

Capgemini and Pegasystems: Delivering Business Value through Partnership



Continuous process improvement to drive sustainable results

“Our partnership combines Capgemini’s consulting and industry strengths with Pegasystems market-leading technology, unlocking business value for our customers through process flexibility, agility and innovation.”

Paul Nannetti
Vice-President, Head Global Service Lines and Portfolio

For organisations to thrive rather than just survive, they need to stay on top of the social, technological, economic, environmental and political changes in the business landscape. They need to not only be able to identify threats and opportunities, but also respond appropriately. Organisations need to consider how to make their business more adaptive to change, responsive, efficient and effective. One of the management disciplines that can support organisational change, creating benefits that enable rapid response to the challenges is Business Process Management (BPM).

BPM as a management science, working with BPM Technology (BPMT), can support the improvement and optimisation of organisations’ business processes – extending to process automation, applications development and integration, as well as the testing and maintenance of organisation processes to ensure continuous improvements.

Capgemini’s end-to-end BPM approach treats processes as assets, and we combine deep domain knowledge with process improvement expertise, change management skills and specialised IT capabilities on leading BPM Technologies. With this unique formula, we help to improve our clients’ enterprise value and business performance.

We work with our clients to understand their situation, their business challenges, and what they want to accomplish. Through flexible entry points and routes into BPM, we are able to initiate projects that release value rapidly. We do this by linking the improvement of core processes to business needs, identifying the quick wins and initiating projects that

achieve success quickly. Small, simple steps make it possible to ‘try and buy’. It is by starting with smaller projects before committing to major ones that we are able to mitigate risk and manage stakeholders’ expectations.

The Capgemini and Pegasystems partnership

Capgemini works in partnership with market-leading software vendor Pegasystems, a recognised BPM industry leader, and a premier provider of Customer Relationship Management (CRM) solutions. The company forms a core part of our client engagement model, and we leverage Pegasystems’ patented technology which enables organisations to realize rapid and significant business returns by directly capturing business objectives into fully automated processes and eliminating manual programming. Pegasystems enables clients to quickly adapt to changing business conditions in order to outperform the competition. Together, we have helped some of the world’s largest companies achieve new levels of agility, enhanced customer loyalty, improved productivity, and generate new business.

The partnership between Capgemini and Pega has been building momentum since 2005, and we are both committed to building a highly successful, long-term and strategic relationship. Some of the key milestones in our relationship include:

- The Capgemini Pega Centre of Excellence (CoE) combined with our global delivery model called Rightshore® leverages our Pega BPM expertise where it is needed most
- The joint development of a number of reusable Pega



accelerators that address common business process issues. Examples are Capgemini BizLender 360SM for Commercial Lending and Social Insight into Action

- Capgemini and Pega have worked together with world-class organisations across all sectors, from Financial Services to Public Sector, to implement solutions that provide customer benefit and business value, often in highly

complex environments

- Together, Capgemini and Pega have designed, developed and implemented award winning solutions. The Pega solution we implemented at a client in the insurance sector won the 2010 INNovators award from the Insurance Network News, The Insurance Technology award and the 2011 Model Insurer of the Year award from CELENT.

“Capgemini has a deep understanding of Pega’s leading BPM technology and has a long heritage of delivering projects, making sure customers really get the value they need to drive their organisations forward.”

