



# FIRMX

MDM Strategy  
CAPGEMINI PROPOSAL

August 2025

| GET THE FUTURE  
YOU WANT



# AGENDA



1

## OUR UNDERSTANDING OF SCOPE

FirmX's current state challenges and vision for future

2

## WHY CAPGEMINI?

An overview of our capabilities

3

## OUR APPROACH

Approach, implementation timelines and deliverables, assumptions

4

## TEAM STRUCTURE & COMMERCIALS

Team Structure, assumptions and pricing

5

## SUCCESS STORIES

Case studies and success stories

6

## APPENDIX





1

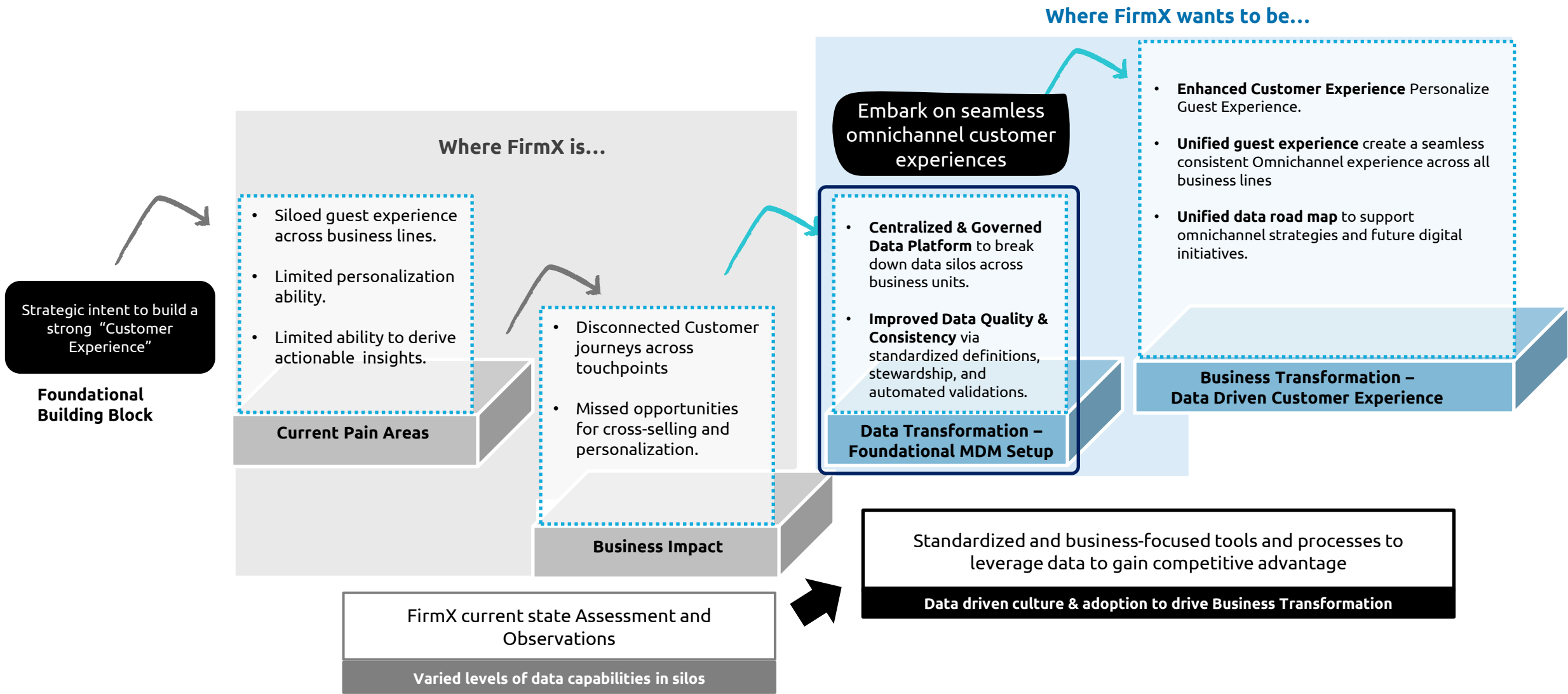
## OUR UNDERSTANDING OF SCOPE



# FIRMX'S VISION : FROM DATA SILOS TO OMNICHANNEL CUSTOMER EXPERIENCES



## HOW TO GUIDE FIRMX FROM TODAY TO WHERE FIRMX WANTS TO BE IN THE FUTURE







2

WHY CAPGEMINI?



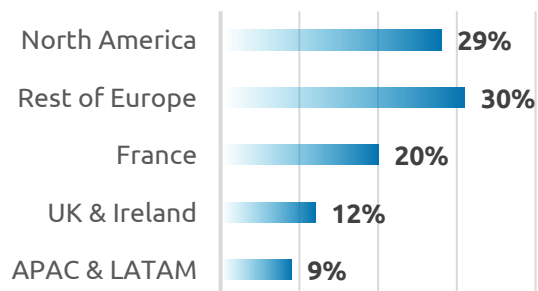
# CAPGEMINI OVERVIEW

## Capgemini at-a-Glance

### GROUP REVENUE

Group Revenue for FY2023:

**US \$ 24,356 Mn**



### ONE TEAM

Present in nearly

**50+ countries**

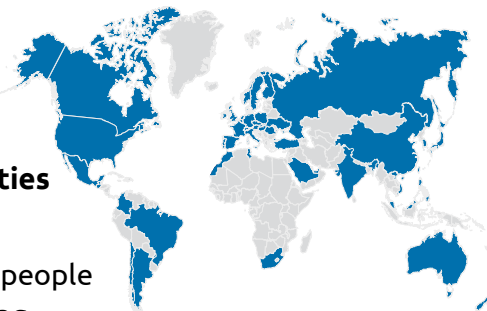
and

**120+ nationalities**

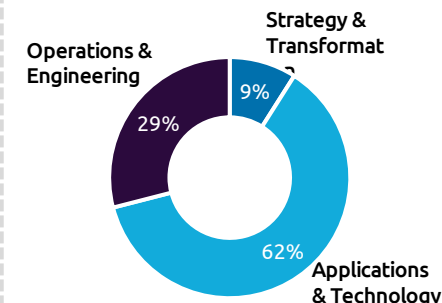
**340,000+** people

worldwide working

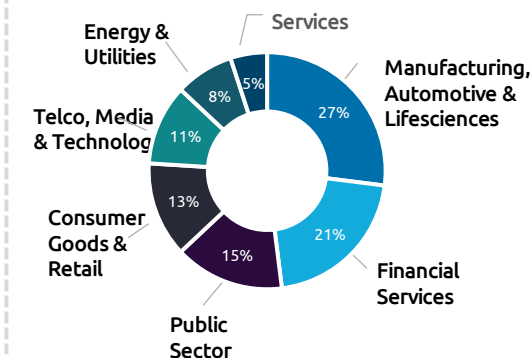
together as **one team**



### OUR BUSINESSES



### SECTOR FOCUS



### BUSINESS SUB-BRANDS

Capgemini **invent**

cambridge  
consultants  
Part of Capgemini Invent

**frog** Part of  
Capgemini Invent

Capgemini **engineering**

sogeti  
Part of Capgemini

[See other sub-brands](#)

### OUR BRAND PROMISE

**GET THE FUTURE  
YOU WANT**



### THOUGHT LEADERSHIP AND INNOVATION

Capgemini Research  
Institute



Ranked #1 consecutively for the 6<sup>th</sup> time for  
the quality of its research

Capgemini  
APPLIED INNOVATION  
EXCHANGE

Capgemini  
Ventures

Business  
Ventures

Leveraging a global [AIE network](#) & framework for action to help clients test innovation and turn it into business value

Investing and partnering with start-ups to co-innovate on the market.

Partnering with technology and industry leaders on new joint ventures & companies that provide cutting-edge solutions and approaches to solve today's biggest challenges

**We are Architects of Positive Futures**

Environmental Sustainability | Digital Inclusion | Diversity and Inclusion

2025 **WORLD'S MOST  
ETHICAL  
COMPANIES™**  
ETHISPHERE  
13-TIME HONOREE



# CAPGEMINI'S DATA TRUST PRACTICE

End-to-end data management focus from consulting to implementation to support, for all strategic and operational data management needs.

