

SAP Generative Artificial Intelligence (GENAI) Cloud Services G-Cloud 15





Table of Contents

1	Service Overview	3
1.1	Opportunities around Gen-AI for SAP	3
2	Business Need	6
3	Our Co-Innovation Approach	6
4	Buyer Responsibilities	7
5	Service Management	7
6	Protection of Data	7
7	On-boarding and Off-boarding	8
8	Skills and Knowledge Transfer	8
9	Partnerships/Alliances	8
10	Vendor Accreditations/Awards	9
11	Sub-contractors	11
12	Business Continuity and Disaster Recovery	11
13	Pricing	11
14	Ordering and Invoicing	11
15	Termination Terms	11
16	Further Information	11



1 Service Overview

Generative AI (Gen AI) services hold profound significance in today's technology landscape, revolutionising industries with their multifaceted potential benefits. These systems harness advanced algorithms to autonomously produce diverse and contextually relevant content, driving innovation in fields like design, writing, and data analysis. By automating complex tasks, they enhance efficiency, reduce costs, and accelerate decision-making processes. Gen AI services excel in adaptability, continuously learning from new data to stay relevant and effective. Their ability to generate personalised content elevates user experiences, making them pivotal in marketing and customer engagement. Furthermore, these services augment human capabilities, allowing professionals to focus on complex problem-solving while the AI handles routine tasks. Embracing Gen AI services not only unlocks efficiency gains but also positions organisations at the forefront of technological evolution, ensuring sustained competitiveness in an increasingly dynamic digital landscape.

As a trusted business and technology transformation partner to its clients, Capgemini has advised on, and successfully delivered Gen AI projects. In that context, Capgemini has launched a Gen AI portfolio of services spanning from strategy definition through to practical development and implementation of Gen AI at scale, and has announced new partnerships in the Gen AI value chain, including with Google Cloud, AWS, and Microsoft.

Capgemini's Gen AI offerings drive transformative business solutions. Our comprehensive Gen AI offerings are designed to revolutionise the way organisations operate in the digital era, unlocking substantial value for our clients.

1.1 Opportunities around Gen-AI for SAP

Gen AI, is a subset of AI that specifically deals with the capability of **generating new content**, such as images, text, audio, or video. Gen AI models aim to create data that resembles human-created data and can be creative in generating novel outputs.

Gen AI can be now injected into our business use-cases providing new features, supporting digital models that require more automations: the use of Gen AI will be vital to handle the volumes of data and transactions.

Generative AI Strategy Development

Enabling CXOs to define and prioritise the most relevant Gen AI use cases for their organisation, demonstrate the tangible value that can be achieved, and lay the right foundations in terms of people, process and technology for scaling their Gen AI investments while mitigating the risks. Capgemini demystifies Gen AI to accurately assess the impact it will have on client organisations in the short, mid & long term.

We'll empower your Gen AI strategy with Vision, Roadmap, and impact analysis. Tailored implementation to match your needs and guardrails on brand, values, and legality

Capgemini has a GenAI Strategy offer to help CXOs identify:

- Where Gen AI can drive business value and organisation efficiency,
- Understand the challenges of technology & costs,
- The capability & operating model transformation as well as the implications around people, technology and the regulatory & legal requirements.

We deploy multi-disciplinary teams of industry, data, transformation & regulatory experts to help our clients:

- Define the most relevant industry-specific use cases across the value chain of their business.
- Demonstrate the tangible value through rapid proof of value.
- Lay the right foundations for scale-up.
- Structure the transformation & change management plan to secure adoption.



Generative AI for Enhanced Customer Experience (CX)

Gen AI assistants allow for a hyper-personalised customer experience with synthetic assistants, elevating customer self-service with personalised chatbots and also augmented customer care services with a content and knowledge assistants.

At a high level, we provide support with key elements to adopt Gen AI (in addition to standard elements like data, algorithms, integrations) including:

- Business use case development to understand the feasibility and value each will bring.
- CX orchestration to ensure that content is consistent with the client's organisational values (tone, voice), target audience and overall CX goals.
- Applying guardrails (brand guidelines, core values, vision of brand etc.) to prompts and inputs, and most importantly, the security of models (scope of data and usage).
- Adoption methodology development to ensure all elements of technology, people and process are fine tuned to embrace changes brought in by adoption of generative technologies.
- Architectural design and Technology implementation - Built on a strong generative-AI foundation that provides security, privacy protection, and scale, Capgemini's robust architecture approach brings CX use cases to life. Using established tech partners with copyright safeguards – Adobe Firefly for images and vectors, Pictory for video, Salesforce for service, commerce, and marketing, Pega for touchpoint processing, and more – we use our CX orchestration layer to stitch together all the individually generated content pieces and apply the necessary guardrails (brand guidelines, consumer context and sentiment, GDPR, CCPA). The result is a seamless stream of AI-generated images, video, audio, and text across various assets.

