



LEAN OPERATIONS & FUNCTIONS

LEAFS

08. November 2023

PRESENTER



MARKUS GSCHWARI
**SENIOR DIRECTOR – CAPGEMINI
INVENT**

MARKUS.GSCHWARI@CAPGEMINI.COM



JOSEF MAYER
**CCA MANAGING ENTERPRISE
ARCHITEKT**

JOSEF.MAYER@CAPGEMINI.COM

MENTIMETER BUSINESS PERSPECTIVE

- **Purpose:** What is the value of your business in the lives of your customers?
 - (Free Text - Wordcloud)
- **Experience/ Outcomes Imperative:** How would your customers describe the customer experience when dealing with your company?
 - (Free Text - Wordcloud)
- **Risk/ Innovation:** What do you see as the biggest strategic challenge for the future of your company in the next 3-5 years?
 - (Free Text - Wordcloud)
- **Digital ROI:** Do you feel that your company's investment in digitalization has paid off?
 - (Yes/ No)



WORKSHOP TOPICS

- What are the three to four key topics consumers in our markets are struggling with?
- What big, hairy problem are we solving for real people in the markets we operate in? And how is this reflected in our strategy?
- What does the ideal customer experience look and feel like and does it drive the outcomes our customers want?
- What is holding us back to deliver more value to the lives of our customers and deliver the outcomes they desire in a way that makes them excited?



**PURPOSE: WHY SHOULD ANYONE
DO BUSINESS WITH US?**

I MARCH FOR
My GRAND-PA

THE EXPERIENCE IMPERATIVE

- **Customers have become “liquid”:** Expectations are being transferred from one industry to another. Inconvenience of changing providers is low.
- **Customers expect excellence:** World-class customer experience is a core expectation at every touch-point.



THE OUTCOMES DEMAND

- **Customers expect immediate outcomes:** “Why does it take so long when I can have...?” “I need this now, why would you make me wait?”
- **Customers expect the right outcomes:** “Why is my name not spelled correctly? Why is there an extra charge I wasn’t aware of?”
- **Customers expect consistent outcomes:** “On your web site you promise x and x every time, but now I experience y...”



