



**DIGITAL CORE
FOR ENTERPRISE -
SALES AND SERVICES**



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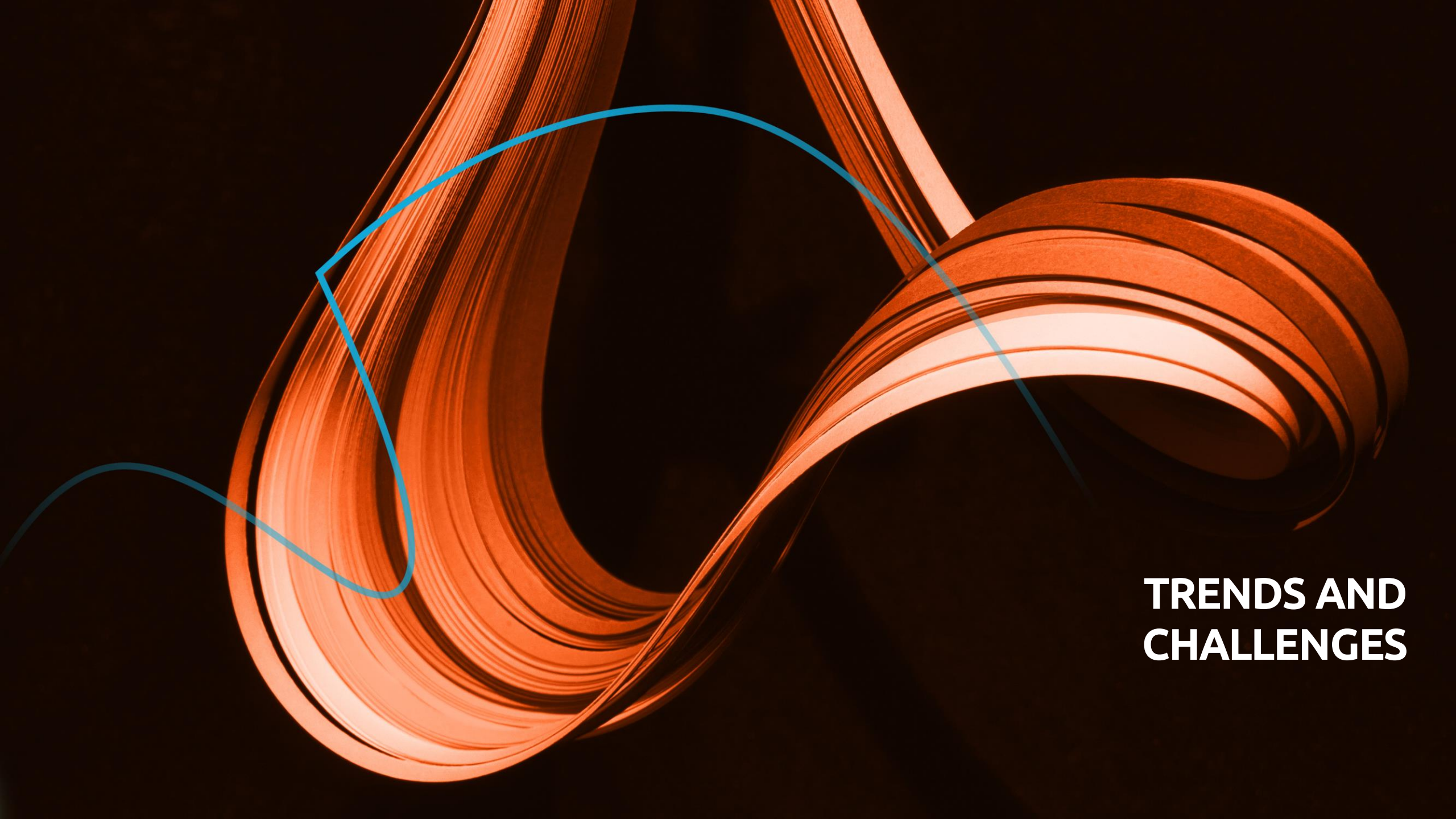
A Servitization

B Customer 360

C SAP BRIM and subscription
based billing

D Fast CPQ

E SAP S/4Hana
Sales and Service



TRENDS AND CHALLENGES



CHALLENGES FOR THE MODERN CSO/CFO

Optimal route to market to acquire Customers . Achieve growth targets with lowest possible customer acquisition cost New operating model

Organizations now more than ever feel the pressure to leverage digital investments to innovate existing or add new monetization models to acquire new Customers or to achieve revenue targets with new or optimize existing business models

What should be the sales process implemented to help accelerate sales cycle and win deals.

How do I define and bring services to market in a short amount of time?

Growing volume of digital transactions require better transparency, traceability

Drive accountability across marketing , procurement , finance and production so that revenue generation is viewed as team goal and not just sales responsibility

How do I keep up the great customer experience?