Custom Generative AI implementation for Enterprise

Enabling enterprises who have sensitive data to have custom Gen AI assistants fine-tuned with their key proprietary data, to get maximum business value impact on company-specific tasks. Capgemini has designed a platform to combine the power of pre-trained open large foundation models (LFMs) with enterprise proprietary data to fine-tune LFMs to the needs of each client. These customised models create unique and reliable outputs and help organisations accelerate on many fronts – from customer experience to R&D, or assisting support and business functions to increase performance.

We help clients move from a standard risk use of publicly available large models – which are too generic, uncontrollable, risky for data and privacy – to trusted solution with reliable outputs creating tangible business outcomes. By combining client's own knowledge and data with open pre-trained models we help organisations build their Custom Gen AI across their business and available for the entire enterprise at scale.

With Capgemini's proven framework to build secure, privacy-protecting, and reliable high-scale trusted AI solutions, we address organisations' business and technology needs. Our approach involves:

- How to Start
 - Use Case Assessment - Capgemini Gen AI experts will analyse your landscape to build a solid baseline and roadmap.
 - Readiness Strategy: Multilayer readiness programs focused to build the right foundation across four streams.
 - Targeted Roll-out Implementation Plan: Use case and business value driven implementation program with quantifiable benefits.
- Build Right Tool Kit
 - Capgemini's proven framework to build secure, privacy protecting and reliable high-scale Gen AI solutions. Gen AI Portal provides a one-stop-shop for enterprise-ready data, tools and use cases to address business and technology needs and share reusable, secure and company approved generative toolkit.



- Includes managed support phases such as: Discovery, Proof of Concept, MVP development, implementation and roll-out.
- Benefits at Scale
 - Leverage Capgemini's CXO and Industry templates for Gen AI to connect business challenges with measurable impact.

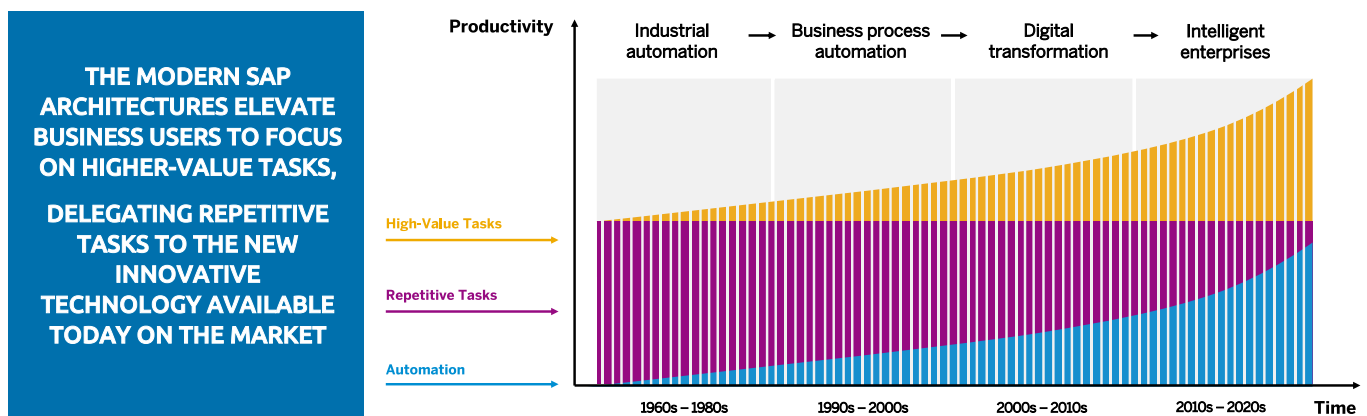
Generative AI for Software Engineering

Improving efficiency and quality across the whole software life cycle (from design and coding to documentation, testing, deployment, and operations), accelerating the time to market for new software, and reducing the technical debt of enterprises by facilitating large modernisation programs of legacy software. Gen AI can also enable increased security with a reduced attack surface by automatically identifying bugs or vulnerabilities and proposing adjustments to software development teams.

