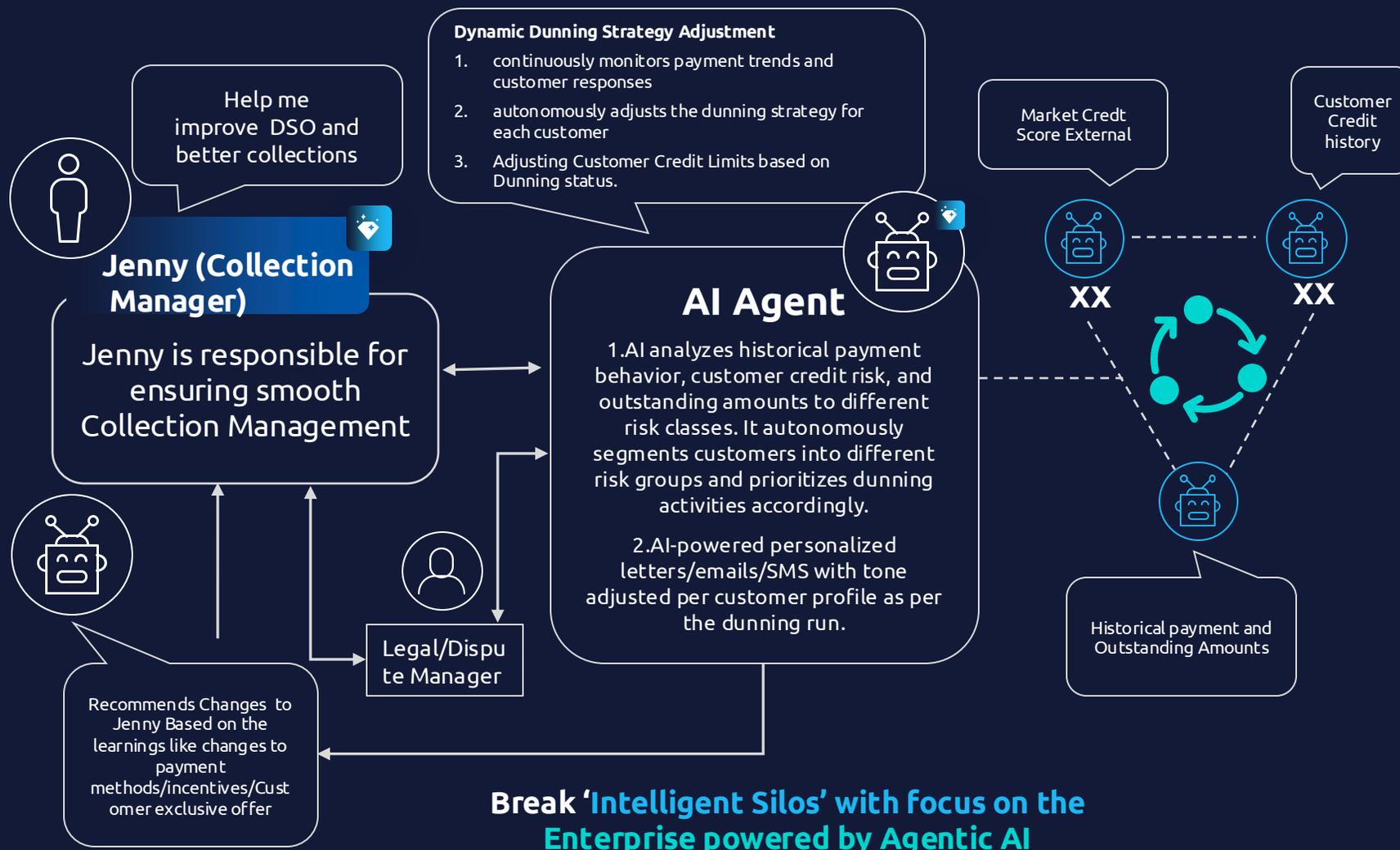
- Increased Efficiency in Business Process
- Monitoring Business Performance
- Accountability and Transparency
- Operational Cost reduction
- Sales team Satisfaction

Solution overview

Sales team can now use AI Agents to monitor and resolve order fulfillment issues quickly. Blocked Order Fulfilment issues are identified and resolved. Issues are bucketed into Order Block , Delivery block and Invoice block due to multiple reasons across the Order lifecycle. Agents monitor queue and resolve autonomously or trigger workflows with associated actions to cross departmental stakeholders



Managing Efficiency Across Multiple Teams and departments



Benefits :

- Increased Efficiency in Business Process
- Accountability and Transparency



Reduced time to market

Faster time to market



Sales People

- Complete and configure quotes with ease
- Easily add up-sell, value-add opportunities
- Achieve bind to quote with accuracy
- Automatically apply discounts
- Constantly communicate with customer through self-serve portal, immediately notify when quote is complete
- Easy to issue follow-up survey

Buyers

- Easily browse through custom options during quote process
- Better overall experience, strengthen loyalty
- Understanding of related products and services that add value
- Confidence that information sent is accurate and up-to-date
- Immediate feedback channel

Solution overview

Present customers and your sales team with a single, consistent view of products, configuration options, and customer information via seamless flows of data from SAP S/4 to both the commerce storefront and the sales CPQ system.



Gen AI Tools to support faster SO turnaround

- Sales Order creation from unstructured Data – Email , PDF etc
- Augmented Gen AI Campaign for low turnover items - Retailers face profitability and efficiency challenges when trying to address the preventive actions to reduce food waste due to high efforts and campaign costs when trying to engage with consumers and make them aware of highly discounted products close to expiration date.
- Dynamic Pricing for stocks nearing end of life with offers and promotion
- Intelligent Recommendation during Sales Order creation and recommendation of Products for upsell

Solution overview

Present the Sales team with insights and action for faster Sales order Fulfilment. Plus intelligent recommendation on Order blocks, dapative pricing based on stock SLED and product recommendation

Benefits :

- Prompt Decision Support Systems
- Power to make fact-based decisions
- Team Collaboration across Sales , Services, manufacturing and Logistics
- Maintaining Commitment to customer
- Increased Productivity



Transition to new business models



Servitization: the process of moving from a product to service-oriented organisation

... And 3 main model types

- **Bundled Product support services:** Customer owns product but buys it as part of service which might include Service Level Agreement (SLA), extended warranty or maintenance contract , delivery, product installation, spare parts, updates/upgrades, repairs etc.
- **Usage and consumption:** Supplier owns product, and customer pays a set fee (subscription) for sole use of product or service for a predefined period of time
- **Outcome-based contracts:** Product fully owned and serviced by supplier, Customer only pays for actual outcome, not for the whole product.

