Customer Value Proposition
G-Cloud 14

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1 Service Overview

Capgemini's Customer Value Proposition service provides Design, Consultation and Business Analysis in support of the design and implementation of Cloud based services.

Customer Value Prototyping (CVP) is a 'front end' assessment and mobilisation process that can engage Business, IT and Partners to expose and address potential areas of risk prior to material investment in Technology Solutions.

The methodology is designed to place the citizen at the centre of defining a new package selection bring together business and IT stakeholders and ultimately help de-risk future solutions.

Depending on the requirement and the selected services, the key benefits of the service may comprise of:

- **De-risks future solution:** The CVP approach can expose potential areas of risk and enable them to be addressed through visualisation of the solution prior to material investment;

- **Aligns Business and IT:** CVP can enable trust to be developed between the Business and IT and alignment on a way forward based on objective evidence;

- **Generates value:** CVP can unlock the value of the solution by confirming the financial viability and provides early visibility of the Total Cost of Ownership (TCO);

- **Demonstrates innovation and partner commitment:** CVP can bring together the Business and Vendor SMEs to unlock innovation and gauge vendor commitment to the organisation.

Capgemini has experience of working with the following technology vendors: Salesforce, Teradata, SAP, SDL, STIBO, ADAM, Big Machines and Cincom.

This service supports Cloud based projects and services.

2 Business Need

CVP is not required for every IT project but in certain situations, it uniquely provides the required level of confidence in the integrity of a given solution. Each service would be defined and packaged as a defined service offering.

The typical criteria for a CVP comprises of the following:

- Introduction to Cloud based products and services;

- Introduction of package enabled solutions;

- Introduction of new scope / functionality;

- Introduction of a new solution;

- Solution updates for critical business capabilities;

- Solution updates to meet changing business processes;

- Large scale projects (>£1m).

2.1 Business/IT Alignment

CVPs can align business and IT stakeholders behind a joint conclusion based on objective evidence and transparent ways of working.

2.2 Investment De-risking

CVPs can de-risk projects by identifying potential issues with a solution or vendor upfront from a business, architecture and programme perspective.

2.3 Value Confirmation

CVPs can provide confirmation on the financial viability of a solution by linking functional components directly to business benefits and providing early visibility of the TCO.

Examples of when a CVP would be used:

- When there is lack of clarity / business & IT alignment on the suitability of a technology solution;

- When key stakeholders demand a greater level of confidence in the end-to-end integrity of a solution compared to standard vendor selection activities;

- When there are particularly complex requirements that need business and vendor SMEs to work together to unlock innovation.

Capgemini has experience in delivering CVPs in the Consumer Products and Retail sector. Each CVP has been unique in terms of the key business & IT issues and challenges, vendor, stakeholder alignment and timelines.

3 Our Approach

3.1 Methodology

Typically the whole process can take between 8 to 12 weeks to complete depending on the vendor and complexity of the CVP but will be dependent on the client's requirements. The key stages in the CVP methodology may comprise of the following 6 stages:

1. Scoping and stakeholder alignment.
2. Project mobilisation.
3. Preparation for kick off.
4. Kick off workshop.
5. Iteration workshops.
6. Executive showcase and consolidation.

Each phase may also be underpinned by; benefits framework/implementation planning/reference meetings and stakeholder engagement.

Depending on the services, selected benefits may consist of:

- **Aligned Business and IT:** CVP can enable trust to be developed between the Business and IT as it exposes potential areas of risk and enable them to be addressed prior to investment;

- **Established Business Confidence**: visualisation of the solution can enable the business to confirm whether the solution effectively fulfils their needs and tests the solution integrity end to end;

- **Reduced TCO**: CVP can unlock the value of a potential solution by confirming the direction of travel and de-risking the project. Through the CVP process, the business case can be validated and signed off by the client;

- **Expert to Expert Innovation:** CVP can bring together the business Subject Matter Experts (SME) and Vendor experts to enable 'expert to expert' discussions and unlock innovation by an enhanced understanding of the solution;
- **Accelerated Decision Making:** CVP can operate in a 'time-boxed' and fast paced environment as stakeholders are brought together to make key decisions.

4   Buyer Responsibilities

Please refer to the Supplier Terms listed with this service on the Platform. These may contain additional Buyer obligations/costs the Buyer is subject to that are not identified anywhere else in the Supplier's Application or on the Platform.

5   Service Management

This service can be delivered as a defined project or on a day rate basis.

6   Protection of Data

This service is based on a security classification of 'Official', however should you have a requirement for a different security classification that you would like us to consider, please contact us to discuss.