However, it's essential to acknowledge the potential costs and risks, such as IP and confidentiality issues, that come with uncontrolled Gen AI use. Furthermore, businesses should consider the impact of this technology on their team's structure, skillset, and work methodology. Capgemini offer tailored solutions to integrate Gen AI across the full software life cycle. Our approach involves:

- **Blueprinting:** We assess your existing software engineering processes, pinpoint potential opportunities, and focus on the most promising use cases. We design the necessary foundations to deploy Gen AI safely and cost-effectively, and we build a plan for its progressive adoption throughout the DevOps cycle.
- **Upskilling:** Our Gen AI companions, software engineers trained on the latest Gen AI technologies, offer a collaboration model to enhance your software team's skills. Our advanced Gen AI for Software Engineering Academy ensures that Gen AI becomes an integral part of your team's operation.
- **Measurement & Improvement:** With our industrialised value measurement protocol, we assess the impact of Gen AI across your SDLC and benchmark your productivity, quality, and developer experience against our own internal and external projects.
- **Implement SAP Accelerators** to efficiently minimise workload and reduce timeframes during SAP project initiatives.
- **Streamline deliverables realisation, operations, enhance team productivity, and significantly curtail the duration required for completing tasks of an SAP project.**
- **Revamp software development life cycle with code generations, code optimisation, incident analysis, requirement specifications.**
- **Reduce SAP technical debt, accelerating Cloud modernization.**

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





2 Business Need

The challenge for organisations is how to adopt Gen AI successfully and deliver improved effectiveness and efficiencies without exposing themselves to significant risks. Because Gen AI can make critical errors, organisations must ensure that they are in control of the entire process, from the business challenges they address to the governance that controls the model once it is deployed.

Gen AI has gained momentum as organisations evaluate the potential applications of AI to enhance the customer experience, improve operational efficiencies, and automate business processes.

Growing applications of Gen AI models have reinforced concerns about ethical, fair, and responsible use of the technology that assists or replaces human decision making. While these large models are undoubtedly powerful, it is essential to implement safeguards before fully integrating them into your business operations. Building on our market-leading position in Data & AI, we help our clients deliver value and generate improvements by leveraging trustworthy Gen AI at scale. We support CXOs in setting their Gen AI strategy and implementing use cases aligned to their business expectations and requirements, offering a portfolio of tailored Gen AI solutions.

The business need for Gen AI is paramount in the traditional IT landscape, driven by its potential to revolutionise operations across various industries. Gen AI addresses the growing demand for automation and efficiency, offering businesses a competitive edge by streamlining processes and reducing operational costs. Its ability to autonomously generate content, such as marketing materials, design elements, and even code snippets, accelerates production timelines and enhances overall productivity.

In addition to operational efficiency, Gen AI contributes significantly to innovation. By leveraging advanced algorithms and machine learning, it facilitates the creation of novel solutions, designs, and insights. This innovation is particularly crucial in industries like product design, where unique and tailored offerings are essential for market differentiation.

Furthermore, Gen AI assists businesses in adapting to the evolving data landscape. Its capacity to analyse and understand patterns enables more informed decision-making, contributing to strategic planning and forecasting. In marketing and customer engagement, the personalisation capabilities of Gen AI enable businesses to deliver tailored experiences, thereby increasing customer satisfaction and loyalty.

Ultimately, adopting Gen AI is not just a technological upgrade; it's a strategic imperative. It positions businesses to stay ahead of the curve, harnessing the power of artificial intelligence to drive efficiency, foster innovation, and meet the dynamic demands of a rapidly evolving business environment.

3 Our Co-Innovation Approach

We assess the best use cases for Gen AI, choose the most suitable tools, and develop frameworks to cater to our clients' specific legal and compliance requirements. We analyse the potential impact on teams' organisation and ways of working. Our extensive partnerships with technology vendors give us a unique advantage. If our past achievements are any indication, Capgemini is at the forefront of this software engineering revolution, ready to help you derive maximum value from Gen AI.

Capgemini's approach is designed to take the full lifecycle view of applications aligned to the business cycle and can help enable Capgemini to build in modernisation and continuous improvement of the portfolio. In this way, application outsourcing can support the needs of the business over the life of the contract.

Design thinking methods and a co-innovation approach synergise to effectively derive requirements for Gen AI solutions. Design thinking begins by empathising with users and understanding their needs.