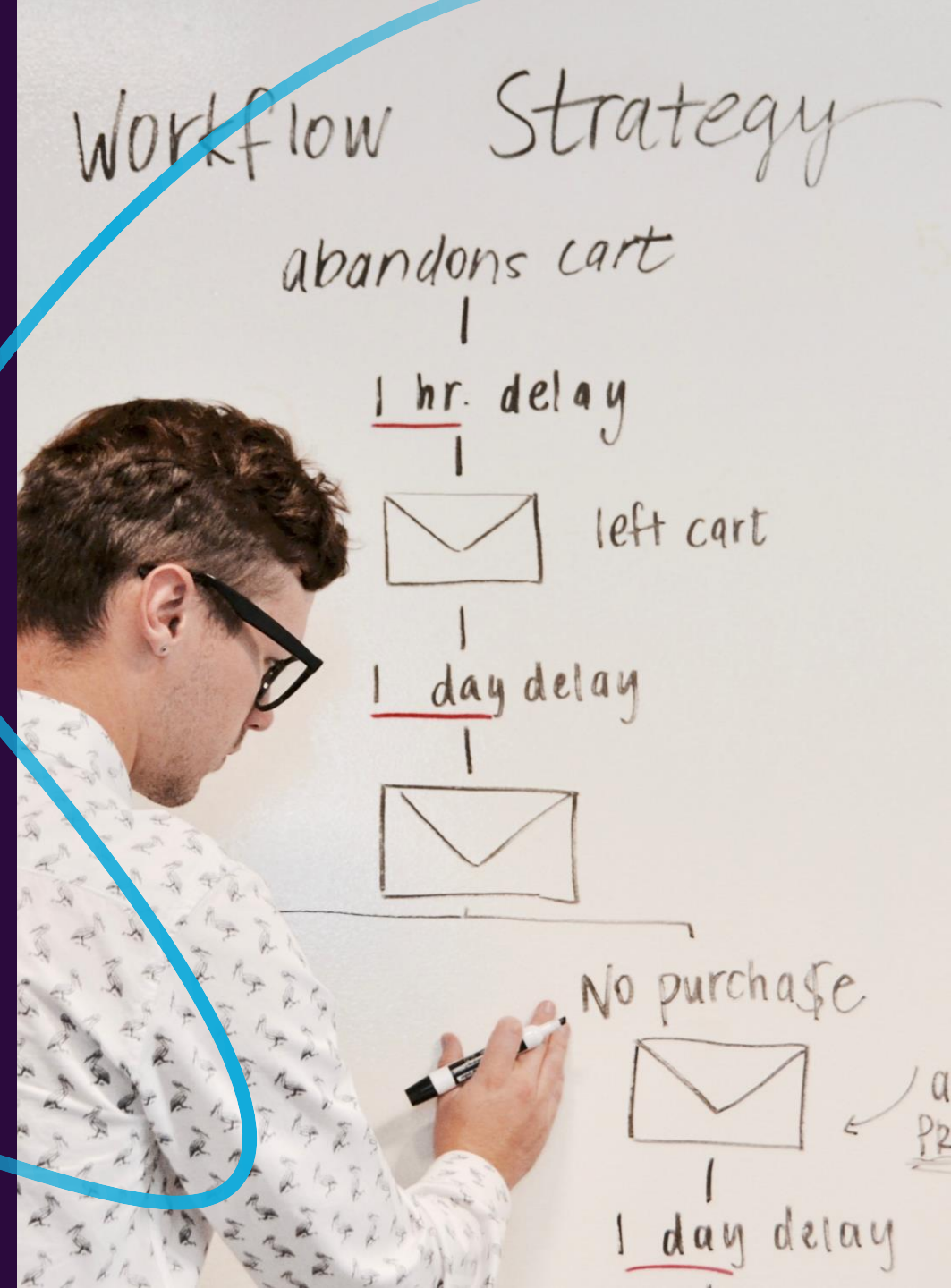
BUT: THE FRONT-END/ BACK-END GAP

- **The Customer Promise:** “Our new app will be your one-stop-shop solution, your personalised gateway into a world of bespoke services...”
- **The reality:** Manual touchpoints of app-generated data in many legacy back-office systems resulting in delays and non-digital verifications/ workarounds



GO DIGITAL ≠ BE DIGITAL

- **Businesses have invested significantly in “Going Digital”:** Information and processes have been digitalised; new platforms and systems have been installed
- **In many cases, they have not yet embraced being digital, thus not reaping the full return on their digital investments:** Digital is often seen as either a “channel” or as something Marketing uses and IT owns but what about the next growth S-curve in already mature markets?
- **Organisations are hampered by legacy:** Legacy systems are the biggest obstacle to new growth