Service based Economy

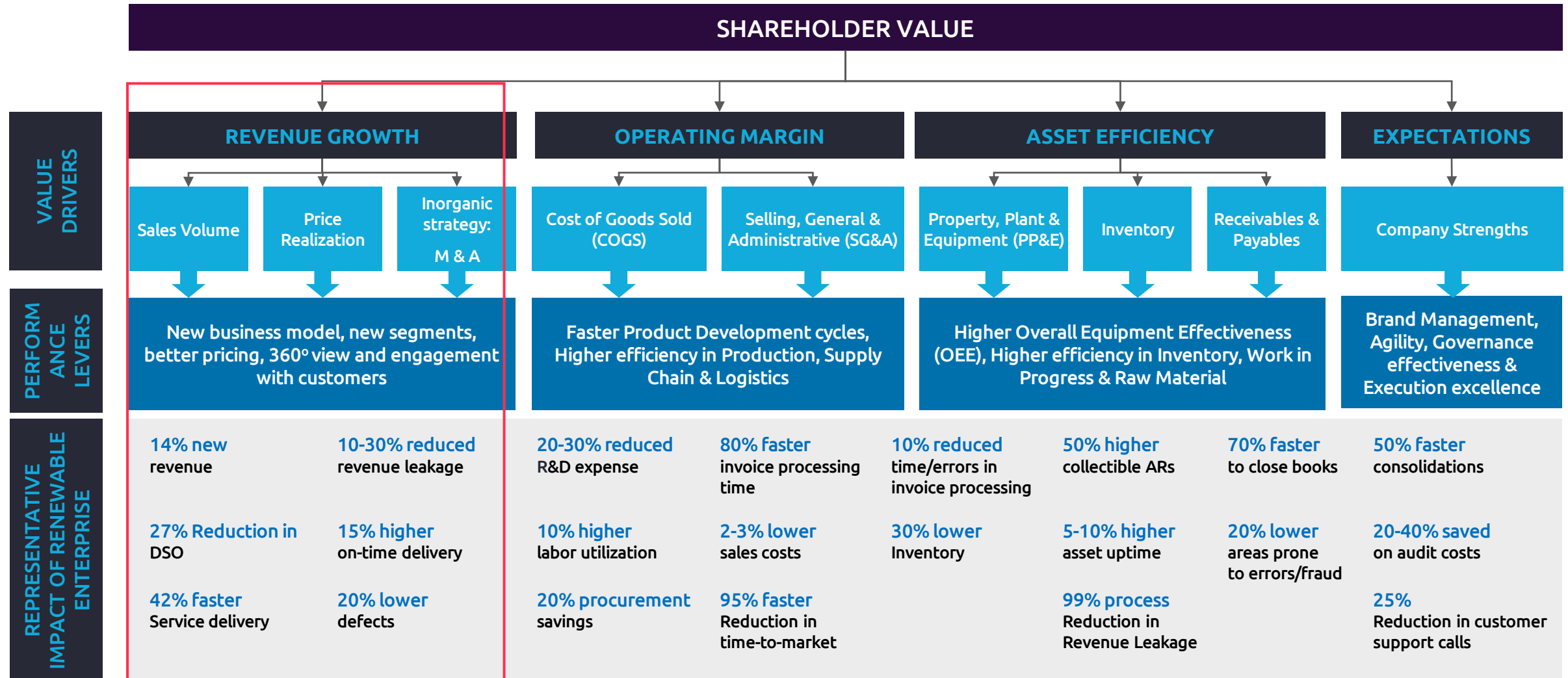
- Digital economy with emergence of platforms
- Revenue Sharing
- Innovative models with agile pricing

55% of organizations globally the number 1 priority for 2021 and 2022 will be to digitally enhance their products, services, and customer experiences.

According to IDC's European Digital Reignition Survey, 91% of organizations feel that CEO's pressure to transform has increased.



CAPGEMINI'S RENEWABLE ENTERPRISE HELPS EMPOWER CXOS ACROSS FUNCTIONS



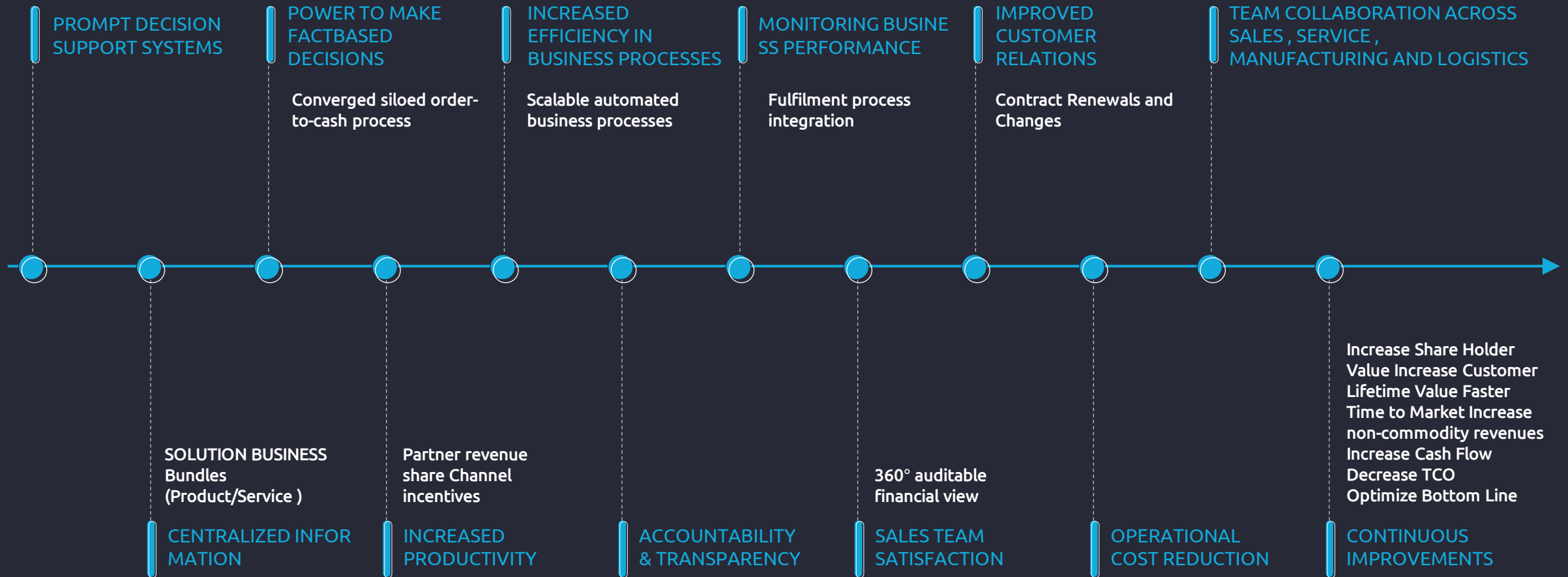
*Indicative results based on SAP S/4 Surveys

The background features a dynamic, abstract composition of thick, flowing orange lines that swirl and curve across the frame. A thin, light blue line weaves through the orange forms, adding a sense of movement and depth. The overall aesthetic is modern and high-tech, set against a solid black background.

THE FUTURE OF SALES – DIGITAL SALES TRANSFORMATION



WHAT DO CSO'S WANT?





