CAPGEMINI'S SAP BRIM SOLUTIONS PREPARE COMPANIES FOR SUBSCRIPTION- AND USAGE-BASED BILLING OPPORTUNITIES

Ideal for high-volume businesses in a range of sectors offering different consumption models for products and services

Today's consumers are looking for more than just a product or service. They want a highly personalized, hassle-free shopping experience that delivers a real business outcome. Consumers expect the brands they endorse to continuously improve and respond to their changing wants and needs.

This is why subscription- and usage-based models are changing how high-volume consumption businesses engage with their customers. The move from the traditional one-time selling model to a recurring subscription model, which creates and deploys solutions that provide consumers with personalized items and services, can unlock new and recurring revenue streams and build customer loyalty.

Capgemini's BRIMEdge, a preconfigured solution using SAP BRIM (Billing and Revenue Innovation Management) on S/4HANA, is ready to help companies unlock those benefits.

THE POWER OF SAP BRIM

Companies are increasingly investing in the subscription economy, moving from selling products to selling services and charging for outcomes. This is forcing companies to look at different business models and revisit the traditional set up of department and organization structures. This move to services-based delivery will change how companies interact with customers.

Capgemini can help companies with this business change as well as the technology to enable that transformation.

SAP BRIM makes revenue management more transparent while providing the scalability, flexibility, and automation that deliver significant competitive advantages.

With SAP BRIM, companies can monetize subscription- and usage-based services in real time by developing and launching customer-centric offers that set them apart. BRIM can also enable models such as pay-per-use, tiered pricing, "freemium," and bundles of products and services.

Companies can easily establish and manage revenue sharing with partners in their channel/ business network – and streamline high-volume revenue-management processes with rules-based, intelligent automation of invoicing and accounting procedures. And this is organized into a unified billing solution that covers customers, vendors, partners, and others.
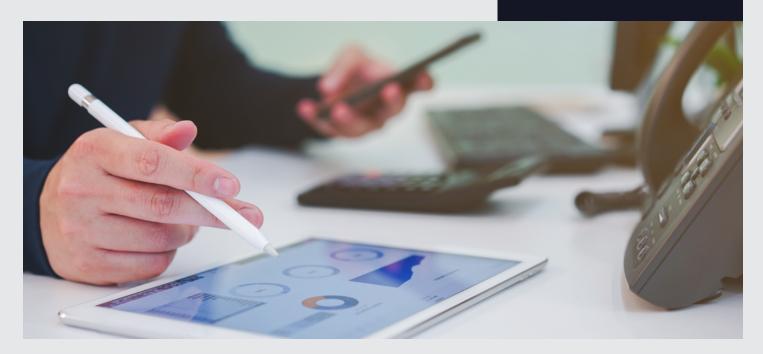
SAP BRIM enables companies to quickly factor behavior into their offerings and pricing lists, then adjust customer pricing and partner revenue-sharing models. This provides customers with individualized, flexible products while allowing companies to explore market opportunities as they arise.

And SAP BRIM does all this while seamlessly integrating with billing systems.

By leveraging these features, SAP BRIM users can fully realize the potential of subscription-commerce opportunities. The resulting recurring revenue streams can help businesses to better estimate their cash flow on a regular basis, contributing to improved forecasting and enabling companies to invest more nimbly as trends change.

The scenarios addressed include:

- Complex, usage-based billing
- Fleet-as-a-Service
- Equipment-as-a-Service
- Solving monetization issues
- Using BRIM as a stepping-stone to your SAP S/4HANA journey.

MAKE SAP BRIM YOUR MONETIZATION PLATFORM

Capgemini's BRIMEdge solution makes SAP BRIM on SAP S/4HANA the optimal solution for all business-partner and customer-facing financials and processes. It includes pricing and quotations, credit and payment worthiness, intelligent scoring, automation, reimbursements (such as rebates, chargebacks, and commissions), and convergent invoicing.

Capgemini's solution provides 360-degree views of customers and contracts and facilitates all aspects of the customer/partner financial relationship – including guided procedures, call-center customer care, complaints/dispute resolution, self-service, and other engagements.

Capgemini's BRIMEdge allows you to manage bundled orders, complex billing, revenue recognition, and financial reporting, including remaining performance obligations.

Capgemini has worked with an array of clients around the world across all major industry segments to define new target operating models as well as implement SAP BRIM. These include:

- High-tech (including subscription services, recurring billing, entitlement)
- Consumer products (rebates, chargebacks, lease billing)
- Telecom and media (including entertainment and information)
- Transport and logistics (Fleet-as-a-Service)
- Medical devices (loaners and subscriptions)
- Agri-business (Crop-Yield-as-a-Service)
- Automotive – car subscriptions.

Our solution delivered in the cloud also leverages Intel Optane persistent memory to help clients achieve optimum performance and lower total cost of ownership (TCO).

CORE CAPABILITIES, ALIGNED

When designing and deploying an SAP BRIM solution, Capgemini leverages its strengths to deliver maximum value to your business.

Our approach draws on extensive, globe-spanning experience to develop the innovative strategies to achieve your business goals when it comes to new revenue models

Our creative, design, and user-experience expertise directs the development of our omnichannel strategy and informs all programs – such as customer relationship management, digital marketing, and content marketing – from strategic branding to personalization.

Capgemini brings a full portfolio of enabling technologies and a reference architecture to the table, including:

- BRIM and S/4HANA
- Revenue Recognition (RAR) and compliance reporting
- IoT/intelligent-device integration
- Commerce and content-management platforms
- CRM and marketing automation tools
- Solutions for configuration, pricing, quote generation (CPQ) and billing
- Digital analytics platforms.

All of this is wrapped in Capgemini's expertise in helping companies through all aspects of business transformation – including organizational change management, governance, and maturity assessments.
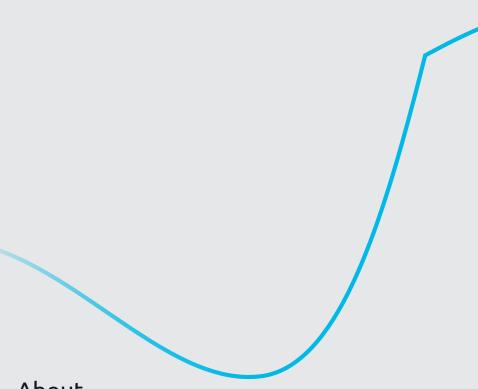
THE CAPGEMINI ADVANTAGE

Capgemini has been a leading SAP Global Integration Partner since 1993 and is ranked first in S/4HANA certifications worldwide. Our more than 22,000 SAP experts have helped more than 1,800 clients around the globe deploy SAP to transform their businesses, making us one of the world's largest SAP systems integrators.

With Capgemini's SAP BRIM solutions, companies benefit from cutting-edge billing and revenue management. Capgemini's proven delivery process and industry expertise help companies transform their billing processes to take advantage of subscription and usage-based opportunities, quickly and successfully.

About
Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of $19.3 billion.

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Note: current conversion is €1 to $1.20 (2/17/21)