



GUIDELINES FOR USING THIS DECK

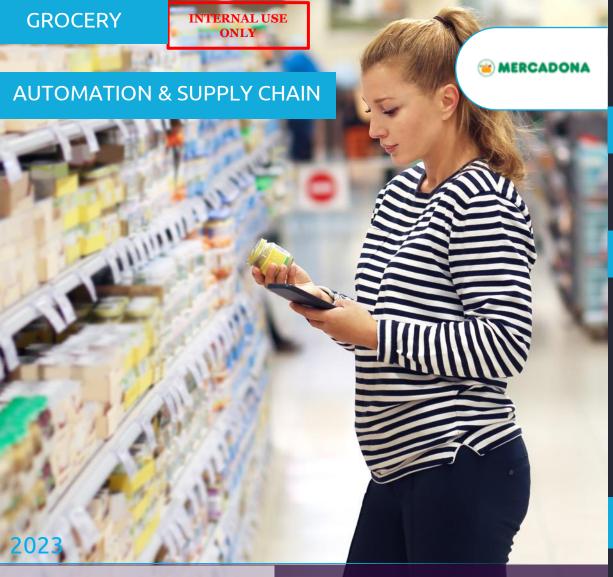
- 1. This deck is **NOT** for leaving with the client in whole as some sections have sensitive info (e.g. Client logos)
- 2. This purpose of the deck is for the Capgemini person hosting a client visit or preparing for a client presentation and looking for an overview of the Global CPR sector. For him/her to understand the current extent of work being carried out in Capgemini that you can use and/or refer to
- 3. This deck should be used as a **reference** and slides may be **extracted** to build your story based on the client context and agenda
- 4. Presenters are encouraged to **explore the URLs** mentioned in the slides/notes and access the more **detailed** content.





MERCADONA

CONTACT: MANUEL CID GARCIA



A LARGE GROCERY RETAILER IN SPAIN

DIRECT PROCESS PROFIT



- Company wanted to Optimize cost in Inflation
- To **improve margins** by taking in account the characteristics of each product.



SOLUTION

- The solution provided a detailed analysis of the costs of each product across each process of the entire value chain of the company, enabling surgical corrections on the supply chain (changes on the means of transport), on in-store processes (operator times, maintenance time), on order rules
- Techni cal Solution:
- 600 business users across the company with Investment of 5M in the DATA solution
 - Ingestion of data and batch interfaces, calculation of process and product cost drivers
 - Accounting cost sharing
 - Mobile App for results representation, dashboards and simulation
 - Oracle SQL, SaS CPM, Angular, Spring Boot, API (Axway),



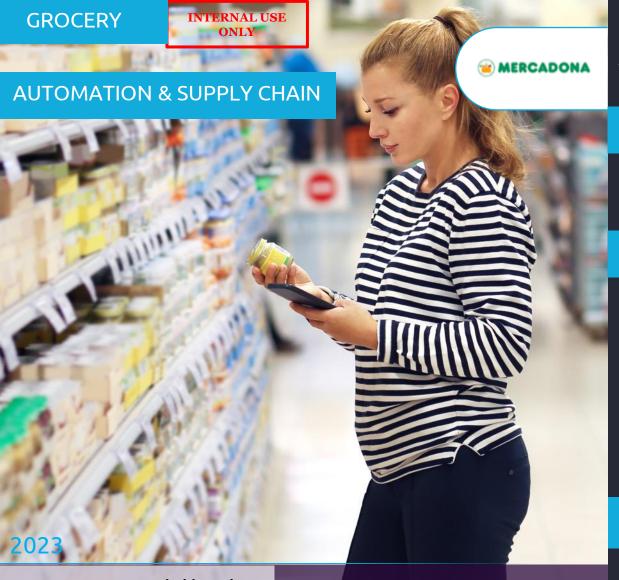
BENEFITS & TAKE AWAYS

- Derived clear understanding of the costs of each process per product
- Produced specific action plans to reduce costs
- Improved the culture of efficiency
- Estimated 150M savings in a Year

CONTACT: Manuel Cid gracia

Confidentiel Status: RED







RETHINKING FRESH SUPPLY CHAIN



After abandoning tray-packing and returning to direct sales over the counter, a change that has
boosted staff recruitment and therefore wage costs, the client aimed to eliminate intermediaries
and directly manage the purchase of fruit, vegetables and fish at source..



SOLUTION

- Unique Supply Chain for fresh and nonfresh products Semi-automatic order management Global providers for all products
- Supply Chain for fresh products in few stores. Introducing local providers for fresh products.

 Direct Service from seamarkets to the stores near the coast. Completely manual order management
- Automatic order management based on forecasting
- Completly new supply chain for all stores and DC. Agreements with hundreds of local providers (F&V, Meat, Fish..) Fresh fish from seamarkets to all the stores (Spain & Portugal) Semi-automatic order management
- Transport optimization Demand planning optimization In-Store manufacturing management



BENEFITS & TAKE AWAYS

- Increase fresh product quality and sales
- Direct purchase and supply relationship with national primary producers (fishermen, farmers, ranchers), leading to a "sustainable supply chain"
- Empower the model of close "neighbourhood store" with dedicated sections of fresh products with trained and specialized personnel
- Provide a powerful tool to take better and more agile decisions (real time)
- Reduce fresh product waste and increase the efficiency

CONTACT: Manuel Cid gracia

Confidentiel Status: RED

Consumer Products & Retail Sector





CARREFOUR

CONTACT: TONY MUDREY



A FRENCH MULTINATIONAL RETAILER(1/2) **DIGITAL STRATEGY**





- To improve economic management of activities in France and easier consolidation with the Group
- To maintain and improve the operational performance of the Finance teams in France
- To increase financial efficiency Technological challenges



SOLUTION

SOLUTION:

- CORE Model implementation, close to SAP standards (target: 85%) with 2800 user hands
- Huge volume of writings & high number of legal entities (over 360 entities)
- Challenged planning, through Peoplesoft obsolescence by end of 2023
 Technical environment in full transformation: New Data Lake, over 100 RICEFW, +300 Interfaces
- Multi-organisations Integration&coordination: Grant Thornton change management & consulting , Security, Cloud infra



A FRENCH MULTINATIONAL RETAILER(2/2)





ACCELERATION OF ECOMMERCE

- Expected to triple its e-commerce GMV to €10bn in 2026 vs 2021 to establish its leadership in higher-growth formats:
 - Express delivery (less than 3 hours), and quick commerce (less than 15 minutes)
 - B2B
 - Targeted development in non-food, notably through its marketplaces, social commerce and live-shopping

DEEP TRANSFORMATION OF TRADITIONAL RETAIL THROUGH DIGITAL

- Targets to be a full Cloud-based company in 2026
- Increased its systems agility and the time-to-market in the development of new services and applications
- Brought changes to traditional business processes: pricing, assortment strategy, activity forecasts, logistics and supply flows and administrative processes

RAMP-UP OF DATA & RETAIL MEDIA

- Be the European leader in Data & Retail Media
- Launched its new data and retail media strategy with the carrefour links platform (Jun' 2021)
- Carrefour Links gives Carrefour's industry partners access to Carrefour's in-depth customer knowledge

DIGITIZATION OF FINANCIAL SERVICES

- Leveraged its bank in Brazil, a center of expertise and innovation in the digitization of financial services activities, and developed new financing and insurance products and services in every country
- Optimized financial services operations and managed the cost of risk



Confidentiel Status: RED

Consumer Products & Retail Sector







Security compliance through Google Cloud

- Financial Services uses third party system to recover credit card's PIN
- PIN recovery system (java script classes) can not be integrated with last salesforce version
- due the security requirements
- The issue is critical because a modernization will not arrive in time

Mailing system modernization and optimization

- Services runs Quarterly Batch process to generate financial information about his customers
- +500,000 Lately, generated information his sent by mail to each customer by an externalize service (mailing)
- Batch process takes +12 hours
- Technology used is Legacy (Java 6, JBoss, etc.) and don't allow improvements

Payroll Analyze Automation with Cloud Vision AI

- Financial Services needs to validate a lot of documentation from his clients (payroll, pensions, personal income tax, etc.) related to his financial products (cards, credits, loans, etc.)
- These checks are manual and require a lot of human effort

Business Core Modernization with Google Cloud

- Financial Services Company uses TIPCO Bus for some Core Systems with a very high cost.
- Critical Integrations for Company Business.