## HIGHLIGHTS1

- **400+ projects** – one of the largest MDM SIs in the world
- **1700+** Resources Globally with **700+** consultants in Informatica MDM, **200+** consultants in **DG/Metadata**, **350+** consultants in **DQ**.
- Dedicated Consulting Advisory Group – **200+** Consultants specialised in Data Governance and MDM consulting
- **15+ years** of experience in implementing MDM / Data Trust solutions

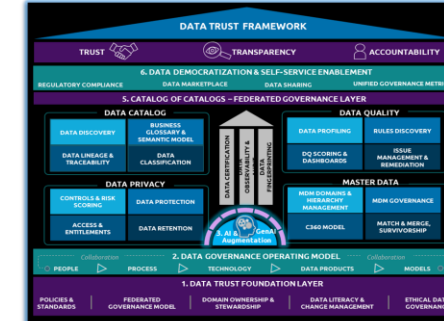
## DOMAIN EXPERTISE

- **MDM Domain expertise** in Consumer Products and Retail, Financial Services, Life Sciences, Energy and Utilities, Manufacturing and Telecommunications
- Offshore **MDM Center of Excellence (CoE)** with certified experts supporting global projects
- **Clientele includes** – Top 4 Automobile, Top 3 Banking, Top 3 Retail and Top 3 Insurance majors out of Fortune 10 clients in respective sectors

## ALLIANCES



## DATA TRUST FRAMEWORK



<b>1. DATA TRUST FOUNDATION LAYER</b> Foundational components comprising of policies, standards, governing bodies, domain ownership, stewardship, RACI and organization change management that foster trust within the organization. Data ethics ensures that the appropriate guardrails are setup for fairness, availability, transparency and privacy of data and models.	<b>2. ACTIVE DATA GOV. OPER. MODEL</b> A collaborative infrastructure that serves as the WebUI to locate, adapt, monitor and optimize the data governance program. It connects people, process, technology, data, data products and AI models.
<b>3. AI/GEN AI AUGMENTATION</b> AI and Generative AI capabilities that help augment traditional data governance processes by using agility, automation and productivity enhancements.	<b>4. CORE DATA TRUST CAPABILITIES</b> The crux of data trust lies in these core capabilities: <ul style="list-style-type: none"> <li>• Data Catalog</li> <li>• Data Quality</li> <li>• Data Privacy &amp; Protection</li> <li>• Master &amp; Reference Data</li> <li>• Data Certification</li> <li>• Data Observability</li> <li>• Data Fingerprinting</li> </ul>
<b>5. CATALOG OF CATALOGS</b> A unified governance platform serving as the "Federated catalog of catalogs" that powers the organization's Data Marketplace across on-prem and multi-cloud data landscapes.	<b>6. DATA DEMOCRATIZATION</b> On stop shop to democratize "TAIR" data (Trustable, Accessible, Interoperable, & Reliable) and metrics across the organization for various personas.

Capgemini has distilled volumes of data from our successful engagements at several Tier 1 organizations world-wide to arrive at a comprehensive Enterprise Data Trust capability framework.

## ACCELERATORS AND FRAMEWORKS

- Pre-built evaluation criteria for MDM **product/technology selection**
- Technology agnostic **Reference Architecture**
- Standardized requirements for customer, supplier and product master data
- Pre-built **use cases** for each MDM component
- Process to measure **data quality**

## BUSINESS CENTRIC SOLUTIONS







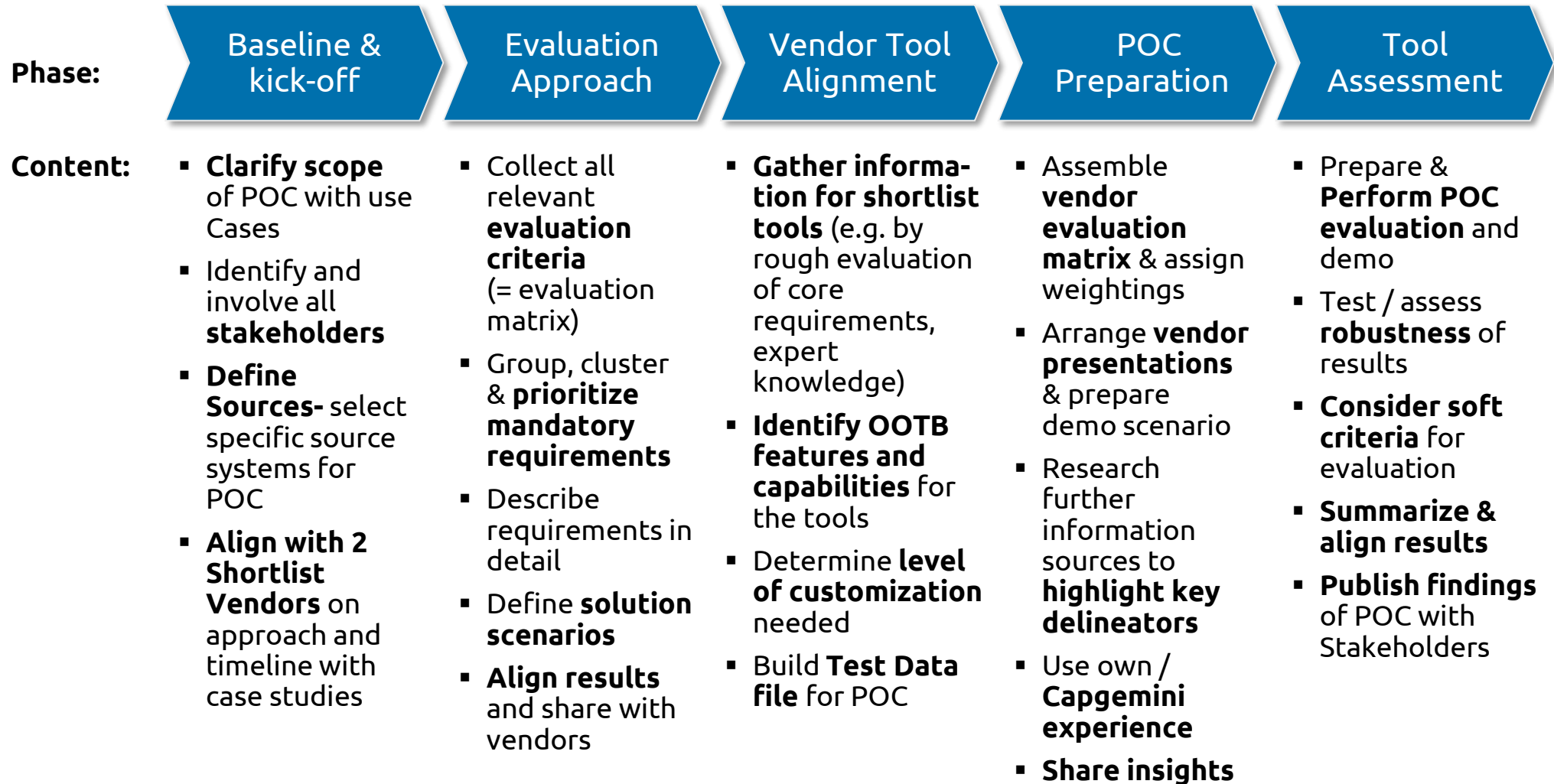
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## OUR APPROACH