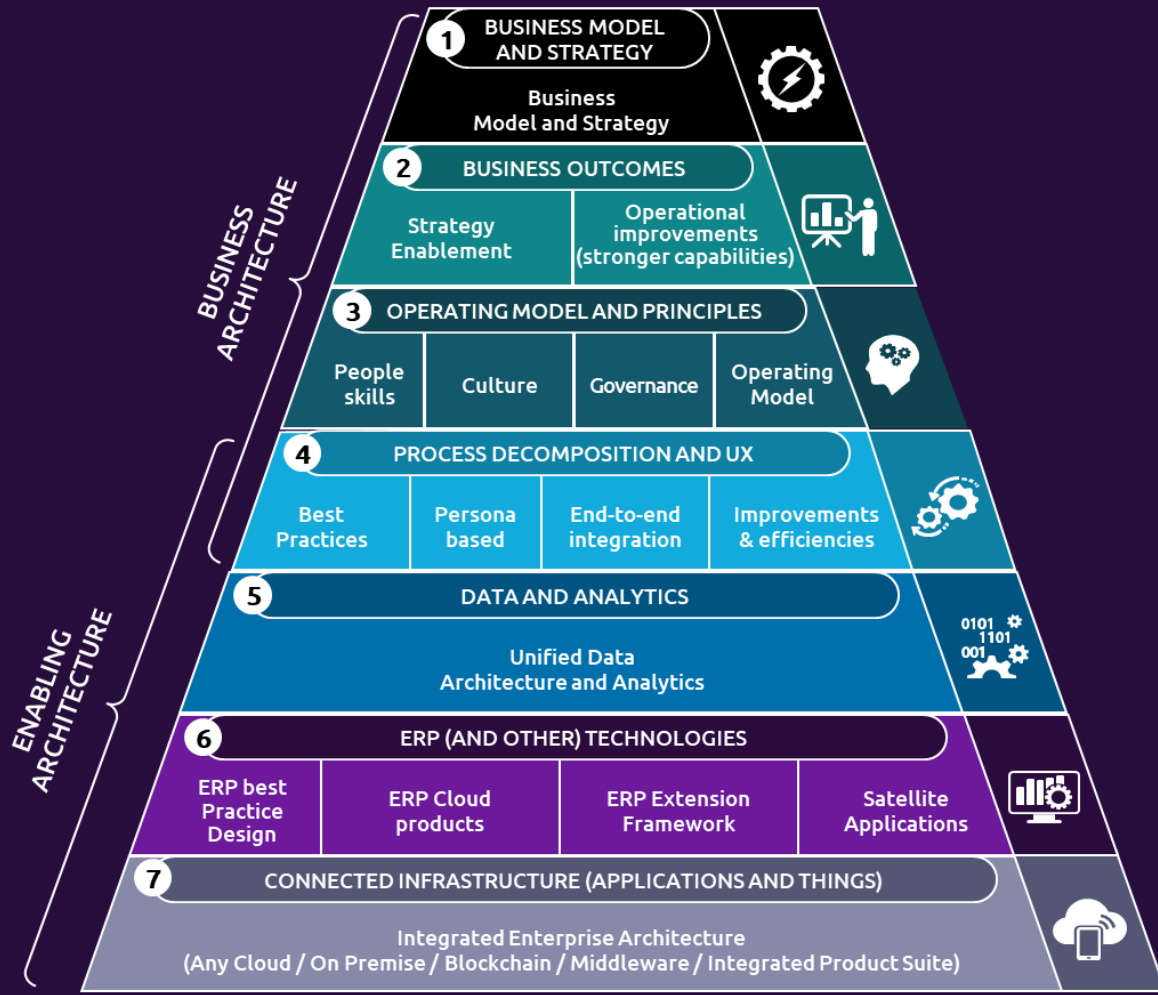


DISRUPTORS

- **Incumbents love Nouns:** Many companies view themselves as: A Bank, A Car Manufacturer, An Insurance...
- **Disruptors love Verbs:** We facilitate payments, we enable your mobility, we protect your financial wellbeing...
- **And in Technology:** Moore's law has been replaced by Neven's law: Doubly-exponential growth of processing power, due to quantum computing: Enabling advanced machine learning and AI



LEANER, FASTER, SMARTER ORGANISATIONS BUILD THE CAPABILITY TO INNOVATE THROUGH EVOLUTION



The Renewable Enterprise vision is designed **to introduce innovation with agility**, put the **user experience at the center** while protecting your critical processes. It uses modern approaches such as **AI and embedded analytics, DevOps, Cloud architecture, APIs and Microservices** to help organizations – businesses like yours – to **reimagine themselves**, unlock business value, and outpace competition.