WhatsApp Collection Debt IA Assistant

Financial Services Company manages customer debts acquired through its financial products (cards, credits, loans, etc.) .The collection of these debts is heavy due to the process, channels (Office & Web) and the necessary documentation and its volume



A FRENCH MULTINATIONAL RETAILER(2/2) FINANCIAL SERVICES – TRANSFORMATION PLAN





- Business core modernization
- Microservices oriented Architecture
- Optimize Infraestructure (Be able to autoscalate) Modernizate Technology to a modern Cloud native framework QUARKUS
- Real-time processing
 Technology Used: QARKUS, Cloud, Storage,, GKE w/ **HPA**, Cloud Vision API, Cloud SQL



BENEFITS & TAKE AWAYS

- Reduced OPEX
- Adopted modern Cloud Solution (Google "First") +1,5 Million request per day
- Delivered high productivity improvement (Self service Customer + Automatic validation)
- Launched expansion of financial services outside worldwide to other companies.
- Integrated retail and financial world which translated into a strength against competitors



Account Contact: Gustavo Santos

Confidentiel Status: AMBER

A FRENCH MULTINATIONAL RETAILER

TAMOIOS PROJECT - AN INTEGRATION BETWEEN CARREFOUR AND GRUPO BIG IN



CONTEXT

Capgemini created a specialized Retail project transformation Office to orchestrate the transformation and integration projects that are taking place in with the client in Brazil after the acquisition of Grupo BIG (former Walmart)



CHALLENGES

The numerous initiatives and projects that are being created from the need to integrate operations and brands required specific knowledge and experience, so that it makes it possible to orchestrate and manage all transformations in a unified and integrated way, under different prisms and dimensions, respecting the strategic business and digitization guidelines for the client's Brazil Group



SOLUTION

- Based on a strong relationship and proven experience in integration in Brazilian retail, Cappemini helped the client in Brazil to build the case and assess the needs.
- Supported strategic definitions of models and methods so that the client can extract the maximum benefits in the shortest possible time, fully aligned with the business case created at the time of the acquisition.
- Highlighted differentials and unique capabilities that generate the best cost-benefit ratio when compared with our competitors and their respective offers and proposals



WINNING MOVES

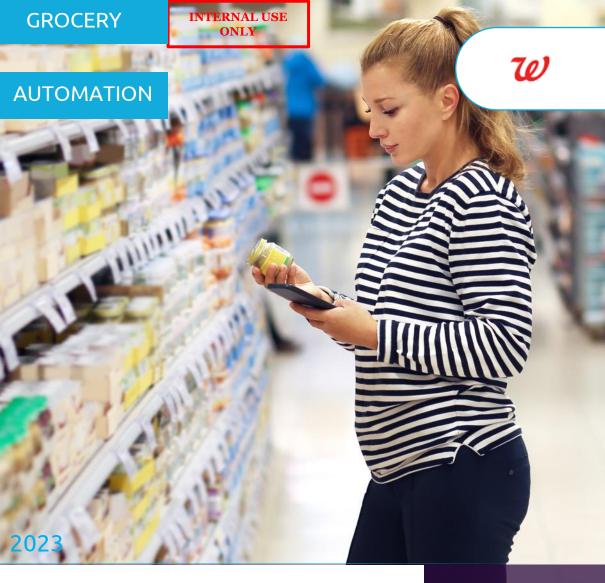
- Our proposal helped the client group to better understand what profiles would be needed to meet the demand as well as build a pyramid of professionals for different types of needs.
- Displayed complete competence in front of competitors (PwC), the client was impressed and confident that Cappemini can deliver much more value due to all the global work that we are already carrying out around the world.
- Enormous support rendered by Capgemini French team was an essential move





WALGRENS

CONTACT: JENNIFER CONKLIN



Account Contact: Vince Crimaldi, Anirban Ghosh

Confidentiel Status: Amber

LARGE PHARMACY STORE CHAIN(1/2)

PLATFORM ENGAGEMENT





- Smart Investments to drive GROWTH
- **Digitize** Business Operations and elevate **In-store** experience while becoming a **Health Services Provider**
- Transform into a Platform-based/Product-centric environment with focus on the Customer
- TCO Optimization from IT and Operation efficiencies through modernization and automation



SOLUTION

- Agile Transformation Consulting
- Customer Experience Design
- Portfolio Management
- Program Management for all major initiatives in Pharmacy
- End to End Testing for all major initiatives
- Quality Engineering Automation.

SERVICES PROVIDED

- Program and Portfolio Management
- Cloud Migration
- Solution Engineering
- QE Transformation
- Agile Transformation
- Experience design
- Organization Change Management .

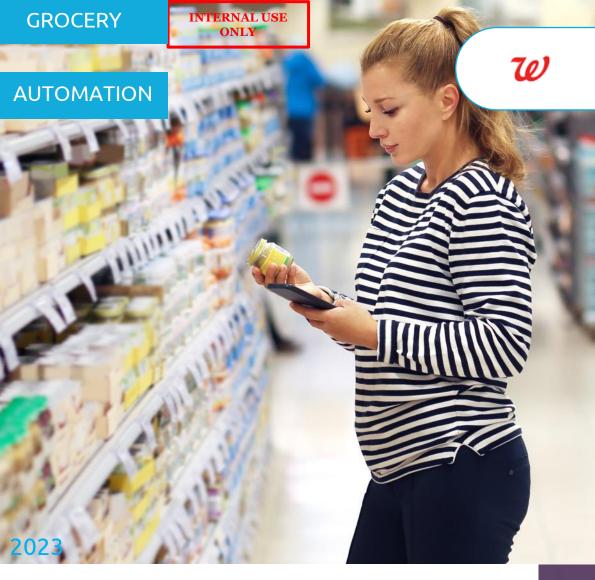


- Transformation to product centric ways of working
- Uniform status reporting for Sr. leadership
- Effort reduction through Problem Management and automation
- Improved observability
- Domain based dashboard for solution engineering KPIs



BENEFITS

- Improved visibility on initiatives at all levels of organization
- Improved quality of product delivered to market
- Progress towards AGILE delivery



Account Contact: Vince Crimaldi, Anirban Ghosh, JENNIFER CONKLIN

Confidentiel Status: Amber

Consumer Products & Retail Sector

LARGE PHARMACY STORE CHAIN(2/2) **CLOUD ADOPTION**





- The client was seeking to build a long-term relationship with a strategic fit partner who understands their business and is committed to accelerate and achieve their vision to Reinvent and Transform the company to Health Services Provider
- **Smart** Investments to drive **GROWTH**
- Digitize Business Operations and elevate In-store experience while becoming a Health Services Provider
- Transform into a Platform-based/Product-centric environment with focus on the Customer
- TCO Optimization from IT and Operation efficiencies through modernization and automation



