

Digital Experience Platforms for Customer Engagement G-Cloud 15





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1 Service Overview

Capgemini delivers Digital Experience Platforms enable organisations to deliver seamless, personalised experiences across web, mobile, and social channels. Built on a cloud-first architecture, these platforms support scalability, cost efficiency, and rapid innovation while aligning with the GOV.UK Service Manual for accessibility and compliance.

Recognising that a digital presence alone is not enough, Capgemini combines Digital Enterprise Architecture, Security, Mobility, Open Source, and Programme Management to help clients achieve their business vision and strategy. Our solutions are designed to be responsive and adaptive, meeting immediate needs while remaining flexible for future services driven by evolving market behaviours.

Capgemini enhances engagement through next-generation capabilities, including Agentic and Generative AI (GenAI) for personalised experiences, immersive technologies such as AR/VR/XR, and omnichannel integration. These innovations are underpinned by strong partnerships with leading platforms such as Adobe, Salesforce, Oracle, SAP, Sitecore, Acquia, and open-source solutions like Drupal and Magento. This ecosystem ensures organisations can deliver frictionless, connected customer journeys and leverage data-driven insights for continuous improvement.

Our comprehensive service portfolio spans business analysis, legacy-to-cloud rationalisation, design and consultation, development and testing, and service management. Capgemini's digital architects, consultants, and UX specialists work collaboratively with clients to establish a user-centric approach, ensuring solutions are intuitive, accessible, and future-ready.

With proven frameworks, governance standards, and rapid prototyping capabilities, Capgemini helps organisations transform external communications programmes, enabling customers and citizens to self-serve and engage effectively. By integrating advanced technologies and human-centred design, we empower organisations to deliver smarter, more engaging digital experiences—today and for the future.

2 Business Need

To meet rising expectations for seamless, accessible, and personalised digital services, organisations must move beyond a basic online presence and deliver integrated, user-centric experiences across web, mobile, and social channels. This requires a scalable, cloud-first architecture that supports rapid innovation, compliance with GOV.UK Service Manual standards, and the flexibility to adapt to evolving market behaviours. By leveraging advanced technologies such as Generative AI, immersive experiences, and omnichannel integration—underpinned by strong governance and proven frameworks—organisations can transform citizen engagement, enable self-service, and create connected journeys that drive efficiency, trust, and long-term value.

3 Our Approach

Today's Government is expected to be transparent and deliver a range of services across all digital channels. This "Digital First" expectation by its customers is demanding Government to provide a flexible range of tools that can enable:

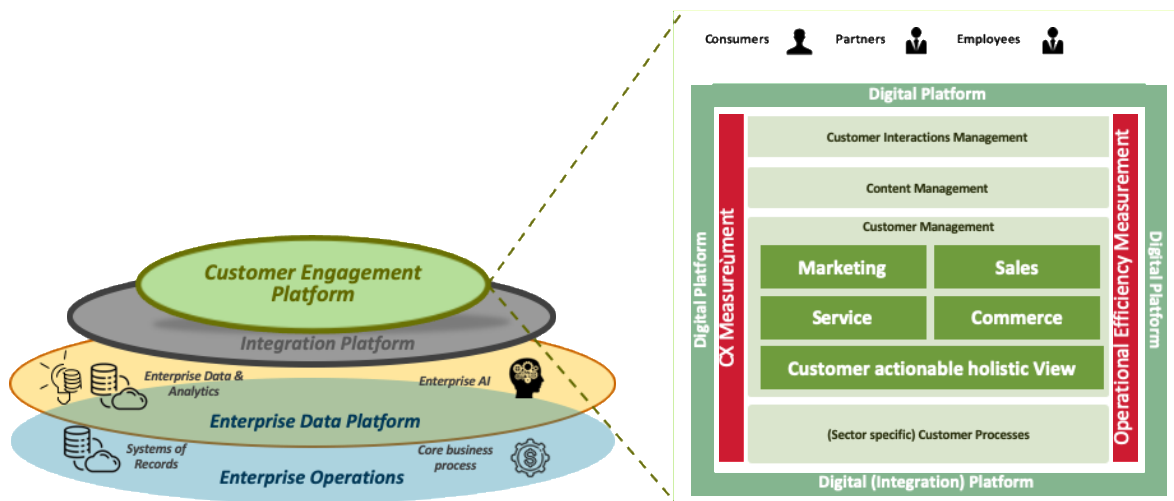
- Awareness of government services through digital channels;
- Access to online services through mobile, web and social channels; and
- Consistent engagement with customers across all channels.

Capgemini believes that no single technology can integrate with all channels of engagement, but a federated suite of open-source and Cloud-based tools can be integrated to provide consistent engagement with customers across mobile, web and social.

Capgemini has developed a Digital Customer Experience Technology Framework which can bring together a suite of engagement tools that are:

- Integrated (with access to transactional information);
- Secure (with standard single mechanism for identity and authentication); and
- Managed to support the high-levels of customer experience that customers expect through online channels.