Platform-As-A-Service

Integrations can often be challenging, and companies are providing experts to ease these integrations into updated models allowing a connected ecosystem of offerings while creating business outcomes.

Subscription-As-A-Service

High-Tech Companies are offering subscription-based packages to new equipment, software, and supporting items.

Maintenance-As-A-Service

This is often paired with equipment as a service, as maintenance is performed on the leased equipment and can also be found with warranties.

Device-As-A-Service

Contracts are signed for equipment to be leased for specified periods before updating with newer versions.



Solution overview

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Benefits :

- Prompt Decision Support Systems
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Transition to new business models

Solution overview

- SAP BRIM makes revenue management more transparent while providing the scalability, flexibility, and automation that deliver significant competitive advantages
- With SAP BRIM, companies can monetize subscription- and usage-based services in real time by developing and launching customer-centric offers that set them apart. BRIM can also enable models such as pay-per-use, tiered pricing, and bundles of products and services.

Key Capabilities



Subscription-based order management

- Ensure delivery and billing accuracy
- Auto contract changes
- Manage master agreements



Comprehensive customer financial management

- Automated payments and receivables
- Financial customer care
- Controlled Revenue flow



Consolidated invoicing for all services

- Accurate invoicing
- Single unified Billing
- Comprehensive invoice-level discounts



Agile charging supporting your business models

- Design customer-centric models
- Simplified process for allowances and entitlements
- Seamless integration with APIs



Collection, enrichment, and management of usage events

- Consolidate usage and event data
- Unlimited scalability for data
- Enable WFs with rapid config



Track accurate consumer metrics

- Insights on customer value
- Real-time metrics to provide customer centric services

BRIM Edge Out-Of-The-Box Scenarios



Product support services

- **Customer owns product** and purchases a separate Service Level Agreement (SLA), Extended Warranty, or Maintenance contract to cover delivery, product installation, spare parts, updates/upgrades, repairs, training, and consultations.



Usage and consumption

- **Supplier owns product** and customer pays a set fee, e.g., subscription or lease for the sole use of product or service for a predefined period.
- If the contract is non-exclusive, another customer may use the product when the contract is complete.



Outcome-based

- **Product wholly owned and serviced by the supplier.**
- The customer only pays for the actual outcome, not the whole product. For example, we based the payment to a robotics supplier on reduced lead-time, fewer product line rejects, and lower cost per product.

Value Add/Client Benefits



Transform business model from selling products to selling services and physical goods bundled with services

- Offer customers outcomes based on subscriptions and real-time, usage-based services while supporting revenue-sharing models across your extended ecosystem.



Operationalize your business model with greater ease

- Enable any variant or combination of prepaid and pay-as-you-go business models with rules-based, intelligent automation of invoicing and accounting processes.



Scale business models supporting high-volume processing

- Support the Internet of Things and connected devices with high-volume, automated, and transparent processing across usage-event and financial postings.

Boost your transparency in revenue management with scalable, flexible, and automated billing and invoicing with a modular solution designed to optimize the business lifecycle processes of design, sales, delivery, and billing.

BRIMEdge is a pre-configured solution for subscription & usage-based billing opportunities tailored for high-volume businesses offering usage and outcome-based business models.



Reduced Customer acquisition cost

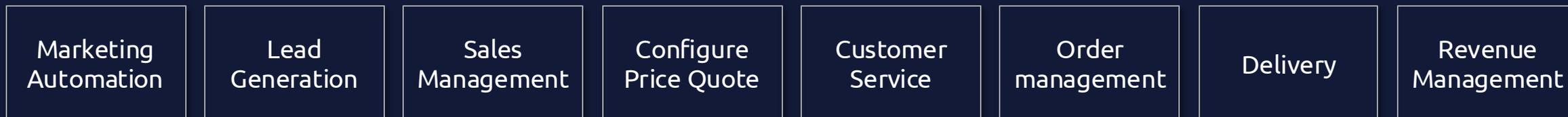
How the Front-end stitches seamlessly with the backend

Ready assets, accelerators for each CX and S4 component

Lead-to-Cash

Customer Experience

S/4 HANA



Cappgemini Assets

Commerce Modernization Horizon: Cappgemini developed tool sets for SAP Commerce On-Premise migrations to SAP Commerce Cloud

Modernization: Modernizing monolith towards to composable architecture in a step-by-step approach

CRM Modernization: The implementation accelerator **encompasses over 70 assets** that Cappgemini has prepared to speed the delivery of **SAP Sales/Service Cloud and legacy SAP CRM migrations**

Fast CPQ: Implementation accelerator providing fully integrated data flows between SAP Commerce Cloud, CPQ, and SAP S/4 HANA.

CPS Pricing extension: Cappgemini has developed an extension for CPS to distribute variant configurations from SAP S/4 HANA production together with pricing information directly into multiple Sales Channels (f.e. CPQ & Commerce)



05

References



selected digital sales offerings powered by SAP References

SAP BRIM on S/4



Enabled Flexible Subscription business model for the distribution business, delivering products as service, on cloud. Delivered using SAP BRIM on S/4, data, and MDG, enabling dynamic pricing and billing, scalability, and financial visibility/compliance.

Under NDA

SAP BRIM + RAR+ Entitlement management



Transforming from hardware selling to becoming a "software+hardware subscription platform company using S/4HANA, BRIM and Customer Experience solutions

Under NDA

SAP S/4 HANA - Retail



Strategic partnership, managed services and driving multiple digital transformative initiatives with the S/4 HANA journey, including digital stores, streamlined retail operations, personalization and campaign execution.

Under NDA

SAP S/4 HANA



Delivering a strong foundation for Maxeda's omnichannel environment based on SAP S/4 HANA | [Press Release](#).