SOLUTION

- Consulting on Azure Architecture and best practices for faster adoption
- SWAT team for Azure platform level improvements Dev Ops, Fin Ops
- SWAT team for Data And Analytics platform improve usage of data platform for application teams
- Power Apps Development Pod
- SNOW Implementation Program Management All modules



- Improved maturity of Azure platform
- Helpline for application development teams
- Standardized documentation of assets and processes for Azure platform
- Improved processes for removing bottlenecks for app teams migrating to cloud
- Power Apps dashboards for various business and support functions



BENEFITS

- Completion of migration of 70% for apps from legacy to Azure
- Retirement of multiple reporting tools and legacy applications used for reporting





P&G

CONTACT: LAUREN OUART



LEADING MULTINATIONAL CPG(1/2) **CLOUD IIOT EDGE**





CHALLENGES

- No vision or verification technology available to detect material deposition through a nozzle inside product layers on high-speed line
- Line back pressure and any issues with nozzle valve control mechanism led to expensive line stoppages – both from an equipment and materials perspective



SOLUTION

- Employ Machine Learning (ML) principles to perform Timeseries data analysis/science
- Build a predictive ML model to analyze variations in pressure at nozzle in near real time to assess if failure is imminent
- Send alert on HMI and on dashboard
- Save data, predictions and Stage I / II / classification results for MLOps
- Azure ML, Python, Linux, Azure IoT Edge, IoT Hub, Github Actions, Azure DevOps, ZMQ, InfluxDB, PLC/HMI Integration, MLOps, Github actions, Protos, Grafana, and other Azure services, Security
- Adopt and implement completely component- based architecture both for Edge, Edge Hub, and Cloud
- Networking and Security considerations



BENEFITS

- Completed MLOps Architecture, Design and Implementation using AzureML, Python, and Github Actions
- Implemented model training, registration, deployment, retraining, data drift, parameter tuning/learning for other lines/unit Ops
- Launched post deployment monitoring and DataOps on the horizon
- Delivered multi-site, multi-line program

Confidentiel Status: Amber



LEADING MULTINATIONAL CPG(2/2)



TECHNICAL ARCHITECTURE

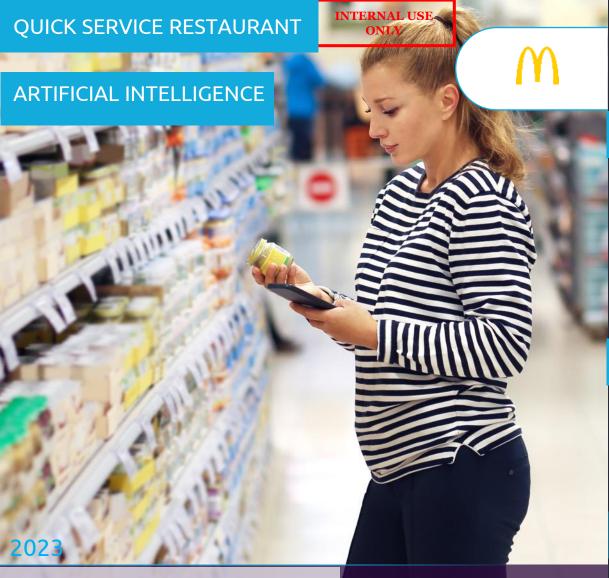






McDONALDS

CONTACT: GENEVIEVE ERB & SARAH BARNITT









 Stores where struggling with labor shortages and was unable to adequately staff drive-through operations impacting order taking process



OBJECTIVE

 To maintain the existing Drive-Thru (DT) experiences for the ordering agent, DT customers, and in-restaurant staff (like crews & restaurant managers) while addressing the key client challenges.



SOLUTION

- Developed custom-integrated h/w and s/w-based solutions for remote drive-through order assistance.
- Low-cost VoIP-based solution to engage a remote agent.
- Fully optimized hardware box to integrate with existing drive- through systems.
- Bridged the drive-through post, kitchen staff, and remote agent gaps



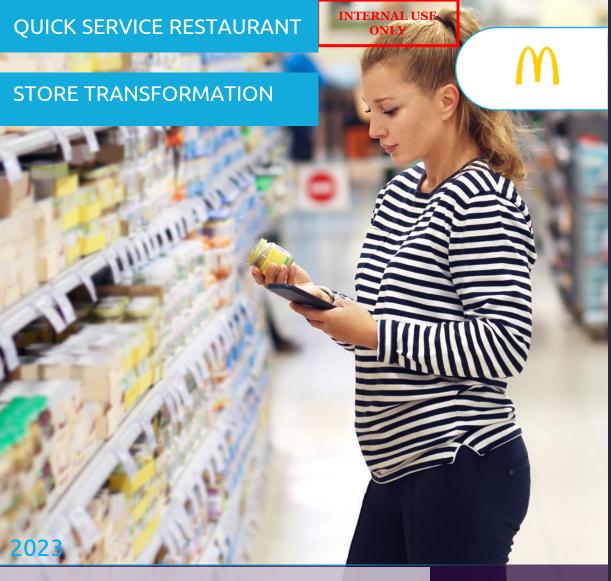
BENEFITS

- Remote order-taking enabled organizations to adequately staff drive- through operations, utilizing a pool of remote resources seeking flexible working hours to help offset in-store staffing issues
- Enabled peak hours in all DT configurations
- Enabled off-Peak hours in all DT configurations
- Delivered unexpected labor shortage (e.g., staff calls in sick)

CONTACT: Genevieve Erb & Sarah Barnitt

Confidentiel Status: RED

Consumer Products & Retail Sector



CONTACT: VINCE CRIMALDI & LOKESH CHAWLA

Confidentiel Status: RED

MULTINATIONAL FAST FOOD CHAIN

STORE TRANSFORMATION





The client has always been a customer-obsessed business and have had to adapt constantly to make sure they are serving the customer at scale.



SOLUTION

- In partnership with Capgemini, the client changed the operating model and ways of working to be product and customer centric approach.
- Capgemini re-platformed their digital and restaurant architecture, from monolithic to microservices to drive speed to market



BENEFITS

- The client became a strategic Provider-Digital, eCommerce and In-Store for 37000+ stores in 120 countries. Team Size –4,000+
- Activated Mobile across 20,000 stores digitizing the experience, and Launched Mobile Order Pay to in 60 McDonalds Markets
- Built & managed 79K offers ...Including 18K Segmented Offers, so customers get more relevant deals -234M in offer redemptions!
- Launched a 15-day digital feature activation and 90-day store releases
- Exhibited 1.2 Billion mobile application visits across the top 5 markets
- 116M+ mobile app downloads in 2021, 73M+ active users –65% YOY increase
- Delivered store Experience Transformation -Kiosks, Menu Boards, Beacons, Drive-Through, Curbside Delivery





BURBERRY

CONTACT: OMAR YOUNIS



A MAJOR BRITISH FASHION HOUSE(1/2)



