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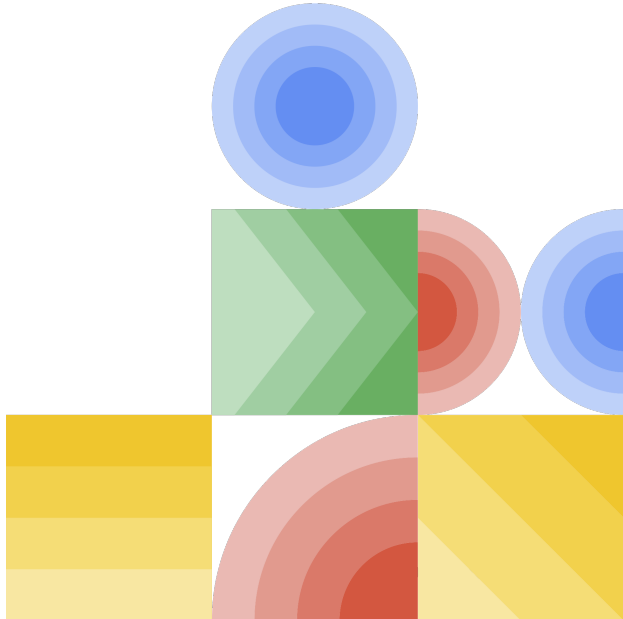
Customer Growth Engine

2025 Workshop Offerings

Overview for Capgemini
Feb 7th, 2025



Google Cloud

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Executive Summary

While Google offers DAF/PSF for sales qualified opportunities, we don't have any funding or accelerator programs for EARLY-STAGE (S0/S1/S2-) opportunities. Our goal is to leverage SI partners and infuse CGE funded workshops for 4 tangible outcomes

01	EARLY STAGE DEAL ACCELERATION	• Potentially reduce the deal cycle by ~30 days by incubating a partner in an early-stage opportunity
02	EARLY STAGE DEAL EXPANSION	• Expand deal sizes by >50% as partners find new workloads to land on Google Cloud, accelerate ramp
03	PARTNER ATTACH	• Convert a funded partner engagement to a paid engagement at >50% of customers - show stickiness and growth
04	CUSTOMER REFERENCES	• Identify customer use cases early on, gather feedback from partner engagements, build References and reusable sales patterns

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CGE Funding vs DAF/PSF

Stage 0	Stage 0/1	Stage 2	Stage 3	Stage 4
PROSPECT	REFINE	QUALIFY / EVAL	NEGOTIATE	MIGRATE

STAGE-2 MINUS

- Opp <180 days
- GF or Net-new Spender opps
- Net-new Workloads (X-sell)
- DAF/PSF **NOT** applied

STAGE-2 PLUS

- Opp >180 days
- Qualified opportunities
- Known Workloads / Expansion
- DAF/PSF applied

EARLY-STAGE ENGAGEMENT !!

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CGE Funding vs DAF/PSF - Types of Engagements

STAGE-2 MINUS

- Webinar
- 1:many event (virtual or on-site)
- Joint White paper on a use case/pattern
- Workshop
- Business Value Assessment (ROI / TCO)
- Rapid POV
- Non-prod env, no customer data

STAGE-2 PLUS

- Solution Architecture / Design
- Migration Tools / Approach
- Landing Zone / POC / PILOT
- Pricing Calculators
- Incentives / Discounts
- Consumption Metrics / Reports
- Production deployments

EARLY-STAGE ENGAGEMENT !!

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CGE Offerings

~$XM Investments

PILLARS

- InfraMod
- AppMod
- Data Management
- Data and Analytics
- Business Intelligence
- Security
- AI/Gen AI
- Industry Solutions

$10K Workshop

- 1-3 days
- Innovation / Ideation
- Qwiklabs training
- 1:many event

$20K Biz Value Assessment

- 1 week
- Discovery
- Understand business and tech outcomes, Solution Whiteboarding
- Deliverables that include target state architecture, Business model, and ROI, and identify 1-2 use cases for a larger PSF engagement and opp maturation

$25K RapidPOV

- 2-3 weeks
- Greenfield
  - S0/S1 early engagement
- Spender - Strategic
  - Workload acceleration

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Next Steps

PDM

- **Identify Point person** for CGE
- **Vector export** S0/1/2 opps, Opp create date, and PSF funding availed from Vector
- PDM to **set up a kickoff meeting**
- PDM to fill in the **Intake form** for getting CGE approval to deliver workshops
- PDM to **get started on PO**/getting the SOW executed

PARTNER - Asks

- Partner to **assign Program Manager** for CGE campaigns/opp progression
- Partner to **share one-pagers** / campaign artifacts for the CGE offerings
- Partner to review **SOW template**, get appropriate internal approvals to get it executed

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