Embedded in Delivery Methodology

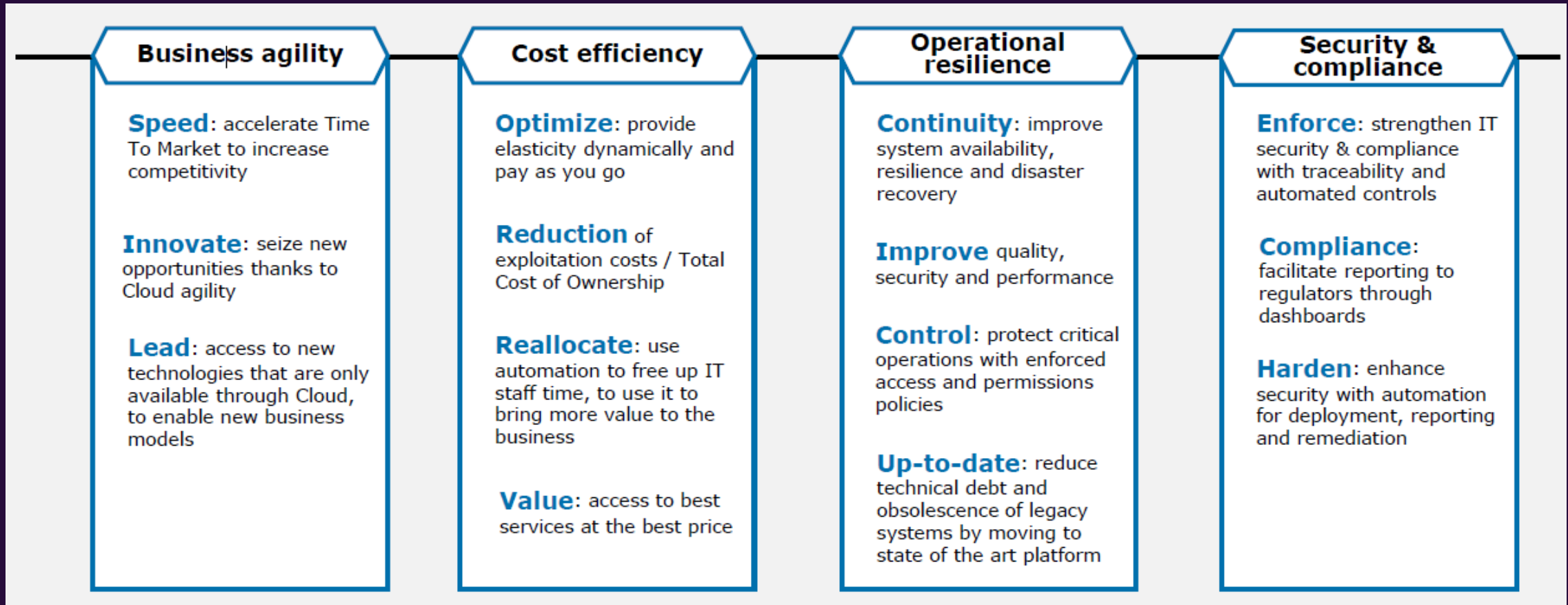


Technology leading Practices

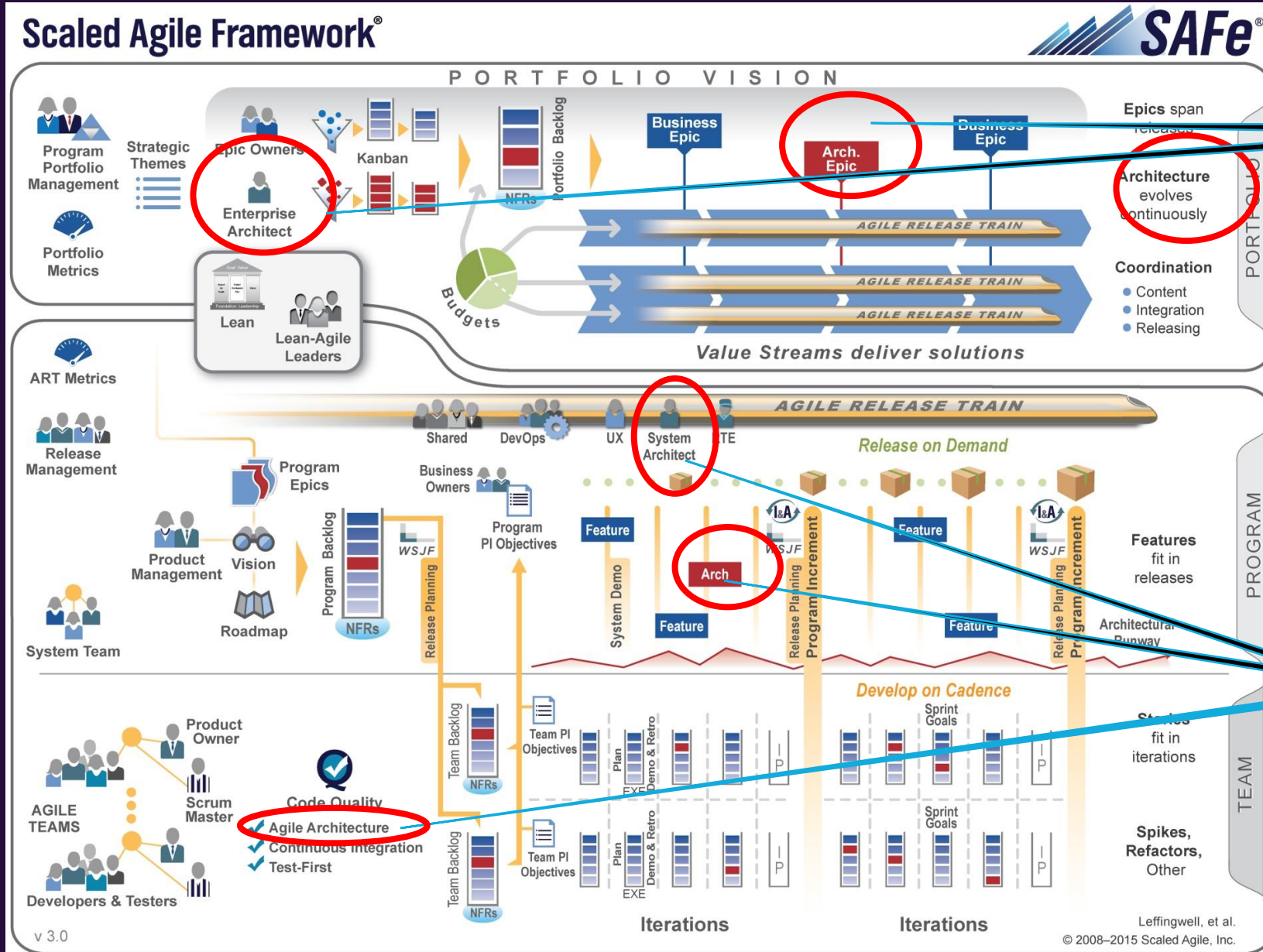


Industry Expertise

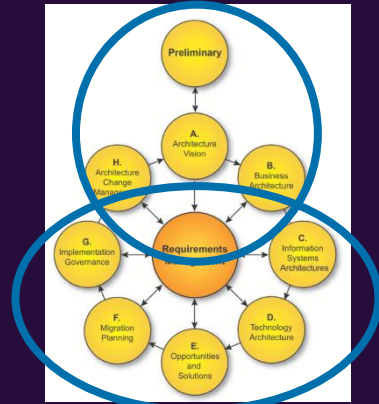
AN ARCHITECTURE FRAMEWORK DRIVES MAJOR LEAN PERFORMANCE CRITERIAS



TO MINIMIZE RISKS AND TO OPTIMALLY DEAL WITH VOLATILITY AND UNCERTAINTY FACTORS WE RECOMMEND AN AGILE ARCHITECTURE APPROACH



Enterprise Architect evolves the architecture through architecture epics. They include the architecture vision: goals, principles, guidelines,



System / Solution Architect drives the design of systems: define components and their relationships