DIGITAL SALES

WANTS OF CSO

- Prompt Decision Support Systems
- Centralized Information
- Power to make fact-based decisions
- Increased Productivity
- Increased efficiency in Business Processes
- Accountability & Transparency
- Monitoring Real-time Business Performance
- Employee Satisfaction
- Improved Customer Relations
- Operational Cost Reduction

BUSINESS CONTENT AND CHALLENGES

- Partners and vendors are siloed, use excel files and workarounds to quote and lack visibility to succeed
- Increasing TCO & apprehension of Cost of Transformation
- Complex & redundant systems reducing speed to market (time to market)
- Growing Compliance mandates
- Transitioning from offering physical products to additional value-added services
- Innovative pricing and revenue sharing while keeping

SAP SOLUTIONS

- SAP Subscription Billing , SAP Entitlement Management Solution, SAP CPQ
- S/4HANA Convergent Mediation by DigitalRoute, cloud edition
- S/4HANA Cloud for contract accounting and invoicing
- S/4HANA for billing and revenue innovation management (BRIM)
- SAP S/4 Hana

BENEFITS

NEW ARCHITECTURE

- Reinvent business models, consequently driving new revenues and profits
- Connect with customers through any channel to deliver output/outcome-based revenue
- Enables business process simplification at real-time and adapt instantly at the pace of business
- Agile business models, to support transformation to new business models or optimization (optimizing?) their existing models
- Deployment Options – Cloud/On-Prem or hybrid to drive quick time-to-value

EXPERIENCE

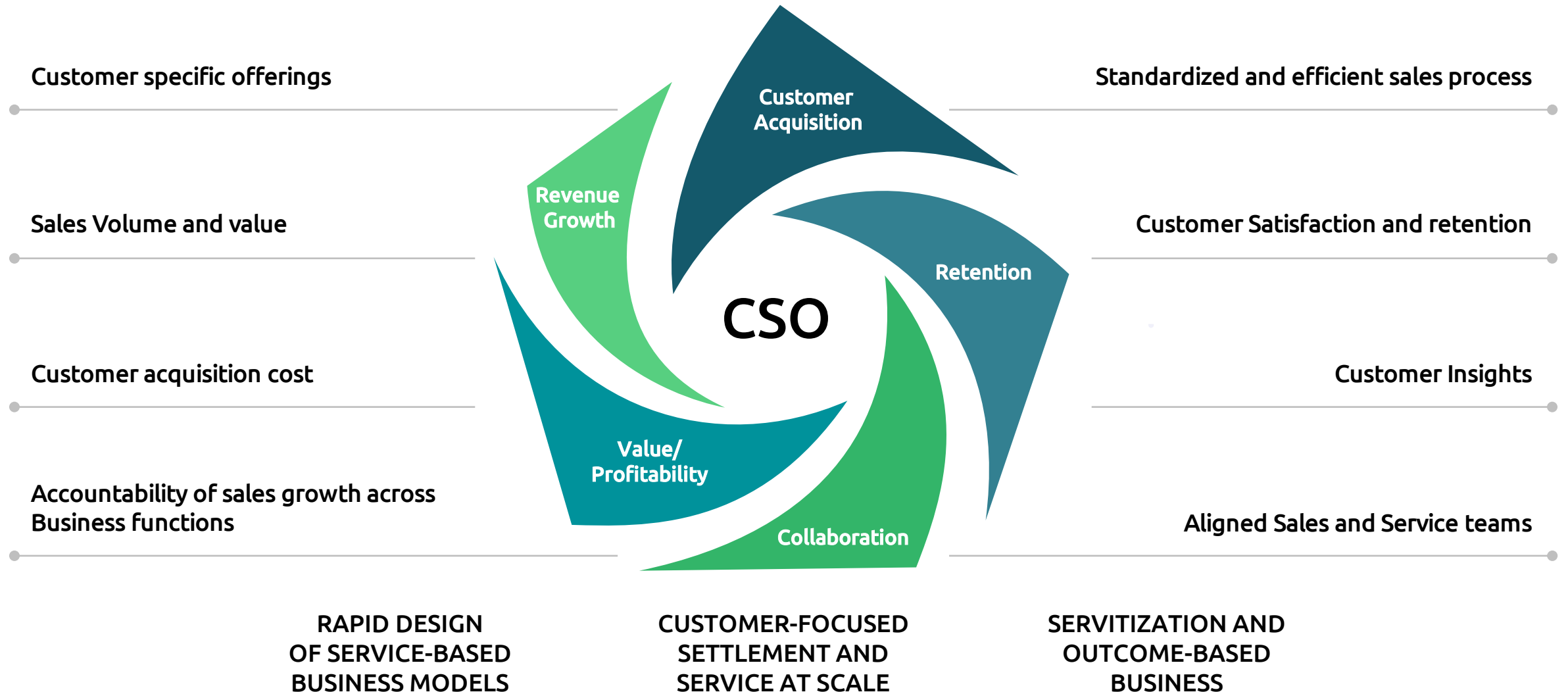
- Diversify and transform your business with flexible bundling, extending traditional products with value added services and subscriptions, sold holistically in the same bundle
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HOW TO GET STARTED?

- Decreasing revenue from commodity services, looking for added revenue streams from subscriptions ex. E-Mobility
- Meet new customer behaviors (servitization vs ownership; flexibility on payments i.e deferred payments, installment plans, partner revenue sharing)
- Introducing Flex bundles (physical goods, one-time services) and create long running contractual services
- Inability to scale their sub-ledger while going direct-to-consumer (performance issues); revenue leakage coming from siloed architecture



CSO KPI FOCUS FOR THE NEXT GEN C-SUITE












OUR SERVICE OFFERINGS



THE PATH TOWARD INTELLIGENT SALES AND SERVICES ENTAILS ADDRESSING CRITICAL PROCESS-DRIVEN CHALLENGES WHILE ARCHITECTING THE FUTURE

 OFFERING	 CHALLENGE	 SOLUTION
 SERVITIZATION	<ul style="list-style-type: none">As more and more manufacturing industries strive to build a recurring value chain for customers, it becomes imperative to make the shift from being a mere product supplier to becoming an integrated solution provider. The process of building revenue streams for manufacturers from services is servitization	<ul style="list-style-type: none">Capgemini facilitates the move to servitization in a controlled, modular, flexible, agile and risk-mitigated wayWith SAP S/4HANA®, SAP Customer Experience®, SAP BTP, Analytics and Asset Intelligence Network (AIN), Capgemini can provide all the components needed for a single, streamlined and world-class servitization approach
 CUSTOMER 360	<ul style="list-style-type: none">B2B eCommerce challenge is to match B2C expectations, overcome channel conflicts, transcend the transaction, provide a single source of truth for the ecosystem	<ul style="list-style-type: none">Capgemini Customer 360° integrates with a client's back-office functions and brings together trading, marketing, supply chain and IT functionality in a single environmentIt addresses client needs across channels and through systems that optimize a diverse range of activities including catalog management, guided buying and selling, product configuration, pricing and quotes, contract management, promotions and rebates, renewals, and order management
 SAP BRIM AND SUBSCRIPTION BASED BILLING	<ul style="list-style-type: none">Marketers encounter new challenges as they navigate evolving customer expectations: How to accelerate sales conversions; How to differentiate our value propositions; How to get value out of our customer personas and journey mapping; How to orchestrate messaging across online and offline touchpoints; How can marketing help shape the product experience for growth; How to get value out of new marketing tools and technologies?	<ul style="list-style-type: none">SAP BRIM makes revenue management more transparent while providing the scalability, flexibility, and automation that deliver significant competitive advantagesWith 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, and bundles of products and services.
 SAP S/4 HANA SALES AND SERVICE	<ul style="list-style-type: none">Single platform for sales and service to deliver a better customer experience	<ul style="list-style-type: none">Single Sales and service cloud platform to craft seamless customer experienceCovering Pre-sales , sales , order fulfillment and services thus covering the entire end to end process integration
 SAP CPQ	<ul style="list-style-type: none">A Streamlined sales process with reduce time between quote request and order	<ul style="list-style-type: none">Smooth flow of data, greater order consistency and accuracyEmpowered customers able to build their own quotes



