

Oracle Digital Assistant & Chatbot Services G-Cloud 15





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1 Service Overview

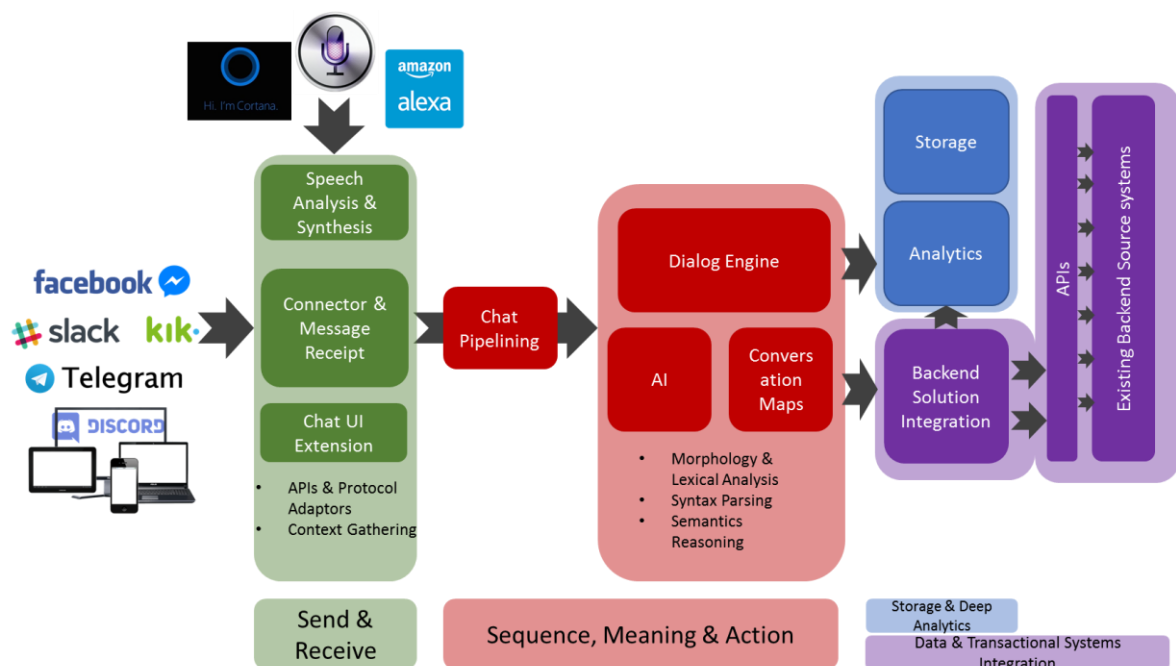
Capgemini's Oracle Digital Assistant (ODA) Services provides consultation in support of the planning, design and implementation of Cloud-based chatbot services.

Chatbots, and more recently Digital Assistants (such as Siri and Cortana), reflect the convergence of several human interface technologies. Social text messenger services and advances in natural language processing (from search engines and voice-to-text processing) have been particularly influential. The use of digital assistants reflects the evolution of user engagement that has occurred over the last 10 years from traditional web to mobile application, mobile web, and voice control. The offerings address the complexities of this landscape:

- Evaluation and advice on digital assistant strategy, suitability and solution needs for effective solution delivery
- Solution selection guidance
- Solution design
- Solution delivery, typically:
 - Integration into chat channels (using public, social, or private voice and text)
 - Configuration of user interaction, language processing training
- Tailoring of prebuilt digital assistant packages for Oracle SaaS to be contextual to your domain
- Dialogue maintenance to ensure continued innovation in language processing can be exploited

With solution design and solution delivery, Capgemini promotes an incremental approach to adopting these technologies so that value can be seen early and easily.

The makeup of each part of a logical digital assistant solution as shown here illustrates that depending upon the problem and possible pre-existing resources, a digital assistant capability may be delivered by multiple technologies or a single solution, depending on need and opportunity to leverage existing assets.