# OUR APPROACH



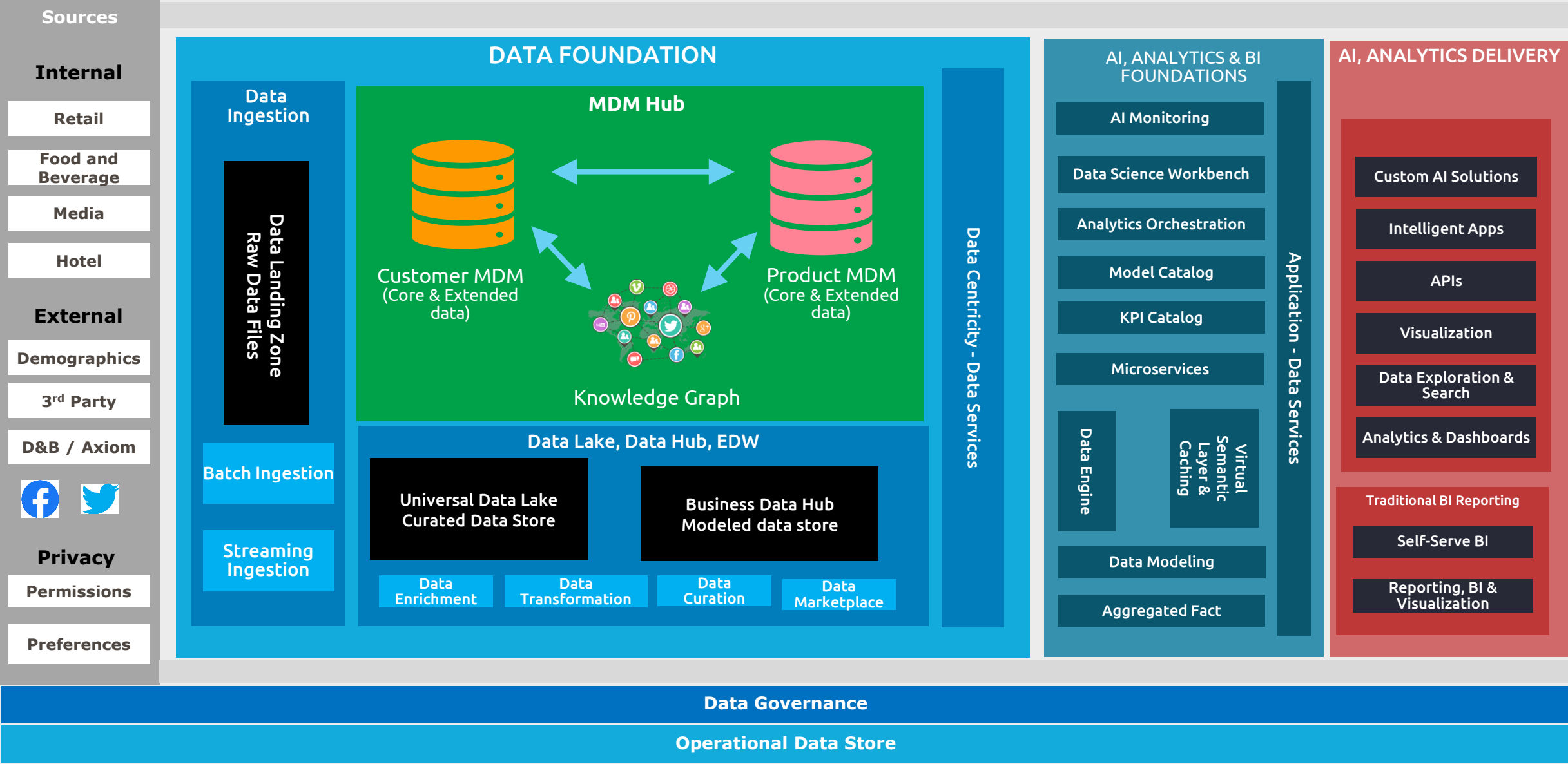


# HIGH LEVEL PLAN

POC Kick-Start	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Engagement Kick-Start										
Business Requirements (DQ, Use Cases)										
POC Features / Capabilities / Expectations										
Define DQ Capabilities for POC										
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Discovery & Planning Workshops										
Add Tool Recommendations to Roadmap										
Roadmap : Activities, Estimates										
Finalize : Implementation Roadmap										
Presentation : Implementation Roadmap										
POC Phase Wrap-up and Next Steps										



# REFERENCE ARCHITECTURE





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## TEAM STRUCTURE AND COMMERCIALS





# Investment & Delivery Team

## Total Engagement

Fixed Fee of \$194,000

## Delivery Team

- Senior Data Strategy Architect (Lead)
- MDM Technical Architect
- Business Analyst

## Key Deliverables

- Current State and Governance Assessment
- MDM Architecture Blue Print
- Consolidated Data Quality and Golden Records
- Roadmap to deploy customer analytics
- Customer Master POC

Our specialized team brings decades of data expertise. We deliver exceptional value through actionable insights and strategic guidance.





# KEY ASSUMPTIONS

## OVER-ALL SCOPE ASSUMPTIONS

- Capgemini will be provided access to all project-related documents, applications, and environments in scope before the first week of kick-off.
- Capgemini staff working at the customer location will be able to access the Capgemini network.
- FirmX will allow Capgemini to use its proprietary project management methodology, tools, and templates if required.
- Capgemini assumes FirmX will provide all possible support to resolve queries in a timely manner.
- Delays caused by unavailability of FirmX or third-party resources may impact effort and timelines, requiring a change order.
- Organizational change management, user adoption, and training are out of scope but can be provided upon request.

## STRATEGY & ROADMAP ASSUMPTIONS

- FirmX will help identify key business users for feasibility study and MVP-related activities.
- Capgemini SME Panel will provide guidance and suggestions but will not make decisions on behalf of FirmX.
- FirmX will provide access to business/ technical SMEs related to systems and processes throughout the project.
- Capgemini and FirmX will collaborate to control scope, cost, schedule, and risk within approved parameters.
- FirmX is responsible for reviewing and approving all deliverables; Capgemini will proceed based on approved deliverables.
- Deliverables will be deemed approved if no feedback is received within 3 working days of submission.
- Capgemini will rely on FirmX's assigned resources for inputs, decisions, and sign-offs during the project.





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## CASE STUDIES





# CAPGEMINI IS SUCCESSFULLY DELIVERING SIMILAR ENGAGEMENTS WITH MAJOR CLIENTS....

Customer Description	Data & Analytics Strategy	Data Governance Strategy	Data Management Initiatives	Cloud Implementations	Azure & Databricks Implementations
Improving marketing efficiency and customer loyalty with data and analytics for large coffeehouse	✓	✓	✓	✓	
An American corporation and one of the world's largest producers and marketers of tobacco, cigarettes and related products.	✓	✓	✓		✓
A British multinational electricity and gas utility company		✓	✓	✓	
An American international technical professional services firm	✓	✓	✓	✓	
An American multinational information technology company	✓	✓	✓	✓	✓
Leading retail chain in Europe	✓		✓	✓	✓
A French multinational pharmaceutical and healthcare company	✓	✓	✓	✓	
An American multinational medical devices and health care company	✓		✓	✓	✓

Capgemini Recognized As The Winner Of Two 2022 Microsoft Partner Of The Year Awards

Capgemini has been shortlisted as one of the **top vendors of Microsoft End-to-End Service Providers in Q1 2022** by Constellation Research Inc.

Capgemini has **been declared** as a **"Leader"** in **Gartner Magic Quadrant for Data & Analytics** service provider **6 times in 2022**.

Capgemini is amongst **top 3** partners with **Databricks**

**Tools & Technologies Utilized:**

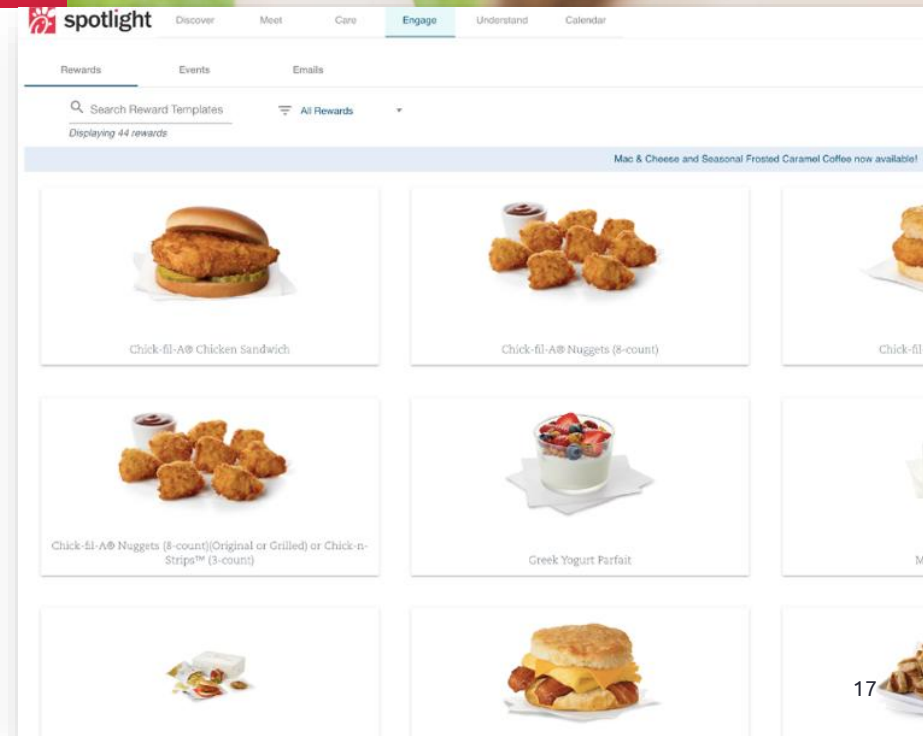
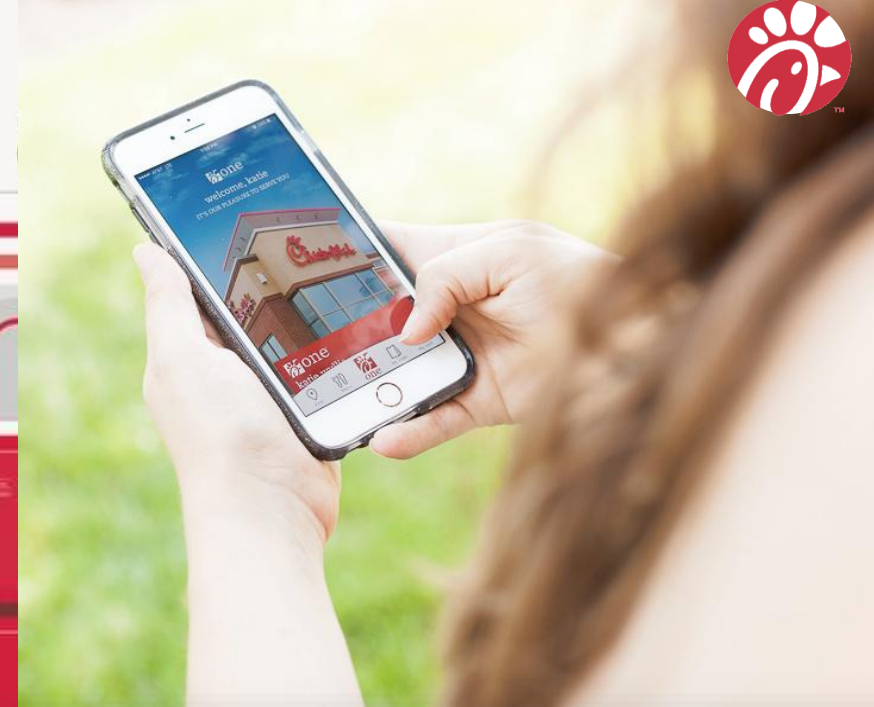




