

Product Management as a Service

G-Cloud 15





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1 Service Overview

Capgemini believes that Digital Product Management can play a key role in translating an organisation's business vision and strategy into a digital product or a set of digital products which can deliver business benefits by meeting the need of its users, realising business strategy and leading to quick and sustainable adoption of digital tools. Our Product Management as a service capability helps drive transformational change towards product centricity, either at the start of business thinking, or once an organisation has started to become a product centric organisation. Capgemini can offer an individualised service that is tailored to the specific needs of our clients operating in the cloud or on the journey to the cloud. This offer provides on-demand access to a portfolio of digital product management services and a structure to support the flexible delivery of these services.

Capgemini can provide our clients with experienced, certified product managers with expertise in developing, enhancing and maintaining multiple products, and are able to apply their product knowledge, understanding and practice within the context of a digital delivery programme and build the product management capability within the client organisation.

Digital Product Management Services is one of a portfolio of business technology services Capgemini offers to clients operating in the cloud or on the journey to the cloud.

2 Business Need

Capgemini is seeing an increasing demand for services, including Cloud-based services, which can help an organisation become product centric and move towards designing, developing and releasing quality products, which meet business goals and user needs.

Often organisations do not have the experience in product management or product-centricity. This leads to business leaders assuming the role of product manager rather than direct their energies into their area of the business.

By jointly working with our clients, Capgemini creates successful product teams where the domain and industry knowledge from the client is combined with product management expertise and experience of Capgemini digital product managers allowing the organisation to ensure that their products add value to both the business and its customers.

Capgemini Digital Product Management as a Service provides resources dedicated to removing the barriers to product success.

3 Our Approach

At Capgemini, we believe that successful product management starts with the right people. We maintain a dedicated resource pool of highly qualified and certified Product Managers, each bringing a wealth of experience across diverse industries and delivery contexts.

Our approach is to carefully match the right Product Manager to each client, ensuring alignment not only with the technical and strategic requirements of the engagement but also with the client's industry, culture, and business objectives. By considering previous project experience, domain expertise, and proven success in similar environments, we create a tailored fit that maximizes value and accelerates outcomes.

This personalized matching process ensures that our clients benefit from specialist knowledge, relevant insights, and practical experience, enabling them to achieve product-centric transformation with confidence and clarity.

To support seamless integration, Capgemini develops onboarding learning pathways so our product managers understand the client context before joining the team.

Once embedded, Capgemini product managers work with clients to identify and prioritise tasks that will add the most value to the business, understand what has been done, and validate what needs revisiting. This structured approach allows product managers to take stock and understand immediate, short term and long terms needs.



To strengthen this capability, Capgemini's Product Managers utilise Artificial Intelligence (AI) to accelerate decision-making, enhance user insights, and optimise product lifecycle management. AI-driven analytics help identify emerging trends, predict user behaviour, and prioritise features that deliver maximum business impact.

3.1 Product centric approach

While our Product Manager offering is centered around providing skilled professionals to lead product delivery, the value they bring extends far beyond the delivery team. Our Product Managers are not only practitioners, they are advisors and catalysts for product-centric transformation.

Each Product Manager in our network combines hands-on delivery expertise with deep experience in guiding organisations toward a product-centric operating model. This means they can advise on frameworks, governance, and cultural shifts required to embed product thinking across the enterprise, ensuring that transformation is sustainable and aligned with business strategy.

3.2 User needs

Capgemini Product Managers work closely with the client's user community and user researchers to establish the needs of the users which the product must meet. Product managers help clients categorise and prioritise the needs and understand the rationale behind them. This leads to a greater understanding of not just the business and functional requirements, but also the reasons for them and helps clients lead the prioritisation of the product features. AI enhances this process by analyzing large volumes of user feedback, behavioral data, and sentiment to uncover patterns and predict future needs. This enables faster categorization and prioritization of requirements, ensuring decisions are grounded in evidence rather than intuition alone.

Capgemini product managers also work with Service Designers to ensure products are created in a way that provides a consistent end to end journey for users whether they are external or internal. Familiarity with developing products to meet the GDS service standard helps with progressing products through GDS (CDDO) Service Assessments and developing products that are accessible and meet WCAG guidelines.

3.3 Product Value vs Impact assessment

One of the critical steps in designing and delivering the right products at the right time is understanding the value which the features bring to the users and the business against the impact, which may include user impact, cost, business impact and development impact. By working jointly with our clients, Capgemini product managers apply their product expertise to help clients identify the key variables that enable the organisations to assess the value against impact of the products. AI-powered value-impact models allow us to simulate trade-offs, forecast ROI, and assess development complexity dynamically. This helps clients make informed decisions about things like prioritisation and resource allocation.

3.4 Product Roadmap

Whether the products are procured, developed, replatformed or refactored as part of the cloud transformation, creation and maintenance of a product roadmap is paramount. It allows transparency and structure which not only aids product development or enhancement, but, critically, allows co-ordination of potential dependencies between products.

Capgemini product managers have extensive experience working with portfolios of products in large program settings and routinely create and maintain product roadmaps, available for client review and adjustment to allow for changes resulting from evolution of business priorities, development or procurement dependencies, program progress, budget and timescales. Creating and maintaining product roadmaps often requires balancing the business strategy with the needs of the users and the capabilities of the technology and delivery teams.

