

Salesforce Marketing Cloud advisory, implementation and support services G-Cloud 15





Table of Contents

1	Service Overview	3
2	Business Need	3
3	Our Approach.....	4
3.1	Why Capgemini.....	5
4	Buyer Responsibilities	6
5	Service Management	6
6	Protection of Data	6
7	On-boarding and Off-boarding	6
8	Skills and Knowledge Transfer	6
9	Vendor Accreditations/Awards	7
10	Sub-contractors	7
11	Business Continuity and Disaster Recovery	7
12	Pricing	7
13	Ordering and Invoicing	8
14	Termination Terms	8
15	Further Information	8



1 Service Overview

Capgemini is a Salesforce Summit (Platinum) Partner and trusted G-Cloud supplier, enabling UK public sector organisations to deliver personalised, data-driven citizen engagement through Salesforce Marketing Cloud. Our expertise spans advisory, implementation, and ongoing support, helping departments and agencies modernise communication strategies while meeting stringent security, compliance, and accessibility standards.

We understand the unique challenges faced by government bodies—fragmented data sources, rising citizen expectations for transparency, and the need for measurable engagement outcomes. Our Marketing Cloud solutions provide a unified platform for multi-channel campaigns, enabling secure, compliant, and impactful communication aligned with GDPR and UK public sector data standards.

Our End-to-End Services Include

- **Strategic Advisory & Journey Mapping**
Align marketing technology with policy objectives and citizen engagement goals.
- **Solution Design & Implementation**
Configure Marketing Cloud for personalised, multi-channel campaigns across email, SMS, and social.
- **Data Integration & Automation**
Connect legacy systems and Salesforce CRM for a single citizen view and automated workflows.
- **Testing & Quality Assurance**
Ensure accessibility, reliability, and compliance for all campaign assets.
- **Ongoing Support & Optimisation**
Continuous performance monitoring, campaign analytics, and platform enhancements.

Beyond implementation, Capgemini ensures interoperability across Salesforce's cloud ecosystem, integrating with existing government systems to provide a 360° view of citizens and stakeholders. This enables better collaboration between service teams and policy makers, supporting outcomes such as improved citizen engagement, reduced operational costs, and transparent performance reporting.

2 Business Need

Agentforce Marketing is the platform for delivering relevant, personalised journeys across channels and devices. Enabling marketers to deliver the right message at the right time throughout all phases of the relationship. Agentforce Marketing includes integrated solutions for customer journey management, email, mobile, social, web personalisation, advertising, content creation and management, and data analysis. Every imaginable customer interaction and engagement is covered, and guiding customers on their 1-to-1 journeys with your brand has never been easier or more effective.

The Capgemini Agentforce Marketing is driven by the following business needs and drivers:

Key Drivers:

- **Disconnected Citizen Data** – Fragmented records limit innovation and citizen experience. Salesforce Data Cloud unifies data for a 360° view.
- **Complex Case Management** – Manual processes slow resolution. Service Cloud automates workflows, routing, and SLA tracking.
- **Limited Digital Engagement** – Citizens expect omnichannel access. Salesforce enables secure self-service portals and multi-channel communication.
- **Regulatory Compliance & Security** – GDPR and auditability demand robust controls. Salesforce Trust Layer and Hyperforce ensure compliance.
- **Budget & Time-to-Value** – Rapid ROI is essential. Capgemini accelerates delivery with pre-configured templates and Rightshore® models.



- **Legacy Integration** – API-first integration bridges old systems, enabling phased migrations without disruption.
- **Transparency & Real-Time Reporting** – CRM Analytics provides dashboards and predictive insights for better decisions.
- **AI-Driven Efficiency** – Agentforce introduces ethical AI agents to automate tasks and enhance proactive engagement.
- **Personalised Communications** – Marketing Cloud delivers timely, tailored outreach across preferred channels, improving engagement and trust.

3 Our Approach

Capgemini combines deep Salesforce expertise with proven methodologies to deliver secure, scalable, and citizen-centric solutions for UK Public Sector organisations. Our flexible approach is tailored to each engagement, drawing on best practices from government and diverse industries to bring an outside-in perspective that drives efficiency and innovation.