# Chick-Fil-A

## LOYALTY & CRM

Defined a digital strategy that introduced a new customer loyalty program. This included the redesign of the customer-facing app for mobile ordering (which reached #1 in the App store) as well as creation of a “pocket intranet,” a digital platform and mobile app for store owners.





# IMPROVING MARKETING EFFICIENCY AND CUSTOMER LOYALTY WITH DATA AND ANALYTICS FOR LARGE COFFEEHOUSE

## Context/Market Positioning & Competition:

Client is the biggest chain of coffeehouses in the world

## Challenges:

Client couldn't fully leverage its customer data collected from its award-winning loyalty program and use it to drive timely and meaningful marketing decisions, and measure effectiveness.

## Pain Points:

- **Data overload:** under-optimized marketing campaigns and missed revenue opportunities.
- **Speed to insight:** Limited analytics resources resulted in delays.
- **Poor measurement:** Lack of proper framework led to sub-optimal Return on Marketing Investment (ROMI).

## Goal:

Effective data usage by client to offer better personalization and marketing to its customers.

## Gain Points:

- Effective use of data for building Marketing and Customer analytics

## Approach & Solution:

Capgemini has helped client to review and design AI & Data Strategy to address marketing and customer loyalty operations. Over 3 years, we built and ran a “**Insights Concierge**” service that provides end-to-end **loyalty data and analytics services** to guide **marketing strategy and maximize ROI**.

Benefits Delivered

**96%+**

Reduction  
in processing  
time

**3X  
increase**

in Net  
Revenue

**Reduced**  
mass-marketing  
expenditure





# GLOBAL MDM STRATEGY DEVELOPMENT FOR A LEADING CONSUMER GOODS COMPANY

## Challenges

The organization had a clear directive to implement Master Data Management (MDM) globally. However, the execution strategy, operating model, and organizational structure were undefined. They needed a partner to deliver a pragmatic approach within 10 weeks, including:

- Defining **global MDM directions**
- Establishing data quality objectives and indicators
- Justifying the approach through a business case

## Solution

The consulting team applied a proven **MDM Roadmap framework**, including:

- External benchmarking
- MDM operating model assessment
- Business Case and Benefit Logic methodology

## Key Differentiators

- Mature vision for MDM transformation
- Extensive library of templates and methodologies
- Ability to deliver within a short timeline

## Pain Points

- Uncertainty in implementing global MDM
- Lack of a defined operating model and structure
- Need for rapid execution and financial justification

## Gain Points

- Clear long-term strategy for global MDM
- Financially justified future MDM state
- Identification of 10 benefit areas
- Positive business case supporting transformation

**Accelerated delivery** within **10 weeks**

**10**

Benefit Area Identified

**Positive ROI** from global MDM transformation

BENEFITS DELIVERED





# GLOBAL MDM ROLLOUT FOR A LEADING FURNITURE RETAILER



## CHALLENGES

The organization aimed to:

- Achieve and maintain a **single view of master data** across the enterprise.
- Unlock the full potential of **Business Intelligence (BI)**.
- Ensure **ongoing management and maintenance** of the MDM application post-rollout.

## SOLUTION

- Supported the client in executing a **global MDM rollout**.
- Leveraged **global competencies and pre-built solutions**.
- Delivered through a **collaborative model** involving:
  - ✓ The Account Team
  - ✓ The CPR Sector
  - ✓ Insight & Data TLI

## PAIN POINTS

- Fragmented master data across systems
- Limited BI effectiveness due to inconsistent data
- Need for sustainable post-rollout support

## GAIN POINTS

- Unified master data view across the enterprise
- Enhanced BI capabilities
- Collaborative delivery model ensuring alignment and efficiency

BENEFITS DELIVERED

Increase in **data accuracy**,  
Reduction in **data duplication**

Improvement in  
BI report  
turnaround time

Customer  
satisfaction  
score  
improvement



## VALUE REALIZATION THROUGH INSIGHT-BASED SALES AND MARKETING



### CHALLENGES

Multiple data solutions were implemented in various legacy disparate systems. Each of their clients had specific reporting requirements. Client lacked a **360 degree view** across all of their clients. Cost of maintaining multiple data systems was very high.

### SOLUTION

- Analyze all reporting requirements to unify use cases.
- Identified obsolete data sources to streamline ingestion processes.
- Created an **MDM solution to unify data** across all clients and source data feeds.
- Unified their **EDW to create a single data lake** across all of their clients.
- Enabled metrics across all clients to compare promotion strategies between clients.
- Created semantic models and reports that eliminated manual reporting efforts.
- Reduced the number of ingestion feeds resulting in reduced cost of third party data subscriptions

### BENEFITS DELIVERED

**30%**

reduced cost  
from elimination  
of redundant and  
obsolete data  
feeds

Value realized  
from combined  
metrics resulted  
in new revenue  
opportunities

**45%**

savings from  
prior manual  
report  
generation





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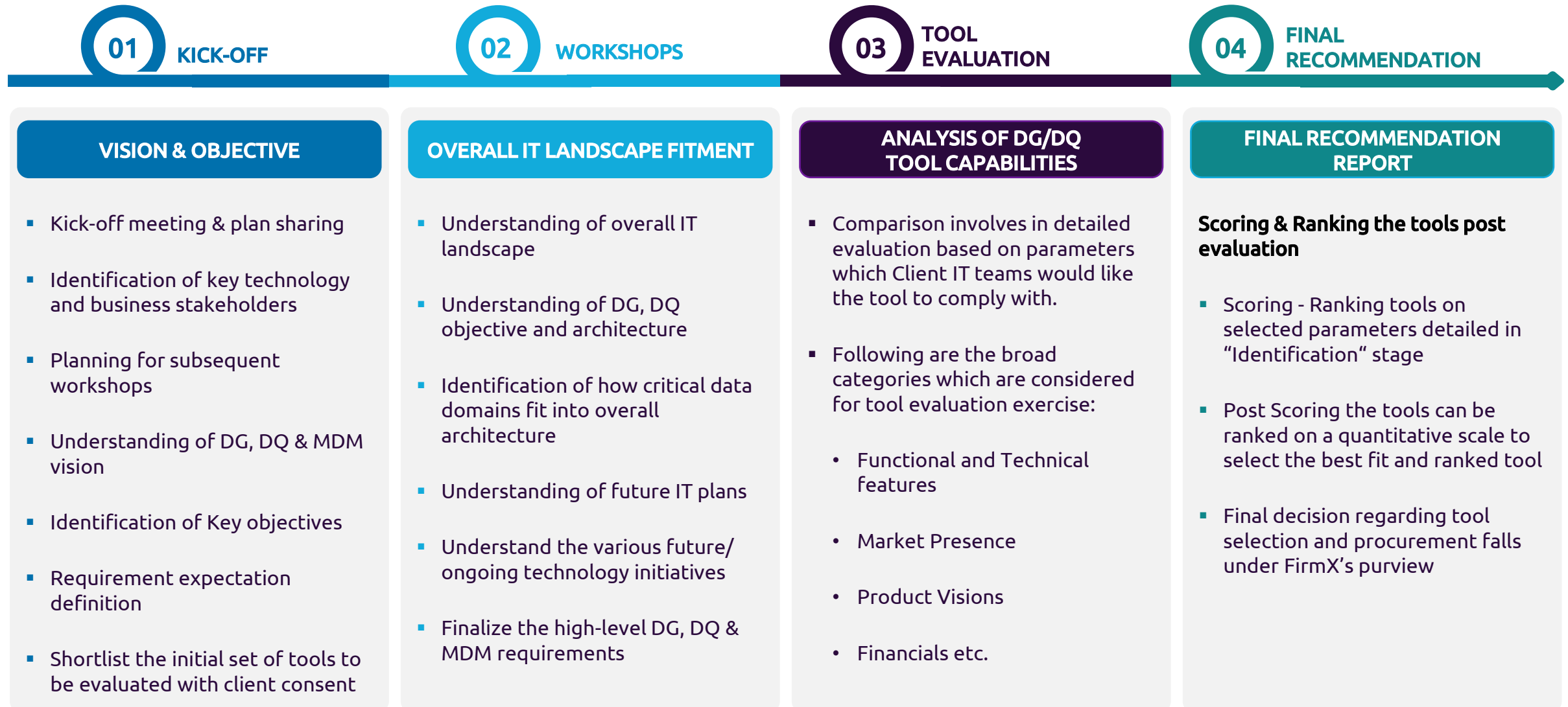
## APPENDIX