Alan Trefler
 Founder & CEO, Pegasystems

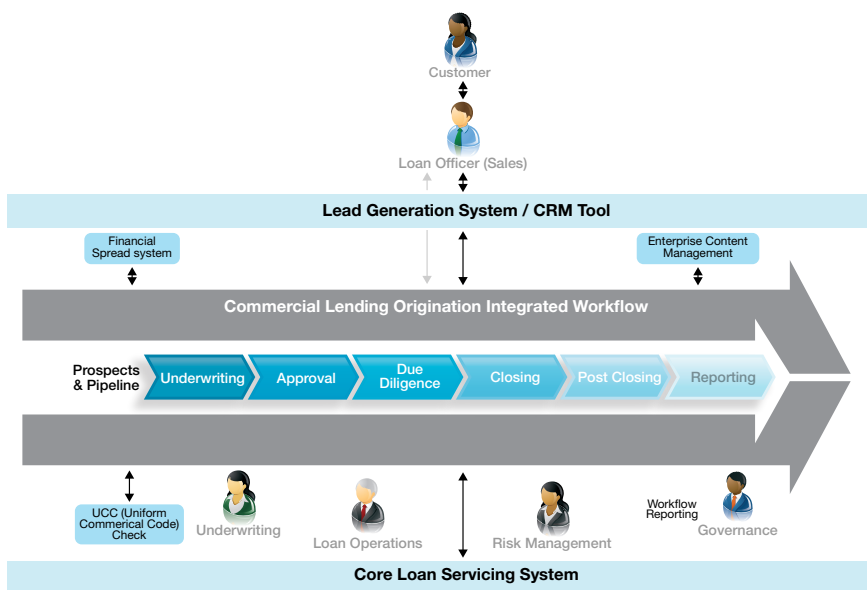
Capgemini BizLender360SM

Capgemini BizLender360SM, offered in partnership with Pegasystems, helps business lenders achieve straight through processing for loan origination, driving major operational efficiency gains, better risk management and reporting, and superior customer service.

Key benefits which clients can achieve with Capgemini BizLender 360SM are:

- Reduce time to market by up to 30%
- Integrate risk management and pricing interface
- Easy exception management through systematic integration of credit policy
- Increase transparency and compliance for regulators through integrated audit trail
- Ability to view and analyze status of deals and research prior deals with process dashboards.

Figure 1: Capgemini Bizlender360SM Framework



“Our clients look to Capgemini to bring them innovative solutions with measurable Return on Investment (ROI) for their business issues. Pegasystems has played a significant role in many of our major global projects and has helped deliver high value with rapid and measurable ROI.”

Bob Scott
Leader,
Capgemini BPM Global Service Line

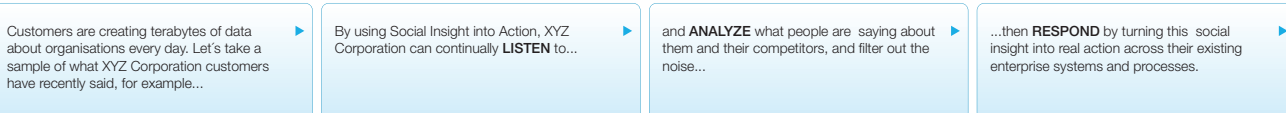
Social Insight into Action

Developed in partnership with Pegasystems and Attensity, Social Insight into Action connects social media analytics with structured information, case management and business process management. Social Insight into Action allows your organisation to turn social insights into action by addressing root causes and changing business rules in near real-time across channels. This gives your organisation the ability not just to hear what your customers and competitors are saying, but to listen, analyze and respond in a fast, efficient and scalable manner so that you can deal with both opportunities and threats.

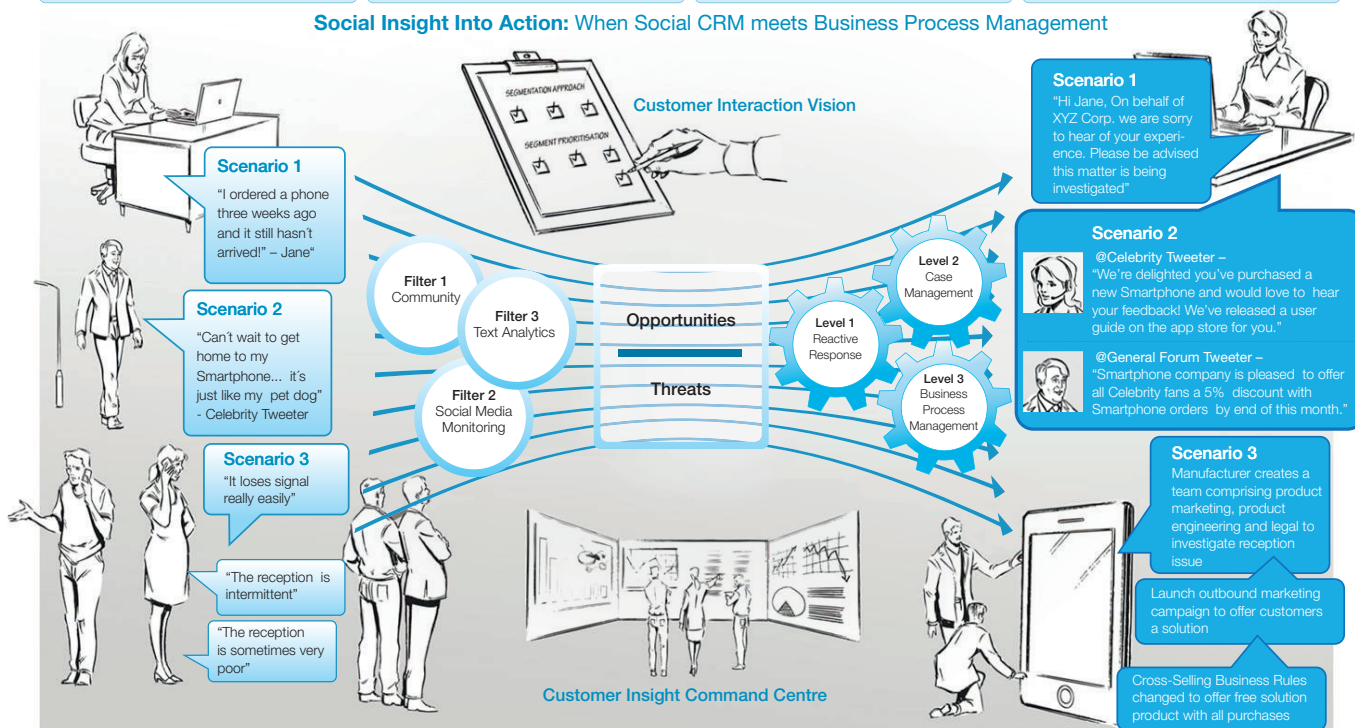
Figure 2: Social Insight into Action – Overview of the solution