INNOVATION- METAVERSE



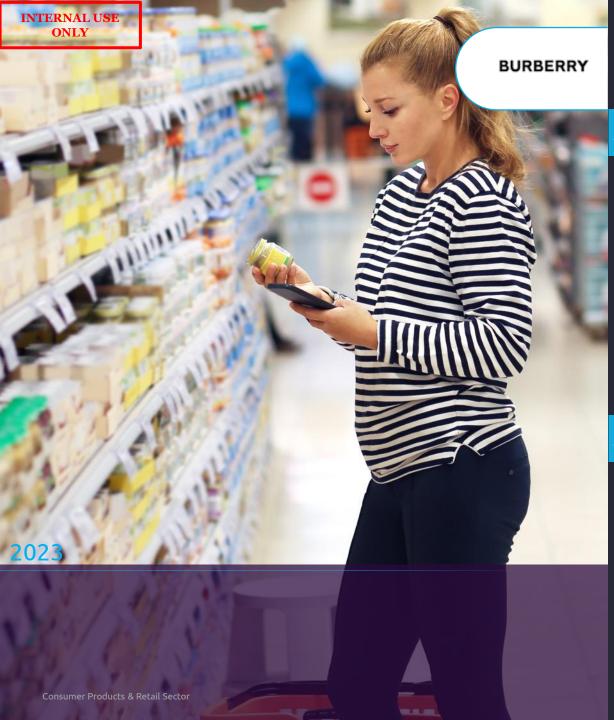
- As part of the Leeds Digital Festival, Burberry hosted the Creativity Opens Spaces event.
- To create a digital showcase that spoke to the brand's history, how they are now inspiring new customer
 journeys and to provoke an experience-based conversation around todays consumer journeys.
- Though Capgemini and Burberry have a long-standing relationship in the IT space, this was our first opportunity to partner on an innovation-centered project.
- We developed a virtual store experience based in the Metaverse that is user friendly and functional while honoring the rich heritage of the client as a major British fashion house



- Time was a Challenge We had two-weeks to deliver!
- Finding the 'why' the event theme lent itself to immersive techology, sparking an idea to create a functional, digital space.
- Iconic Regent Street Burberry Store was to be scanned as the virtual environment all 44,000sq ft.
- To provide a fully functional, shoppable environment not just a showroom.

CONTACT: Omar Younis

Confidentiel Status: RED



A MAJOR BRITISH FASHION HOUS(2/2)



INNOVATION- METAVERSE



SOLUTION

- Exhibited a virtual store experience based in the Metaverse that is user friendly and functional while honoring the rich heritage of Burberry as a major British fashion house
- In two weeks, we built a fully functional, shoppable store, not just a showroom
- Users got redirected to a holistic shopping experience with no purchase barriers they were able to complete their purchases end-to-end inside the virtual store.
- Created a unique user experience that celebrated the Regent St store itself and the unique offerings that were available exclusively in the client's Regent St



BENEFITS

- Showcased the broader capabilities of Capgemini historically considered an SI by the client.
- The client has planned to integrate this technology into its business model called out by CEO.
- Capgemini hosted a broader Innovation Event to C-suite on 26th January covering Web3, In-Store and Traceability.



Confidential Status: AMBER

Consumer Products & Retail Sector

FASHION RETAILER (1/2)

Qualitative and quantitative assessment of it carbon footprint

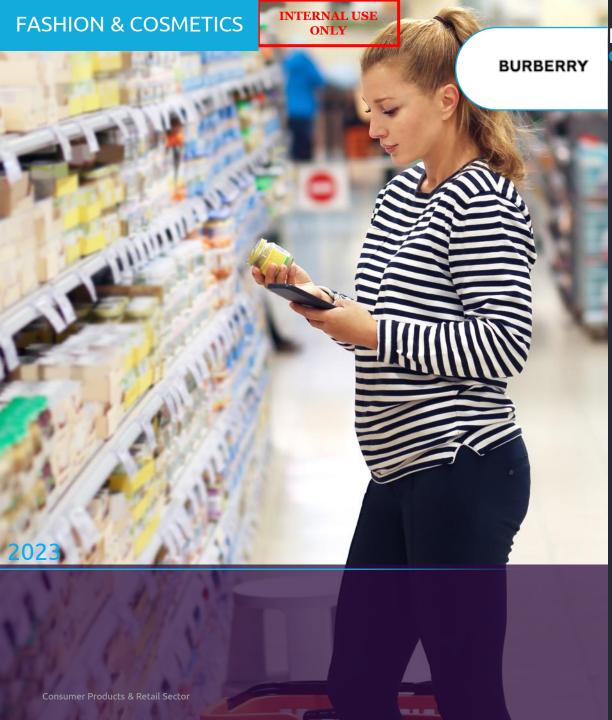




- Burberry's IT department has adopted general initiatives toward acting more sustainably, but has
 unclear picture of the overall carbon footprint of IT infrastructure and operations. They have
 numerous applications and platforms, hosting spread across owned servers and 3rd party data
 centres, and a large library of user devices, which make the assessment a significant task.
- As a leading luxury fashion house, the client as a part of their climate change initiative wish to be a net-zero brand by 2040, use 100% renewable electricity by 2022 and support climate positive changes.
- Pain point Lack of IT technology to support the client in their sustainability goal.
- Gain point Understand current digital carbon footprint and calculate IT operations footprint for public reporting
- Identify possible opportunities and roadmap for optimizing carbon footprint



- Two primary areas of focus: Quantitative & Qualitative assessments aimed at 4 pillars: Green Strategy, Greople, Green IT and IT for Green
- Qualitative 7 stakeholder interviews (Director & up) held to determine IT governance involvement and ambition in sustainability, employee survey deployed to IT department
- Quantitative end user devices, on-premises servers, applications, platforms input to eAPM tool and ass energy. consumption and overall carbon footprint of use/maintenance
- Thorough Quantitative & Qualitative assessments of current standing delivered with recommendations a of action



FASHION RETAILER (2/2)

Qualitative and quantitative assessment of it carbon footprint



BENEFITS

Here are the Impact-oriented outcomes of the project:

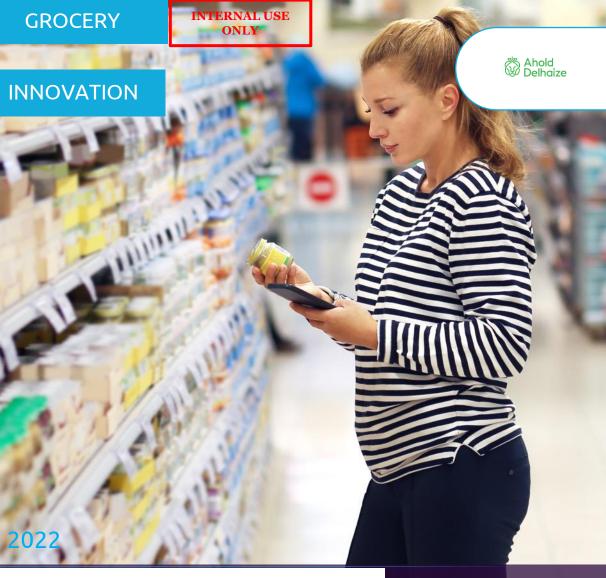
- 155 stakeholder questions across 4 sustainability pillars
- 154 applications & platforms assessed
- 913 on-premises and cloud servers assessed
- 26, 520 devices assessed
- CO2 emission view for ~190 Apps, >750 Servers &
- >27000 End User Devices covering Scope 1 and Scope 2 emissions
- Identified avenues for reduction in current CO2 emission in Data Centres as well as Cloud & End User Services carbon footprint
- Performance analysis on SaaS, PaaS Services and recommendations
- Collected and build reusable carbon emission dataset for >3000 device models through equipment manufacturers resources (web/documents). Gap between the ambition and the current landscape along with roadmap to meet the ambition
- Separate calculations for VM and physical boxes to avoid duplication of carbon emission data in virtualized environments
- Built & piloted framework with 11 of Client's major hardware & IT services suppliers, highlighted potential need to adjust framework/analysis in future assessment
- Revealed that organisational assessment is more straightforward while supplier assessment is not explicit across the product lifecycle





AHOLD DELHAIZE

CONTACT: DESIREE **FRASER**



A DUTCH LEADING SUPERMARKET

Global roll-out MS teams





The client with the support of Capgemini Invent has successfully and very swiftly rolled-out
Microsoft teams to the EU brands (BeNeLux / Central Eastern Europe). With the outbreak of the
COVID-19 virus the need for a global roll-out is evident. Capgemini Invent is asked to lead the
global roll-out.



