



CONNECTED CONSUMER

Connected Products for Consumers

Consumer brands creating **digital consumer connections** are driving long-term **relevance and value**, beating companies who don't.

December 2022



OFFER PRESENTATION
DEC. 8TH 2022
INTERNAL USE ONLY



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HOW TO USE THIS DECK

FOR YOUR CLIENTS

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CONNECTED CONSUMER - TARGET BUYER AND CLIENTS

Target Buyer

- CEO
- P&L leader
- Chief Product Officer
- Chief Digital Officer
- Chief Strategy Officer
- Chief Marketing Officer

Priorities

CPG | FOOD AND BEVERAGE
BEAUTY AND WELLNESS
APPAREL & FOOTWEAR
HARD GOODS



(Non-exhaustive)

Current Traction



We're already making an impact,
and the opportunity is growing



1

CONSUMERS
WANT MORE





WHY CONNECTED CONSUMER? WHY NOW?

Consumers are demanding better products, meaningful experiences, and the outcomes they want- **simply, securely and effortlessly.**

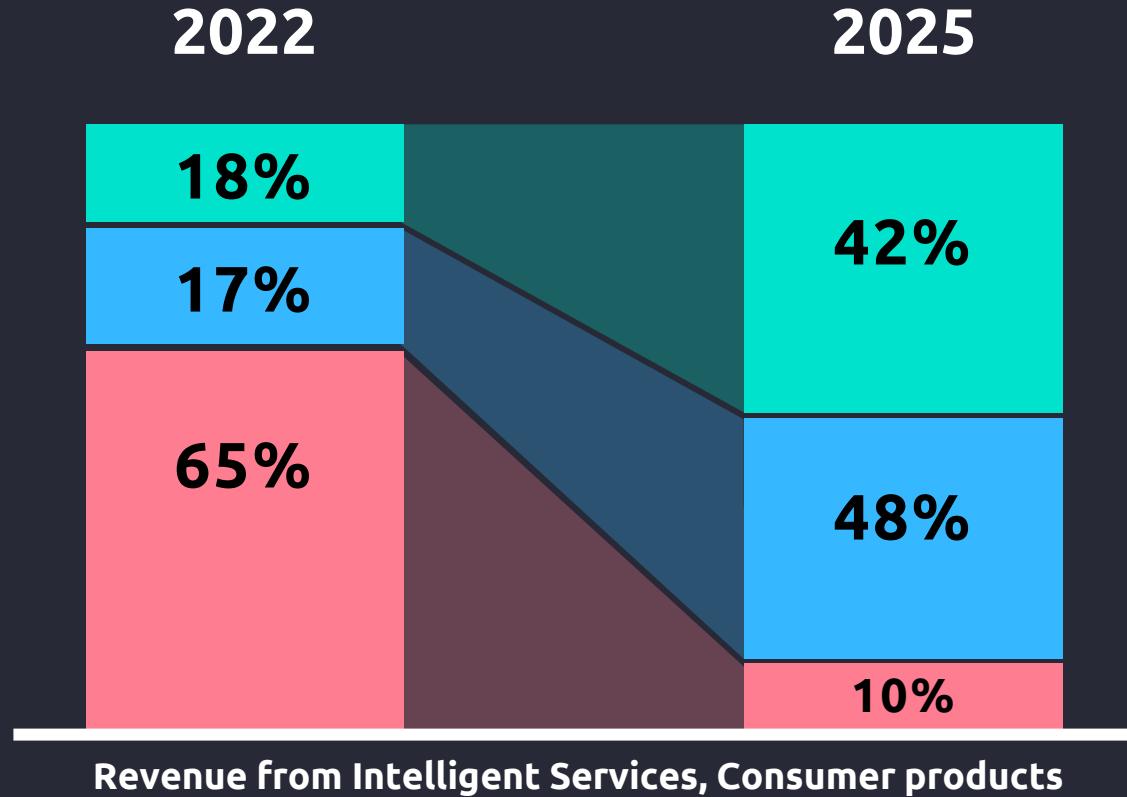
These “**one-click**,” digitally native consumers will pay for **convenience, expert guidance, and services** tailored to them.

They engage with brands with **purpose and relevance**, but on their terms.





CP COMPANIES ARE RAPIDLY SHIFTING FROM PRODUCT TO SERVICE TO INCREASE CUSTOMER LOYALTY & DRIVE NEW PROFITABLE REVENUE STREAMS



Source: [Capgemini Research Institute](#)

Survey, April–May 2022, N=170 respondents from organizations that have or are building visions and strategies for a move to IP&S

42 %

of CP organizations expect **more** than **20%** of their revenue to come from intelligent services

48 %

expect to gain **up to 20%** of their revenue from intelligent services

10 %

do **not** expect to generate significant revenues yet (or don't know)



Every consumer product category from consumable to durable goods will need to form a direct consumer relationship to stay relevant.

Whether going DTC or selling through a 3rd party, future growth of these brands depends on creating and keeping that relationship.

“We sell billions of products per year and each one is an opportunity to form a relationship with our customer.”

-Barbara Lavernos, Deputy CEO, L'Oréal

Consumers want to engage. Forming a **direct** and **digital** connection must be a corporate goal.



CP COMPANIES WILL NEED TO DETERMINE THEIR COMMERCIAL STRATEGY TO UNLOCK THE CONNECTED CONSUMER MARKET

DIRECT TO CONSUMER



OWN FULL RELATIONSHIP

CHANNEL PARTNERS/ MARKET PLACES



SHARED RELATIONSHIP

There is no one right answer. We can help find the right path.