7   On-boarding and Off-boarding

Prior to the execution of the Order, the Supplier and the Buyer will agree the scope of the exit plan for the Services and a timescale for delivering an exit plan to ensure continuity of service.

Capgemini shall undertake on-boarding and off-boarding activities agreed within the Order Form and an exit plan in line with the Call-Off Contract terms which will be charged for in accordance with the Pricing section for this service.

8   Skills and Knowledge Transfer

Capgemini recognises that skills and knowledge transfer is a critical element in the provision of G-Cloud services to public sector clients. Where possible and applicable, this forms part of the delivery plan for the service agreed at the start of the engagement. Our consultants and engineers are experienced in providing skills and knowledge transfer for major private and public sector clients.

Where appropriate, we may use a standard approach, tailored to topic, skills-gap and individual, to ensure consistency and effectiveness. The approach, Capgemini's Assess-Plan-Implement framework, has been used repeatedly by our teams to structure the work involved in transferring skills and creating new teams capable of driving and sustaining change long after the end of the formal programme. The framework can be applied throughout a project to understand knowledge transfer objectives, plan training delivery methods and materials, and deliver and evaluate success.

9   Vendor Accreditations/Awards

For the 12th year in a row, Capgemini has been recognized as one of the World's Most Ethical Companies® by the Ethisphere® Institute. This is an acknowledgment of our ethical culture that makes us an employer of choice and responsible player in the eyes of our clients, shareholders, and the wider community.

ISO 9001 Quality Management for Management Consultancy and IT Implementation and services to the Public Sector

ISO 27001:2013 - Provision (Delivery) of IT services including business applications development, maintenance and Data, Digital and Cloud technologies.

NelsonHall has identified Capgemini as a Leader in its 2022 NEAT Vendor Evaluation for Learning Services due to its ability to meet future client requirements as well as its capability to deliver immediate learning benefits to them.

Capgemini is the first amongst consultancy and technology firms to be recognized six times in a row for its thought leadership reports.

2023 Ecovadis Platinum Rating: We maintained a platinum rating, recognising us as a responsible and sustainable business in the top 1% of companies assessed.

Better Society Awards: Our collaboration with Code Your Future to offer digital skills training won a Better Society Award in 2022. The awards celebrate efforts by commercial organisations to create a better society.

Inclusive Top 50 UK Employers List: We achieved second place in the Inclusive Top 50 UK Employers List 2022/23 – a list that assesses companies for best practice on diversity, equality and inclusion

UK Best Workplaces for Women: We were listed as a Best Workplace for Women by Great Place to Work®. This listing is based on responses from our team to an anonymous survey about their employee experience.

UK Best Workplaces for Wellbeing : We are listed by Great Place to Work® as a Best Workplace for Wellbeing

Great Place to Work: We were certified as a Great Place to Work® in 2023, reflecting our employees' experience of working at Capgemini in the UK.

10 Sub-contractors

Capgemini UK may use the following subcontractors to deliver this service:

- Capgemini Technology Services India Limited.

11 Business Continuity and Disaster Recovery

No disaster recovery plan is provided as part of these Services.

12 Pricing

This service is priced in accordance with the SFIA Rate Card attached. Capgemini can also provide offshore resources at reduced rates where appropriate. Projects can be priced either on a Time & Materials or Fixed Price basis.

All prices are in GBP and exclude VAT

13 Ordering and Invoicing

Please refer to the Supplier Terms for this service.

We would be pleased to arrange a call or meeting to discuss your requirements of our service in more detail.

14 Termination Terms

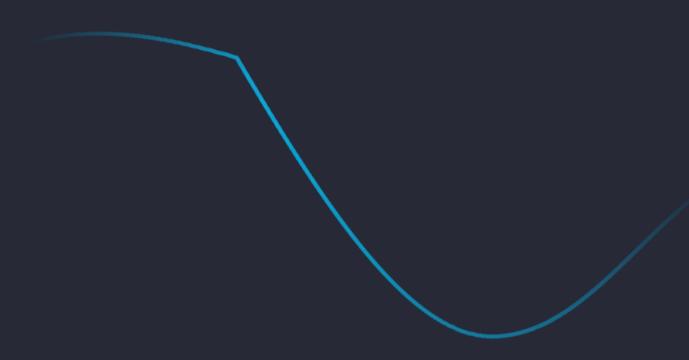Please refer to the Supplier Terms for this service.

15 Further Information

For more information about this or any of our G-Cloud services, please contact our Public Sector Team.
Phone: 0370 904 4858
Email: publicsector.opps.uk@capgemini.com including the following information:
1. The name of this service.
2. The name of your organisation.
3. Your name and contact details.
4. A brief description of your business situation.
5. Your preferred timescales for starting the work.

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, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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