SAP S/4 + SAP BRIM



Capgemini and CONA Services LLC form strategic partnership to develop tomorrow's digital solutions for the consumer products industry. New partnership aims to create intellectual property in next-generation products and solutions that enable digital business opportunities for the broader industry; it reinforces a long-term collaboration between the two organizations

SAP BRIM + CPQ



ERP Integration, CPQ, Subscription Order Management, CC, CI, FICA, Revenue Recognition

SAP BRIM + CPQ



ERP Integration, CPQ, CRM, Subscription Order Management, Convergent Charging, Convergent Invoicing, FICA, CM Complex usage-based billing for cloud products on a pay per usage basis as well as handling recurring billing for a volume business.

SAP BRIM + CPQ



S/4 HANA BRIM SOM, CC, CI FICA Convergent Mediation, Convergent Charging Integration with Subscription Order Management and Convergent Invoicing Global rollout for APAC & EMEA Equipment as a service



Our CX case studies

SAP S/4 HANA as Lead-to-Cash

01

CX CRM, Service, Commerce

Clients with known SAP CX Stack

- Especially in energy & utility sector



- ✓ Sales and Service updates
- ✓ CRM Modernization
- ✓ SAP Commerce Modernization
- ✓ Composability and Headless Storefront

02

80% of clients with ERP and no SAP CX

Clients looking for brown field approach for ERP



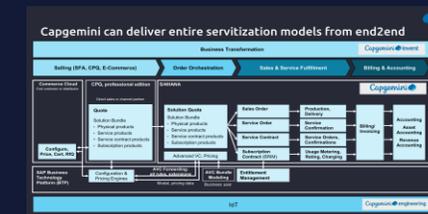
- ✓ Data and process alignment between S4 and CX
- ✓ SAP Change USP focus - GenAI cross cases
- ✓ Focus on Unified and Easily Integrated Customer Journeys with Upsell of SAP CX Stack

03

Subscriptions and service business

Clients from MALS, Automotive

- New to subscription business
- Steering to service-based offerings



- ✓ Enable New Subscription Models through Servitization Offering



06

Appendix



07

Asset Details

Fast CPQ



Main service offerings

Starting now...

- A fully integrated CPQ offerings with streamlined sales process for faster quote generation. Solution greatly reduce time between quote request and order
- Includes
 - Pre-Configured for manufacturing, life-sciences, and automotive sectors
 - Quickly and efficiently transform your CPQ process while avoiding complexity and integration resources
 - Proven to accelerate time to market for self-service CPQ solutions – and drive measurable impact as a result

... Building the future together

- Seize the opportunity with Capgemini's Fast CPQ for SAP Customer Experience solutions.
- Present customers and your sales team with a single, consistent view of products, configuration options, and customer information via seamless flows of data from SAP S/4 to both the commerce storefront and the sales CPQ system.



Use cases

- Streamlined **sales process** means faster quote generation
- **Smooth flow of data**, greater order consistency and accuracy
- **Empowered customers** able to build their own quotes
- **Greatly reduce time** between quote request and order
- **Unlock potential** for more revenue, healthy profit margins



Features

- Complete and configure quotes with ease
- Easily add up-sell, value-add opportunities
- Achieve bind to quote with accuracy
- Automatically apply discounts
- Constantly communicate with customer through self-serve portal, immediately notify when quote is complete
- Easy to issue follow-up survey



Industries

- Manufacturing, life-sciences, and automotive

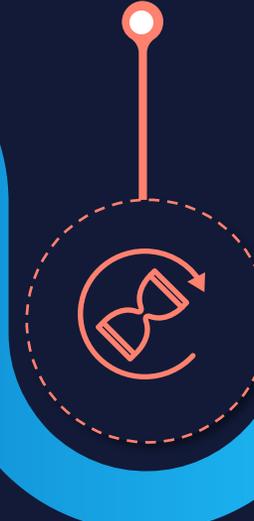
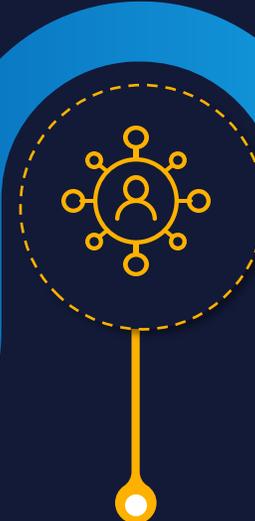
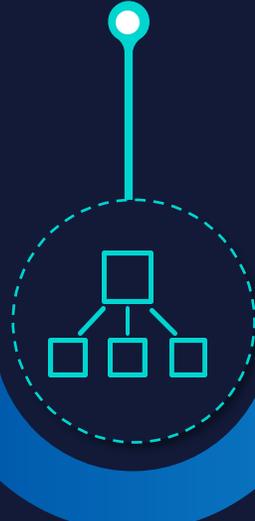
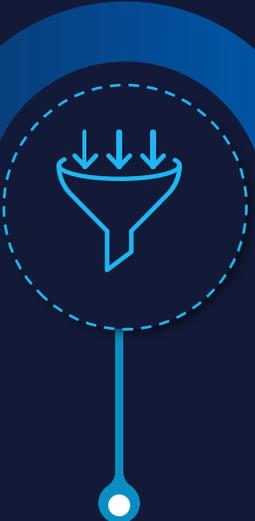


Unlock business value across the organization – Fast CPQ

Speed the delivery of a true customer-centric approach to buyer self service, and begin to reap the many short- and long-term benefits

Smooth flow of data,
greater order consistency
and accuracy

Greatly reduce time
between quote
request and order



Streamlined sales process
means faster quote
generation

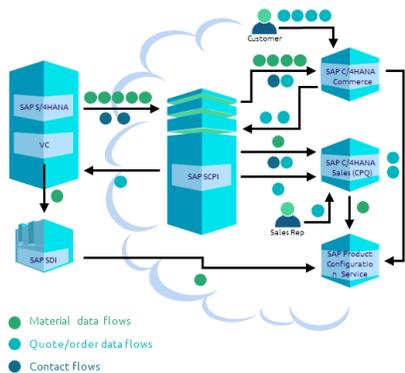
Empowered customers
able to build their own
quotes