2

INCREASING VALUE IS A
PRIORITY





CONSUMER BRANDS STRUGGLE TO KEEP UP WITH SHIFTING CONSUMER NEEDS



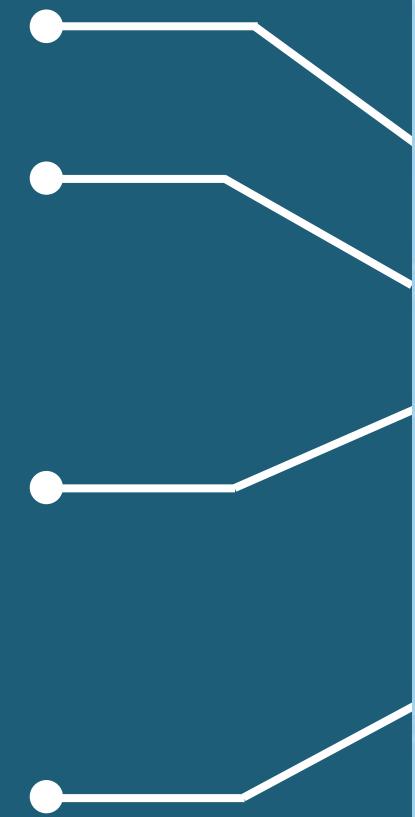
CURRENT LIMITATIONS

Third parties often hold the relationship and the data

Little opportunity to expand the sale or monetize additional value

Lack of user insight delays innovation and targeted marketing

Pricing is related to product, not the outcome, limiting perceived value and revenue potential





BRANDS MUST TAKE CONTROL OF THE CUSTOMER RELATIONSHIP TO REMAIN RELEVANT AND BUILD LONG-TERM VALUE



OPPORTUNITIES OF TOMORROW

Direct relationship between brands and their customers creates loyalty

Permission to expand the sale with new services and value

Customer data becomes the fuel for innovation and marketing

Brands differentiate on experience quality rather than pricing

LET'S ILLUSTRATE THE IDEA WITH A \$25MM PROJECT



CAT FOOD



LIMITATIONS

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OPPORTUNITY

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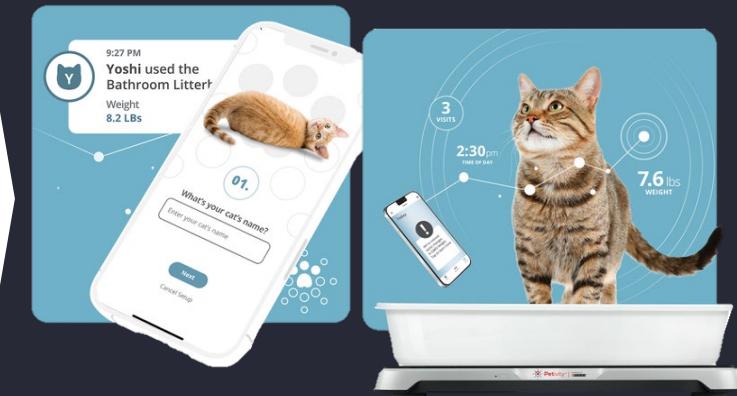
Permission to expand the sale with new services and value

Customer data becomes the fuel for innovation and marketing

Brands differentiate on experience quality rather than pricing



PROACTIVELY MANAGE CAT'S HEALTH



Petivity
POWERED BY
PURINA

Brands must rethink how they create value



BRANDS WHO MAKE THE SHIFT SEE CONSUMER SPEND, LOYALTY, ENGAGEMENT, AND MARKET SHARE RISE



DISNEY MY MAGIC PLUS

70%

More Referrals

51 mm

Bands to date

5000

More Guests/day

30%

Cut Transaction time



NIKE DIGITAL TRANSFORMATION

3X

Higher spend

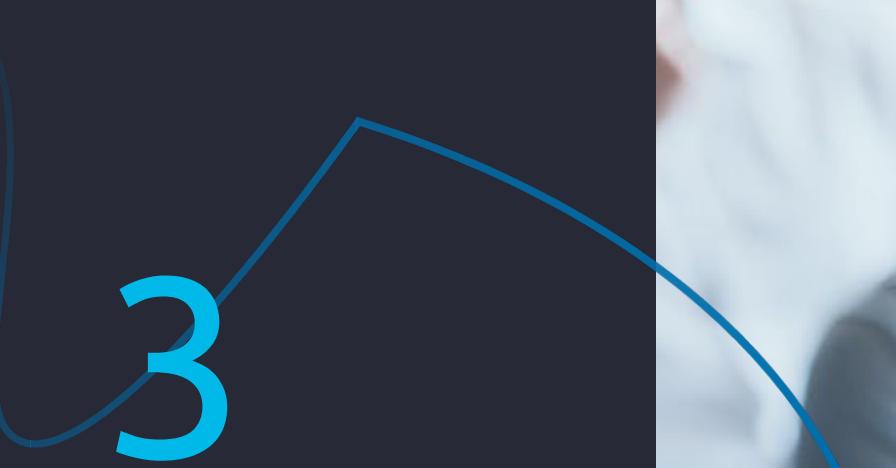
\$1b

SNKR app sales

300mm

Nike app members





3

IT BEGINS WITH A VISION

Delivering 'more than a product' comes down to three things – ecosystem thinking, an underlying data engine and a mindset shift that allows the culture of innovation to permeate through the business.



- Darren Adams, Global Director, Digital Propositions, Unilever





COMPANIES HAVE PROVEN THEY
CAN OWN THE RELATIONSHIP,
EXTEND THE BRAND TO DIGITAL,
AND CREATE SUBSTANTIAL
VALUE

“
*Someone may only buy footwear and apparel **a few times a year**, but engaging with us through the NIKE training app brings Nike into their lives **everyday**.*”

- John Donohoe, Nike CEO

...AND IT STARTS WITH A VISION
OF THE FUTURE





BUILDING DIGITAL AND PHYSICAL EXPERIENCES, COMBINED WITH INTELLIGENCE AND DATA IS DRIVING REVENUE NEVER BEFORE POSSIBLE.

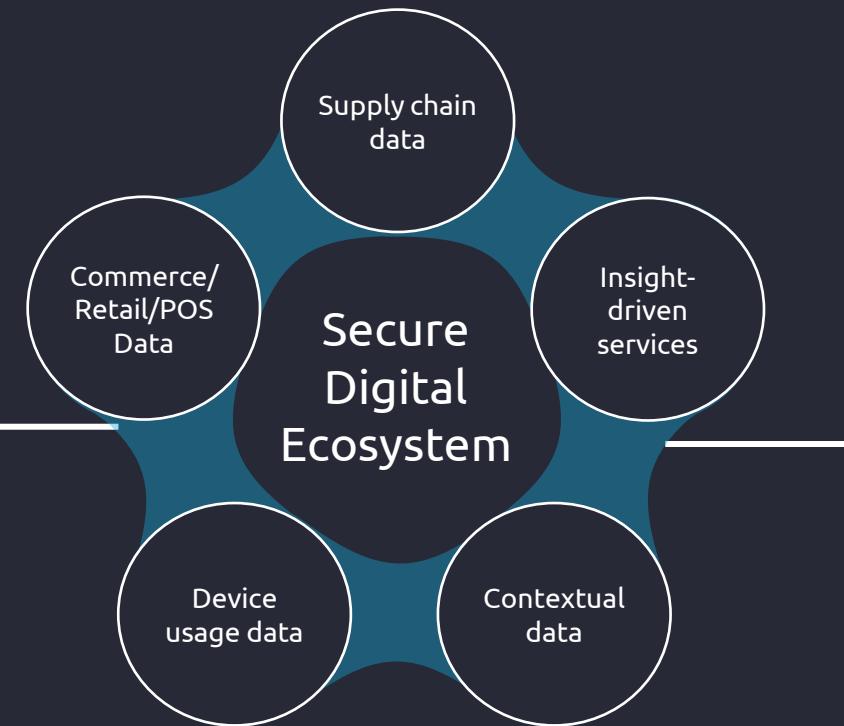


Illustrated with the **Disney Magic Band**

Creating a product that embodies technology, consumer value, and the ultimate simplicity...

with an experience enabled by data and behind-the-scenes orchestration across the broader ecosystem...