Product roadmaps are managed on portfolio, programme and product level which allows to link empowered product teams through to the top level whilst still remaining true to product and agile practices.



Our Product Managers are experienced in helping organisations anticipate risks and adjust plans proactively. This ensures transparency and agility across portfolios.

3.5 Continuous delivery

Once a product is released, Capgemini product managers assist with gathering feedback on adoption, usability and alignment with business needs. Learnings from iterative releases of products and the data, tell us whether those products are achieving their success measures and realise the strategy. Product feedback is then used to refine or enhance requirements and feed into further value / impact assessments.

4 Buyer Responsibilities

Please refer to the Supplier Terms listed with this service on the Platform. These may contain additional 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

This service can be delivered as a defined project or on a day rate basis.

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 Partnerships/Alliances



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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.

Business Analysis Accreditation

- BCS International Diploma in Business Analysis
- SAFe – Leading SAFe and SAFe PO/PM
- Scrum.org PSM & PSPO
- Scrum.org User Experience
- Professional Scrum with User Experience Certification

Product Management Accreditation

- SAFe – Leading SAFe and SAFe PO/PM
- Microsoft AI Product Manager Professional Certificate
- Scrum.org PSM
- scrum.org PSPO1
- scrum.org PSPO2
- scrum.org PSPO3
- scrum alliance CSPO
- scrum alliance A-CSPO
- SAFE POPM
- SAFE APM

Cloud Technology & Services Awards

SAP

- **SAP® EMEA North Award for Partner Excellence 2022** – for SAP Business Technology Adoption
- **SAP® Pinnacle Award 2021** – Capgemini received the 2021 SAP® Annual Pinnacle Award in the Partner Learning Excellence Category, presented to the top partners across 28 categories excelled in developing and growing their partnership with SAP and helping customers run better.
- **SAP Innovation Awards 2021 (finalist)** – Capgemini (Fieldglass), Excelerate Energy Projects
- **SAP Innovation Awards 2020 (finalist)** – Truechain, Safety Workers

Microsoft

- **Capgemini won six Microsoft Partner of the Year awards in 2023.**
- Capgemini won **Microsoft Business Applications 2022/2023 Inner Circle award** for the fourth consecutive year.

AWS

- Capgemini received **seven AWS 2023 Partner of the Year Awards**

Google Cloud

- Capgemini won several **2023 Google Cloud Partner of the Year Awards**

Adobe

- **2021 Adobe Digital Experience Partner of the Year Award** – EMEA



- 2021 Best Overall Cloud Native CXM Champion – Adobe Go for Gold Challenge
- 2021 Adobe Digital experience Partner of the Year Award – EMEA
- 2020 Gartner Magic Quadrant Leader in CRM and Customer Experience Implementation
- 2020 Adobe Platinum Status

Analyst Awards

- Capgemini positioned as a **Leader** in Gartner's 2021 Magic Quadrant for SAP S/4HANA Application Services, Worldwide
- Capgemini named a **Leader** by NelsonHall in its 2021 NEAT evaluation for SAP ERP Cloud Migration Services

Sustainability, Diversity, and Inclusion Awards

- CDP A List recognition - Global environmental impact non-profit CDP again positioned us in its leadership tier for our approach to climate change in 2022.
- 2023 Ecovadis Platinum Rating - We maintained a platinum rating, recognising us as a responsible and sustainable business in the top 1% of companies assessed.
- Bloomberg Gender-Equality Index - We were recognised for our commitment to supporting gender diversity with a position in the 2023 Bloomberg Gender-Equality Index.
- Ranked 2nd in the inclusive top 50 UK employers 2022/23 list.
- Great Place to Work - We were certified as a Great Place to Work® in 2023, reflecting our employees' experience of working at Capgemini in the UK.
- UK Best Workplaces for Women – In 2023, we were listed as a Best Workplace for Women by Great Place to Work®. This listing is based on responses from our team to an anonymous survey about their employee experience.
- UK Best Workplaces for Wellbeing – In 2023, we are also listed by Great Place to Work® as a Best Workplace for Wellbeing.
- Defence Employer Recognition Scheme – In 2023, we were recognised by the Armed Forces Covenant with Gold in their Defence Employer Recognition Scheme, for our commitment to supporting veterans and reservists.
- edie Awards 2023 - We won edie's Social Sustainability, Diversity & Inclusion Award in 2023, for our work with CodeYourFuture to offer socially excluded individuals' access to tech careers.
- Better Society Awards - Our collaboration with CodeYourFuture to offer digital skills training won a Better Society Award in 2022. The awards celebrate efforts by commercial organisations to create a better society.
- Stonewall Silver Global Employer – In 2022, we were rated with Silver Global Employer status by Stonewall, reflecting Capgemini UK's acceptance without exception for everyone who identifies as LGBT+.
- Social Mobility Top 75 Employer Index - Capgemini UK was listed in Social Mobility Foundation's 2022 ranking of the top 75 UK employers that have taken the most action to improve social mobility in the workplace.
- Supporting Returners - Capgemini UK was shortlisted in WM People's 2022 Top Employer Awards as an employer that has demonstrated stand-out initiatives to support individuals returning to the workplace after a career break.
- Disability Confident certified - We hold a Disability Confident Employer Badge, which recognises our commitment to supporting team members with disabilities.
- For the 11th time in a row, in 2023 Capgemini has been recognised 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.

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.

All prices are in GBP and exclude VAT.

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.

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