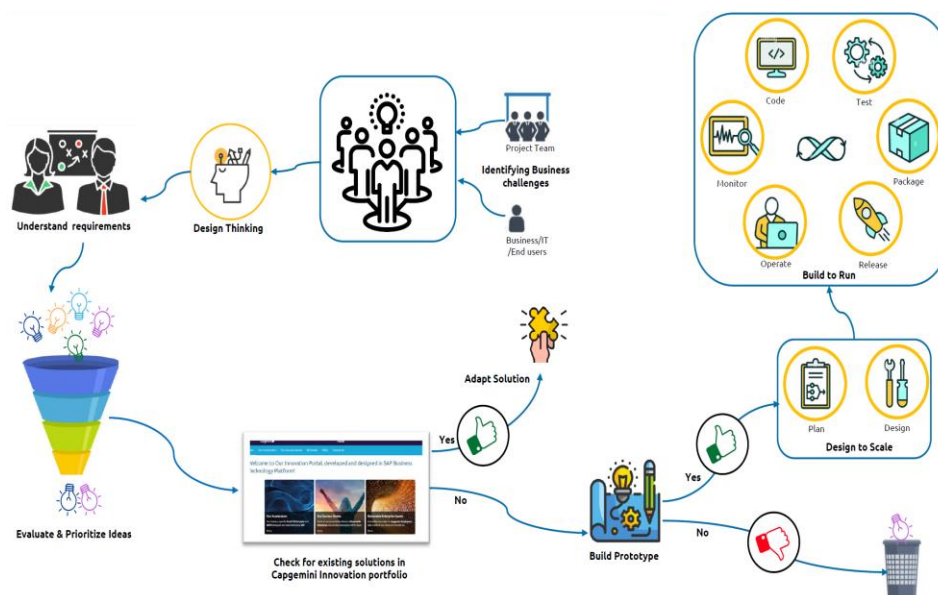
Co-innovation builds on this foundation, fostering collaboration between diverse stakeholders, including end-users, business experts, and technology specialists. This collaborative approach enables a more comprehensive exploration of challenges and opportunities associated with Gen AI.

Through joint workshops and ideation sessions, participants from different backgrounds contribute insights and ideas, enriching the understanding of requirements. Prototyping and testing, integral to design thinking, allow stakeholders to visualise potential Gen AI solutions, promoting iterative refinement based on real-world



feedback. This iterative process is crucial for ensuring that the solution aligns with user expectations and business goals.

Co-innovation extends beyond internal teams, involving external partners, clients, and even the broader community. This open and inclusive approach taps into collective intelligence, uncovering novel use cases and perspectives. It accelerates the identification of requirements by leveraging diverse expertise, fostering creativity, and anticipating potential challenges.



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

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:

- Communication with the right stakeholders in your organisation to clearly define the business need, give feedback and validate solutions.
- Provision of data needed to tailor Gen AI solutions.

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. Additional requirements this may be subject to additional Charges in accordance with the SFIA Rate Card.

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 Partnerships/Alliances

Capgemini works with an array of hyperscale vendors and software suppliers and are familiar with all key software environments and platforms. These relationships and experiences will be used when appropriate to add real value to client's needs.



CAPGEMINI ADVANTAGE WITH ECOSYSTEMS

SAP, HYPERSCALERS, 3P, STARTUPS PARTNERSHIPS THAT DELIVER MORE VALUE FOR OUR CLIENTS



AI and Gen-AI is a new opportunity where we can not play alone.
A Partners eco-system is required to mix and match all required skills and competences.

- ★ SAP & Google in partnership for an open data offering to simplify data landscapes and unleash the power of business data
- ★ SAP & Microsoft for an enterprise-ready generative AI innovation to solve customers business challenges
- ★ SAP & IBM using Watson in SAP solutions for an AI-driven insights & automation for an efficient & effective UX in SAP

From Capgemini side:



CAPGEMINI AND MICROSOFT COLLABORATE TO TRANSFORM INDUSTRIES WITH ACCELERATED GENERATIVE AI IMPLEMENTATIONS. Capgemini Azure Intelligent App Factory, developed in collaboration with Microsoft, that aims to empower organizations to scale responsible and sustainable generative AI capabilities for their business at speed.



CAPGEMINI AND GOOGLE CLOUD EXPAND LONG-STANDING PARTNERSHIP TO CREATE FIRST-OF-ITS-KIND GENERATIVE AI CENTER OF EXCELLENCE TO ACCELERATE CLIENT VALUES. Capgemini will utilize Google Cloud's generative AI technologies to develop a library of 500+ enterprise-ready industry use cases beginning with financial services, retail, and automotive.



Collaboration with SAP and Aleph Alpha under evaluations; understanding how to co-invest together in SAP Domains, complementing standard SAP solutions.



Capgemini Ventures activities on-going with AI-powered enterprise technology startups, including those specializing in Generative AI.

Gen-AI for SAP | Capgemini SAP CoE

Company Confidential © Capgemini 2024. All rights reserved | 8

10 Vendor Accreditations/Awards



For the 13th 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.

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)



11 Sub-contractors

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

- Capgemini Technology Services India Limited.

12 Business Continuity and Disaster Recovery

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

13 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.

14 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.

15 Termination Terms

Please refer to the Supplier Terms for this service.

16 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.

Make it real. | www.capgemini.com



This presentation contains information that may be privileged or confidential and is the property of the Capgemini Group.

Copyright © 2026 Capgemini. All rights reserved.