...creates an elegant and secure consumer experience with tremendous consumer and corporate value





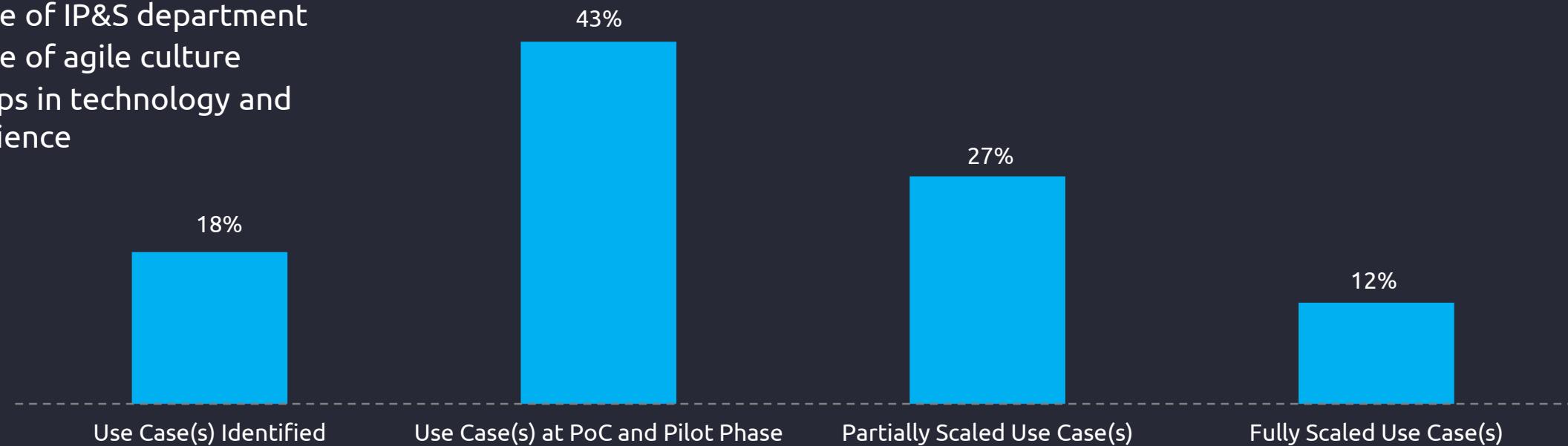
HOWEVER, MOST CP COMPANIES ARE AT AN EARLY STAGE OF MATURITY AND NEED HELP TO SCALE



Intelligent Products & Services Maturity Among Consumer Product Companies

Why is Progress Slow?

- Siloed organizational functions
- Absence of IP&S department
- Absence of agile culture
- Skill gaps in technology and data science