As the diagram shows, the process of operating a digital assistant can be broken into discrete areas. The send and receive layer are based on the use of appropriate adapters. The core for digital assistants then resides in the Sequence, Meaning and Action segment where text is transformed to meaning and action, in a manner that can be scaled. The storage represents both the ability to hold the rules and/or trained data, along with recording what is happening, in a manner that AI can continue to learn and adapt. In addition, the data supports analytics on digital assistant interactions which can help drive business insights. The Data and Transactional Systems



Integration is more traditional systems integration so that data can be processed resulting in transactions and/or information surfaced to the user.

ODA provides a complete ecosystem for building, managing, and scaling AI agents with seamless API integrations, multi-channel deployment, LLM capabilities, and workflow automation. By leveraging ODA, organisations can efficiently manage the entire lifecycle of AI agents, ensuring agility, scalability, and enhanced user experiences. As enterprises continue their AI transformation, ODA is an enabler, simplifying the deployment of intelligent digital assistants while ensuring control, security, and business value.

This service supports Cloud-based projects and services.

2 Business Need

Businesses are moving from just traditional User Interfaces to also exploit conversational interfaces in the digital space. Complex conversations are now interacted within call centres but ultimately will move towards automated support. Another move in conversation models is towards one-channel support, such as through Facebook messenger, Slack, Alexa, dedicated interaction channels etc. Digital Assistants have taken the first steps into this automated conversation execution. Automated support requires the conversation engine (such as the Digital Assistant) to understand the intent of every line typed in by the user including: the type of action required, the mood of the message, and any spelling and linguistic errors.

Mobile platforms can supplement the user/bot exchange with contextual information such as location and identity.

Digital Assistant technologies not only support communication from textual origins, but the language processing capabilities also fit equally well to speech-based channels, the best known of these include Cortana (Microsoft), Siri (Apple), and Alexa (Amazon) as well as Oracle's own speech processors (allowing for very secure speech processing):

With these characteristics, digital assistants are well suited to the typical kinds of business needs:

- Provide low-bandwidth interaction options with web solutions
- The ability to offer users more intelligent, personalised engagement
- Provision hands free speech based conversational interactions
- Integration into work & collaboration platforms such as Microsoft Teams, SaaS solutions such as HCM, ERP etc. making conversational UIs part of a seamless work experience
- Reduce workload on call centres, common call queries to be handled electronically, typically:
 - Please book me an appointment on ...
 - What time does my nearest store open?
 - I'd like to talk to my mortgage advisor, please call me after X time.
- Increase self-service channels in a simple fashion
- Provide how offerings can be made available to a wide range of platforms quickly
- Exploit pre-existing wide adoption of messaging channels such as: Facebook Messenger, Google hangouts and Slack

3 Our Approach

Capgemini's approach is to meet the Buyer's requirements both in the short-term whilst being aware of a potential long-term opportunities and vision. This allows us to deliver results quickly and grow understanding of the possibilities of the chatbot technologies. Capgemini can offer both: tactical solutions, and strategy development & delivery.



3.1 Buyer

Capgemini's approach in terms of solution design and delivery often starts with a simple conversation that grows incrementally in sophistication. The following illustrates each level of complexity, and what that complexity may look like:

1. Simple conversations (Conversations 1.0)

- This is based on:
 - Simple menus, where a user may ask a question and the digital assistant will respond with an answer to seek more information by offering a menu of responses to select from
 - Configuration driven rather than advanced language processors
 - Pass to a human agent when needing to interact outside of the assistant's configuration
 - Tailoring Oracle SaaS solutions Digital Assistance to be contextualised to your business
- These suits use cases such as:
 - Call center workload becomes multi-channel, as a result needs to reduce the human workload
 - When a customer requests 'account data' and the bot returns options as buttons e.g., 'data usage', 'call usage', 'itemise calls in last 24 hours'
 - Adopting prebuilt generic conversations supplied with SaaS solutions

2. Complex conversations (Conversations 2.0)

- This is based on:
 - Moving away from menu driven conversations to the incorporation of language processing for the understanding of single line statements; interpreting the aim of the sentence, user mood, and handling language & typographical errors
 - The conversation remaining in a single channel
- Suits use cases:
 - Dynamic exchanges such as reporting an event - 'someone stole my bike' and the digital assistant analyses the message to obtain more qualifying information, for example, the assistant asks, 'did you see the thief?'
 - Further automation of call center operations