# TOOL EVALUATION APPROACH

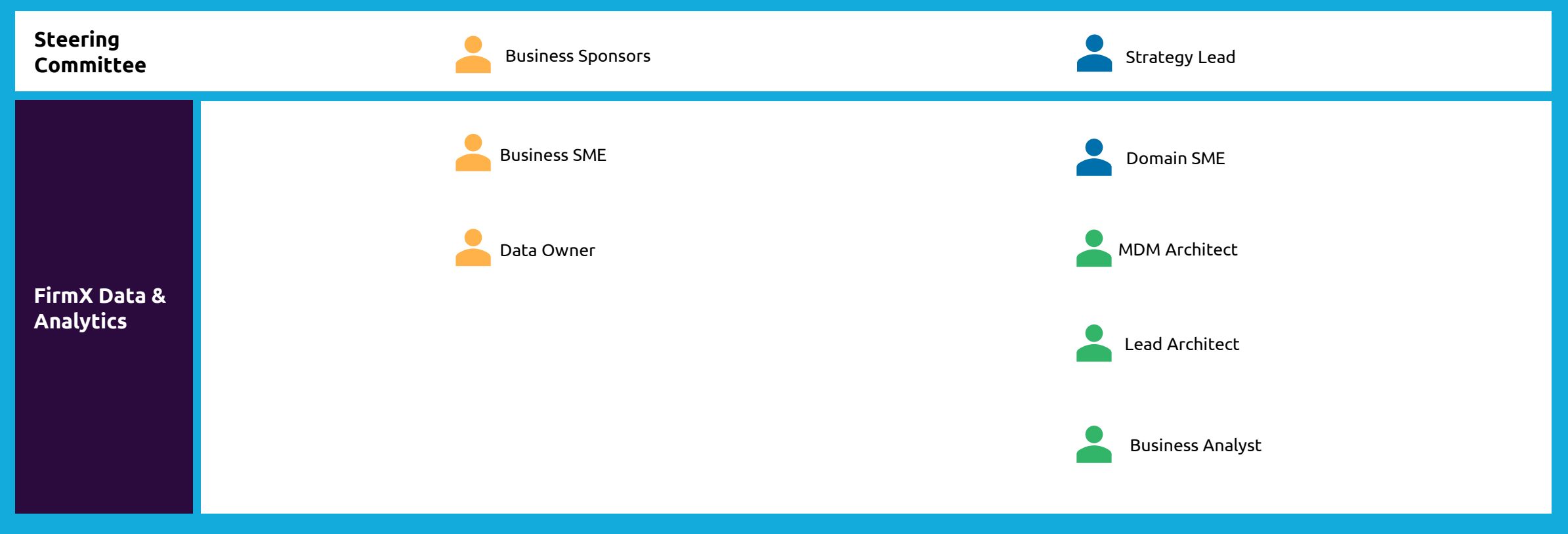


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POC Phase Wrap-up										

# PROPOSED TEAM STRUCTURE





## About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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# FOR FIRMX, WE WILL STRATEGIZE THE JOURNEY IN TWO BROAD STEPS



- Assess the current technology, analytics, and business process



- Data and Analytics strategy and roadmap
- Data Governance strategy and roadmap
- Target state conceptual architecture
- Tools and technologies
- Use case prioritization framework



# EXPECTATIONS FROM FIRMX

## KEY INPUTS EXPECTED FROM FIRMX

**Legends** ● Up to 3 hours / Week ● Up to 8 hours / Week ● Up to 16 hours / Week

	ALIGN WITH BUSINESS AMBITION			
FirmX	PREPARATION	WORKSHOPS	SOLUTIONING	ENABLE THE ORGANIZATION
EXECUTIVE SPONSOR	<ul style="list-style-type: none"> <li>Provide overall direction to the FirmX team and set expectations ●</li> </ul>	<ul style="list-style-type: none"> <li>Review overall progress and share feedback ●</li> </ul>	<ul style="list-style-type: none"> <li>Review overall progress and share feedback ●</li> </ul>	<ul style="list-style-type: none"> <li>Review overall progress and share feedback ●</li> </ul>
DATA & ANALYTICS DIRECTOR	<ul style="list-style-type: none"> <li>Share FirmX's business mission, vision and objectives ●</li> <li>Expectations from Data &amp; Analytics</li> <li>Known issues, challenges and limitations of as-is Data &amp; Analytics landscape</li> <li>SME and stakeholder lists</li> </ul>	<ul style="list-style-type: none"> <li>Participation in workshops, responses to questionnaires ●</li> <li>Overview of business, system processes and workflows, Key KPIs, information delivery &amp; security requirements</li> <li>Desired business, functional and technology capabilities</li> <li>Details of inflight initiatives, dependencies</li> <li>Participate in status Reviews</li> </ul>	<ul style="list-style-type: none"> <li>Participation in follow-up and clarification sessions ●</li> <li>Inputs on budget, business process maps</li> <li>Review/sign off               <ul style="list-style-type: none"> <li>Solution options</li> <li>Recommendations on Data &amp; Analytics implementation roadmap and proposed Data &amp; Analytics technologies</li> <li>MVP scope</li> </ul> </li> <li>Collaborate with Capgemini on actionable next steps from the proposed roadmap</li> </ul>	<ul style="list-style-type: none"> <li>Provide additional clarification needed on business requirements and use-cases during MVP ●</li> <li>Participation in status reviews</li> <li>Review/sign off MVP deliverables</li> </ul>
BUSINESS SMEs				
Enterprise Architect, Data and Analytics Lead(s)	<ul style="list-style-type: none"> <li>Architecture artifacts and data models and BI documents ●</li> </ul>	<ul style="list-style-type: none"> <li>Overview of existing technology roadmaps, data and analytics architecture ●</li> <li>Inputs on known technology debt</li> </ul>	<ul style="list-style-type: none"> <li>Participation in follow-up sessions ●</li> <li>Review/sign off on solution &amp; technology options</li> </ul>	<ul style="list-style-type: none"> <li>Participation in status reviews ●</li> <li>Review/sign off MVP deliverables</li> </ul>
DBA, DevOps SME & Misc. IT Staff	<ul style="list-style-type: none"> <li>Overview of IT processes ●</li> <li>Knowledge artefacts</li> <li>Access to systems, repositories</li> <li>Application and object inventories</li> </ul>	<ul style="list-style-type: none"> <li>Details of inflight initiatives, dependencies ●</li> <li>Release plans, freeze calendars</li> <li>Participation in workshops</li> </ul>	<ul style="list-style-type: none"> <li>Participation in follow-up sessions ●</li> <li>Provide required inputs and clarifications needed to define the solution and roadmap</li> </ul>	<ul style="list-style-type: none"> <li>Infra, Network Support for MVP Execution ●</li> <li>Source system readiness for data availability, query resolution</li> </ul>

**Note:** Expected support hours are indicative based on industry experience, and Capgemini will work with FirmX to fine-tune the support model as needed



# CAPGEMINI & DATABRICKS CAPABILITIES WILL HELP FIRMX TO UNIFY DATA & ANALYTICS FOR DRIVING BUSINESS GROWTH



## CG Center of Excellence

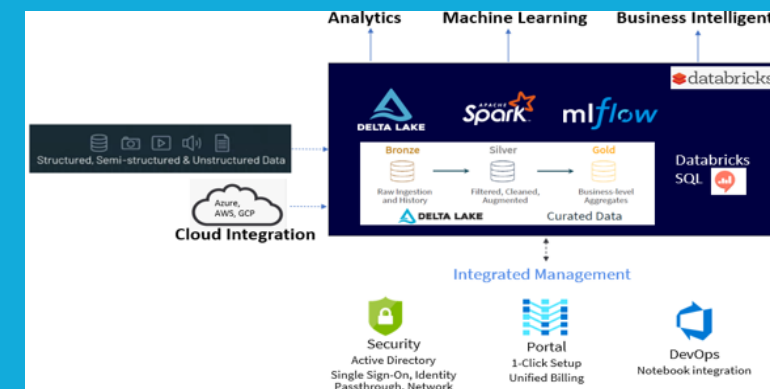
- 50+ customers on Databricks implementations
- End to end Databricks implementation & support
- Strategic partnership with Databricks
- Existing Data Lake modernization
- Thought leadership & future roadmap
- Seminars & newsletters
- Accelerators & Frameworks development