Unlock potential for more
revenue, healthy profit
margins

Fast CPQ - Transform the sales and buyer experience



Harness the full potential with Fast CPQ



Present customers and your sales team with a single, consistent view of products, configuration options, and customer information via seamless flows of data from SAP S/4 to both the commerce storefront and the sales CPQ system

- All quotes flow through SAP S/4 HANA- regardless of origin
- Self-service capabilities for configuration, quote requests, and order placement via SAP Commerce Portal
- Leverage your existing SAP ECC Variant Configurator or SAP S/4 Advanced Variant Configurator data to drive configuration

Sales people

- Complete and configure quotes with ease
- Easily add up-sell, value-add opportunities
- Achieve bind to quote with accuracy
- Automatically apply discounts
- Constantly communicate with customer through self-serve portal, immediately notify when quote is complete
- Easy to issue follow-up survey

Buyers

- Easily browse through custom options during quote process
- Better overall experience, strengthen loyalty
- Understanding of related products and services that add value
- Confidence that information sent is accurate and up-to-date
- Immediate feedback channel



Main service offerings

There are several interesting things about these new business model ...

- Converting your asset bundling related services and charging customers based on a pre-agreed outcome.
- Pricing based on real-world usefulness, and not merely just as a commodity enabling manufacturers to differentiate themselves against lower-cost competitors
- Servitization is in the interests of the provider, and not just of the customer, that the product or service operates as efficiently as possible

... And 3 main model types

- **Bundled Product support services:** Customer owns product but buys it as part of service which might include Service Level Agreement (SLA), extended warranty or maintenance contract, delivery, product installation, spare parts, updates/upgrades, repairs etc.
- **Usage and consumption:** Supplier owns product, and customer pays a set fee (subscription) for sole use of product or service for a predefined period of time
- **Outcome-based contracts:** Product fully owned and serviced by supplier, Customer only pays for actual outcome, not for the whole product.



Capgemini approach to Servitization

- The servitization concept is facilitated by Capgemini's approach to digital business transformation which we call the Renewable Enterprise, and by its strengths specifically in managing enterprise-level transitions to SAP S/4 HANA® including SAP BRIM, SAP CPQ, Customer 360, SAP Sale and Service.
- With support from Capgemini, organizations can learn as they transact; earn revenue even while they are exploring new avenues of income and establish a consistent but flexible digital platform that can accommodate current and future business needs
- Capgemini can provide all the components needed for a single, streamlined and world-class servitization approach, covering everything from modeling complex bundles of products and services, to automated feedback of sensor metrics relevant to asset uptime, usage, telemetry data or complex sales and billing

Capgemini with SAP S/4 HANA allows your business to be flexible and support the new business model in an agile way

- Expertise and accelerators in industries to which Servitization is particularly suited.
- A reference architecture that can accelerate and reduce risk for any required business model changes
- Full spectrum of capabilities from business strategy and innovation, to application and infrastructure design, build and support, up to business enablement and operations

SAP BRIM and Subscription based billing



Main service offerings

Enabling subscription economy

- Capgemini understands the unique challenges of the subscription-based business model & billing solution from our in-depth experience working with some of the leading global companies in this and similar sectors.
- Multiple decades of experience in mediation solutions & subscription-based pricing & billing of high-volume usage records.

... Building the future together

Capgemini offers an SAP BRIM Centre of Excellence with 100+ specialists including experienced BRIM certified professionals, having in depth knowledge & working experience in S/4 Hana BRIM 1809 & 1909 versions.

- End to end subscription billing solution implementation & support experience across industries in onetime, recurring & usage-based billing business model.
- Global leader in successful full stack BRIM solution, 1909 version implementations
- We bring relevant assets (tools, best practices, experience in implementing BRIM) designed to accelerate BRIM solution implementation.
- We have a mature methodology used consistently across the globe, which we keep up-to-date through our continuous improvement process.



Use cases

- New Revenue Models in addition to existing models
- Reduced Time to market for new service offering.
- Enables highly automated and low-touch order-to-cash processes
- Automated Revenue Share with partners for various use cases



Features

- Supports Subscription, consumptions and hybrid models
- Enable the full subscription lifecycle and monetization
- Contract bind to quote, customer is billed what he has signed for.
- Consolidate billing data from multiple systems on a single billing platform
- Native integration with S/4 HANA Finance in the Cloud and On Prem



Industries

- High-Tech, Telecom, Media, Technology, Transport and logistics, Financial Services



Capgemini's Accelerators BRIM Edge Solution – Central Monetization

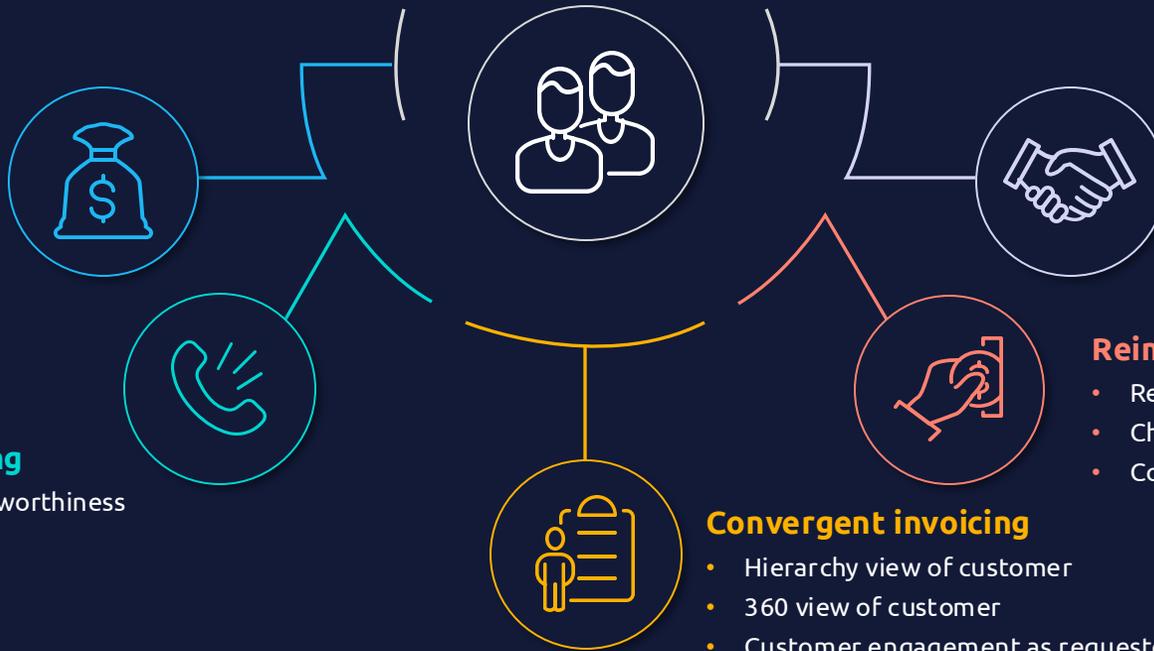
Central Billing HUB for all Business Partner/ Customer facing activities integrating to CRM, CX and ERP