Aligned with GDS Standards

We start by aligning every solution to Government Digital Service (GDS) principles, embedding accessibility, security, and compliance at every stage. This ensures services are practical, future-ready, and fully aligned with organisational goals.

Security, Compliance, and Trust

Security and compliance are non-negotiable. Our services adhere to:

- Cyber Essentials Plus
- GDPR
- UK Government security frameworks

This guarantees robust data protection and builds citizen trust.

Optimised Delivery Model

Our Rightshore® approach blends UK-based teams with global delivery centres to optimise cost efficiency and accelerate timelines. This model ensures local governance and accountability while leveraging global scale for rapid innovation—critical for large, complex public sector programmes.

User-Centred Design

Capgemini's Rapid Design and Visualisation (RDV) practice places User-Centred Design (UCD) at the heart of solution development. Through interactive workshops, rapid prototyping, and visualisation techniques, we ensure user needs drive design decisions. This accelerates stakeholder engagement, reduces risk, and improves adoption—critical success factors for public sector programmes.

Delivery Blueprint Aligned to GDS Service Standard

Our delivery approach aligns seamlessly with GDS phases, ensuring compliance and best practice throughout:

1. Discovery (Blueprinting & Scoping)

- Assess opportunities and define value
- Conduct Salesforce diagnostics and technical audits
- Engage stakeholders through interviews and workshops



- Analyse current systems, processes, and pain points
Outcome: Clear objectives and stakeholder alignment from day one.

2. Alpha (Definition)

- Establish governance and compliance mapping
- Translate functional requirements into design features
- Document constraints, dependencies, and performance needs
- Prototype and plan MVP
Outcome: Early validation reduces delivery risk.

3. Beta (Prototyping & Release)

- Iterative, hypothesis-led development
- Agile, GDS-compliant Salesforce builds
- Integrated business and technology enhancements
- Pilot testing and operational readiness
Outcome: Accelerated delivery with governance and quality assured.

4. Live (Deployment)

- Comprehensive user training and change management
- Clear communication plans to drive adoption
- Post-deployment support for continuity and optimisation
Outcome: Smooth transition and sustained success.

3.1 Why Capgemini

Delivering at Speed and Scale

Capgemini combines deep expertise in **Salesforce Account Engagement** and marketing automation with decades of delivery experience to help clients achieve rapid results at global scale. Our proven frameworks and accelerators, designed for **Agile delivery**, enable us to implement solutions quickly and effectively.

Beyond standard implementation, Capgemini offers proprietary accelerators and templates that shorten project timelines and reduce risk. These include pre-configured industry solutions and reusable assets that enable rapid prototyping and faster go-live, helping clients realise value from Salesforce investments sooner.

With over 420,000 professionals worldwide and a strong presence across the UK public sector, we leverage our Rightshore® model to deploy distributed teams across the UK, India, and other global locations. This scale ensures we can mobilise resources rapidly, deliver complex programmes efficiently, and provide continuous support wherever our clients operate.

Innovation as Standard

Our approach goes beyond reliable delivery. We embed innovation into every engagement—whether defining new products, implementing advanced technologies, or accelerating time-to-value. By integrating AI-driven capabilities and automation, we help clients unlock new business models and maximise ROI from their Salesforce investments.

A key differentiator is Capgemini's ability to integrate Salesforce seamlessly with enterprise ecosystems using MuleSoft and Data Cloud, creating a unified, real-time view of customers and operations. Capgemini also leverages Generative AI for CX Foundry to deliver hyper-personalised experiences, blending Salesforce's AI capabilities with its own methodologies. This approach enables organisations to modernise operations, unlock



measurable business outcomes, and stay ahead in delivering ethical, scalable, and innovative customer experiences.

Trusted Partnership

We pride ourselves on working **shoulder-to-shoulder with clients**, fostering transparency and collaboration. This commitment has earned us long-term relationships, with an average client tenure of eight years. Our solutions evolve with client needs, ensuring adaptability and ongoing value.