## Solution Offerings

- Architectural patterns, standards
- Solution design & best practices
- AI & Analytics on Databricks
- Data Estate Modernization
- Delta Lake Implementation



## Databricks Capability



## Key Enablers

- Global team to support offers in specific sectors
- Priority support by Databricks
- Dedicated regional architects from Databricks
- Talent Transformation

## Assets & Accelerators

- Revenue Growth Engine
- DevOps Accelerator
- Spark Data Processing Accelerator

## Training & Enablement

- 15+ Databricks Partner's champions
- 150+ Databricks academy trained professionals
- 530+ Databricks Practitioners
- 4400+ Microsoft professionals
- Databricks Academy for internal training



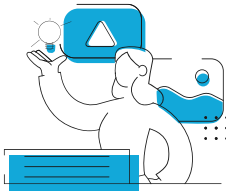
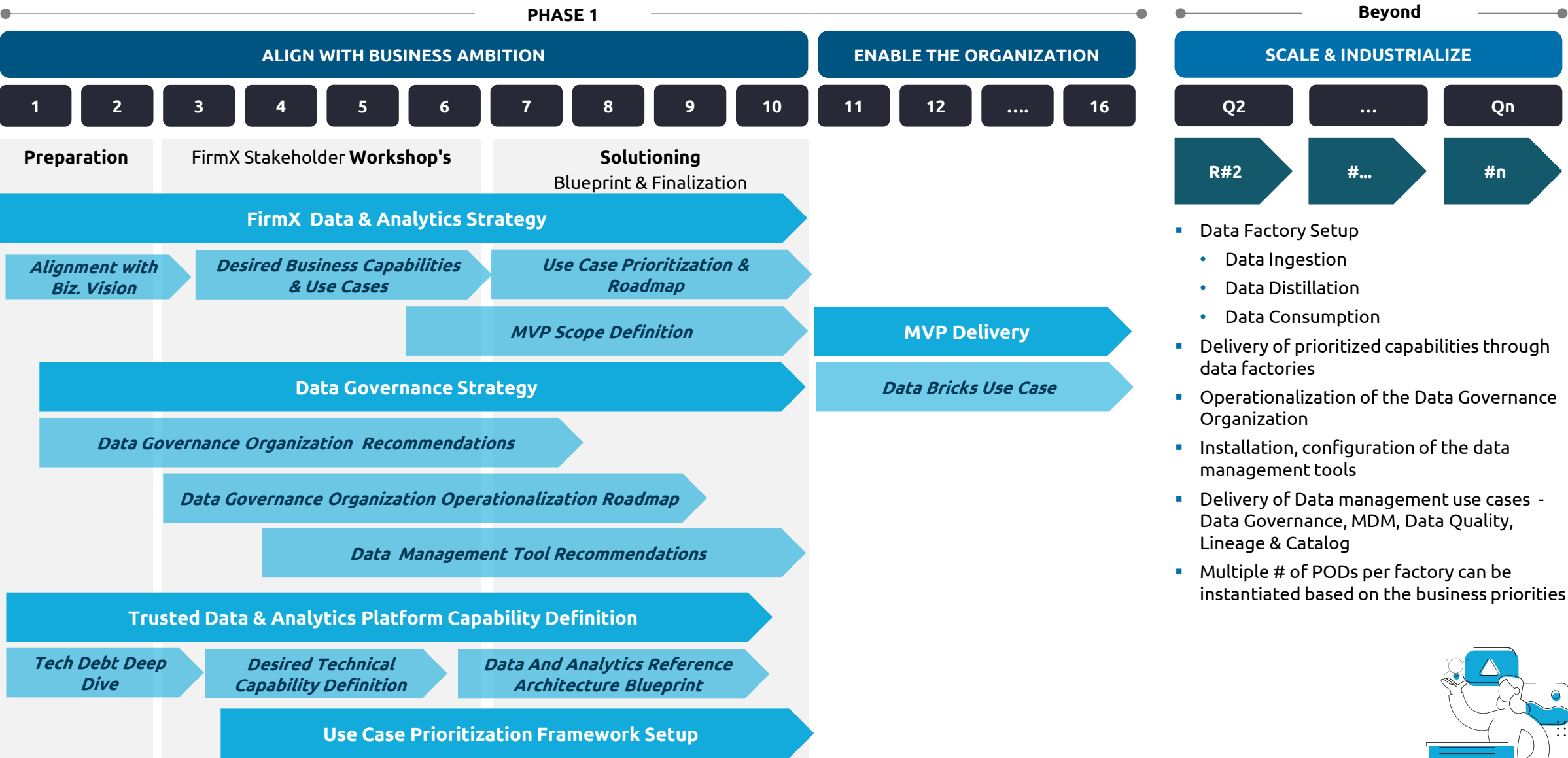
is amongst top 3 partners with



Strategic Alliances & Partners



# INDICATIVE PLAN - ASSESSMENT AND MVP DEEP-DIVE



# EXECUTIVE SUMMARY



## FirmX'S OBJECTIVES

- **Break down data silos** across business lines.
- Create a **unified platform** using **Master Data Management (MDM)**.
- Enable a **360° customer** view for personalized, seamless experiences.
- Support cross-business engagement and integrated services.
- Improve data quality, governance, and decision-making.
- Build a scalable foundation for future growth and innovation.

## OUR APPROACH

- **Proven implementation approach** focused on **technology, people, and process**
- Bring **industry expertise in Data, Analytics and Governance** to help FirmX
- **Phased implementation approach** starting with **strategy engagement and MVP**
- Establish **detailed roadmap and implementation plan** based on FirmX **use-cases**
- Help FirmX implement the **change management** needed to adopt the implementation

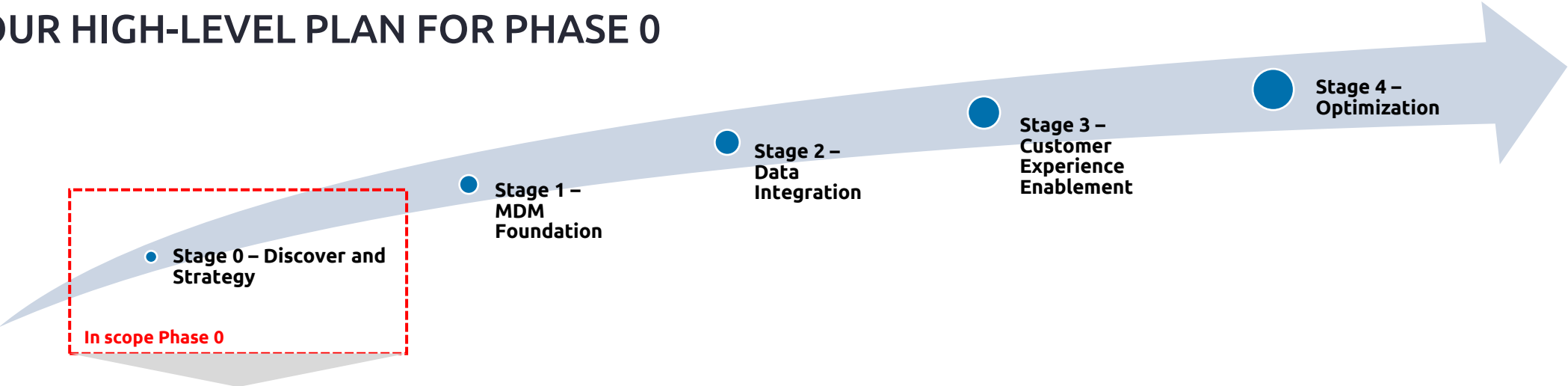
## OUR VALUE PROPOSITION

- Dedicated **Capgemini COE's** with expertise in handling **similar implementations**
- Strong **Data Governance and Master Data Management competencies**
- **Implementation experience** with other **customers of similar size and scale**
- **Global delivery capabilities** with data and BI consultants across various geographies
- Up to **20% productivity improvement** with our **implementation methodology** and **templated approach**

THE BEST WAY FOR US TO WORK FOR YOU IS TO WORK WITH YOU. COLLABORATION IS CENTRAL TO THE CAPGEMINI PHILOSOPHY AND A PILLAR OF OUR SERVICE DELIVERY



# OUR HIGH-LEVEL PLAN FOR PHASE 0



*Week 1-3*

## Planning & Discovery

- Project Kick-off
- Stakeholder Identification and Connects
- Workshop Planning
- Assess pain areas and generate present state report

*Week 4-5*

## To-Be Definition

- Evaluate potential MDM platforms
- High-level implementation roadmap
- Comparative analysis of costs and operational models.

