

SAP Marketing Cloud (Emarsys) G-Cloud 15





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1 Service Overview

Capgemini can provide SAP Emarsys consulting, development, implementation and support. SAP Emarsys offers advanced tools to manage multiple data sources and enrich data for personalised, targeted communication across multiple channels.

Capgemini's SAP Emarsys offering provides an effective digital platform to plan, organize, and deliver campaigns seamlessly. By leveraging Emarsys' capabilities for AI-driven marketing automation, personalisation, and analytics, public sector agencies can enhance citizen engagement, deliver relevant communications, and improve service effectiveness. Capgemini's SAP Emarsys digital transformation offering can include:

- Agile delivery methodology – Conduct design thinking workshops to understand business drivers and challenges in a collaborative manner.
- Dynamic profiling & segmentation – Build AI-powered segmentation and predictive recommendations to deliver personalized experiences.
- API & integration capability – Provide a robust framework leveraging SAP BTP with enhanced integrations to SAP Customer Data Cloud and Customer Data Platform.
- Insights and analysis – Aid in building Smart Analytics and use SAP Joule integration for natural language-driven reporting.
- Omnichannel engagement – Enable campaigns across email, SMS, social media, mobile apps, digital ads, mobile wallets, and conversational channels like WhatsApp.
- Generative AI capabilities – Use AI-assisted campaign translation, segment description generator, product finder, and automated content creation for subject lines and offers.
- Enhanced content management – Provide a central space for marketing campaign content creation and management with a reusable asset library.
- Event-based automation – Initiate customer journeys based on real-time engagement events.
- Proven delivery experience – Leverage certified experts with deep knowledge of Emarsys and its latest AI-driven features.

2 Business Need

Citizens are better informed, socially connected, and expect a seamless experience across all channels. Providing timely and relevant information is critical to avoid public crises and maintain trust. Citizens also expect transparency and accountability in government activities, spending, and decision-making. With growing data-consciousness and demand for better services, organisations must respond to these behavioral changes effectively.

This can be achieved by using SAP Emarsys with its latest AI-powered capabilities, focusing on the following:

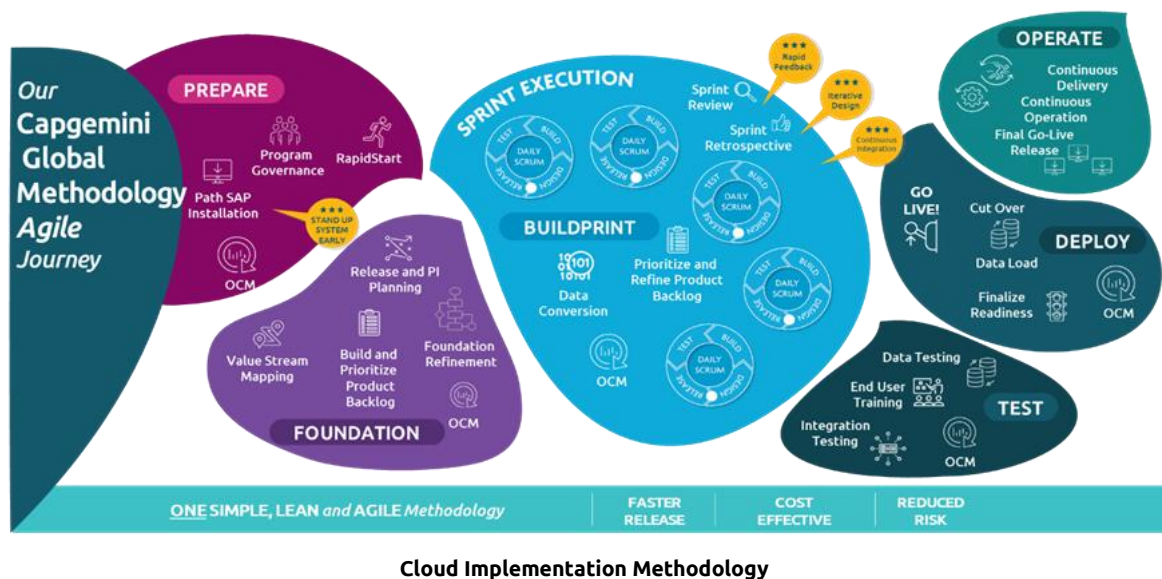
- Enhanced Multi-Channel Engagement – Can deliver consistent citizen experiences across email, SMS, social media, mobile apps, digital ads, mobile wallets, and conversational channels like WhatsApp, benefiting citizens with timely and personalized interactions.
- AI-Powered Campaign Planning – Can plan, orchestrate, and measure campaigns using Smart Analytics to discover trends and AI-assisted tools like Campaign Translator and Segment Description Generator, offering better targeting and improved campaign success.
- Advanced Personalisation – Can enable true 1-to-1 personalization with AI segmentation, predictive recommendations, and generative AI for content creation and multi-language communications, benefiting citizens with relevant and contextual information.
- Operational Efficiency – Can improve campaign management through Brand Center for reusable assets and AI-assisted reporting with SAP Joule, benefiting organisations with faster insights and streamlined processes.

- Consent and Trust Management – Can offer consent-based marketing and enhanced data protection features, benefiting organizations by ensuring compliance and building citizen trust.
- Intelligent Feedback Collection – Can facilitate real-time feedback through surveys and conversational channels, benefiting organizations with actionable insights to improve services.
- Advanced Reporting – Can provide executive-level dashboards, real-time insights, and predictive analytics, benefiting decision-makers with accurate data for better service delivery and citizen engagement.

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:



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 the Buyer have a requirement for a different security classification that would like Capgemini to consider, please contact Capgemini to discuss.

7 On-boarding and Off-boarding

Prior to the execution of the Order, Capgemini 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 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)

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.

Capgemini would be pleased to arrange a call or meeting to discuss the 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.

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