

SAP Sales Cloud G-Cloud 15





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1 Service Overview

Capgemini can provide services for business analysis, design, consultation and implementation of SAP Sales Cloud to address the challenges of changing customer expectations and the demand for seamless customer experience. The cloud-based service can be delivered as a business and technical solution to support public organisations in streamlining their processes, realising the operational efficiency and benefit of their investment.

Capgemini SAP Sales Cloud offering is an end-to-end cloud-based approach, which follows a path of implementation delivered to address and manage authorities and departments, technology challenges & realise their defined digital strategy. It is tailored to handle the intricacies of cloud implementations and can include:

- Accelerators such as a preconfigured demo application, project templates and data mappings to drive a quicker implementation;
- Generative AI to, for example, generate account synopsis, boost leads, and draft email responses for opportunities;
- Pre-defined processes and templates that include global deployment considerations;
- A template-based approach;
- Adopting an Agile approach which can iteratively deliver value, respond to changing requirements, and maximize the effectiveness of the solution in meeting the organisations objectives;
- Implement continuous improvement initiatives to maximize the value and effectiveness of the solution over time;
- Include change management strategies to facilitate organizational adoption and acceptance of the new solution;
- Proven delivery expertise from a team of cloud certified skilled individuals who have knowledge and experience of the public sector.

2 Business Need

The overall citizen experience is more important than ever, as today's citizen has access to more information, can engage with multiple channels, interacts with multiple devices, and shares experiences using social media. The authority or department needs to re-focus their service or organisation on the citizen, often in response to policy change, commercial constraints, citizen behaviour, changes in trends, technology or organisational changes. Government agencies also interact with a diverse range of stakeholders, including citizens, businesses, community organizations, and other government entities. Putting the citizen at the heart of public service leads to better informed decision-making during periods of organisational change and supports the delivery of more effective services to the public.

A robust customer experience strategy with a modern Sales Cloud tool is the need of the hour for all Government departments and would enable them to focus on the following:

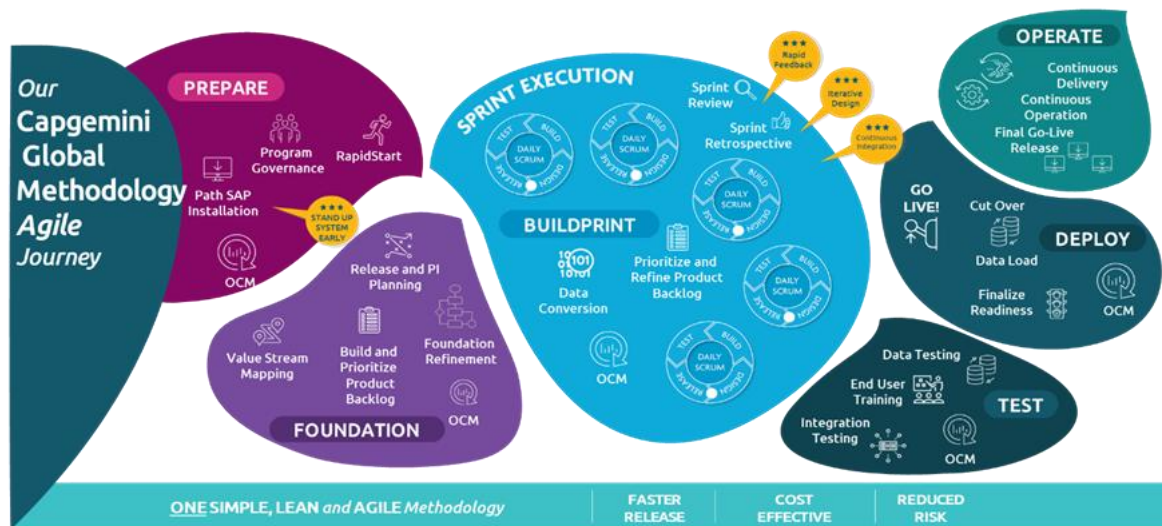
- Creation of a simplified and engaging customer experience- SAP Sales Cloud provides citizens with options for online and offline channels across various devices, provide employees with easy access to complete, contextual, and up-to-the-minute citizen information;
- Digital- Digitizing manual and paper processes to make employees have the right data about citizens and the right tools to be productive, effective and engaged
- Improve customer engagement – Improve citizen services with artificial intelligence and machine learning;
- Get deep customer and social insights required to make an impact – SAP Sales Cloud can implement a single view of the citizen and provide consistent information across all channels;

- Prevent fraud and abuse – Government agencies by using analytics can detect, prevent fraud and abuse and, measure the performance of policies and programs, and streamline decision making;
- Regulatory compliance and reporting – Government organizations can comply with various regulations and reporting requirements related to sales activities, revenue management, and financial transparency;
- Maximise CRM investments – Existing legacy CRM on premise systems can be integrated to SAP Sales Cloud;
- Connected experience-SAP Sales Cloud can provide citizens with the same convenience, availability, service, and connectivity that they get in their personal lives from their public organisations.

3 Our Approach

The implementation of a cloud-based solution requires a different approach from the traditional on-premise implementation approach and Capgemini have underpinned a process rationalisation using a cloud-based methodology. The cloud-based methodology is a very prescriptive methodology that is lean and fast, while at the same time incorporating the iterative and agile approach where applicable. Capgemini can provide end-to-end approach capabilities, from strategy, to design, to implement, to run and maintain supported by our proprietary Digital Delivery Framework (DDF) tool which provides integrated content and guidance to manage the successful delivery of an implementation.

The cloud-based methodology consists of the stages as shown in the diagram below:



Cloud Implementation Methodology

This diagram is for illustration only and does not represent any obligation or responsibility of Capgemini.