EXPERIENCE

- The roll-out for the head-quarters was completed within a very short time span thus enabling the client to continue their work remotely.
- The project was mentioned by the Ahold Delhaize CEO (Frans Muller) as the example of an excellent project and the number one project for 2020

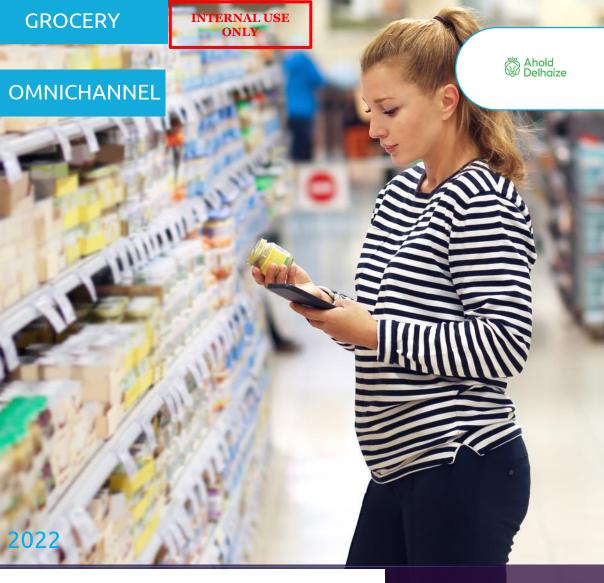


KEY OUTPUTS

BENEFITS:

- Capgemini is supporting the client in the roll-out to the next level of employees (distribution centers / shop workforce)
- Capgemini is setting up so called Teams Communities to further enable the adoption of the platform and remote working

Account Contact::



Account Contact::

Confidentiel Status: RED

A DUTCH LEADING SUPERMARKET

Leveraging an Enterprise Data Strategy to Power Omnichannel



- The current model was exhausted and organization was ready for a change
- Provide Greater visibility to other Big Rocks
- Open to out-of-box thinking
- Define and build Team agility



SOLUTION ACCELERATORS

- Provide Leadership commitment and data approach
- Determine commonalities across
- Gather data needs and Perform platform discovery to support new operating model
- Review current work considering the Big Rocks prioritization



PATHS TO ACCELERATE CAPABILITIES

- Define roles, structure, and costs
- Identify BR process owners/data champions across all Big rocks
- Define data dictionary
- Drive date strategy assessments and recommendations
- Define MVP for the DaaP Framework
- Assess current demand and roadmaps







CARATLANE

CONTACT: RAHUL GAUTAM & SAURAV CHANDRA









The client (Part of Titan Group) founded in 2008 is India's first omnichannel jewellery brand with 200+ retail brand stores in India. With the dedicated physical stores, e-commerce, m-commerce and omnichannel presence it gives the best user experience and customer delight to its end customer Engaged for more than 3 Million USD potential opportunities within the Group companies of Titan in Omnichannel & e-commerce space



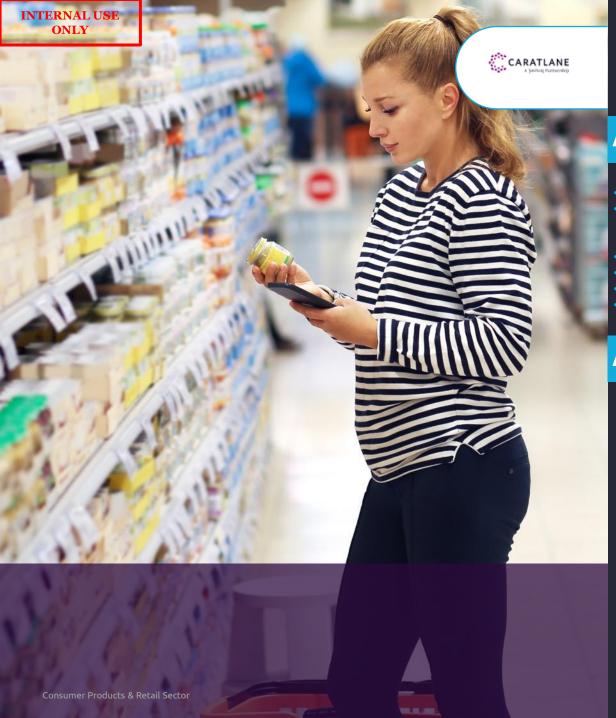
- The client needed the delivery capability with expertise in omnichannel experience development through web portal and mobile application.
- To accelerate rollout of city specific new features on re-engineered platform and app.
- The client was looking for an engineering partner for rearchitecting its online platform, IOS app and Android app.
- Their current e-commerce and m-commerce solution delivers experience of online jewellery store to its growing number of online users currently pegged at 3 million users per month.
- Their current application has more than 100 thousand downloads. It is recognised as one of the top 20 e-commerce portals in India.



OBJECTIVE

 The scope of the project is expected to drive through November 2025 with agile delivery of multiple features on Web, iOS, Android & APIs.

Account Contact: Rahul Gautam & Saurav Chandra



A LEADING JEWELLERY RETAIL BRAND STORE **BUILDING PLATFORM AND APP DEVELOPMENT**





SOLUTION

- We enhanced Consumer experience delivered by portal and mobile app.
- Features include:
 - Virtual try-on", customer wallet, post-buying experience (such as refund management), order payment reconciliation
- Technology stack refresh of the earlier application from RoR to nodeJS
- Agile delivery of multiple features on Web, iOS, Android & APIs
- Cost optimization of the platform
- Reduced development time using our architectural and development expertise and interventions



BENEFITS

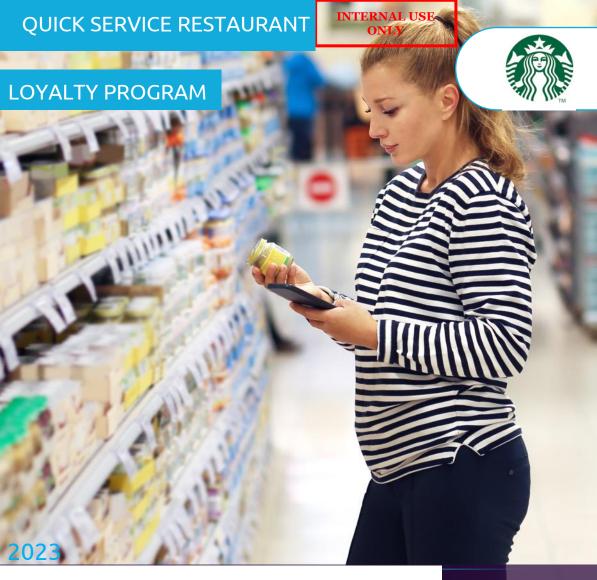
- Achieved target time to market for multiple features in pipeline
- Enhanced customer experience for web & mobile
- Provided easy rollout of city specific products and offers
- Launched latest Architecture for platform, portal and mobile app
- Achieved capacity scale and flexibility between multiple products given dynamic nature of the requirements
- Leveraged Capgemini's expertise in retail omnichannel space