Through insights gained from diverse industries, we provide guidance and best practice without compromising confidentiality—helping clients make informed decisions and drive continuous improvement.

4 Buyer Responsibilities

Please refer to the Supplier Terms listed with this service on the Digital Marketplace.

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

Capgemini Service Management provides a set of specialised organisational capabilities for providing value to clients in the form of services. It includes a full lifecycle approach to service management from service take-on, through strategy to operation and continual improvement. It can be offered either as a standalone service or in conjunction with other sourcing arrangements. This service can be delivered as a defined project or on a day rate basis.

6 Protection of Data

Salesforce adopts a “security and compliance by design” approach tailored to UK government standards. Its solutions ensure data residency within the UK and compliance with frameworks such as GDPR, Cyber Essentials Plus, and the NCSC’s 14 Cloud Security Principles. Data is encrypted in transit and at rest, supported by robust identity management and audit logging. Salesforce’s Trust Layer provides continuous monitoring, zero data retention for AI services, and dynamic grounding to maintain privacy.

7 On-boarding and Off-boarding

Prior to the execution of the order, the supplier and the buyer can 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

Empowering your teams to own and sustain capabilities is at the heart of Capgemini’s delivery approach—our skills and knowledge transfer ensures public sector organisations are equipped for long-term success.

Capgemini recognises that effective skills and knowledge transfer is essential to the successful delivery of G-Cloud services for public sector clients. This is embedded within our delivery plan and agreed at the outset of each engagement.

Our consultants and engineers have extensive experience in transferring knowledge and building capability for major public and private sector organisations. Where appropriate, we adopt a structured, standardised approach tailored to the specific topic, skills gap, and individual needs to ensure consistency and measurable outcomes.



Capgemini's proven **Assess–Plan–Implement** framework underpins this process. It enables us to:

- **Assess** knowledge transfer objectives and identify gaps.
- **Plan** training methods, materials, and delivery schedules.
- **Implement** and evaluate success throughout the engagement.

This framework ensures that client teams are equipped to sustain and evolve capabilities long after the formal programme concludes.

For Salesforce Agentforce Marketing cloud projects, transferring capability into the client organisation is a standard expectation. Capgemini works collaboratively with clients from the outset to plan this transition, which may include supporting recruitment processes where skills gaps are identified to ensure a smooth handover.

9 Vendor Accreditations/Awards

Capgemini is recognised globally as a **Salesforce Platinum Global Strategic Partner**, consistently earning accolades for innovation and delivery excellence. We have won multiple **Salesforce Partner Innovation Awards**, including recognition for transformative digital solutions. Our global Salesforce practice boasts over 30,000 current certifications, supported by dedicated Centres of Excellence worldwide. This depth of expertise ensures we deliver complex, multi-cloud solutions at speed while maintaining compliance and best practice standards.

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

Salesforce offers comprehensive BCDR solutions for their various cloud offerings. When Capgemini implements solutions for its clients, special consideration is paid to make this solution compliant with Salesforce requirements in this field.

Additionally, Capgemini has its own Business Continuity and Disaster Recovery plans in place for delivery of projects for clients. Capgemini Group policy requires Capgemini UK and every other Capgemini company to implement Business Continuity and Disaster Recovery procedures to:

- Limit any damage to clients, employees and any other third parties
- Support business continuity
- Strengthen the safety of people, confidentiality of data and protection of buildings, assets, IT systems and networks under the unit's care and custody.

If requested, Capgemini is always happy to provide more insights into this area.

12 Pricing

This service is priced in accordance with the SFIA Rate Card.

Capgemini prides itself in its ability to adapt to its client needs and requirements. Capgemini has different staffing methods which include staff augmentation models, pure on-shore teams as well as a hybrid model of on-shore, near-shore and far-shore resources at various rates for the project and based on client requirements.



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.

Capgemini would be pleased to arrange a call or meeting to discuss Client's requirements of Capgemini 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.

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.