CLEAR SIGHT IT DECISION MAKER: A STRUCTURED APPROACH TO DRIVE IT TRANSFORMATION DECISIONS



Outcomes that sustainably enhance business value, **reduce cost**



Baseline & Benchmark

Create transparency on the current state of the IT ecosystem – make transformative, **fact-based decisions**



Portfolio Optimization

Rationalization, Simplification



Move to Cloud

Migration, Modernization



Target Operating Model

Efficiency, Agility



Sustainable IT

IT Carbon Footprint Reduction

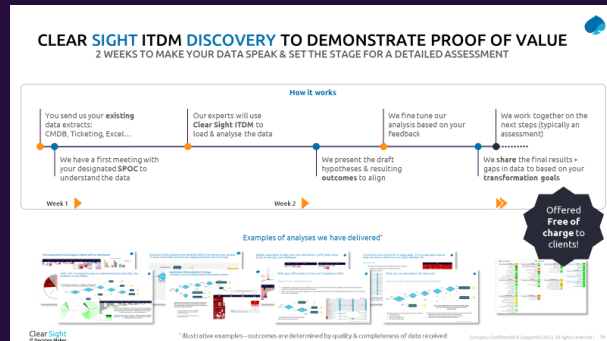
Backed by Capgemini implementation services to **deliver the benefits**

