



Brainex Case Study – 2 June 2017

People matter, results count.

Client Background

- **Founded in 1960, it is the recognized world leader in food delivery operating a network of company-owned and franchise-owned stores in the United States and international markets.**
- **It currently has over 5,000 stores outside of the United States in over 80 international markets, and we're still growing.**
- **Their business model is straightforward: they handcraft and serve quality food at a competitive price, with easy ordering access and efficient service which are aided by our technology innovations. Their dough is generally made fresh and distributed to stores around the world by us and our franchisees.**
- **The have Cost-efficient store model, characterized by a delivery- and carryout-oriented store design, with moderate capital requirements and a menu of quality, affordable items**
- **They have vertically integrated dough manufacturing and supply chain system enhances the quality and consistency of our products, enhances our relationships with franchisees, leverages economies of scale to offer lower costs to our stores**

Leadership View – Problem Statement

- Client CEO has a challenge, and understands that the performance of the company is under constant threat to fail, as competition is growing and consumes are getting demanding.
- Client wants to deploy a solution which will automate their supply chain and ensure timely delivery of raw material to stores across US so that they are not stocked out at any point of time.
- CEO counts on Capgemini to address the challenge. (He has his own team at all towers and they are supposed to address this issue with cohesive planning and coordination).
- Other important vendors are Competitor – 1 and Competitor – 2. They are also evaluating this opportunity critically.
- CEO is clear that he is not paying for this consulting exercise but needs guidance on way forward.

Service Scope & Technology Requested

Service Scope:

- Configuration
- Data
- Testing
- Cutover tasks
- Incident Management

Technology and Modules:

- Market To Order (MTO)–CRM, TPM
- Order To Cash (OTC) -SD, OTC, IOM, DSD
- Forecast To Deploy (FTD)-WM, DOIP, CAM, Fleet, LEO
- Procure To Pay (PTP) -PTP, SRM
- Record To Report (RTR) -FICO, FSCM
- Human Resource Management (HRM)–HRM Payroll
- Master Data Management (MDM) –MDM
- Security –IDM, GRC
- Data Warehouse –BW,

Delivery Scope

Key Achievements:

- ~250 Sites to go live
- Adherence to Stringent timeline. Always met deadline from the first Deployment till date

Key Challenges:

- Change Management approach with New Franchises
- Dealing with large number of application and its integrations
- Timely delivery and limit scope of deployment. No major localizations.

Key Focus Items:

- Automating the processes and reducing the manual work
- Enhancing SLA for the Deployment incidents with aggressive deployment schedule.
- Integrating the teams for unified process across the organization

Our Proposal

- **Solution Details:**

- **Our Solution is based on SAP's latest version i.e. S/4 HANA 1610**
- **Our Solution is tailored to client's industry vertical – Consumer Durables.**
- **The solution offers innovative and user friendly UI.**
- **Meets 70% Customer requirements out of box.**

Way Forward

- **Does addressing CEO concern benefit Capgemini?**
- **What are the risks Involved and what are the mitigation plans?**
- **What are your recommendations for the Account Leadership Team?**
- **Competitor 1 is proposing a different Technology Solution and how do we convince the customer that our solution is superior than Competitor's solution?**

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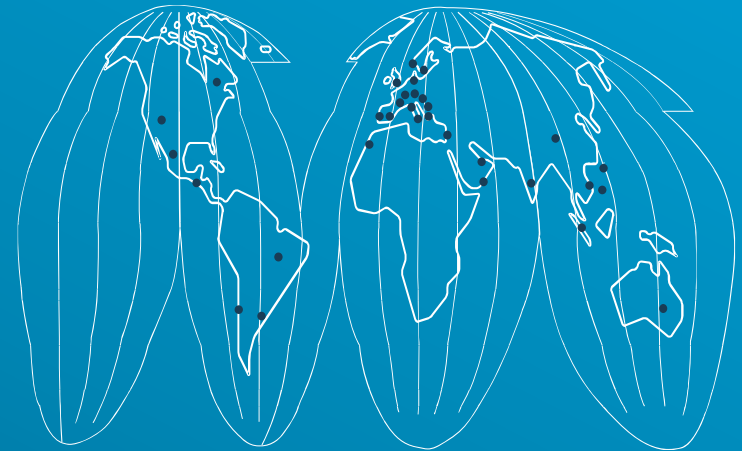


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