When designing cloud-based platforms for Customer and Citizen Experience, Capgemini typically uses its Digital Customer Experience Technology Framework, which helps identify the technology services required to integrate securely cloud-based services with customer, transactional or other types of data used within government organisations. As illustrated below, there are wider concerns that need to be taken into account in order to deliver services securely and resiliently.



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

Capgemini considers the appropriate level of security and privacy to be critical aspects of any solution. Capgemini's approach can help evaluate and categorise the security and/or privacy requirements in the early stages of an engagement, in agreement with the Buyer. This can enable "secure by design" and "privacy by design" to be embedded in the design and delivery of the solution, through the functional and technical design of the solution, the design and implementation of environments needed for the delivery of the solution and in Capgemini's delivery approach and ways of working.

At Capgemini, we are not prescriptive about the tools and technologies that can be used within the framework Capgemini prefers instead to leverage the Buyer's existing investments in technologies (both commercial and Open Source), and where appropriate, help fill the gaps in current capabilities with cloud-based solutions. Capgemini can provide the solutions such as Acquia, Adobe, Oracle, SAP, Salesforce, Sitecore, Pega and IBM or open source platforms such as Drupal and Magento which can be sourced separately.

Capgemini offerings in this area are not however limited to large scale requirements. Using the expertise built up over years of assisting clients transform their business at all levels Capgemini can provide capabilities for a range of needs, no matter what scale of requirement.

3.1 What Capgemini Will Do

Capgemini's Digital Experience Platform capability defines and manages the relationships and dependencies between vision, business processes, business initiatives and technologies. Capgemini has been helping clients from various industry domains to extend their digital portfolio and adapt Cloud technology.



With Capgemini's experience of delivering Cloud technology-based projects, Capgemini understands many of the challenges involved in the technology move from existing technology model to a Cloud architecture. Capgemini's Digital Experience Architecture can help customers manage these challenges by helping with things such as coordinated planning across all business and technology teams or proposing various architecture models from private, hybrid or community Cloud, based and their associated business value.

The actual service will be agreed with the client to meet their specific need but typically may consist of activities to help the customer with:

- Definition of Digital Experience Platform roadmaps and quality improvement is delivered through goal driven planning;
- Helping customers to minimise their IT diversity and exploit existing assets thus promoting cost and operational efficiency;
- Tailoring the future state technology solution to utilise existing and Cloud technology;
- Definition of governance changes and enhancements that are in line with the organisational goals;
- Following industry standard methodologies e.g. TOGAF where appropriate.
- Definition of application integration standards on Cloud, as not many integration standards are available in market due to continuously evolving Cloud technology.
- Building pilots over a short period of time that will test the solution against customers and learn what is successful.
- Understanding the application of emerging technologies, such as Generative AI, in enhancing the user experience and delivering more efficiently.

3.2 How We Will Do It

Capgemini can offer experienced thought leaders and practitioners to help customers establish a complete, delivered and integrated solution. This delivery can be underpinned using standardised frameworks such as TOGAF, UPM and ITIL, which have been successfully used across numerous Government department engagements.

The scope of work can cover the full delivery lifecycle or specific components depending on client requirements, and can extend from assistance in developing the service design, helping to manage the transition to the new service, aiding migration of users and data to the new service and help with establishment of service monitoring and management regimes to enable on-going support of the service following transition.

3.3 Benefits

Depending on the services purchased Capgemini's Digital Experience Platforms for Customer Engagement service can help clients:

- Reflect real business priorities while providing user centricity;
- Serve the immediate mobile user needs while providing the flexibility to plug in future services dictated by changes in users' behaviour;
- Promote agility of change and integration with external services;
- Make cost effective use of Cloud and on-premise infrastructure services;
- Integrate safely and securely with 3rd parties, Cloud services and legacy applications;
- Reflect DSIT's policy for technology choices e.g. Open Source;
- Maintain their original Digital business vision throughout their development and into live service.



3.4 Summary of Proposition

Capgemini's proposition is based on Capgemini's belief that a marketing and customer self-service capability needs to be flexible in order to maintain pace with changes in customer and citizen behaviour. To do this Capgemini believes that no single platform can provide a consistent experience across all channels of contact including branch, web, mobile and social.

Capgemini's view is that a federated platform is needed which can combine technologies that Government agencies have already invested in, with Open Source or commercial vendor solutions.

Capgemini can provide individual services within each phase to support the client through the initial assessment, the design, transition and operation of a solution or can provide a service covering an implementation. The scope of the individual services to be provided will need to be discussed and ordered through the G-Cloud framework.

4 Buyer Responsibilities

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

5 Business Continuity and Disaster Recovery

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

6 Service Management

Capgemini can provide a range of Service Management approaches for Digital Experience Platforms. Our approach aligns to the GDS Service Standard and associated product lifecycle, with evolving Service Management through alpha, beta and live phases.

7 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.

8 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.

9 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.

10 Vendor Accreditations/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 recognised as a Leader in Gartner's "Magic Quadrant for CRM and Customer Experience Implementation Services" for five years in a row.

11 Sub-contractors

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

- Capgemini Technology Services India Limited.

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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