A high-level overview of the implementation methodology phases is given below:

- **Prepare Phase** – The Prepare phase provides the foundation and initial planning and preparation for how we are going to operate the project. The method defines activities for this phase relative to governance structure, infrastructure, processes, and procedures needed to allow the teams to move forward in an integrated manner.
- **Foundation Phase** – The objective of this phase is to rapidly validate the expected 80% fit of pre-configured leading practices and, therefore, plan the product backlog for each of the sprints in the BuildPrint phase.
- **BuildPrint Phase** – The BuildPrint phase delivers the built solution via a series of project sprints focused on designing and constructing and string testing the 20% of the solution that is not pre-configured.
- **Test Phase** – The Test phase is a separate phase within the method to conduct complete Integration Testing of the solution.



- **Deploy Phase** – During the Deploy phase, the new business processes, organizational and technological changes are implemented. The completed solution is moved into production, and data is converted into the production system.
- **Operate Phase** – The initial part of the Operate phase is a pre-determined period of time after the production Go-Live known as Hypercare, when the project team supports the system and confirms that all knowledge transfer activities that have occurred over the life of the project are realized. Post Hypercare, a full run service can be provided ensuring continuous delivery, operation and optimisation.

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

Not applicable.

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 (including as a minimum 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 13th year in a row, Capgemini has been recognised as one of the World's Most Ethical Companies® by the Ethisphere® Institute. This is an acknowledgement 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.

As a leading global partner for SAP since 1994, Capgemini has continually invested in expanding and enhancing our SAP expertise, capabilities, assets, tools, methods, and approaches. Capgemini has a highly mature and acclaimed SAP capability, evidenced by our 'Leader' positioning with both industry analysts and SAP. With over 32,000 SAP resources globally, and skills across all SAP applications and modules, we offer our clients best-in-class SAP expertise.

Capgemini hold the following organisational accreditations from SAP:

- Global SAP S/4HANA Solution Operations and works with RISE with SAP
- Global SAP BTP Operations and works with RISE with SAP
- Global SAP SuccessFactors Solution Operations
- Global SAP DevOps
- Global SAP Hosting Operations
- Global SAP Business Suite Solutions Operations
- Global SAP SAP HANA Operations

Capgemini is held in high regard by our partners as evidenced by the following:

- 2025 SAP Pinnacle WINNER – SAP Business AI -Partner Innovation – Customer AI Use Case
- 2025 SAP Pinnacle FINALIST – SAP BTP Data and AI Growth
- 2025 SAP Global Line of business Partner awards FINALIST – SAP Business AI Customer Adoption
- 2025 SAP Innovation Awards WINNER – Transformation Titan
- 2025 SAP Innovation Award Finalist – Business Network Innovator – Twinings
- 2025 SAP EMEA award for service partner excellence WINNER Cloud Adoption
- 2025 SAP EMEA award for service partner excellence FINALIST Line of Business, Growth, RISE
- 2024 SAP Pinnacle FINALIST – Sales Success Large Enterprise
- 2024 Google Cloud WINNER – Global Specialization Partner of the Year award for SAP on Google Cloud
- 2024 SAP EMEA North Award for Partner Excellence – BTP
- 2023 SAP Pinnacle FINALIST – Industry Cloud
- 2023 WINNER: Partner of the Year, SAP on Microsoft Azure (Global)
- 2023 SAP EMEA North Award for Service Partner Excellence 2023 for Industry Cloud
- 2022 Winner Tricentis Global Partner Award (SAP Transformation Partner of the Year)
- 2022 Winner SAP Global SAP Customer Experience Partner Excellence Award for Sales Success – Large Enterprise
- 2022 SAP EMEA North Award for Service Partner Excellence 2022 for SAP Business Technology Platform Adoption
- 2022 SAP Pinnacle Award Finalist – Social Impact, Sustainability
- 2022 Finalist (Runner-up), Partner of the Year, SAP on Azure



Furthermore, we have received recent analyst recognition:

- Capgemini named a Leader and Customer Favourite in The Forrester Wave™: SAP Services in Europe Q2 2025
- Penteo has positioned Capgemini as a “Leader” in its report S/4 HANA 2025
- IDC named Capgemini as a “Leader” in their report: IDC Marketscape: Worldwide SAP Implementation Services 2025 Vendor Assessment
- Everest Group has positioned Capgemini as a “Leader and Star Performer” in its report SAP Business Application Services PEAK Matrix® Assessment 2025
- Recognized as a market leader by ISG for the sixth consecutive year in 2024
- Capgemini named a leader in the Forrester wave AI Services Q2 2024
- NelsonHall recognizes Capgemini for its commitment to sustainable supply chain transformations in 2024
- Leader in the 2024 ISG Provider Lens™ SAP Ecosystem for United Kingdom, Nordics, Germany, United States
- NelsonHall has named Capgemini as a Leader in their NEAT Evaluation Report: SAP Cloud Migration Services 2023; NelsonHall, Eric Levine, May 2023
- Leader: Avasant SAP S/4HANA Services 2022–2023 RadarView™
- Leader: Gartner 2022 Magic Quadrant for SAP S/4HANA Application Services, Worldwide
- Leader: in IDC MarketScape: Worldwide SAP Implementation Services 2022 Vendor Assessment (DOC #US48395822/ JUN 2022)
- Leader in the ISG 2022 Provider Lens™ SAP Ecosystem for United Kingdom, France, Germany
- Leader in the IDC MarketScape: Asia/Pacific SAP Implementation Services Vendor Assessment, 2022 (Doc # AP48871022/ Aug 2022)

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.

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, 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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