TYPICAL CHALLENGES AND OUR SOLUTIONS

TRANSFORMATION (NEW MODELS)

ISSUES ENCOUNTERED

- New Business Models
 - From selling Products to selling Solutions, including Sales, Services and Subscriptions
 - The more configurable the product, the more complex the pricing
- Time to Market
 - Rapidly implement the solution
 - Test go to market bundled strategies

SOLUTIONS

- CPQ is a tool for sales reps to automate the configuration of complex products and bundles that have multiple elements.
- Diversify and transform your business with flexible bundling, extending traditional products with value added services and subscriptions, sold holistically in the same bundle
- Enable the full subscription lifecycle and monetization

EXTENSION OF LEGACY MODELS

- Sales tools to keep up with modern engagement
- Partners and vendors are siloed, use excel files and workarounds to quote and lack visibility to succeed
- Unable to sell bundles of physical goods with services and subscriptions
- Unable to provide converged invoicing for products and services

- **Simplify** the implementation of Renewal scenarios in CPQ to lower the overall TCO, provide correct info, guided selling, error free quotes and accurate pricing.
- Using BRIM Reduced time to market for highly complex products and bundles, supporting multilevel, nested configurations.
- Move from physical to omni-channels

OPTIMIZATION OF EXISTING MODELS

- The cost of providing incorrect quotes is lost revenue
- The more configurable the product, the more complex the pricing
- Unable to manage receivables and payables in the same system

- Businesses can manage real-time updates to product, pricing, configuration, and customer data with CPQ.
- Reduced time to market for highly complex products and bundles, supporting multilevel, nested configurations.
- 360° view of all financial activity with granularity up to the line item level and full traceability of financial activity from billing into the sub-ledger, revenue recognition and general ledger
- Wrap new services around core & commodity



SERVITIZATION

MAIN SERVICE OFFERINGS

THERE ARE SEVERAL INTERESTING THINGS ABOUT THESE NEW BUSINESS MODEL ...

- Converting your asset bundling related services and charging customers based on a pre-agreed outcome.
- Pricing based on real-world usefulness, and not merely just as a commodity enabling manufacturers to differentiate themselves against lower-cost competitions
- Servitization is in the interests of the provider, and not just of the customer, that the product or service operates as efficiently as possible

... AND 3 MAIN MODEL TYPES

- **Bundled Product support services:** Customer owns product but buys it as part of service which might include Service Level Agreement (SLA), extended warranty or maintenance contract, delivery, product installation, spare parts, updates/upgrades, repairs etc.
- **Usage and consumption:** Supplier owns product, and customer pays a set fee (subscription) for sole use of product or service for a predefined period of time
- **Outcome-based contracts:** Product fully owned and serviced by supplier, Customer only pays for actual outcome, not for the whole product.

CAPGEMINI APPROACH TO SERVITIZATION

- The servitization concept is facilitated by Capgemini's approach to digital business transformation which we call the **Renewable Enterprise**, and by its strengths specifically in managing enterprise-level transitions to SAP S/4HANA® including SAP BRIM, SAP CPQ, Customer 360, SAP Sale and Service.
- With support from Capgemini, organizations can learn as they transact; earn revenue even while they are exploring new avenues of income and establish a consistent but flexible digital platform that can accommodate current and future business needs
- Capgemini can provide all the components needed for a single, streamlined and world-class servitization approach, covering everything from modeling complex bundles of products and services, to automated feedback of sensor metrics relevant to asset uptime, usage, telemetry data or complex sales and billing

CAPGEMINI WITH SAP S/4HANA ALLOWS YOUR BUSINESS TO BE FLEXIBLE AND SUPPORT THE NEW BUSINESS MODEL IN AN AGILE WAY

- Expertise and accelerators in industries to which servitization is particularly suited.
- A reference architecture that can accelerate and reduce risk for any required business model changes
- Full spectrum of capabilities from business strategy and innovation, to application and infrastructure design, build and support, up to business enablement and operations



2 FAST DIGITAL 4 DISCRETE INDUSTRIES: CUSTOMER 360

FAST DIGITAL 4 DISCRETE INDUSTRIES – CUSTOMER 360

Leveraging SAP Customer Experience solutions, Capgemini has created a model that integrates with a client's back-office functions and brings together trading, marketing, supply chain and IT functionality in a single environment. It addresses client needs across channels and through systems that optimize a diverse range of activities. These include: catalog management, guided buying and selling, product configuration, pricing and quotes, contract management, promotions and rebates, renewals, and order management.

Example of Innovation Scenario Customer 360

How?

- Provide a B2C experience to B2B with Ready Built integration scenarios to accelerate implementation and provide a unique seamless customer experience
- Bring IOT connected device in Context of the Customer demands and usage by delivering one Portal application to drive Support, Sales and Service.
- Connect the enterprise to the people who service the purpose, between all demand channels and all fulfillment channels
- Integration of SAP Commerce Cloud storefronts, dealer application, SAP Sales & Service Cloud, SAP CPQ and back-office enterprise system (ECC, S/4HANA,...)
- Customer specific view of activity and assets, 2D/3D parts identification, video support for technician call, direct online parts/services selling

Where?