Turning social insight into action: When social CRM meets business process management

Need for change ▶ Required Response ▶ Why Capgemini



Social Insight Into Action: When Social CRM meets Business Process Management



How our partnership benefits our clients

Capgemini and Pega have delivered benefits to our customers in two key areas:

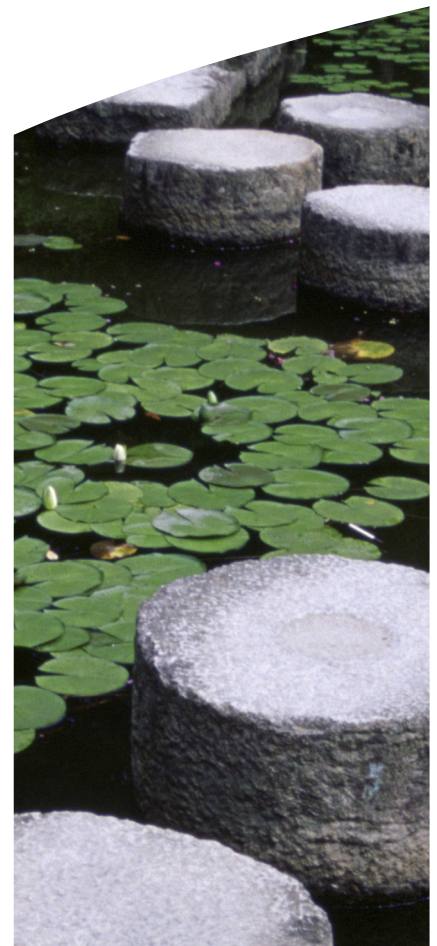
1. Cost reduction/efficiency gains to lower the costs of running, changing and executing processes:
 - In public sector, a win back time of 70 minutes per case on case management
 - Within the insurance sector, we reduced damage claims by up to 33% when implementing a new front office solution for the announcement of damage claims (first notification of loss) for a car insurance company. The process was highly manual and supported by legacy systems. After implementing the Pega solutions, operational expenses dropped by 33%.
2. Increase in competitiveness and agility, and reduced time-to-market for new products and services:
 - For a global banking organisation, we reduced time-to-market for new product releases from nine months to four months
 - In the automotive sector we delivered improved speed to market by 50%
 - For a worldwide engineering organisation, we ran a global operation to optimise and harmonise the business processes and support, leading to precise supply chain planning and processing, with end-to-end, real-time transparency. This resulted in a more accurate process, accelerated supply chain performance and improved competitiveness.

Capgemini BPM/Pega capabilities

Currently our BPM expertise consists of 5,100 consultants providing consulting or technology services. Approximately 3,400 are business process consultants with vertical industry process expertise, another 650 are skilled change management experts, 450 are business process architects and 600 are specialists in Pega PRPC and frameworks. Capgemini also has a large expertise in SOA implementation, Enterprise Application Integration and regular software development in multiple languages. Our BPM consultants collaborate with other Capgemini consultants in virtual communities of practice for BPM, operational excellence, transformation and global delivery.