STAR BUCKS

CONTACT: VINCE CRIMALDI & LOKESH CHAWLA



Account Contact: VINCE CRIMALDI & LOKESH CHAWLA

Confidentiel Status: AMBER

MULTINATIONAL COFFEEHOUSE CHAIN END-TO-END LOYALTY DATA AND ANLYTICS SERVICES DEVELOPMENT





PERSONALIZED PROMOTIONS AND CUSTOMER INSIGHTS, REVENUE OPPORTUNITIES

- The client was flooded with customer data from its award-winning loyalty program but was failing to use it to drive timely and meaningful marketing decisions and measure effectiveness
- Data overload: Analyzing increasing volumes of data from disperate data sources was challenging (7– 10 day turnaround for analysis). This resulted in generic and under-optimized campaigns and missed revenue opportunities
- Speed to insight: Limited analytics resources resulted in backlogs and delays in obtaining insights.
- Poor measurement: Improper measurement framework led to sub-optimal ROMI



END-TO-END LOYALTY DATA AND ANLYTICS SERVICES

- Over three years, built and ran an "Insights Concierge" service that provided end-to-end loyalty data and
- analytics services to guide marketing strategy and maximize ROI
- Data management: Developed scalable data pipelines enabling analytics and reporting
- Analytics: Defined measurement frameworks and KPIs for campaign effectiveness and return on
- marketing investments (ROMI), enabling better decision making
- Consumption layer: Production of insights systems
- Delivered key findings and recommendations to drive better decision making on campaign design & target



MAXIMISED MARKETING EFFECTIVENESS AND ROI

- Established analytics and measurement frameworks for marketing activities.
- Delivered three-fold increase in net incremental revenue
- Optimized speed to insight, 96%+ reduction in processing time for 1-year data –reduced from 24+ hours to 55 minutes
- Provided insights for corporate marketing to guide its strategy and maximize ROMI
- Helped reduce mass-marketing spending by enabling personalized marketing to the right customers
- 3x increase in net incremental revenue





SUB WAY

CONTACT: VINCE CRIMALDI & LOKESH CHAWLA



MULTINATIONAL FASTFOOD CHAIN (1/2)
UNIFIED GUEST EXPERIENCE AND RESTAURANT PLATFORMS WITH **CENTRIC DELIVERY**



- Ramp-up request of 300 resources as part of their core team to help in the areas of Digital Services, Cloud Environment Setup, Multi Tenancy Framework, Cloud Native App Suite and ML, Al, IoTAnalyses
- Aggressive ramp-up timeframe of 4-8 weeks to get the work going for Café Systems (BOH –Sales, Inventory, Labor forecasting, Menu Management and CounterPOS)
- Other systems involved were eCommerce (Online Ordering, Catering, Mobile Apps, Line Buster, Market place and Foundation services (Order Hub, Consumer Hub)



- Consumer Engagement
 - Integrate with existing or new platforms to connect data across loyalty, CRM, and marketing
- eCommerce
 - o Consumer ordering continues to evolve, and retail's online ordering channels are robust, including ordering, mobile POS, marketplaces, kiosks,
- Delivery Dispatch & Routing
 - Manage and optimize delivery routes and consumer experiences with better delivery tools
- POS
 - Highly customizable associate experience across several form-factors enabling better consumer engagement
- MDM
 - Workflow management that centralizes data, sourcing it to both internal and external solutions like BOH, eCommerce and Pos
- Restaurants Services
 - Technology implementation planning services and ongoing store adoption support
- BOH
 - AI & machine learning driven sales, inventory, and labor forecasting with additional tools to streamline BOH processes
- Consumer Contact Center
 - Call center for consumer issues and integrated Microsystem for consumer self-service

Confidentiel Status: AMBER



MULTINATIONAL FASTFOOD CHAIN (2/2) UNIFIED GUEST EXPERIENCE AND RESTAURANT PLATFORMS WITH PRODUCT CENTRIC DELIVERY





TECHNOLOGY STACK

- Java/J2EE, React JS,SpringBoot
- Web Logic, Tomcat, JPA, Hibernate
- Apache proxy, Google Cloud (GCP), Multi-tenant, SaaS
- Oracle, Mongo DB, Hadoop
- DSP Integration API's, Microservices.
- RHEL(Linux), Splunk, SolarWinds
- Dynatrace, Café counter iPOS, Postgres, PDI(Pentaho Data Integrator), Pack maker, XPIENT, Bcrypt, Intelli. IDEA, AKAMAI & AKAMAI SDK, GIT Bit bucket, Swagger, Load balancer, NGINX, GomezSynthetic



BENEFITS

- Restaurant Foundry -Leverageda **product-centric delivery model** with a vertically Integrated Build and Run model for Consumer, Store and Enterprise Towers
- Provided Agile Store -deployment as a Service –enabling new stores and mass digitalization of current
- Delivered ADM Managed Services, Integration, DevOps, Cloud, App Modernization tailored to Retail and powered by Capgemini labs
- Provided Robotic Process Automation

Confidentiel Status: AMBER





BRINKER INTERNATIONAL

CONTACT: VINCE CRIMALDI & LOKESH CHAWLA



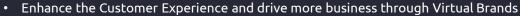
Account Contact: VINCE CRIMALDI & LOKESH CHAWLA

Confidentiel Status: AMBER

LEADING MULTIBRAND RESTAURANT

DIGITAL TRANSFORMATION





- Embark on a strategic journey to transform Finance, HCM and Supply Chain domains to maximize value thru operational efficiencies, user experience and faster time to market
- · Simplify and improve team members and operators experience at the restaurants
- Lack of Automation and healing mechanism which leads to high volume tickets



- Contactless Dine-in Experience: Customer centric contactless experience delivery with reduced wait time
- Virtual Brands: New custom Commerce experience delivered using Capgemini DCP Platform
- Transform Legacy Business applications to Oracle Suite on the cloud
- Employee centric mobile to engage the team members and operators and provide seamless access to various assets and content
- Managed services with industrialized execution models powered by AI/ML, Intelligent Automation, Application Management, and on-demand scalability
- Managed services model with a One Team approach to improve IT performance



BENEFITS

- Reduced Wait time and elevated experience for dine-in customers
- **New Business**
- Rendered future readiness with a scalable enterprise platform to support growth
- Launched financial Benefits with focus on Cloud /SAAS and Process automation
- Provided minimal Risk approach with a focus on incremental Business Value
- Reduced Ticket Volume
- Enhanced employee experience
- Reduced Costs
- Reduced Ticket Volume
- 14% incident reduction Intelligent automation and Self healing
- Enhanced Store experience
- Launched operational efficiency through consolidated support services across PoS deployment and business-as-usual operation Company Confidential © Capgemini 2022. All rights reserved | 38



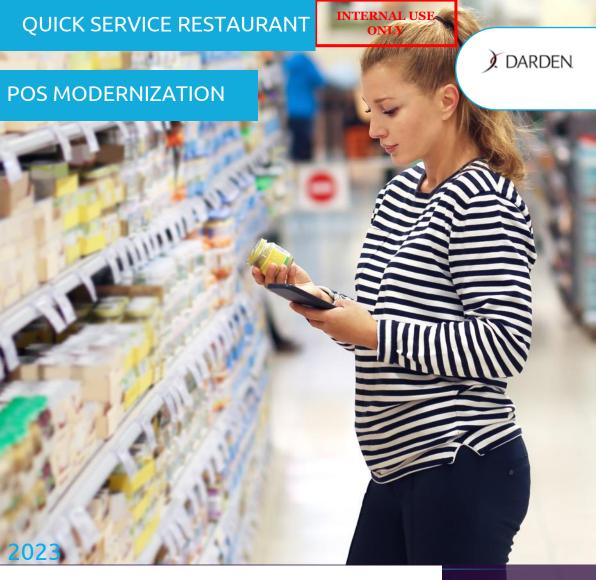






DARDEN

CONTACT: VINCE CRIMALDI & LOKESH CHAWLA



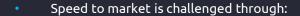
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LARGE FULL SERVICE RESTAURANT