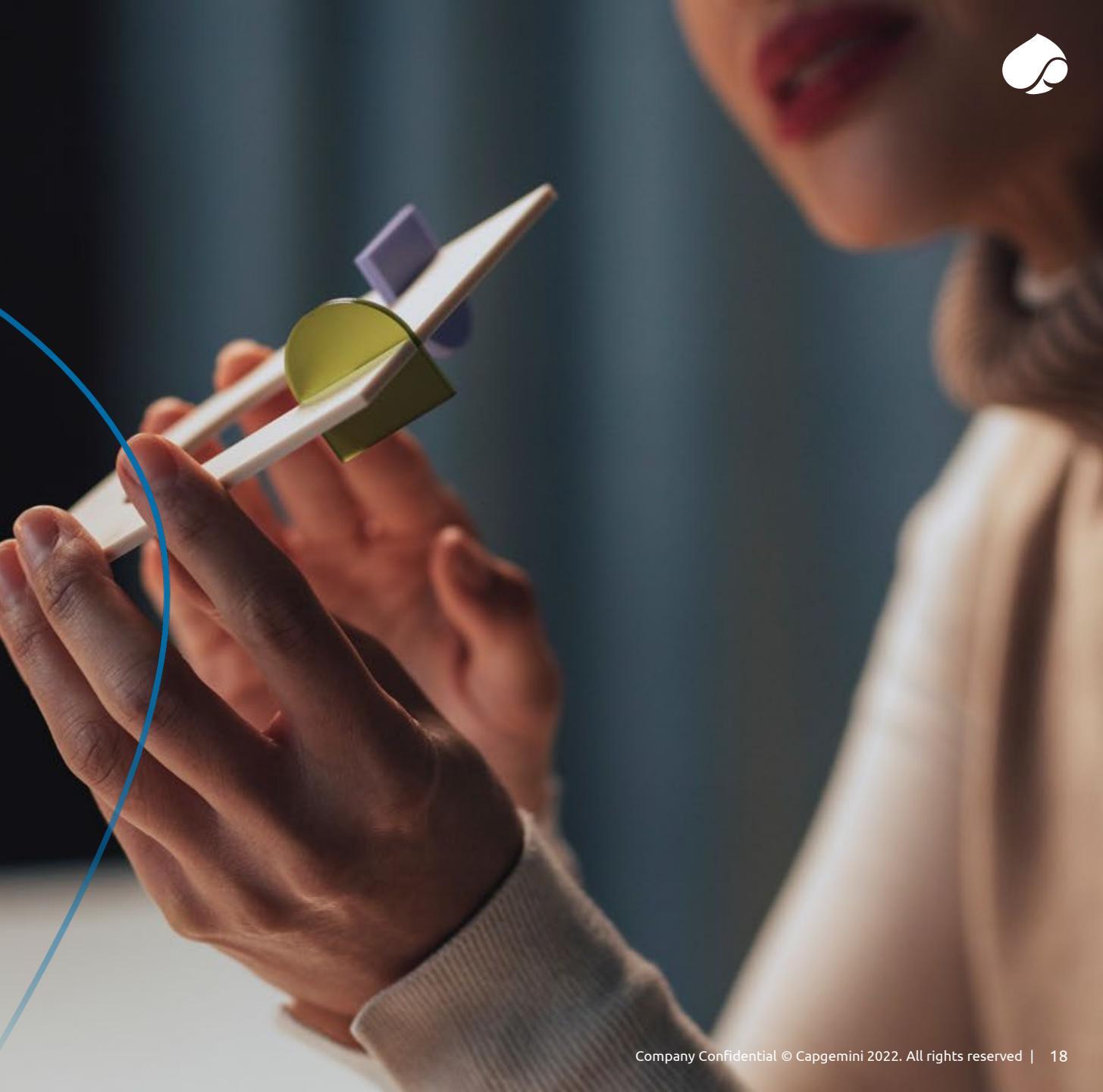


Capgemini is uniquely positioned to support CP companies across the product lifecycle journey, moving them from strategy to scale at speed



4

WHY CAPGEMINI





YOU NEED A PARTNER WHO UNDERSTANDS THE ENTIRE ECOSYSTEM, NOT JUST THE PRODUCT

1

Customer experience is at the core. Without a great experience, nothing else matters. Teams lead by frog design turn opportunity into consumer engagement and delight.

2

A seamless and magical customer experience needs every part of the ecosystem to work flawlessly, often built, tested, launched and managed by Capgemini Engineering and Apps teams.

3

New services and revenue relies on turning data into actionable value, helping companies like Disney, McDonalds, and Coca-Cola innovate faster.

4

We bring strengths across strategy, digital, engineering, cloud, data and security seamlessly integrating leading edge partners creating the blueprint for future scaling and continuous improvement.

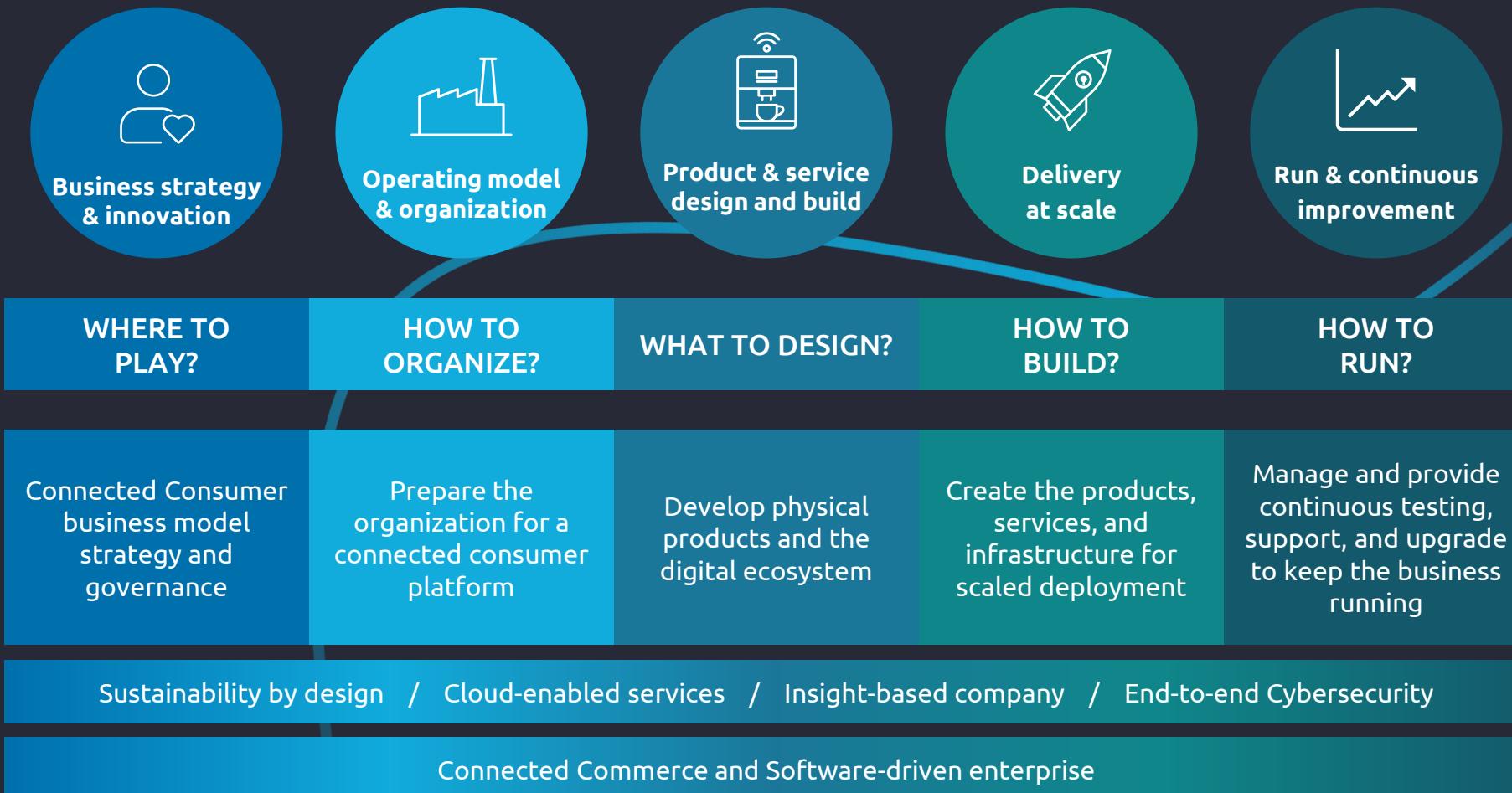




CAPGEMINI HAS A DEDICATED ORGANIZATION FOCUSED ON ACCELERATING THE DEVELOPMENT AND SCALE OF CONNECTED CONSUMER ECOSYSTEMS



Fortune 100 brands trust Capgemini's end-to-end process with their most critical connected programs



POWERED BY FIELD-PROVEN METHODOLOGIES, FRAMEWORKS, AND ACCELERATORS TO LAUNCH THE RIGHT PRODUCT, AT THE RIGHT TIME



Accelerating time-to-market, ready-to-use blueprint architectures, and methodologies:

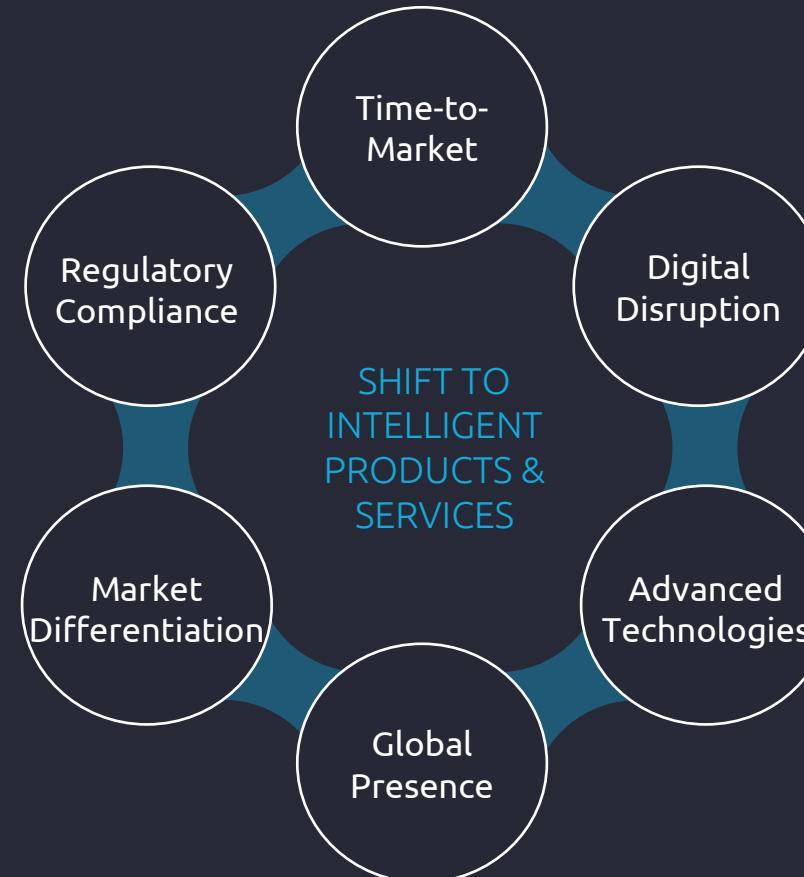
- Turnkey white label support services
- Intelligent product testing
- Faster / larger data acquisition

Simplifying regulatory compliance, develop agile frameworks and expert teams:

- Safety, Security compliance
- EMEA compliance

Supporting market differentiation, support game-changing mega-trends:

- Sustainable product design
- Gamification for customer loyalty
- Privacy-respectful products



Enabling global ecosystems at scale, develop, deploy, manage and maintain infrastructure:

- API-based ecosystem management
- Data sharing platforms



THE ART OF THE POSSIBLE, BROUGHT TO LIFE IN OUR INNOVATION CENTERS AND LABS AROUND THE GLOBE



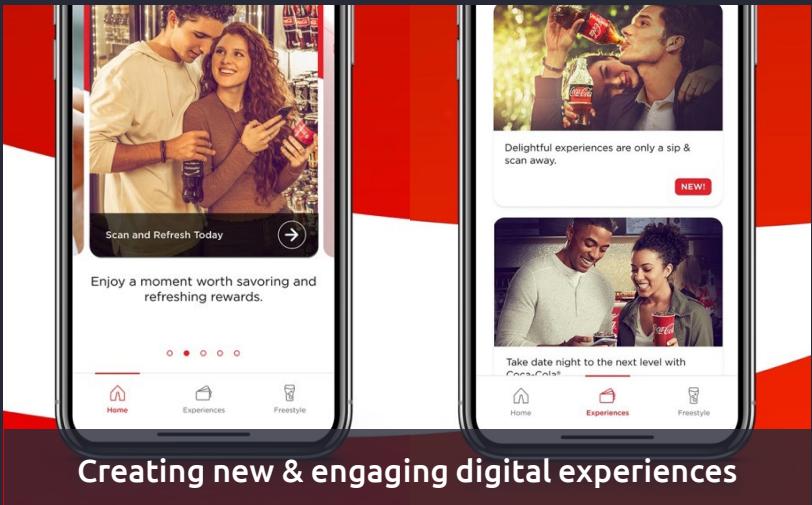
Unlocking new & differentiating value models



Enabling new use cases never before possible



Real-world retail testing for better insights



Creating new & engaging digital experiences



Creating magical product experiences



Bringing new products to life quickly



5

WHO TO ENGAGE WITH & HOW TO SELL





WHO DO WE SELL TO?



Christina
CEO/P&L Owner

I care about predictable, profitable revenue and market share growth. Sustainability and customer relevancy is paramount. I'm measured on share and brand performance.
I don't yet know how digital products will be a profit center.

WHAT YOU COULD DO

Show the business results. Next step can be an AIE workshop to demonstrate how Connected Consumer can move the needle.



Tamer
Chief Strategy Officer

I'm focused on new and next, as well as optimizing the portfolio through strategy, M&A and partnerships.
My focus is looking longer-term and creating a plan with measurable ROI working with brands, R&D, and marketing.

WHAT YOU COULD DO

Engage with AIE to hold a client workshop to explore new business models and products.



Julian
Chief Digital Officer

I am charged with harnessing digital and advanced technologies to support brands or business lines innovate
I need to prove out new ideas through PoC and pilots, working with brands to get new programs off the ground.

WHAT YOU COULD DO

Look for a quick win. Using the desirability, viability, and feasibility model, engage frog and Synapse to co-create a path forward.



Vivian
**Chief Product Officer/
Head of Engineering / R&D**

We're a product company that sells physical things. Our skills are physical and chemistry-based.
I don't just want to add an app to our products, I need help finding our "right" approach to phy-gital as a value driver.

WHAT YOU COULD DO

Product managers and engineers need proof. Set a meeting with a team from Synapse, frog, Invent and/or Engineering to show what the future could look like and how we can execute.



Giovanni
Chief Marketing Officer

I know companies like Uber and Amazon are thriving in digital. I seek to build deeper customer relationships through digital.
I'm looking for new ways to connect with our customers and need the experience to guide us.

WHAT YOU COULD DO

Showcase how solutions that build members and monetize the consumer relationship, not the product per se, but the relationship as a platform for more value.



HOW TO START THE CONVERSATION?



KEYWORDS 

CONNECTED PRODUCTS

- Do you have a connected products and services strategy, and if so, where are you in the journey?
- Are you having challenges moving from PoCs and Pilots to scaling?
- What are your biggest blockers to innovation (e.g. organization, legacy technology, talent, security concerns)?