Financial customer care

- Complaints/dispute
- Call center
- Adjustment tools
- Guided procedures
- Self service

Contract accounting

- Credit and payment worthiness
- Intelligent scoring
- Guided procedures
- Revrec (RAR)



Central contract management

- 360 contract view
- Consolidated process and system

Reimbursements

- Rebates
- Chargebacks
- Commissions

Convergent invoicing

- Hierarchy view of customer
- 360 view of customer
- Customer engagement as requested

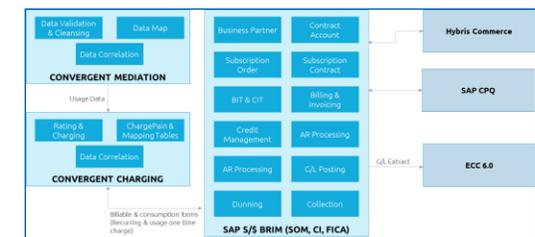
BRIM capability map

CUSTOMER ORDER AND CONTRACT MANAGEMENT	CUSTOMER USAGE AND COLLECTION	PRICE MANAGEMENT	BILLING AND SETTLEMENT	PAYMENTS AND CASH APPLICATIONS	CREDIT AND COLLECTIONS	CUSTOMER SUPPORT
Product Bundle & Modeling	Offline & Online Mediation	Service Pricing & Modeling	Management of Billable Items	Single combined AR & AP knowledge	Credit Management	Financial Customer Care
Manage Solution Quotation	Policy Management	Service Pricing & Modeling	Customer Billing & Invoicing	Incoming & Outgoing payments	Dunning & Collection Management	Dispute Management
Subscription Order capture	Online & Offline Charging	Partner payment Statements	Payment Deferrals & Installment Plan	Fees & Interest Calculation	External Agency Integration	
Order Distribution & Fulfillment	Partner revenue share calculation	Output Management	Cash Desk	Digital Payments Integration	Security Deposits	
Subscription Contract Change	Online Account balance management	Invoice Correction	Digital Payments Integration	Security Deposits	Doubletful entries individual value adjustments with alerts	
		Revenue Recognition				

BRIM business case playbook

Identify Capabilities Required	Identify Operational Metrics Measured	Identify Quantifiable Impact of Metrics	Identify Financial Statement Impact	\$ MM
SAMPLE OUTPUT				
ORDER TO CASH	<ul style="list-style-type: none"> • Quotation Management • Billing and Settlement 	<ul style="list-style-type: none"> • Reduction in customer support calls • Decreased operational cost 	<ul style="list-style-type: none"> • Quote to Cash lead time • Order to cash cycle cost 	<ul style="list-style-type: none"> • Balance Sheet (low level) • SOX - SYMM
RECORD TO REPORT	<ul style="list-style-type: none"> • Credits and Collections • Contract Accounting 	<ul style="list-style-type: none"> • Lower Day Sales outstanding • Reduced Revenue leakage 	<ul style="list-style-type: none"> • Net Sales 	<ul style="list-style-type: none"> • P&L (Recurring) • SOX - SYMM

BRIM edge





Capgemini's Accelerators - BRIM Roll-out Tool Kit (ROTK) to deploy SAP BRIM in a standardized and industrialized manner

As we deploy the new SAP solution to Worldwide entities, it is be very important to leverage ROTK, based on standard methods and solutions. We have created a tool kit using a reference model, which can be readily executed to create a specific deployment toolkit

- ROTK will help rollout program deploy in a standardized and industrialized manner
- Cook book with instructions and manuals from start to finish
- Pre-defined formats and fill-in sheets to fast track deployment



SAP global template solution



"Fill in" configuration



Test cases and scripts



PMO Pack



Data management ETL



Training pack and academy



Deployment hyper care

Roll-Out Tool Kit (ROTK)

Program management

- Policies and Procedures
- Project Plan
- Project Charter
- OCM Components
- Site Readiness Template

Solution manager

- Process Documentation
- Configuration Sheets
- Workshop Documentation
- Security Roles

Test management

- Test Cases
- Expected Results
- Regression Scripts
- Validation Scripts

Data management

- Data Dictionary
- Cleansing Rules
- Extraction Scripts
- Mapping Rules
- LSMW Programs
- Validation Checks

Training management

- Training Documents
- Training Exercises
- Training Logistics template



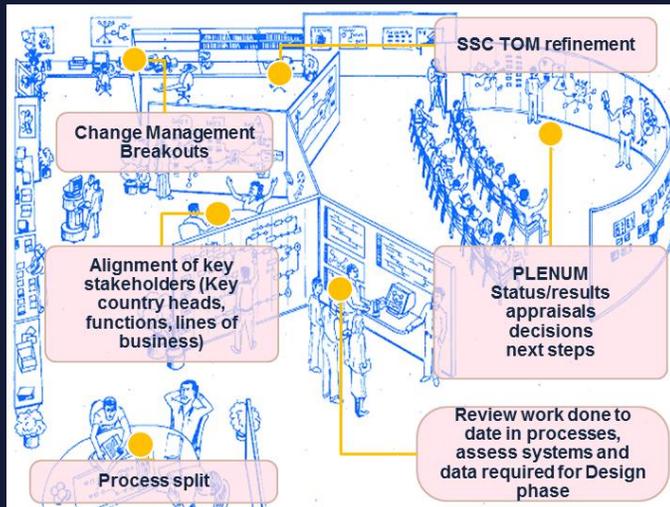
Capgemini's Accelerators Accelerated Solution Environment (ASE) approach:

ASE allows alignment, decision, collective engagement and acceleration



Our Accelerated Solution Environment (ASE) approach aims at **bringing alignment, engagement & readiness** for change ahead within each stakeholder through established facility or mobile service.