3. Hybrid & context-aware conversations (LLM and RAG):

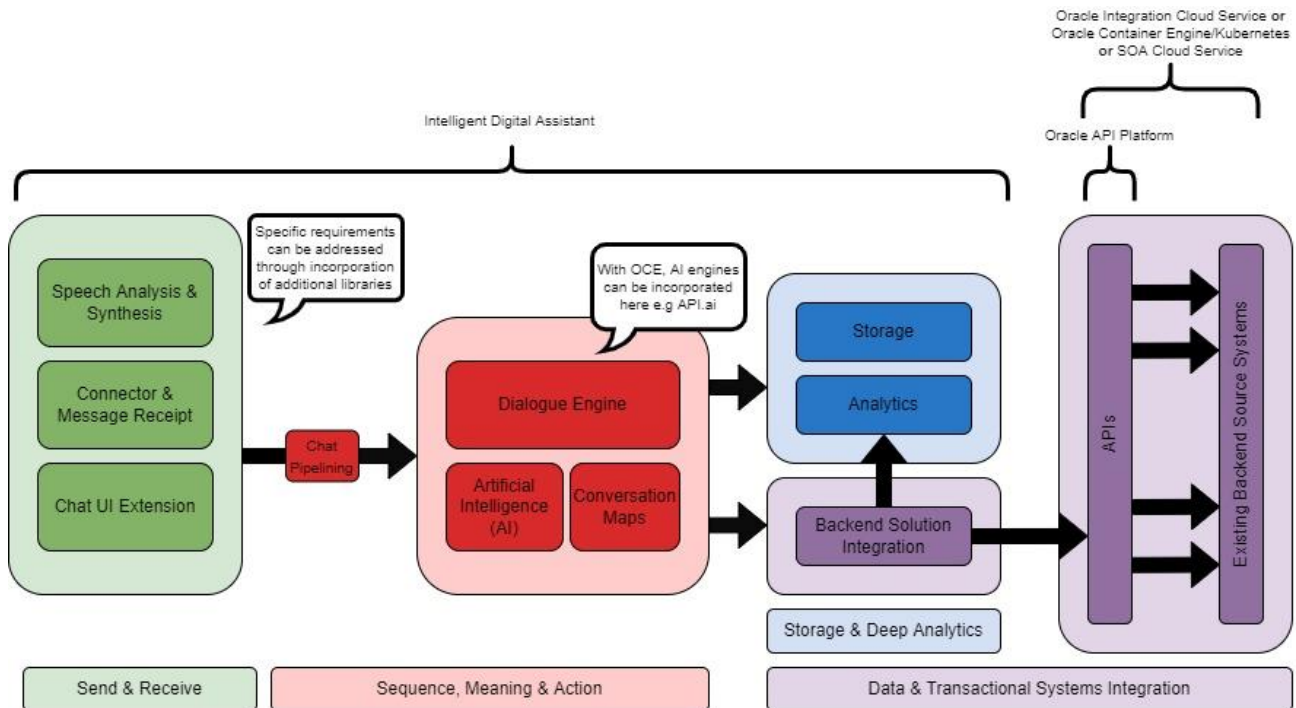
- Using ODA with an LLM block allow you to create AI agents for simple to complex architectures. AI agents can call tools, a knowledge base, and other agents, deciding autonomously which tool to use based on the user request.
- Context-aware conversations that require additional information that may be derived by a combination of other information feeds such as location and weather data to further understand the dialogue correctly as well as Retrieval-Augmented Generation (RAG)
 - Suits use cases:
 - Call centers when the customer starts responding with language that the digital assistant AI interprets as contradictory e.g., unable to resolve 'correct, I don't want a fund transfer'
 - Resolving dialogues such as 'where is the nearest accessible first aid'
 - Providing hands free/screen free interactions with back-end systems

To achieve this design, expertise can be available bringing knowledge of ODA solutions for enterprise-class solutions from retail offerings to new ways to engage with Police forces, alongside GenAI and Agentic AI experience.



Capgemini has invested in developing expertise and thought leadership particularly in 'Sequence Meaning Action' for chatbots where other areas can leverage existing services relating to integration and data science.