NEW SERVICES, REVENUE STREAMS

- Have you considered new business models as a new source of recurring revenue?
- Do you have a strategy as to how to engage the digitally native consumer now and in the future?
- If you were the “Uber” of your category, what new opportunities could that enable?

DATA AND AI

- How well do you understand your customer? Do you know how they are using your products?
- If you could have better real time data and insights- what would those be and how would you get them?
- How would your business change if you had access to product data?

CLOSER CONSUMER RELATIONSHIPS

- Who owns the consumer relationship now (you, retailer, distributor, etc.) and how could it be better?
- Where are you in defining the customer experience for new digital services?
- How are you balancing legacy products and new offers from an internal and GTM point of view?

OWNERSHIP AND SILOS

- What are the biggest challenges and gaps you face in realizing your ambitions (e.g., is it around where to play, what to design, how to organize, what to build or how to run and scale)?
- How are you structured? What is your process for driving innovation in new intelligent products and services? Probe on governance, decision-making, budgets, use of external partners and satisfaction

ASK THE RIGHT LEADING QUESTIONS 



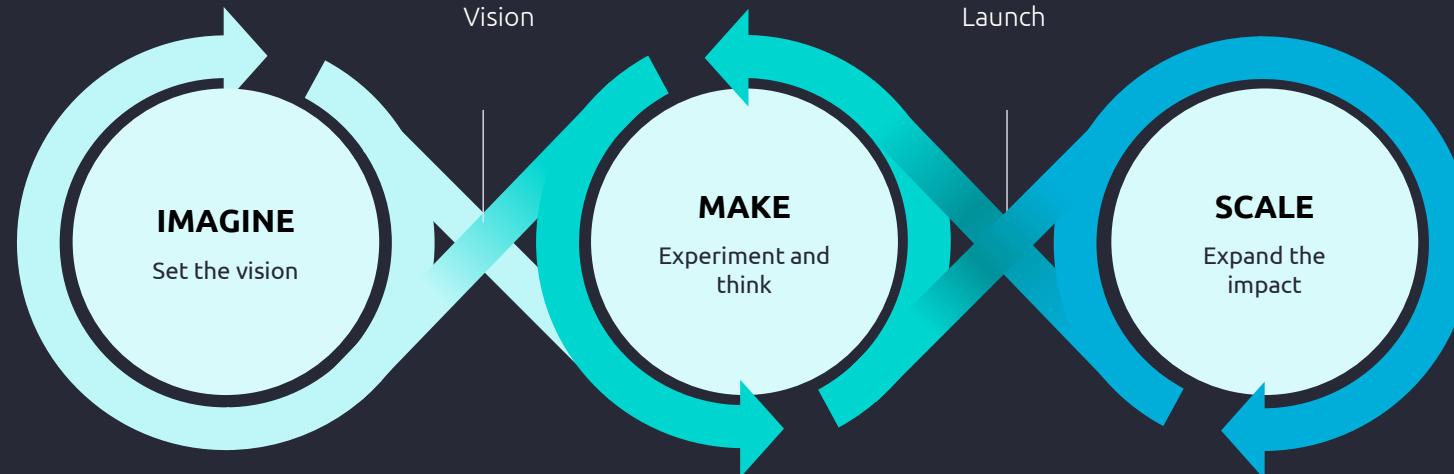
6

CALL TO ACTION - HOW TO START



HOW TO START THE CONNECTED CONSUMER JOURNEY

AN AGILE APPROACH TO INNOVATION AND SCALE



IMAGINE FUTURE VALUE AND SERVICES

Using a proven methodology with world-class innovators, big ideas are identified, developed, and validated in an agile way to demonstrate viability, desirability, feasibility, and impact on the planet.

Typical timeframe: ~3-6 months

Typical budget: €1-3mm

Example of outcomes: Strategy, business case, new business models, customer validated value proposition

ITERATE, BUILD AND DEMONSTRATE VALUE

We build complete physical and digital products and services for launch & test market ensuring magical experiences scale. These solutions provide insights and learnings for future design while achieving speed to understanding and value.

Typical timeframe: 6-12 months

Typical budget: €3-10mm

Example of outcomes: Physical and digital products and services developed, tested, ready for scale

SCALE PRODUCTS AND SERVICES AT PACE

Our program provides the foundation for sustainable innovations & new products, services, and value creation. We facilitate governance and operating models, working collaboratively with your teams to run and manage ongoing operations and support.

Typical timeframe: 6+ months

Typical budget: €10mm+

Example of outcomes: Product & services launched and back-end infrastructure and operations in place to run



HOW TO ENGAGE: HOOKS

How well do you *really* know your customers?

Market leaders are thinking beyond R&D and traditional growth models. They are building products and services that are smart, connected and deliver **hyper-personalized experiences**

Those can be continuously adapted, speeding R&D cycles and enhancing loyalty.

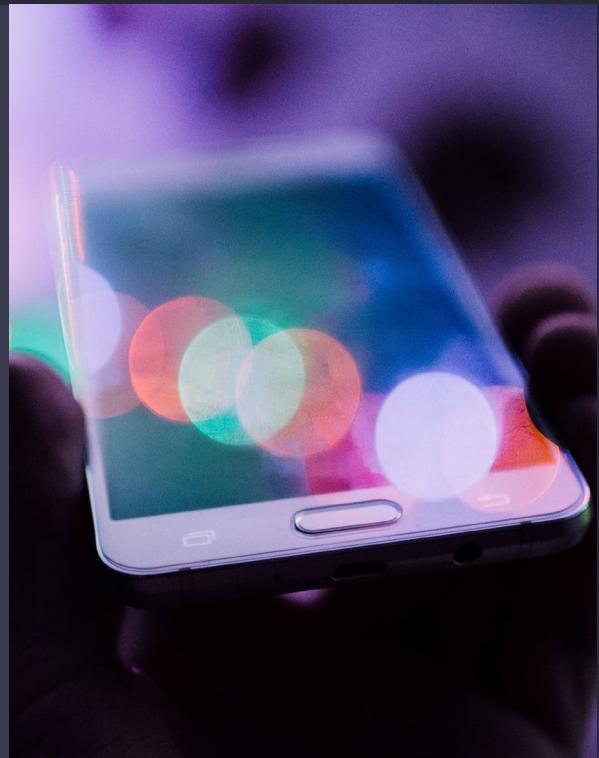
Let us help you transform your customer experience and drive more revenue over the lifetime of your brands.



Are you capitalizing on Intelligent services?

Companies that make the pivot are expecting to see more than **20% of their revenue** come from intelligent services.