Criteo accelerated solution environment



What would we do?

- Bring key stakeholders on an off-site event in one of our world class collaborative environments
- Secure on-boarding & engagement of key stakeholders
- Share “Build Core mode” blueprint and collect key stakeholders' feedback and validation before proceeding to “Go-live pilot phase”

What would worldline get out of it?

- Confirmation that all risks are identified with a clear mitigation in place
- Stakeholder identification, business engagement & confirmation of effort needed by Criteo employees
- Business readiness assessment: identified change challenges in countries



Service-Based Business Models / servitization – The process of moving from a Product to Service Oriented organisation

Service offering development stages



Deliver entire servitization models from end-to-end with SAP

	Back Office	Front Office	Frontend
Simple Cases	SAP S/4HANA Logistic, Invoicing & Finance Logistic execution and financial processing SAP Subscription Billing Recurring Billing – Engine for recurring invoicing of subscription based business models	Configure, Price, Quote Solutioning – Configuration and Quoting of Service-Bundles upon product base business	Commerce Point-of-sales – Sales frontend for subscription based business models
Complex Cases	SAP S/4HANA Logistic, Invoicing & Finance Logistic execution and financial processing SAP Brim Billing and Revenue Management – Invoicing Engine for complex business case like consumption or outcome based	Configure, Price, Quote Solutioning – Configuration and Quoting of Service-Bundles upon product base business Service Solutioning – Service execution for Customer and Case-management.	Commerce Point-of-sales – Sales frontend for subscription based business models SAP Brim Point-of-sales – Information Portal to gain contractual informations



CRM Modernization

ECC CRM to SAP Sales, Service Cloud

Immediate Actions :

- SAP CRM On-Premise solution sunsets '27
- Possible loss of aligned sales capabilities integrated with S4Hana
- Transformation inflicts move from monolith to composable
- CRM On-Premise transformation to next generation solution requires organizational change management





Commerce Cloud Move2cloud

Horizon - a unique set of tools and a methodology to support our customers with their migration to the cloud

Immediate Actions :

- SAP On-Premise Commerce Solution out of maintenance
- SAP Commerce Cloud move to 2211 mandatory
- Version 2211 shifts towards releases on monthly basis
- Move to composable needs organizational adaptation
- Decoupling of commerce storefront



We guide clients through the process step by step achieving quick wins



Analyze

- A cloud-based tool to access existing on-prem implementations for all the critical aspects including configurations, customizations, data, product versions and functional modules.
- Update to 2211 is prerequisite to conduct move-to-cloud
- Update source code directory structure to align with CCV2 standard

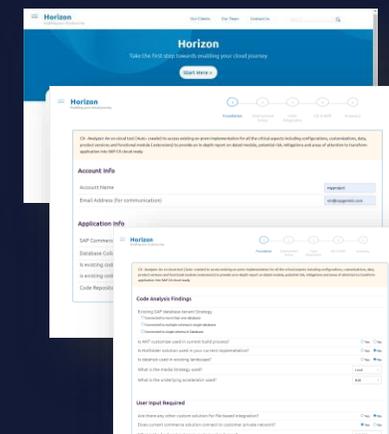
Migrate

- Code-base analysis
- An "auto-correction" bot that corrects configurations, code (to the extent possible), modules and scripts so that the on-prem application transformation is accelerated and standardized
- Migration of SAP Commerce On-premise to SAP Commerce Cloud



Operationalize

- A guide with references to documentation for operations and business teams to deliver the applications on new SAP CX cloud



+ Newly launched Headless Capgemini Commerce Storefront



Sales Order Fulfilment Monitoring

Process overview

Sales order fulfilment monitoring will be used in below process

- Sales order fulfilment monitoring
- Sales orders creation with references
- Mass change of sales orders

Sales order fulfilment monitoring will allow changes to sales order fields at both the header and item levels. It also provides issue resolution for sales order fulfilment issues ,by help of sales order fulfilment monitoring user will create credit memo requests, debit memo requests, and returns orders from billing documents and sales orders .It also allow make mass changes of sales orders at header, item, or schedule line levels.

Acting Persona

- Sales representatives
- Data Specialist

Technical Prerequisites

- SAP S/4 HANA System with sales order functionalities
- Mass change and fulfilment monitoring configuration
- Sales order creation capabilities
- Tools to create credit/debit memo and returns from billing
- Schedule line-level update capabilities

Input

- Sales order

In Scope

- Sales order creation
- Mass change in sales order
- Sales order fulfilment
- Return and complain process

Output

- Sales order fulfilment monitoring
- Sales orders creation with references
- Mass change of sales orders

Out of scope

- Limited data environment.

Additional benefits

- Enhance order accuracy and customer satisfaction
- 30% higher staff productivity on sales order inquiries
- 10% lower customer churn from delays in sales order fulfilment

Solution overview

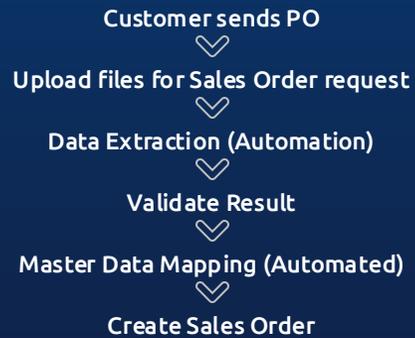
Sales team can now use AI to monitor and resolve order fulfilment issues quickly. Sales orders are summarized on header and item level in natural language, fulfilment issues are identified and resolved in due time ,user can create credit memo requests, debit memo requests, and returns orders from billing documents and sales orders and make mass changes of sales orders at header, item, or schedule line levels using AI feature of sales order fulfilment monitoring.