*Week 6-8*

## Solutioning & Closure

- High-level execution roadmap with estimated implementation costs.
- Refined Tool Recommendation
- Refined POC Plan with Timeframes & Success Criteria

# CREATING A BETTER CUSTOMER EXPERIENCE

The world's leading baked goods and coffee chain had a focus on its customers; it worked with Capgemini to create a store experience of the future through a comprehensive omnichannel solution for greater throughput and customized service. It delivered:

- **A successful pilot store launch followed by a national rollout**
- **Improved key in-store journeys for walk-in and drive-through customers**
- **Eliminated friction along the path to purchase for a redesigned customer experience**

**Improved  
customer  
experience**

**Retail**

**Sell**

**Store  
Operations**

# CASE STUDY | CREATING A BETTER CUSTOMER EXPERIENCE

Improved  
customer  
experience



## BUSINESS NEED:

BRAND NEW, FORWARD-THINKING  
CUSTOMER EXPERIENCE

The client needed to drive sales differentiation by designing a better customer experience centered in and around its retail locations.

- Increased competition from all sides as coffeehouses and bakeries sought to elevate their aesthetic and product offerings, squeezing the brand into an ill-defined middle tier
- Research uncovered consumers were looking for a seamless experience – to get on with their day without friction, and therefore spend as little time in store as possible



## SOLUTION:

OMNICHANNEL SOLUTION FOR  
DESIRED CUSTOMER EXPERIENCE

Capgemini's approach and solution:

- Defined an innovative strategy to deliver a more ownable customer experience by **shifting away from lingering and toward tech-enabled, on-the-go needs**
- Developed an omnichannel solution including a custom mobile application
- Redesigned physical store formats and elements
- Improved experience:
  - order ahead/on premises
  - pay ahead/on premises
  - wait times
  - order pick-up



## BENEFITS:

REDESIGNED CUSTOMER EXPERIENCE

The client created a better in-store experience that catered to its changing customer.

- Provided improved key in-store journeys for walk-in and drive-through customers
- Eliminated friction along the path to purchase for a redesigned customer experience
- Pilot store was launched in Q4 2017 and was followed by a national rollout, backed by a \$100 million investment



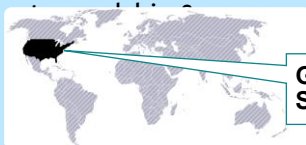


# CASE STUDY: GLOBAL MASTER DATA SOLUTION - GLOBAL CONSUMER PRODUCTS COMPANY



## BUSINESS OBJECTIVES

- To implement a Global Master Data BI solution for Connect Programme from a single global MDM source . This master data solution will enable global & cross functional capability reporting
- To promote the reusability of Master Data
- Consolidate the master data residing in different source systems and harmonize and standardize this data to provide users with a unified view of Customer, Product & Organization
- Streamline the current technical landscape and technical architecture to provide faster delivery of information
- Improve governance process to manage the global master data standards ,



Geo: US  
Sector: CPRD



## SOLUTIONS

- A Global multi-year, multi-discipline and multi-technology BI program was launched to build a new, global master data solution in EDW
- Master Data was migrated into the EDW in a phased manner to allow for both 'vertical' (geographic) and 'horizontal' (functional) views of the data
- Consolidated and standardized the regional and global master data from various source systems to a single EDW solution
- Master Data Hierarchies were streamlined with new technical architecture & design standards using Teradata EDW & BODS ETL
- New standards in master data and meta data models were delivered and an improved master data governance process was rolled out



## VALUE DELIVERED

- Enhanced master data solution was delivered to enable the global and cross functional capability reporting
- Consolidated and federated master data solution to provide a single view of customer , product & organization master data
- Seamless integration with the Global MDM source (Kalido MDM) and other regional source systems (SAP MDM , ERPs)
- Established a roadmap to bring the remaining capabilities in the global master data solution



# CASE STUDY: DATA GOVERNANCE & MDM STRATEGIC ASSESSMENT AND PLAN



## BACKGROUND

Client is a US based wholesaler and retailer founded in 1853 known worldwide for its branding.

The client was facing the following challenges:

- Manages product and location data in multiple systems as well as outside of systems in Excel
- No consistency of product or location data across regions and business models
- No formal Data Governance processes across the enterprise
- No single product hierarchy utilized across business models and regions, no consistency in reporting



## SOLUTIONS

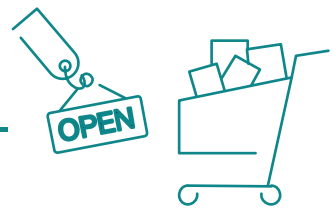
- Designed a Data Governance organization, framework, and processes to manage and ensure Data Quality
- Proposed a Roadmap for the implementation of a centralized MDM solution to act as the single source of truth for product data and enable the management of master data
- Identified non-sanctioned Data sources and planned to eliminate them through short quick win projects
- Identified core fields to be addressed early on in the MDM implementation process
- Lead client through the creation of a single enterprise product hierarchy utilizing leading practices



## BENEFITS

- Improved data quality across the organization reducing the cost of clean-up and confusion
- Allowed for roll-ups of data across regions, business models, and brands to better analyze performance and drive global decisions
- Enabled planning systems such as demand planning, assortment planning, and merchandise financial planning to create enhanced global plans across business models and geographies
- Enabled client to plan a share inventory model across retail and wholesale
- Allowed client to implement omni-channel functions such as order on-line, pick up in store and order in store, fulfill from DC to increase conversion rates and reduce customer churn

# CASE STUDY: STRATEGY & IMPLEMENTATION OF MDM HUB - APPAREL AND PERSONAL CARE RETAILER



## BACKGROUND

Client is a apparel and personal care retailer and had the following challenges:

- Ineffective and disjointed data management
- Current systems were not integrated and did not provide the required functionality to operate in the future state
- Inconsistent use of allocation, replenishment and forecasting planning technologies and consistent processes across all brands and channels.

This impacted operational effectiveness in following ways:

- Inability to accurately forecast the business
- Lack of inventory visibility required excess 'buffer' inventory to be carried



## SOLUTIONS

- Capgemini performed overall program management
- The planning stream focused on implementing collaborative consensus demand planning, consumer driven replenishment and an enterprise wide S&OP with POS data as the enabler
- This solution spans across all channels with integration into Production, Merchandising and Logistics
- Enhanced ability to read and react to the market as customers desires change. Use of more statistical methods to drive improved accuracy in planning and execution
- Deployment of Sales & Operations Planning capabilities & Operations Planning capabilities enhances integration across functions



## BENEFITS

- These capabilities are projected to reduce costs and increase the company's competitive edge in the following operational measures and activities:
  - Significant revenue enhancement due to improved in-stock (especially on promoted items) and reduced mark-downs
  - Improved inventory performance due to use of more statistical methods for planning and better visibility
  - Improved coordination between retail planning and production leads to reduction in production costs and reduced inventory requirements



# EXECUTIVE SUMMARY

## CAPGEMINI'S COMMITMENT TO TRANSFORMATION AT FirmX

- Capgemini commits to delivering a strategic MDM roadmap, architecture blueprint, and stakeholder-aligned plan to enable Customer 360° capabilities.
- We propose a **8-week Assessment** to provide FirmX with a solid foundation to implement MDM.