POINT OF SALE MODERNIZATION



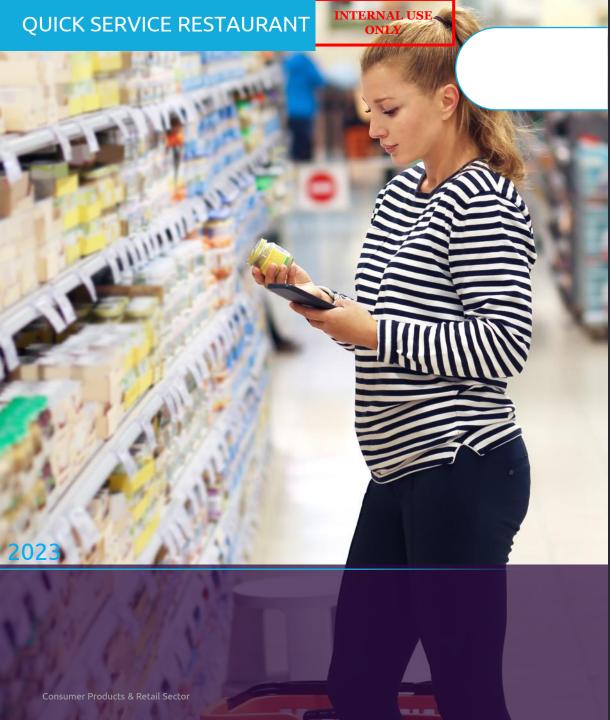


- Monolithic architecture
- Not a modern toolset
- Total cost of ownership was high:
 - Maintaining the system was more costly
 - In-restaurant infra cost was high
- Legacy User experience:
 - Slow on-boarding of new brands
 - Front-end user experience was not omnichannel
- Limited-to-No documentation of the existing application



- Capgemini partnered with the customer to transform their legacy Point of Sale (POS) system to a modern, in-restaurant and cloud ready platform that is designed to be more intuitive, flexible, and scalable.
- Re-architecting existing business capabilities as RESTful services
- Build new web-based DASH UI that can work with any type of browser on a computer & tablet
- Resolving existing technical debt
- Supporting an initial pilot and full rollout to approximately 1,900 restaurants
- Designing and implementing the foundational architecture, Dev Ops, and agile delivery model required to support this effort





LARGE FULL SERVICE RESTAURANT

POINT OF SALE MODERNIZATION



BENEFITS

- Increased customer ability to integrate new brands
- Reduced in-restaurant hardware cost as well as maintenance costs & complexity
- Improved speed-to-market (Scalability, Agility & Availability) for future capabilities in support of Customer's Future of Dining vision.
- Enabled real-time analytics and personalization







INSPIRE

CONTACT: VINCE CRIMALDI & LOKESH CHAWLA



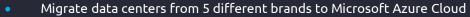
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MULTI BRAND RESTAURANT CHAIN

DIGITAL TRANSFORMATION



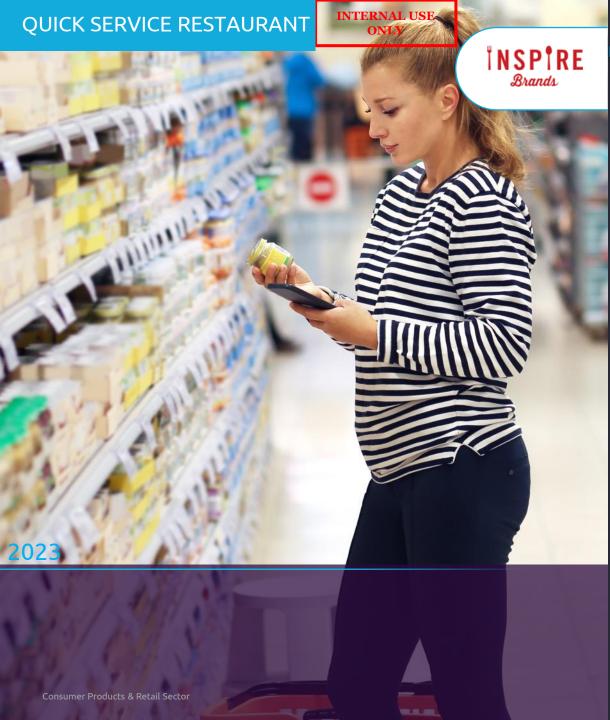


- Identification of in-scope servers to be migrated that are spread across 5 different data-centers
- Client ecosystem consists of around 7 brands
- QE team had resources spread across multiple vendors
- Decentralized testing processes and tools
- Longer testing cycle time
- Siloed working model for all the support teams
- No centralized, integrated, proactive monitoring team in place
- No metrics in place for Apps & Infra health
- Client wanted to upgrade 41 Sonic APIs to latest MuleSoft version
- Transition needed to be completed 6 weeks ahead of schedule
- No standardized processes for Service Desk support



- Developed landing zone architecture using Terraform meeting customer requirements
- Customized migration approach based on server type -iSCSI, EDW, IDNOW, Hyper-V, and SQL
- Organized QE team under one umbrella for Digital, Enterprise & Restaurant towers
- Defined enterprise level Test Strategy & Tools, processes, established E2E testing approach
- Developed robust & scalable enterprise test automation framework with strong governance
- Partnered with Inspire to implement NewRelict elemetry tool and SNOW as ticketing tool
- Capgemini setup integrated 24x7 team with eyes on glass monitoring covering the complete landscap
- Leveraged Capgemini best practices from Capgemini integration services Practice
- Implemented common notification API to send alerts and JSON logger
- Deployed SIAB framework for accelerated transition and seamless delivery
- Retained knowledge through rebadge critical resources and timely onboarding





MULTI BRAND RESTAURANT DIGITAL TRANSFORMATION





BENEFITS

- 354 Servers migrated to cloud in total and 892 servers were identified for decommisining
- Enabled client to achieve Carbon savings of approximately 819 metric tons per year
- Offshore leverage reduced QE cost by 50%
- Improved Quality of delivery and Test Automation
- Test Automation reduced regression test cycle time for critical path & sanity testing by 90%
- One Stop dashboard setup to have all the monitoring metrics at one place
- Implemented OpsGeniefor critical issue alerting & strengthened to notify SRE & ITSM team on critical issues
- Reduced cost on VCoresby optimizing the APIs & performance fine tuned.
- Removed redundant code & fixed technical issues
- Reduced cost on logging framework splunk
- Reduction in overall backlog by 80%
- Implemented AWS connect for call Quality
- Focus on CSAT improvement





BREITLING

CONTACT: CELINE NOIR



Consumer Products & Retail Sector

SWISS LUXURY WATCHMAKER

Net Zero Cloud Implementation



- To implement an automated solution for carbon data reporting: Salesforce Net Zero Cloud
- To process carbon data from scopes 1, 2 & 3 by involving different entities of the organization
- To enable reporting and analytics without manual intervention, to generate on a quarterly/monthly basis

SOLUTION

- Salesforce Net Zero Cloud implementation with a prototype ready-to-use and ready-to-deploy, and a personalized training approach
- A Data for Net Zero Roadmap with carbon data analytics



- Standard and self-service reports, dynamic dashboards with filters such as by region, by building, by emission type, by energy type, etc.
- Data process standardization with operational plan to engage more entities of the organization
- Carbon data accuracy and time-saving with data import automation





HUNKEMÖLLER



HUNKEMÖLLER (1/2)