SAP S/4 HANA Sales Order Creation

Process overview

- Using the Create Sales Orders representatives can automatically create sales orders. This will extract relevant data from unstructured source formats (such as PDF files and image) and translate it into sales order.



Acting Persona

- Sales representatives
- Data Specialist

Technical Prerequisites

- File structure for purchase order in PDF or image format
- Activation of Scope item 4x9 for SAP S/4HANA.
- Image inspection automation models
- Process monitoring & quality control
- Automation support and predictive analytics
- Master Data Mapping (Auto)

Input

- File structure for purchase order in pdf or image format.
- The scope item 4X9 (Create Sales Orders from Unstructured Data) has been activated for SAP S/4HANA.
- SAP Intelligent Robotic Process Automation (RPA) for automatic email trigger from sales order.

In Scope

- Collect image inspection data methods and adapt into image inspection automated models.
- Process Monitoring & Quality control.
- Automation support and predictive analytics.
- Troubleshooting of anomalies detected in maintenance notifications.

Output

- Record & capture AI-driven image inspection identifies defects, anomalies, and quality deviation
- Create sales order request and extract key field from purchase order image and pdf file.
- Sales order request converted in sales order.

Out of scope

- Limited data environment.

Additional benefits

- Save on time and manual-intensive work in creating sales orders by compiling all the relevant information needed for an order request
- Faster sales order cycle time due to lower error rate on processing
- 25% reduction in cost of sales order creatio

Solution overview

Sales order creation enables sales representatives to create sales order from purchase order files in PDF or image formats. After a file is uploaded, the system automatically extracts file information into a sales order request and proposes key values for sales order request fields like sold party details, material and quantity based on purchase order pdf file and image format. The sales order request can later be converted into a sales order.

Augmented Gen AI Campaign for low turnover items

Industry – Retail



Client Context:

Retailers face profitability and efficiency challenges when trying to address the preventive actions to reduce food waste due to high efforts and campaign costs when trying to engage with consumers and make them aware of highly discounted products close to expiration date.



Challenges/Pain points:

- **Lack of visibility:** Retailers lack visibility on grocery items near expiry which most customers avoid buying leading to inventory pile up.
- **Inefficient Discounting:** No mechanism to offer discounts based on remaining shelf life of grocery items.
- **Low Margins:** Retailers operate with low margins on grocery items leaving little or no room for marketing spend for promotions.
- **Limited Customer Outreach:** Marketing campaigns of In-store promotions on grocery items near expiry are often confined to in-store displays and announcements due to lack of inexpensive options for social media.



Approach & Solution:

The GenAI solution leverages SAP S/4HANA's core capabilities in Promotion Management to integrate with MS Azure's cloud services to generate marketing campaigns for stock clearance of grocery items near their expiry or use by date. The solution uses **MS Azure's OpenAI platform** to generate a flyer with image of grocery item overlaid with a tag line to appeal customers to not only buy such item at an attractive discount but also contribute to sustainability through reduced food waste and post it on social media platforms post Store Manager's approval. Additionally, it also generates email to nearby food charities to takeaway leftover inventory if any.



Benefits

- Eliminate Food Waste
- Improved profitability
- Improved Operational Efficiency

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Benefits

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Input recommendation for sales order completion



Client Context:

Sales order entries are auto-completed as thoroughly as possible so that it saves time and avoids any sales fulfillment complications



Challenges/Pain points:

- **Order Fulfilment:** Sales Order block due to missing information thus resulting in delay in Order Fulfilment or subsequent Order cancellation .
- **Time spent:** on manual effort while going through Incomplete Sales order list and completing each one from the list



Approach & Solution:

- SAP Sales Order management for S/4 HANA Cloud and Data Attribute Recommendation service for SAP Business AI intelligently recommends how to fill missing fields in manual or auto-created sales orders based on historical data, while allowing flexibility to continue sales tasks even with incomplete requests. The solution helps save significant amount of time in sales order completion and allows for



Benefits

- **25%** reduction in manual effort for Sales Order completion
- **85%** automation of incomplete Sales Orders
- Improved Operational Efficiency

Automatic creation of sales Orders from unstructured data



Client Context:

Efficiently collect all the relevant information from paper copies or emails to create purchase orders faster and more accurately



Challenges/Pain points:

- Manual Sales Order creation from multiple inputs like files, emails etc is time consuming and error prone



Approach & Solution:

- SAP Sales Order management and Build Process for S/4 HANA Cloud automates sales order creation by extracting information from uploaded files (email, PDFs, images, etc). The solution empowers savings on time and manual-intensive work in creating sales orders by compiling all the relevant information required for an order request.
- Automate sales order requests and data enrichment by improving data quality through AI-tailored extraction and compiling of data from uploaded files.



Benefits

- **25%** Reduction in cost of sales order creation
- Faster Sales order cycle time due to lower error rate on processing
- Improved Operational Efficiency



SAP Intelligent Product Recommendation



Client Context:

The sales representative needs an easy way of knowing what products can accommodate the customer's advanced needs, so that a more personalized recommendation can be offered that increases revenue and profitability



Challenges/Pain points:

- **Identifying the right product for sales:** Offering the right product / feature combination to customers which fulfills their requirements .
- Multiple product recommendation and iterations for identifying the correct product results in delayed Quotation process