### DELIVERABLES INCLUDE

1

#### Planning & Discovery

- Stakeholder Workshop Summary & DQ/Governance Landscape Report
- List of MDM Candidate Domains with Volumetric Analysis
- Present-State Data Quality & Governance Assessment Report

2

#### To-Be State Definition

- MDM Tool Comparison Scorecard & Evaluation Report
- High-Level Implementation Roadmap & POC Definition Document
- Licensing/Subscription Cost & Operational Model Comparison

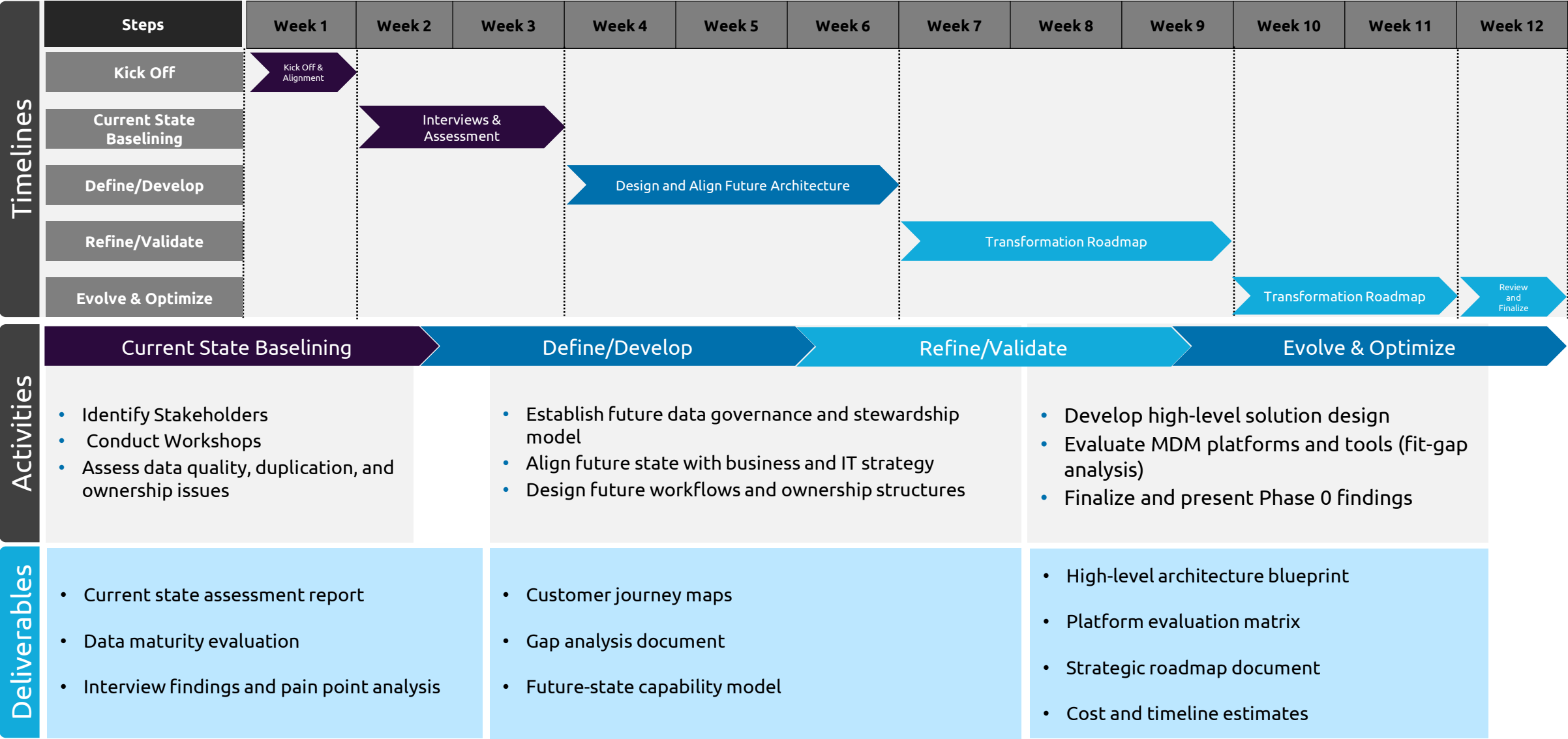
3

#### Solutioning & Closure

- Final Tool Recommendation with Detailed Scorecard & POV Document
- Refined POC Plan with Timeframes & Success Criteria
- Final High-Level Execution Roadmap with Cost Estimates



# OUR HIGH-LEVEL PLAN FOR PHASE 0



# DATA GOVERNANCE DELIVERY



Data Governance is essential for protecting sensitive data and adhering to privacy regulations. It contributes to healthy data management practices and has expense or cost reduction as well as sustainability impacts for nearly all organizations. The right approach can also improve how people use, analyze and share data and information across the company, increasing accountability as well as improving results. Data Governance establishes the framework to build Enterprise Critical Data strategy to put a focus on the information that moves the enterprise forward. Data Governance is meant to contribute to the establishment of Data Trust. Data Trust ensures that the data is fit for purpose, designed for need and available in a clear and meaningful approach while being protected and delivered in a manner that is easy for users to obtain the data they need.

## Aligning with FirmX's needs for Data Governance

Assess Data Inventory	Assess Risk	Develop/ enhance Policy	Implement Capabilities	Change Management & Training	Monitor & Measure
<ul style="list-style-type: none"><li>Identify Pilot Group</li><li>Identify and Document Critical Data Elements (CDE's)</li><li>Identify Data Owners/ Data Stewards (Analytics Champions)</li><li>Categorize/ Segment Data</li><li>Identify the purpose of use</li><li>Analyze the Data</li><li>Define Records of Concern</li></ul>	<ul style="list-style-type: none"><li>Identify Data Assets</li><li>Identify Data Risk Locations</li><li>Identify external data sources that could introduce risk</li></ul>	<ul style="list-style-type: none"><li>Data Governance Council (cadence, requirements, role)</li><li>Data Roles and Responsibilities</li><li>Define and communicate Period of Performance</li><li>Data Quality</li><li>Data Sharing (SLA's and OLA's)</li><li>RIM Program Policy</li></ul>	<ul style="list-style-type: none"><li>Data Dictionary</li><li>Data Glossary</li><li>Data Lineage</li><li>Data Catalog</li><li>Data Quality Management</li><li>Master Data Management</li><li>Reference Data</li><li>Metadata Management</li><li>Data Streaming</li><li>Marketplace</li><li>Mashups Environment</li></ul>	<ul style="list-style-type: none"><li>Communication</li><li>Data Roles and Responsibilities</li><li>Training Needs</li><li>Training Schedule</li><li>Campaigns for General Awareness</li><li>Staff Level based Awareness campaigns</li></ul>	<ul style="list-style-type: none"><li>Establish Metrics (SLA and OLA) as KPI's</li><li>Monitor and Report on KPIs and KRIs</li><li>Apply KPIs and KRIs where possible to Performance Metrics for Leaders</li><li>Identify Quality Metrics that the business has input into</li></ul>
Deliverables					
<ul style="list-style-type: none"><li>Product Data Domain detailed</li><li>CDE's documented</li><li>Roles and Responsibilities (RACI) documented</li><li>Data categorized / classified</li></ul>	<ul style="list-style-type: none"><li>Product Data Risk Assessment</li><li>Determine locations of risk</li><li>Threat assessment for product data</li></ul>	<ul style="list-style-type: none"><li>Policies Updated or Enhanced</li><li>Procedures Updated or Enhanced</li><li>Communications Plans developed</li><li>KPI's and Performance Measures documented</li></ul>	<ul style="list-style-type: none"><li>Determine best tools for current and future state</li><li>Identify and obtain tools as necessary</li></ul>	<ul style="list-style-type: none"><li>Develop and Deliver Communication Plans for Governance</li><li>Train Stewards, Owners and Curators on responsibilities</li><li>Create campaign introducing new Governance Practices</li></ul>	<ul style="list-style-type: none"><li>Implement Performance Measures</li><li>Monitor Governance Activity</li><li>Create iteration plans for next domain</li><li>Implement Quality Improvement</li></ul>

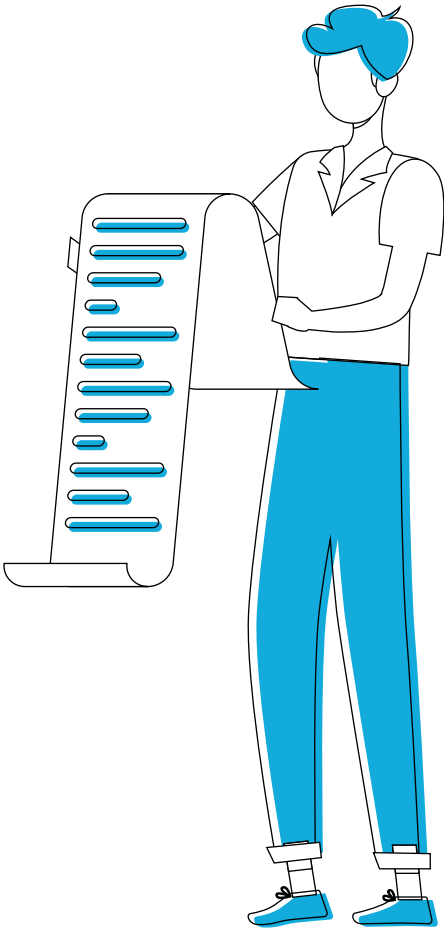


# COMMERCIALS FOR ASSESSMENT & MVP PHASE



Total Cost	Price (USD)
Assessment	

Delivery Milestone	Price (USD)
Assessment Kick off	
Current State findings report	
Future state roadmap and implementation plan	



**NOTES**

- Cost estimates provided are for fixed price engagements with set delivery milestones