- Mid to large enterprise (Upper GB to LE)
- Discrete Manufacturing – IM&C, Auto Supplier, A&D Supplier, High Tech Supplier

Challenge

- B2B is operating in a rapidly changing environment, especially now in discrete industries where accessing the relevant data at the correct moment is key and delivering one experience from Sales through Service
- Today's corporate buyer travels in an ever increasing digitally empowered and complex journey.
- To deliver optimal service, back-office service representatives as well as frontline field engineers and technicians need a complete view of their customers' service issues to identify and deliver potential resolutions.
- Hence the B2B eCommerce challenge: match B2C expectations, overcome channel conflicts, transcend the transaction, provide a single source of truth for the ecosystem.

Why?

- B2B Customers want to be in control of their data and have a view of their connected asset to drive a seamless experience from Sales through Service.
- More B2B buyers prefer doing their own online research during the purchase journey rather than talking to a salesperson
- They want to buy on any device at any time with real time visibility to inventory levels, pricing, shipping data
- They expect an intuitive, responsive and easy to navigate digital experience
- Customers are tired of inaccurate information especially when it's tied to an emergency order or trying to get a piece of equipment back online.
- Time is money and decisions are made based on the information given.

Who?

- CDO, CTO, Chief Customer Officer
- CMO, CSO

SAP BRIM AND SUBSCRIPTION BASED BILLING

MAIN SERVICE OFFERINGS

ENABLING SUBSCRIPTION ECONOMY

- Capgemini understands the unique challenges of the subscription-based business model & billing solution from our in-depth experience working with some of the leading global companies in this and similar sectors.
- Multiple decades of experience in mediation solutions & subscription-based pricing & billing of high-volume usage records.

... BUILDING THE FUTURE TOGETHER

Capgemini offers an SAP BRIM Centre of Excellence with 100+ specialists including experienced BRIM certified professionals, having in depth knowledge & working experience in S/4 Hana BRIM 1809 & 1909 versions.

- End to end subscription billing solution implementation & support experience across industries in onetime, recurring & usage-based billing business model.
- Global leader in successful full stack BRIM solution, 1909 version implementations
- We bring relevant assets (tools, best practices, experience in implementing BRIM) designed to accelerate BRIM solution implementation.
- We have a mature methodology used consistently across the globe, which we keep up-to-date through our continuous improvement process.

USE CASES

- **New Revenue Models** in addition to existing models
- **Reduced Time to market** for new service offering.
- Enables **highly automated and low-touch** order-to-cash processes
- **Automated Revenue Share** with partners for various use cases

FEATURES

- Supports Subscription, consumptions and hybrid models
- Enable the full subscription lifecycle and monetization
- Contract bind to quote, customer is billed what he has signed for.
- Consolidate billing data from multiple systems on a single billing platform
- Native integration with S/4HANA Finance in the Cloud and On Prem

INDUSTRIES

- High-Tech, Telecom, Media, Technology, Transport and logistics, Financial Services



FAST CPQ

MAIN SERVICE OFFERINGS

STARTING NOW...

- A fully integrated CPQ offerings with streamlined sales process for faster quote generation. Solution greatly reduce time between quote request and order
- Includes
 - Pre-Configured for manufacturing, life-sciences, and automotive sectors
 - Quickly and efficiently transform your CPQ process while avoiding complexity and integration resources
 - Proven to accelerate time to market for self-service CPQ solutions – and drive measurable impact as a result

... BUILDING THE FUTURE TOGETHER

- Seize the opportunity with Capgemini's Fast CPQ for SAP Customer Experience solutions.
- Present customers and your sales team with a single, consistent view of products, configuration options, and customer information via seamless flows of data from SAP S/4 to both the commerce storefront and the sales CPQ system.

USE CASES

- Streamlined sales process means faster quote generation
- Smooth flow of data, greater order consistency and accuracy
- Empowered customers able to build their own quotes
- Greatly reduce time between quote request and order
- Unlock potential for more revenue, healthy profit margins

FEATURES

- Complete and configure quotes with ease
- Easily add up-sell, value-add opportunities
- Achieve bind to quote with accuracy
- Automatically apply discounts
- Constantly communicate with customer through self-serve portal, immediately notify when quote is complete
- Easy to issue follow-up survey

INDUSTRIES

- Manufacturing, life-sciences, and automotive



SAP SALES AND SERVICES

MAIN SERVICE OFFERINGS

ENABLING A SEAMLESS SALES CYCLE FROM PROSPECTING TO DEAL CLOSURE TO AFTERSALES SERVICES

- Capgemini understands the challenges faced to bring in the seamless connect between sales and post sales management
- Multiple experiences in aligning sales and services in a singular platform with SAP S/4 Hana Renewable Enterprise offering

... BUILDING THE FUTURE TOGETHER

We offer experienced Order to Cash certified professionals, having in depth knowledge & working experience in S/4 Hana multiple versions.

1. Prefabricated industry solutions across Consumer products , Retail , manufacturing , life sciences , Chemical industries , Energy and Utilities and Automotive covering Sales and order fulfilment life cycles as well as after sales services
2. Assets covering unique process scenarios focused on sales cycle and order fulfilment like Management of Returns , product allocations , rebates handling , analytics tracking Sales KPIs all through the move to S/4 Hana deployment

USE CASES

- **Sales Analytics for KPI tracking** – Sales Overview and Management and performance
- **Customer Overview** – In-depth Customer Analytics which give in all details around the Business Partner
- **Service Management** – Service Contract Analysis by Value , Profit , due for Expiry
- **Advanced Available to Promise for customer order fulfillment**

FEATURES

- Customer Churn Prediction and Prevention
- **Sales Genie** - mobile app-based solution which can enable a sales person on the field to replenish the materials in a few clicks

INDUSTRIES

- Consumer products , Retail , manufacturing , life sciences , Chemical industries , Energy and Utilities and Automotive



TRADITIONAL PRODUCT OFFERINGS

- Products
- Functionality
- Single Transaction
- One time Supplier
- Touchpoint (e.g. EDI)

TRANSFORMATION BY SERVITIZATION

- Servitization maturity & Minimal Viable Product
- Business & operating models
- Solution architecture (CX / ERP & digital twin)
- Agile ITSM & enterprise architecture

ADVANCED SERVICE OFFERINGS

- Solutions
- Outcomes
- Long term contracts
- Network partner
- Eco-systems

- Reinvent business models, consequently driving new revenues and profits
- Connect with client customers through any channel to deliver output/outcome-based revenue
- Enables business process simplification at real-time and adapt instantly at the pace of business
- Agile business models, to support transformation to new business models or optimization (optimizing?) their existing models
- Deployment Options – Cloud/On-Prem or hybrid to drive quick time-to-value

- Diversify and transform your business with flexible bundling, extending traditional products with value added services and subscriptions, sold holistically in the same bundle
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The diagram illustrates the SAP S/4HANA BRIM architecture, showing the flow of data and processes between different components.