CP companies need to embrace as-a-service business models, harness the power of digital and the ecosystem to unlock new sources of value.



WHAT YOU CAN DO



1. LEARN MORE

PITCH DECK

CONNECTED CONSUMER
Connected Products for Consumers

Consumer brands creating digital consumer connections are driving long-term relevance and value, beating companies who don't.

December 2022

HOW TO START THE CONNECTED CONSUMER JOURNEY AN AGILE APPROACH TO INNOVATION AND SCALE

This DECK

IMAGINE
Set direction

MAKE
Experiment and think

ITERATE, BUILD AND DEMONSTRATE VALUE
Using a proven methodology with working prototypes, big ideas are identified, developed, and tested in an agile way to validate value, desirability, feasibility, and impact on the planet.

SCALE PRODUCTS AND SERVICES AT SCALE
Our methodology provides the foundation for sustainable innovations & new products, services, and value creation. We help organizations to scale quickly, working collaboratively with them to manage the pace of change and learnings for future design while maintaining a high level of transparency and ongoing operations and support.

Typical timeframe: 3-6 months
Typical budget: €1-3m
Example of outcomes: Strategy, business plan, customer validated value proposition

Typical timeframe: 6-12 months
Typical budget: €5-10m
Example of outcomes: Physical and digital products and services developed, tested, ready for scale

Typical timeframe: 12-18 months
Typical budget: €10m+
Example of outcomes: Product & service offerings scaled, infrastructure and operations in place to run

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ELEVATOR PITCH

OFFER DATA & AI FOR CONNECTED PRODUCTS
30" x 45"

ELEVATOR PITCH
Offering intelligent products and services for connected devices, guided by smartphone apps and mobile devices. These are products and services that are fully integrated into a system such as smart home, in 9 in 10 organizations, plan to offer intelligent services in the next 3 to 5 years, representing 20% of their revenue. Organizations need to stop treating data as an afterthought in product/service design and think of data as being at the center of their device's entire lifecycle.

We help organizations to move to the next generation of connected products by leveraging data for design choices

Performant computing location	Energy consumption Strategy	Ensured customer Trust	Smoothed customer Experiences	Connected with data ecosystems
Increase product performance	Ensure reliable datastreams	Increase engagement	Gain first-mover advantage	Manage direct relationships with users

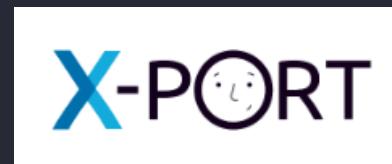
WE HAVE DONE THIS BEFORE FOR...

- We have done this for a number of clients across a broad and diverse range of industries:
 - Aerospace: Airbus - use of digital twins and in-silico design to build new, next-gen aircraft
 - Telecoms: Bouygues - real-time identification of risks, vulnerabilities and incidents across their networks

WHY WE ARE SPECIAL

- We have a proven track record of delivering tangible business outcomes for intelligent products across a range of industries and disciplines
- We have unique skills, rare and expert data skills from edge to cloud strategies, data & AI for data-first approach and intelligent product R&D and operations
- We have a complete set of assets, platforms and accelerators that deliver immediate impact when kick-starting next gen product design

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Portfolio
→ Intelligent Products & Services
→ Connected Consumer

POV

CONNECTED CONSUMERS WILL CREATE THE FUTURE THEY WANT

The customer is always right: it's an old slogan that suggests companies need to listen to the voices that are able to meet the expectations of their customers. It still rings true – however, when the customer is a consumer, the question is, "What major question is left: what does the customer expect now? What does the customer expect to function, beauty, or something deeper?" As you might expect, the answer is... it all... and within 30 years.

When consumers have more choice and a hunger for new experiences, customer relevance, engagement, and creating a sense of shared purpose is the challenge. In order to do this, companies will have to answer a few questions, including how to stay relevant in the age of the connected consumer, who wants experiences, from brands they trust.

Larger brands are bound to lead the way toward the future of the connected consumer. They are expected to follow the shift. A recent survey from Capgemini Research Institute found that among its respondents, only 15% of organizations currently offer connected services. However, this figure is set to grow to 45% by 2025. This means that many of these organizations will be offering connected services in the next five years.

Today it's about recognizing that creating a beautiful or functional product may no longer be enough. In the age of a deeper customer understanding and emotional

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BATTLECARD

Connected Consumer

TARGET INDUSTRY/MARKET/SEGMENT
Our clients are consumer product companies who believe a more direct and intimate connection to consumers has inherent value. Primarily targeting larger multinationals who are looking to expand their market position but lack the internal structure, R&D, and vision to successfully execute a connected strategy alone. Categories include food and beverage, apparel, retail, automotive, and travel.

ELEVATOR PITCH
Capgemini takes a digital, customer first approach to unlock the potential of a connected consumer strategy. We help CP companies think big, start small, and scale fast. We leverage the power of our full end-to-end capabilities across strategy, technology, supply chain, digital, and enterprise transformation to help global consumer companies deliver better connected products and services. By combining our deep industry expertise with our data and AI skills, we help them harness the power of data and ecosystem engagement to deliver rich experiences that increases customer loyalty.

MARKET CONTEXT AND ADDRESSABLE CUSTOMER CHALLENGES

BATTLECARD

MAIN OFFER STRUCTURE/PILLARS/COMPONENTS
Capgemini brings a customer-centered and digital First mindset to help companies make the pivot from physical product to next generation connected products and services, enabling CP companies to build deep connections with consumers through hyper-personalized experiences. Our Connected Consumer approach is built on three pillars: Experience, Technology, and Transformation. This allows us to unlock breakthrough product innovation, next generation services and business models at enterprise scale to delight consumers and drive growth. We help companies to embrace innovation and transformation to get the future they want. By being a thought partner across the ecosystem, we can increase the value of existing services while accelerating leadership consumer-facing connectivity.

VALUE PROPOSITION AND MAIN OFFER STRUCTURE
According to a 2022 Capgemini Research Institute survey, 45% of companies believe that the future of their business lies in intelligent products and services. This is a significant shift from the past, where only 12% of CP companies had scaled use cases for connected products and services with 41% stuck at the POC stage.

