

Adobe Experience Cloud Platform Services G-Cloud 15





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1 Service Overview

Capgemini's Adobe Experience Cloud Platform Services can help organisations deliver solutions that build communications and messaging strategy, and effective customer experience.

As an Adobe Platinum Solution Partner, Capgemini brings deep expertise across Adobe Experience Cloud, Adobe Commerce Cloud, and Adobe Creative Cloud to help our clients deliver personalised, data-driven experiences at scale. From crafting immersive customer journeys with Adobe Experience Manager and real-time analytics, to enabling seamless omnichannel commerce through Adobe Commerce (Magento), and accelerating creative workflows across the content supply chain with tools like Adobe Express and Firefly, along with Document Cloud, Capgemini integrates strategy, design, and technology to transform engagement across every touchpoint. Our proven approach combines industry-specific insights with Adobe's powerful ecosystem to help brands achieve sustainable growth, maximize ROI, and create experiences that engage with your customers.

1.1 Personalisation

Capgemini's Adobe Experience Cloud Platform Services can provide personalised content, information, and messaging through a marketing engine powered by data, insights, Generative AI and events. At the heart of this is the Adobe Experience Cloud Platform technology, bringing together data and content. It is a complete set of marketing solutions that can provide everything needed to gather deep insight into customers, build personalised campaigns, and manage content and assets. Capgemini can help the Buyer's organisation use the technology to create a real connection with the people who are most important to the Buyer.

1.2 Benefit from the partnership of customer experience leaders

Working together, Adobe and Capgemini can help organisations to go to market successfully. Using Capgemini's experience of public sector business transformation, and enterprise-level implementation of the Adobe Experience Cloud Platform, Capgemini can bring together digital, development, innovation, and transformation.

Our experts can add further value by applying insights and intelligence built on our experience in digital transformation. We can integrate with your existing systems and identify ways to connect, manage, and optimise multiple channels used by your customers, partners, and suppliers.

1.3 Proven in customer experience

As an Adobe Global Alliance Partner, we can support customers with value-adding Adobe expertise, including:

2000+ Adobe experts

- 1500+ Adobe Experience Cloud Platform certifications
- 300+ Adobe Creative Cloud designers
- 70+ Adobe Magento certified specialists.

Capgemini's teams work alongside consulting, technology, outsourcing and professional services colleagues globally. Capgemini is corporate member and supporter of industry bodies such as The Open Group and delivers a wide range of advisory services to major organisations including Her Majesty's Revenue and Customs (HMRC) and the Department for Work and Pensions (DWP) among others.

2 Business Need

Organisations are trying not only to reduce costs, but also to be more agile and innovative and to accelerate their journey to the Cloud without compromising service management.



Today's customers demand consistent, exceptional experiences. Those experiences need to be connected, relevant, and personal. But at the same time as responding to customer expectations, you also need to optimise value for spend.

Today's public sector bears vast and complex responsibilities – spanning information, key messaging and announcements, experience design, and customer interest, engagement, service, and retention. The entire communication function now gains its competitive edge through complex technology, digital channels, rich data and advanced analytics.

As a consequence, things will shift from a pure marketing and communications focus to becoming an open, proactive and driver of real-time messaging across multiple Digital channels. That means an evolution towards:

- Aligning communication activities with ever changing objectives
- Justifying investments
- Demonstrating measurable business value
- Delivering experiences that build loyalty and value.

3 Our Approach

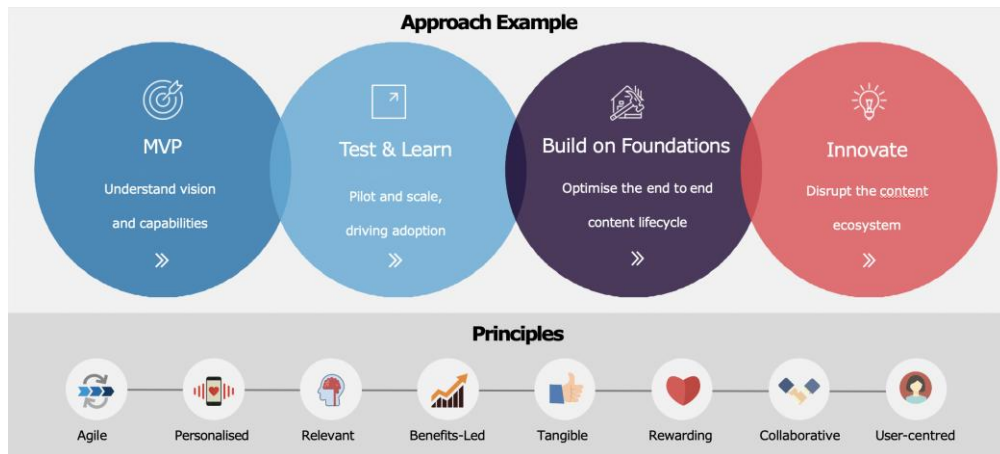
Capgemini's UK Adobe Practice, as a Platinum Partner with Adobe, can deliver solutions to drive the reinvention of experiences for Public Sector employees and customers. We follow the Service Standard and have Certified Practitioners in the Experience Cloud Platform (AEM, AEM Forms, Adobe Target, Adobe Campaign, Adobe Analytics, Adobe Experience Platform, Adobe Journey Optimiser, Adobe Journey Analytics). Our service can include the following:

- Industrialised service delivery for reliability and predictability
- Risk mitigated transition using proven tools to ensure knowledge retention
- Integrated Delivery Model with a common governance umbrella across all service teams

Mitigating risks that typically occur when starting complex projects with multiple stakeholders, agreeing shared methods, templates, tools and touchpoints

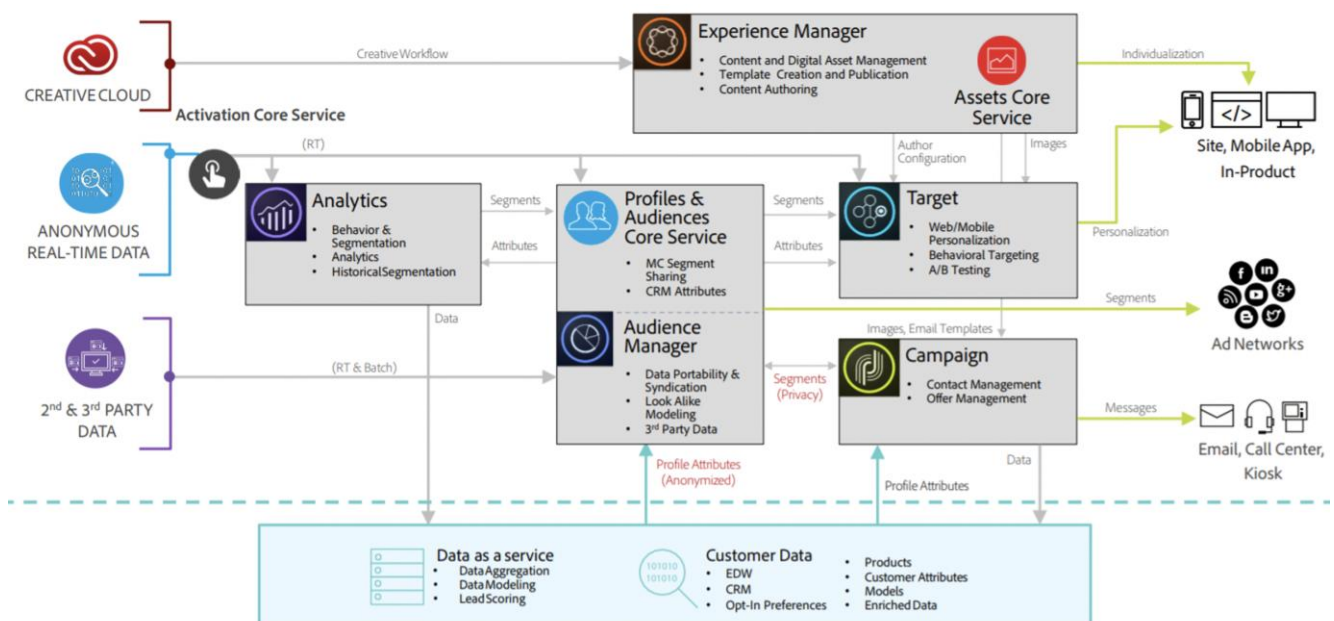
- Driving out the key dependencies and dates to facilitate the completion of key management plans (i.e. Exit Plan, detailed Transition Plan).

Capgemini's approach can utilise good practice architecture development methods to act as a bridge between understanding business principles and drivers and identifying the technology initiatives required to implement Cloud services to support them. Capgemini leverages the Open Group Architecture Framework (TOGAF) and Capgemini's Integrated Architecture Framework (IAF), aligned with several industry standards as a framework to do this. It provides consistent and repeatable consulting and architectural development methods, patterns and deliverables that are capable of being understood both by business stakeholders, architects, and other IS professionals. Our approach and delivery principles can enable the acceleration of your pace of change, extending content capabilities:



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

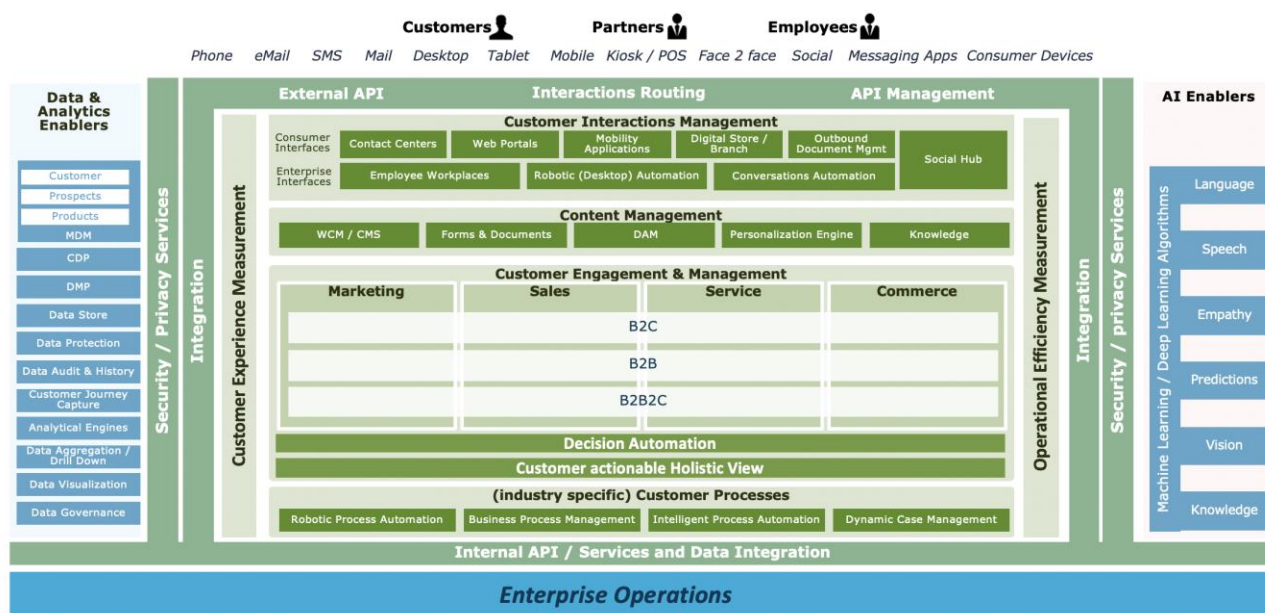
3.1 Adobe Capability & Implementation



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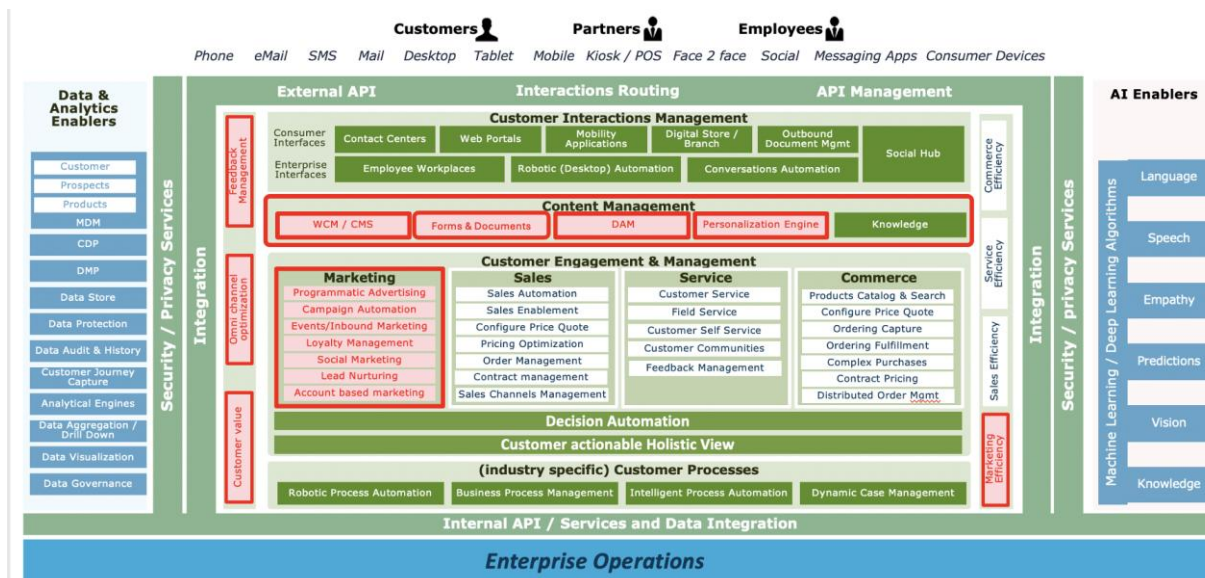


3.2 Criteria for Adobe Experience Cloud Platform Services



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

Including capabilities related to all the touch points for connected marketing:



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Red boxes indicate the key digital marketing drivers.

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

Capgemini has successfully managed and delivered thousands of projects and programmes - some small in size and others which are some of the largest multi-supplier ecosystems in the world. Capgemini has an overall governance model, which sets the standards Capgemini needs to follow both for small projects and large programmes of work.

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 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

▪ 2025 Adobe Partner Awards - Partner of the Year

Capgemini was recognized for outstanding performance across all pillars of partnership, including alignment with Adobe's go-to-market strategy, collaboration with Adobe sales teams, and significant impact on licensed sales. The award also acknowledged Capgemini's investment in enablement and co-marketing to accelerate its Adobe practice and deliver market-leading outcomes for clients

▪ 2023 Adobe DX Growth Partner of the Year

This award celebrated Capgemini's rapid growth and success in expanding its Adobe Digital Experience capabilities.

▪ 2021 Adobe Digital Experience Partner of the Year (EMEA)



Capgemini earned this award for deploying market-leading solutions across Europe, including key markets such as France, UK, Germany, Nordics, Belgium, Italy, and Spain.

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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