Convergent Mediation: This component handles data validation and cleansing, data mapping, and data correlation. It is connected to the SAP S/4HANA BRIM core.

Convergent Charging: This component handles rating and charging, charge plan and mapping tables, and data correlation. It is connected to the SAP S/4HANA BRIM core.

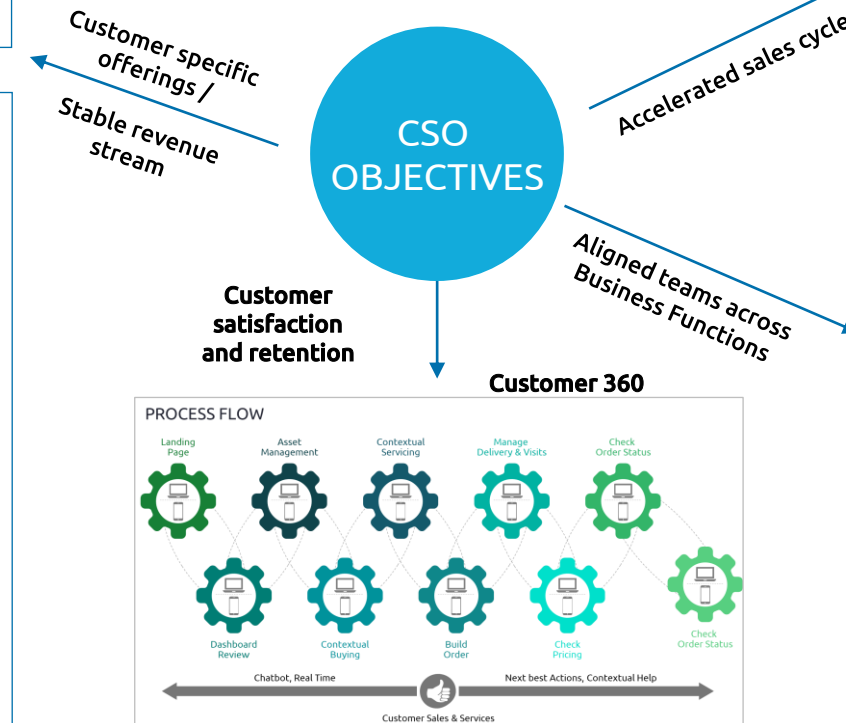
SAP S/4HANA BRIM Core: This core component is responsible for business partner, contract account, subscription order, subscription contract, BIT & CIT, billing and invoicing, credit management, AR processing, AR processing, C/L posting, dunning, and collection. It is connected to the SAP S/4HANA BRIM core.

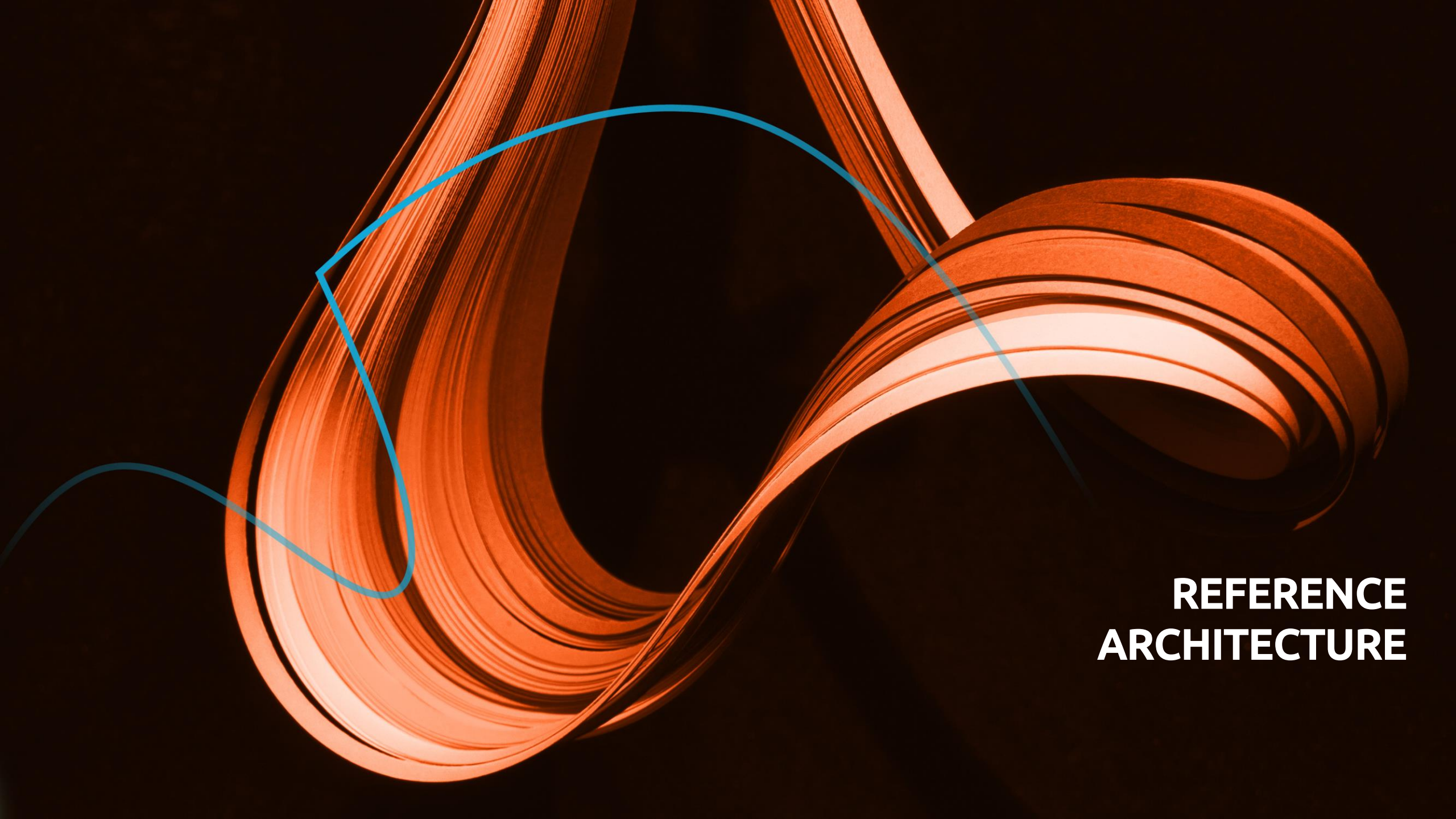
External Systems: The architecture is integrated with Hybris Commerce, SAP CPQ, and ECC 6.0. Data flows from Hybris Commerce and SAP CPQ to the SAP S/4HANA BRIM core. Data flows from the SAP S/4HANA BRIM core to ECC 6.0.