A THREE PHASE APPROACH TO SETUP A TRANSFORMATION PROGRAM



Step 1: Conduct a Clear Sight ITDM Discovery (free of cost)

2 weeks

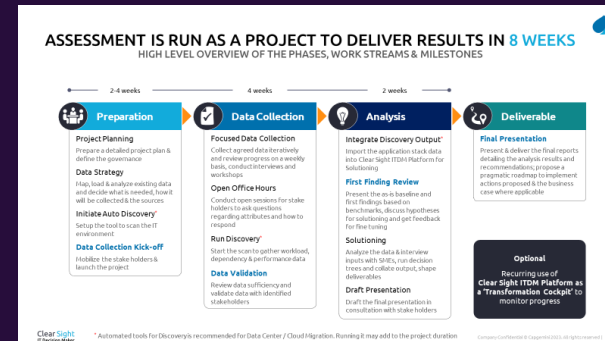


Engage

- Insights about your portfolio as a 'proof of value' that Clear Sight ITDM can deliver
- A 'health check' on the quality & completeness of the data repositories available about your IT
- Clear idea of the cost of doing an assessment and the effort needed from your staff

Step 2: Conduct a full Clear Sight ITDM Assessment

8 weeks

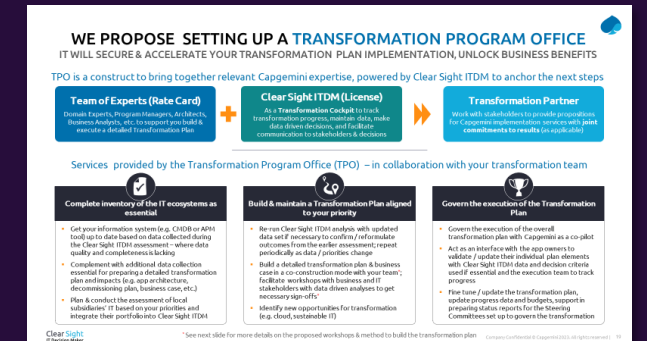


Evaluate

- A full analysis of the state of the portfolio with benchmarks to uncover areas of improvement
- Determine the transformation options (e.g., rationalization) & build an action plan & b-case
- Facilitate communication with stake-holders to get sign-offs for implementation

Step 3: Set up a Transformation Program Office in partnership

1-3 years



Execute

- Leverage Capgemini experts and Clear Sight ITDM to build and govern the execution of the overall transformation plan & deliver benefits, refresh analysis periodically or expand scope
- Identify projects (e.g., decommissioning or modernization) for Capgemini implementation services with joint commitments to results

The following slides provide more details on each step. This 3-step approach is just a recommendation, and you can choose to just do **Step 2!**



LINKS

Technovision and Innovation:

- <https://www.capgemini.com/de-de/insights/future-of-technology/>
- <https://www.capgemini.com/de-de/unternehmen/wer-wir-sind/innovation-ecosystem/>
- <https://www.capgemini.com/de-de/unternehmen/wer-wir-sind/innovation-ecosystem/applied-innovation-exchange/>
- <https://www.capgemini.com/de-de/insights/research/technovision-2023-trends-for-cios-and-tech-practitioners/>

Architektur Management:

- <https://www.capgemini.com/de-de/insights/blog/erfolgreiches-management-fuer-eine-nachhaltige-it-landschaft/>
- <https://www.capgemini.com/de-de/insights/research/digital-architecture-study/>

Enterprise Management

- <https://www.capgemini.com/de-de/insights/research/it-trends-studie/>
- <https://www.capgemini.com/de-de/services/enterprise-management/>

Generative AI:

- <https://www.capgemini.com/de-de/solutions/custom-generative-ai-for-enterprise/>
- <https://www.capgemini.com/de-de/insights/research/generative-ai-in-organizations/>



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 over 360,000 team members 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.

Get The Future You Want | www.capgemini.com



This presentation contains information that may be privileged or confidential and is the property of the Capgemini Group.

Copyright © 2023 Capgemini. All rights reserved.