- 45% expect to drive more than 20% of revenue from new intelligent services
- However, only 12% of CP companies have scaled use cases for connected products and services with 41% stuck at the POC stage
- Some of the challenges faced by Consumer Products Companies include
 - Absence of R&D department
 - Absence of IT department
 - Absence of IP&R department
 - Skill gaps in technology and data science

MAIN OFFER STRUCTURE/PILLARS/COMPONENTS

Intelligent Products and Services - Connected Consumer

1

<https://x-port.capgemini.com/group-priority-offer/connected-consumer/>

2. CONTACT US



Eric Cohen



Lisa Mitnick



Nicolas Rousseau

WHAT YOU CAN DO



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AN AGILE APPROACH TO INNOVATION AND SCALE
This DECK

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MAKE Experiment and think
Our teams work with the Foundation for sustainable innovations & new products, services, and value creation. We work with our clients to validate ideas and learnings for future design while maintaining speed to understanding and value.

SCALE Products and Services at pace
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ELEVATOR PITCH
OFFER DATA & AI FOR CONNECTED PRODUCTS
30" x 45"

Offer
Today's offer of devices and data is not enough. Businesses need to move to the next generation of connected products by leveraging data for design choices and more.

Value Proposition
Organizations need to stop treating data as an afterthought in product/service design and think of data as being at the center of their device's entire lifecycle.

Performant computing location
Increase product performance

Energy consumption Strategy
Ensure reliable datastreams

Ensured customer Trust
Increase engagement

Smoothed customer Experiences
Gain first-mover advantage

Connected with data ecosystems
Manage direct relationships with users

WE HAVE DONE THIS BEFORE...

- We have done this for a number of clients across a broad and diverse range of industries:
 - Aerospace & Defense - use of digital twins and in-silico design to design & build new, next-gen aircraft
 - Aviation: Airbus - use of digital twins and in-silico design to design & build new, next-gen aircraft
 - Telecoms: Bouygues - real-time identification of risks, vulnerabilities and incidents across their networks

WHY WE ARE SPECIAL!

- We have a proven track record of delivering tangible business outcomes for intelligent products across a range of industries and disciplines
 - Automotive: Valeo - use of AI to predict vehicle status and real-time data from edge to cloud strategies, data & AI for data-first approach and intelligent product R&D and operations
 - Healthcare: Novartis - real-time identification of risks, vulnerabilities and incidents across their networks



Portfolio
→ Intelligent Products & Services
→ Connected Consumer

CONNECTED CONSUMERS WILL CREATE THE FUTURE THEY WANT

The customer is always right: it's an old slogan that suggests companies need to produce products that are able to meet the expectations of their customers. It still rings true – however, when the customer is a consumer, there is one major question is left: what does the customer expect? Now, consumers expect more than just function, beauty, or something deeper? As you might expect, the answer is... and within 30 seconds.

When consumers have more time and a hunger for new experiences, customer relevance, engagement, and creating a sense of shared purpose is the challenge. In this report, we will answer a few questions, including how to stay relevant in the age of the connected consumer, who wants experiences, from brands they trust.

Larger brands are bound to lead the way toward the future of the connected consumer. They are expected to follow the shift. A recent survey from Capgemini Research Institute found that among its respondents, only 15% of organizations currently offer connected services. However, this figure is set to grow to 45% by 2025. This means that most of these organizations will be offering connected services in the next five years.

POV
Today it's easier to recognize that creating a beautiful or functional product may no longer be enough. In the age of a deeper customer understanding and emotional

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Capgemini

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MARKET CONTEXT AND ADDRESSABLE CUSTOMER CHALLENGES

BATTLECARD

According to a 2022 Capgemini Research Institute survey on Intelligent Product Services

- 45% expect to drive more than 20% of revenue from new intelligent services
- However, only 15% of companies have scaled use cases for connected products and services with 45% stuck at the POC stage
- Some of the challenges faced by Consumer Products Companies include
 - Skills gap in technology and data science
 - Absence of IT/DS department
 - Inability to scale
 - Skill gaps in technology and data science

VALUE PROPOSITION AND MAIN OFFER STRUCTURE
Capgemini brings a customer-centered and digital first mindset to help companies make the pivot from physical product to next-generation connected products and services, enabling CP companies to build deep connections with consumers through hyper-personalized experiences. Our integrated approach to strategy, technology, and operations helps companies to unlock breakthrough product innovation, next-generation services and business models at enterprise scale to delight consumers and drive growth.

MAIN OFFER STRUCTURE/PILLARS/COMPONENTS:

WHO TO PLAY	HOW TO ORGANIZE	WHAT TO DESIGN	HOW TO BUILD	HOW TO BUY
Consumer Consumer Digital Consumer Intelligent Product Services	Productive Customer Digital Customer Intelligent Product Services	Design products and services for the digital customer	Create the products, services, and value proposition for the digital customer	Offer products and services through multiple channels

Intelligent Products and Services - Connected Consumer

<https://x-port.capgemini.com/group-priority-offer/connected-consumer/>

2. CONTACT US



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THANK YOU!



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APPENDIX





CONNECTING WITH CUSTOMERS FEEDS THE ENTIRE ORGANIZATION WITH DATA, INSIGHTS, AND A DIRECT LINE OF SIGHT TO THEIR NEEDS

Connected Commerce

No longer just a place to buy, but an important part of the overall consumer experience.



Connected Services

Staying connected means greater value and consumer engagement through new services.



Data insights

Data means more insights for Marketing ; R&D ; Operations; Sustainability



THE VISION GIVING CONSUMERS MORE



Products today aren't objects but ecosystems. Market leaders are building digital experiences bridging consumer needs with the functional benefits of a physical product. The time to build richer relationships, redefine the consumer experience, and unlock new value never before possible, **is now.**



Nike

Digital transformation

Capgemini has fueled Nike's digital transformation for over 15 years. From the wearable activity tracker to the digital+physical ecosystem.

Nike members are now

200m

with the average member spending

30%

more than non-members.

-
Digital DTC sales are up

83%

YPY, delivering

30%

of total revenue.

-
Nike SNKRS app annual revenue has grown to

\$1b



Coca-Cola

Freestyle

Coca-Cola has partnered with Capgemini since the inception of Freestyle providing end-to-end capabilities and ongoing management.

50,000+

units deployed globally

5billion

drinks per year

8%

Rise in drink sales

3%

Traffic up

11% to 86%

Sales jump during Covid



Disney

Magic band +

Capgemini Invent has worked with Disney for over 10 years on reinventing the park experience with the **Magic Band** ecosystem and enabling technologies to operationalize this seamless user experience.

51mm
bands manufactured

70%
more referrals

7%
Greater lift

- Seamless payments throughout the park
- Provides security and door opening to authorized guests
- Load balances park rides by incenting guest activities





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 270,000 team members in nearly 50 countries. With its strong 50 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, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.



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