Data Flows:

- Usage Data flows from Convergent Mediation to Convergent Charging.
- Billable & consumption items (Recurring & usage one time charge) flow from Convergent Charging to the SAP S/4HANA BRIM core.
- C/L Extract flows from the SAP S/4HANA BRIM core to ECC 6.0.

BUYERS:	SALES:	C-SUITE:
The experience gap <ul style="list-style-type: none">• The digital economy has forever changed the buyer/seller dynamic.• Risk: manual, slow CPQ processes put satisfaction and sales at risk• Opportunity: easy, intuitive self-service offering for buyers. Simple to customize according to needs	Internal complexity <ul style="list-style-type: none">• B2B quotes are complex, with many configurations and options.• Risk: manual, slow information gathering results in errors, frustration• Opportunity: seamlessly integrate teams and systems for easy flow of CPQ data – faster processes	Revenue growth <ul style="list-style-type: none">• Inability to pivot quickly enough to adapt to customer/market needs• Risk: needless drag on revenue and profit margins• Opportunity: responsive, easy-to-update pricing/incentive system to shorten time to order

[illegible]



**REFERENCE
ARCHITECTURE**



REFERENCE ARCHITECTURE CROSS INDUSTRIES



SAP CLOUD PLATFORM INTEGRATION

**BUSINESS MODEL
DESIGN**

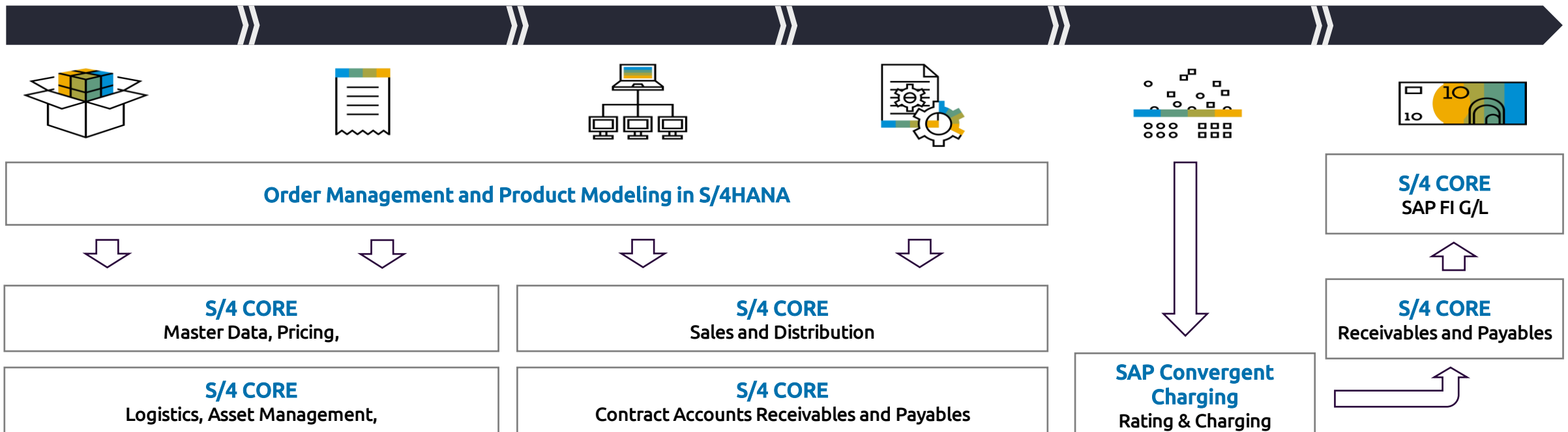
**ORDER
CAPTURE**

**ORDER
FULFILLMENT**

**ORDER
ACTIVATION**

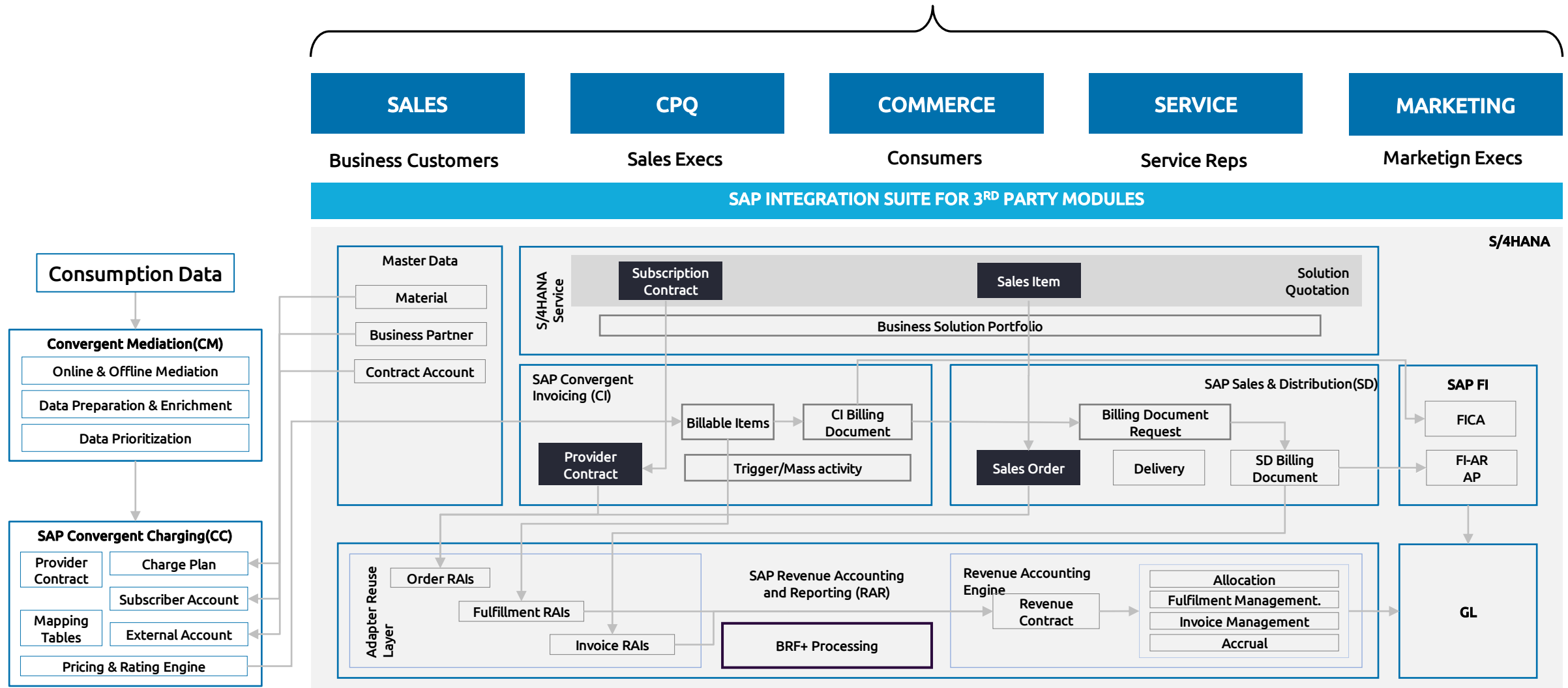