Capgemini can recommend the combination of technologies and utilisation of prebuilt components which can be stitched together to deliver a complete solution whilst also offering sustainability. The components used will be based on the best fit to the problem being addressed (as a result not all components need be from Oracle). For example, if an application connector or language processor that better meets the requirement better then these components would be dropped into the core framework. The following diagram does, however, show which Oracle product options would be considered to provide a chatbot solution.



With the Data & Transactional Systems integration layer Capgemini can leverage the best practices from a Platform as a Service capability that can be met the Buyers' needs.

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.

The Buyer responsibilities as part of this service are as follows:

- Partaking in the requirement workshops and the accurate presentation of existing and future processes. Providing functional and non-functional requirements for the solution.
- Provision of BAU team to address any issues found following deployment, ensure ongoing maintenance and evolution of the solution. In addition, dependent on the buyer's landscape business operations, it may be necessary to provision a customer/user support team to assist with complex needs. (For example, the ability for a digital assistant to pass to a human agent)
- Maintain relationships with any relevant third parties
- Involvement in testing and signoffs for the solution
- Provision a service desk function
- Defining, in collaboration with Capgemini, any Buyer specific configurations and data requirements. Including, but not limited to, conversation flow maps.



- Assessment of activities required to integrate a new solution into the Buyer's existing business processes and systems. This is to include the provision of the ability to integrate to necessary systems if required
- The control and management of access and responsibilities for end-users
- Buyer shall perform its obligations which are set out in the clauses of the Agreement and the Paragraphs of the Schedules
- Buyer shall comply with laws and regulations applicable to its business and be responsible for determining and directing the Supplier with respect to any processes and procedures applicable to its business which Supplier must follow.

Agreeing, in collaboration with Capgemini, appropriate infrastructure solutions for the applications based on Buyer security requirements.

The responsibilities listed above may vary because of the requirements of the solution. If these responsibilities do not match your expectations, then please contact us in order that we can explore options to vary our approach.

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 on 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 onboarding 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



Our expertise, accelerators and approach will enable your organisation to develop the case for change and, crucially, the roadmap that secures the support, enthusiasm and focus that unlocks business value. It is this approach that wins regular industry recognition for our excellence in delivering ERP programmes, most recently with the **Transformation Team of the Year** accolade in the 2021 ERP Today 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.

Capgemini has been an Oracle Partner since 1997, and has held the highest partnership statuses for many years. We participate in the Sell, Service, and License & Hardware tracks of the Oracle Partner Network Program. Capgemini's global Oracle SaaS, PaaS and IaaS teams comprise of over 11,500 Oracle professionals and enable Capgemini to service clients across geographies and Oracle solution sets. Capgemini's UK SaaS, PaaS and IaaS teams have been developing and delivering Oracle solutions for over 20 years with deep experience in Public Sector. Capgemini UK Oracle experts collaborate with our colleagues across the world to develop and share best practice in the relentless pursuit of excellence for our customers. Our approach has been recognised globally in the last few years with numerous awards and analyst recognition, including:

- 2023: Oracle EMEA Business Impact Partner of the year for Cloud Technology
- 2022: Real IT Award for Cloud ERP
- 2020: OCI Partner of the Year Award
- 2019: UKOUG Industry Partner of the Year Award – Bronze
- 2019: UKOUG Middleware Partner of the Year Award – Bronze
- 2019: Oracle PaaS Forum; Best PaaS Contribution

Capgemini holds four published OPN Expertise in Western Europe region demonstrating our expertise in delivering Oracle Cloud Infrastructure solutions -

- Oracle Cloud Platform Integration
- Oracle Cloud Platform Business Analytics
- Oracle Cloud Platform Application Development
- Oracle Cloud Platform Security



IDC has positioned Capgemini as a "Leader" in their IDC MarketScape: Worldwide Supply Chain Oracle Ecosystem Services 2023 Vendor Assessment



Everest Group has positioned Capgemini as a "Major Contender" in its report Oracle Cloud Applications Services PEAK Matrix® Assessment 2023, and "Leader and Star Performer" in its report Application Automation Services PEAK Matrix® Assessment 2023



Capgemini is a Leader in Avasant's Oracle Cloud ERP Services 2023–2024 RadarView™.



ISG has positioned Capgemini as “Leaders” in all the regions and categories in its report Next-Gen ADM Services - 2023

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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