Summary

Capgemini and Pega work together to deliver world-leading BPM solutions for clients all over the world. We develop innovative solutions to answer specific industry challenges. The collaboration will continue to build on this success, with a focus on delivering results for our clients.

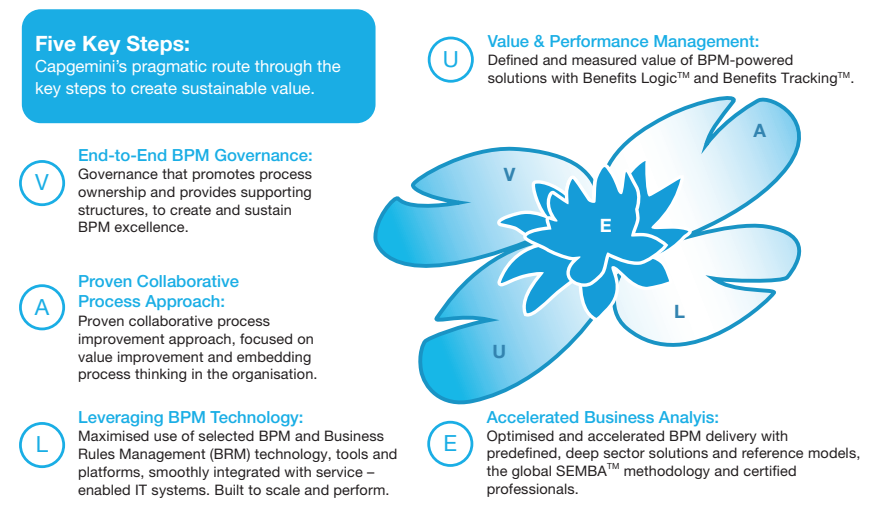


Capgemini's End-to-End BPM Approach

Capgemini Differentiators

- Value Performance Management makes visible and transparent how a company creates value:
 - Simplifying the complexity
 - Benefits tracking and benefits logic
- BPM Service Centre helps align all BPM efforts to achieve continuous improvement:
 - Practices to help organisations mature in process thinking and help sustain BPM capability
- Global availability of Capgemini Business Process Management Centre of Excellence:
 - Using our global delivery model Rightshore®
- Capgemini works with strategic partner Pega to deliver innovative solutions.
- Deep domain knowledge and expertise for process design and improvement:
 - Sector specific processes in BPMT embedded point solutions
 - Domain experts embedded within projects
- Our Collaborative Business Experience™ approach to align Business and IT within your organisation.
 - Transformation and change management
- Capgemini's pragmatic approach:
 - Focused efforts from a clear BPM framework
 - Short cycles with direct tangible results
 - Strong use of best practice method

Figure 3: Capgemini's BPM approach



Capgemini BPM: Simple steps, real value, quick return

Capgemini's approach to BPM distils the understanding we have gained through successful programs around the world. We find that BPM's greatest impact comes from working as closely as possible with the business. This is when our deep sector knowledge becomes crucial. It is the precise understanding of clients' requirements, our experience and insight that enables us to see the benefits that clients can achieve through continuous process improvement and more accurately, help them to identify core solutions.

We create these benefits through our understanding of our clients' priorities and our expertise in business and technology change management.

Our unique approach to BPM leverages the knowledge gained through our successes. This approach consists of five key areas for BPM success; it aligns the end-to-end elements of successful programs to clear, pragmatic steps of action. We ensure that strategy and delivery are always in step and that results are optimised, delivered on time and sustained within the organisation. We help our clients to achieve great results, become more agile and gain competitive advantage

About Pegasystems

Pegasystems, the leader in business process management and software for customer centricity, helps organisations enhance customer loyalty, generate new business, and improve productivity. Our patented Build for Change® technology speeds the delivery of critical business solutions by directly capturing business objectives and eliminating manual programming. Pegasystems enables clients to quickly adapt to changing business conditions in order to outperform the competition. For more information, please visit us at www.pega.com.



About Capgemini

With more than 115,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2010 global revenues of EUR 8.7 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organisation, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

More information is available at www.capgemini.com

Rightshore® is a trademark belonging to Capgemini

To find out more please visit us at
www.capgemini.com/bpm or
contact us at bpm@capgemini.com