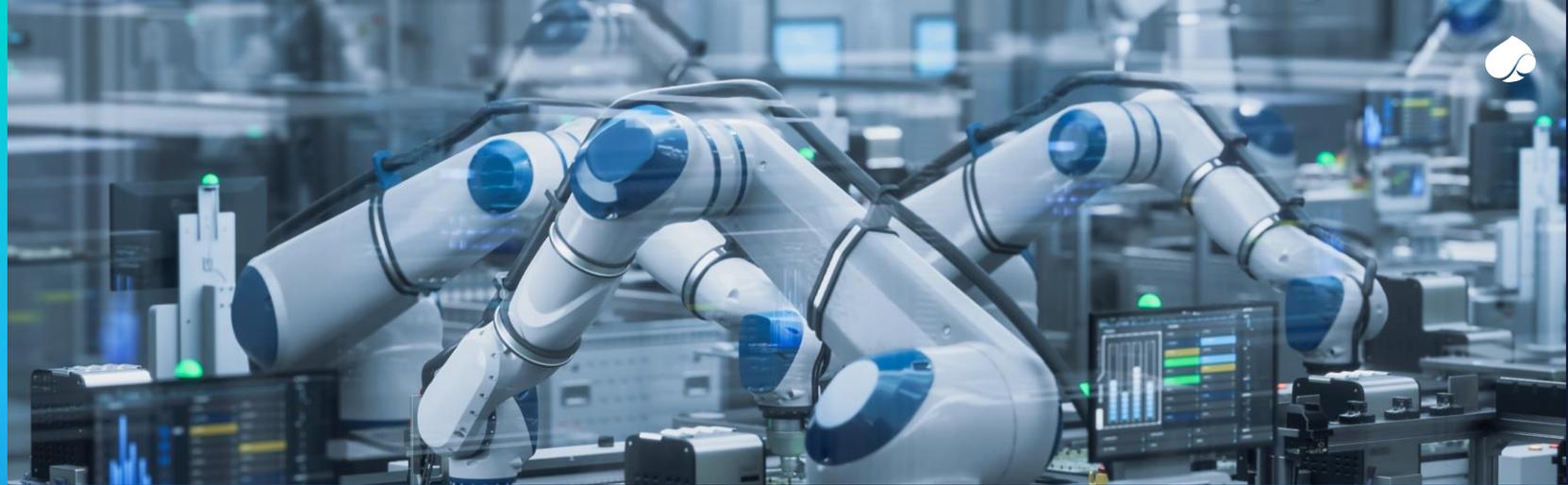
Approach & Solution:

- SAP Business AI as a Digital sales assistant leverages machine learning to streamline the quotation process for complex configurable products. This helps less time in getting up to speed with technical product information and increases ability to efficiently advise clients on the products and solutions that match their detailed requirements; this allows further builds loyalty and drive sustainable and profitable revenue growth.
- Provides AI-powered recommendation of optimal products and configurations, based on succinct input by the user on the customer's needs (either in free text or as answers to predefined questions) along with ML based prediction of lead time, price, CO2 footprint, etc



Benefits

- **10%** reduction in cost of Quoting process
- Faster time to productivity for New hires
- Increased revenue and profitability by fast and successful sales closure



Dynamic Pricing for stocks nearing end of life with offers and promotion



Client Context:

Specifically, in CPRD industry products have limited shelf life . And a constant monitoring of stocks on the remaining shelf life is crucial .

Rebates and promotion based on shelf life left would help the movement as well as reduce revenue loss with optimal offers



Challenges/Pain points:

- Expiry leads to loss of revenue
- Wastage of products
- Stocks with less shelf life eating up on inventory costs and space

Identification on timelines based on remaining shelf life to segment offtake at regular interval upping dynamic pricing for such leftover SKUs , extent of rebate to ensure minimal revenue loss across such staggered promotions



Approach & Solution:

- SAP Sales Order management and Build Process for Cloud to generate dynamic S/4 HANA pricing for stocks nearing end of life with offers and promotion: It could be staggered based on the shelf life so that the same can be offered at a slight discount initially and as it nears end of shelf life the discount increase.



Benefits

- Inventory Management to push products nearing shelf life
- Reduced wastage of various SKUs
- Limited loss with Optimal Discounts





Our value proposition: accelerate and secure your intelligent sales and services transformation leveraging the full power of technology and collaboration



A single player able to orchestrate the design, transformation, integration and execution of Quote to Cash, leveraging broad capabilities and a large set of technological partnerships all along the value chain



A unique combination of work with industry leaders, set of experts and large consulting and IS/IT capabilities to accelerate and secure transformation leveraging agile approaches



Our proven ability to deploy and operate at scale, leveraging our global capabilities across geographies and industries, from consulting to IS to data and business services

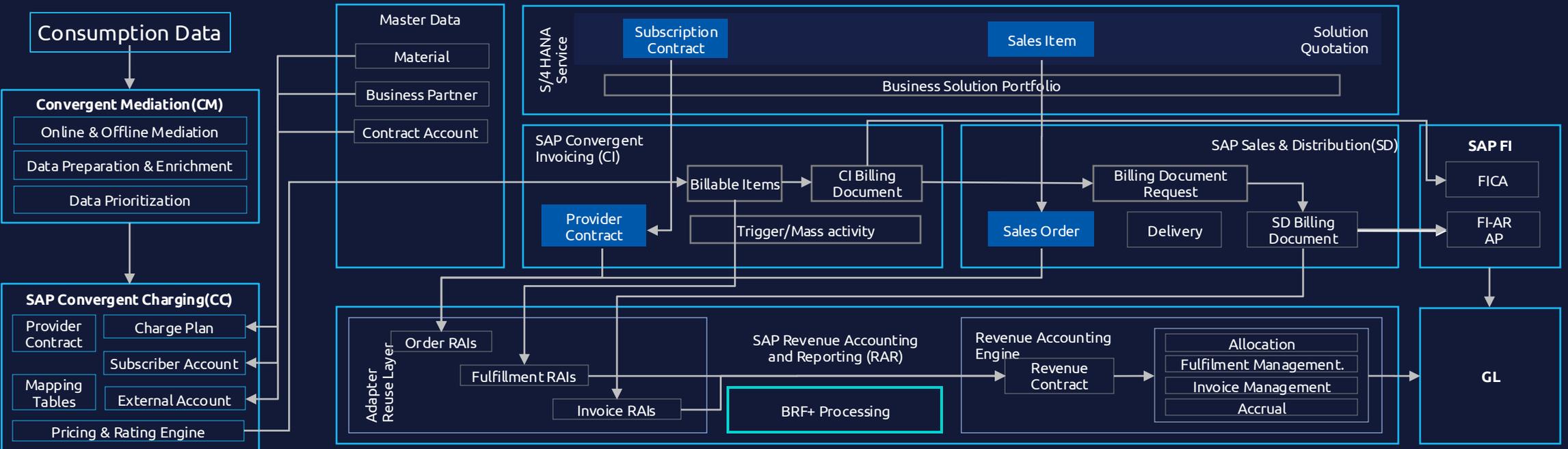


08

Reference architecture



Architecture – a deep dive (BRIM)



About Capgemini

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