Implementation of Customer Service agent Activities





- Hunkemöller recognized that the need for improving the current service operation was imperative. The company needed a customer service tool that would optimize and automate processes within customer service agent workflows and ensure seamless experiences for its customers. With stores being closed due to the pandemic, customers were unable to shop in-store. This led to a massive shift towards e-commerce, which had a tremendous impact on the customer service desk.
- While the Sheroes (Hunkemöller's customers) demand a seamless omni-channel experience, the employees also need to feel fully empowered. To ensure that this was the case, Hunkemöller wanted to use state-of-theart technology to enhance operational performance and contribute to a better experience for customers and service agents alike. Moreover, helping Hunkemöller to cross- and upsell during customer service contact was also a key objective

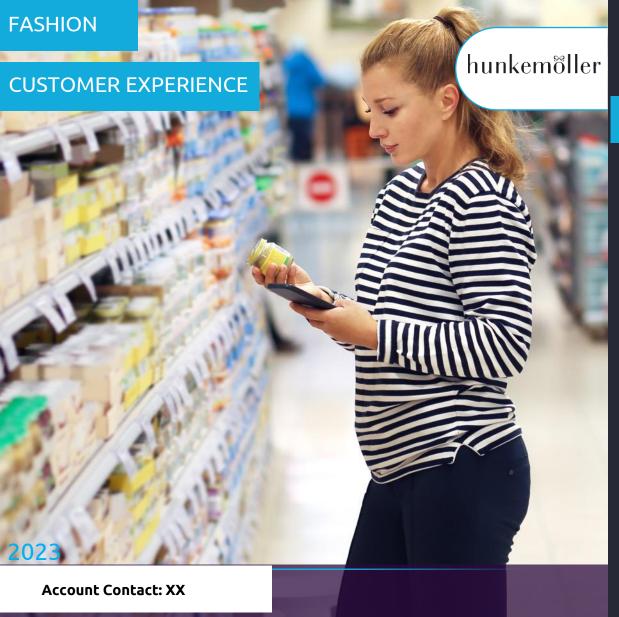
SOLUTION

- Cappemini implemented an omni-channel Salesforce Service Cloud system as a fit-for-purpose solution, with a fully embedded telephony system, by providing best practices that bolstered business value. The solution enables Hunkemöller to provide all relevant information to the agents on one screen. As a result, the employees can delight the Sheroes, as they have a full overview of the customer including information such as recent orders, shipping details, and loyalty point balance.
- With all contact channels combined and all relevant customer data at hand, Hunkemöller employees can provide an optimal customer experience, transforming the customer service center from a cost center to a value center.
- All interactions are managed within one central user interface. Hunkëmoller and Capgemini implemented a variety of integrations to provide the right information at the right time, which not only offers support for the centralized customer service agents, but also has enabled the partners to develop a basic interface for store employees. With a newly introduced variety of channels connecting the customers to the relevant customer service agents, Hunkemöller successfully catered to the needs of its customers.

Creating an integrated 360-degree view of customers

- Enabling Hunkemöller's employees to cross- and upsell by providing the right information
- Providing tools and automation to reduce manual work
- Developing real-time reports and actionable insights on KPIs
- Providing post-go-live support
- Implementation in a step-by-step approach, quickly delivering value by releasing new functionalities in manageable packages.

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Consumer Products & Retail Sector

HUNKEMÖLLER (2/2) Implementation of Customer Service agent Activities



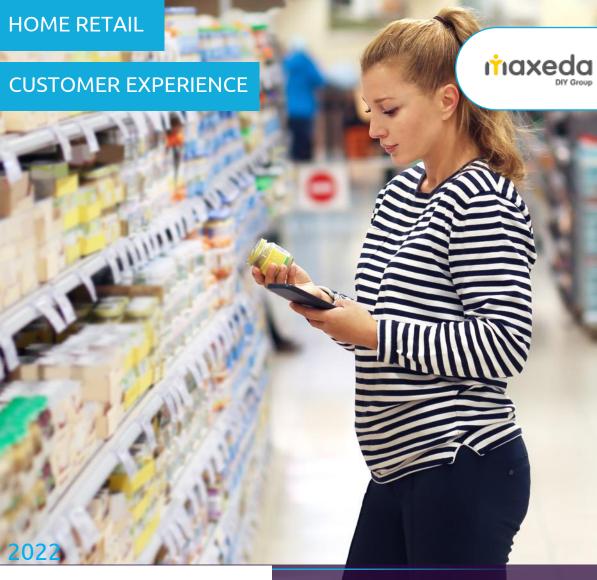


- Enabling revenue-generating opportunities through the order-on-behalf functionalities incorporated in Salesforce Service Cloud
- Reduced average handling time on phone calls
- Increased self-service (chatbot)
- Optimized knowledge management database
- Increased first-time-right answering
- Optimal support for customer service agents
- Agents can seamlessly work from any location
- Optimized insights in data via reporting and dashboarding





MAXEDA



Account Contact: XX

Consumer Products & Retail Sector

Confidential Status: GREEN

MAXEDA

Google Cloud Implementation by Upgrading S/4 HANA





- Maxeda wanted to migrate its data infrastructure to an environment that was agile yet stable, enabling the
 delivery of a richer omnichannel experience through the delivery of a holistic view of customers and products
 while analyzing data better and faster.
- Maxeda wanted to up its digital transformation game as part of making itself agile and scalable while
 improving the company's ability to support its customers' needs. Creating the kind of experience envisioned
 by the business necessitated an agile yet stable environment to host SAP S/4HANA with efficient connectivity
 to the existing systems and processes.



- Relying on Capgemini for support, Maxeda migrated to the Google Cloud platform, which improved cost efficiency, and upgraded to SAP S/4HANA to ensure seamless integration with SAP's data and analytics portfolio.
- Maxeda and Capgemini met with the Google Cloud team to tailor the solution to fit the project's requirements.

 Firstly, through close cooperation, the three organizations facilitated the migration of Maxeda's infrastructure to
 Google Cloud with a dedicated project team overseeing the entire process from day one all the way to the go-live
 date.



- The solution seamlessly blended business processes and business models in a way that now facilitates a holistic view of the company's customers and products. This enables Maxeda to elevate its customer-first approach by better understanding customer needs in terms of service and products. As a result, the business is better positioned to provide an omnichannel client experience.
- Greater cost efficSuperior performance of several business processes
- Expanded analytics capabilities
- Improved and more personalized customer experience





ANONYMOUS



Consumer Products & Retail Sector

SCHOOL AND OFFICE PRODUCTS MANUFACTURER

Develop a tool to perform net zero strategy





The client needed to set the rudiments of its climate strategy to take its environmental engagement a step further. They wanted a precise GHG balance on all scopes and implementation framework like tooling to perform GHG balance annually.

SOLUTION

- Computing the GHG balance on all scopes
- Define top priority levers
- Quantify potential savings
- Prioritize actions
- Design an adequate implementation model by focusing on governance and team engagement



- The customised and adaptable tool developed by Cappemini Invent can update GHG balance annually in line with GHG protocol and client's reporting process
- A Net Zero trajectory in line with SBTi requirements taping into actionable levers
- Ready to implement multi-disciplinary action plan & engaged core teams & key suppliers



Confidential Status: AMBER

Consumer Products & Retail Sector

MULTINATIONAL TOBACCO COMPANY

Design the future of Reverse Logistics





To operationalize the recycling and repairing activities in this region, company wants to evaluate the strategic, operational and legal/regulatory aspects

S SOLUTION

- Strategic support to organisation's 2025 environmental goals
- Diagnosis and recycling facility in Italy
- Strategic support to hub's management

KEY OUTPUTS

- Define a detailed deployment plan for establishing Hub operations
- Design a roadmap for augmenting circularity and reducing the environmental impact
- Provide strategic support to the HUBs design and deployment, to help organisation reach 2025 Sustainability targets.

Capgemini



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