**USAGE
COLLECTION**

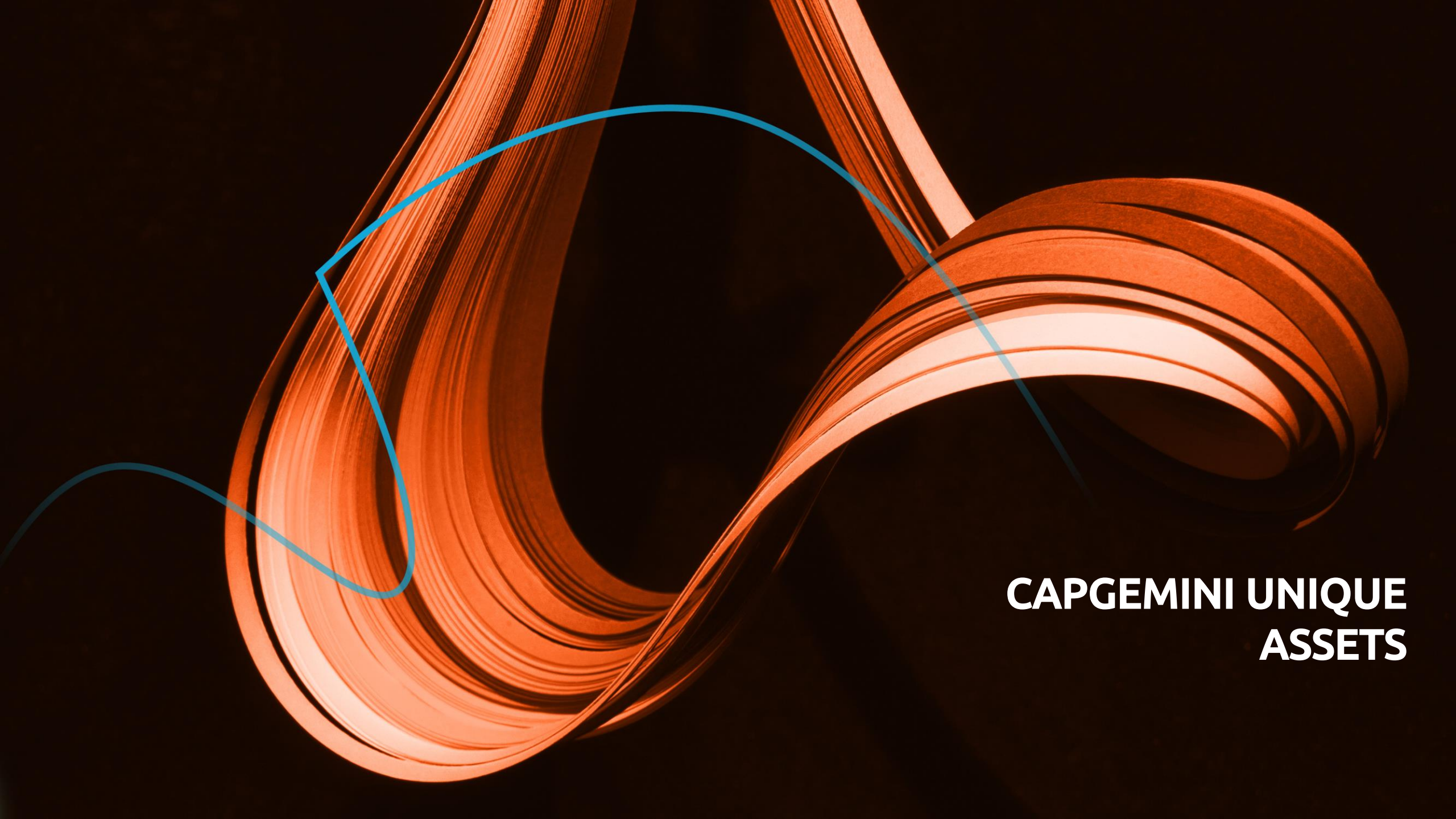
**BILLING & INVOICING
FINANCIALS**





ARCHITECTURE – A DEEP DIVE (BRIM)






**CAPGEMINI UNIQUE
ASSETS**

OUR VALUE PROPOSITION: ACCELERATE AND SECURE YOUR INTELLIGENT SALES AND SERVICES TRANSFORMATION LEVERAGING THE FULL POWER OF TECHNOLOGY AND COLLABORATION

A circular image showing a close-up of several interlocking brass gears, symbolizing a complex mechanical system or orchestration.

FULL CYCLE AND ECOSYSTEM ORCHESTRATION

A single player able to orchestrate the design, transformation, integration and execution of Quote to Cash, leveraging broad capabilities and a large set of technological partnerships all along the value chain

A circular image showing a person in a black leotard performing a handstand against a white brick wall, symbolizing agility and balance.

AGILE TRANSFORMATION FROM THE DESIGN

A unique combination of work with industry leaders, set of experts and large consulting and IS/IT capabilities to accelerate and secure transformation leveraging agile approaches

A circular image showing a rocket launching with a large plume of smoke and fire, symbolizing scale and deployment.

@SCALE DEPLOYMENT AND OPERATE

Our proven ability to deploy and operate at scale, leveraging our global capabilities across geographies and industries, from consulting to IS to data and business services



CAPGEMINI'S ACCELERATORS

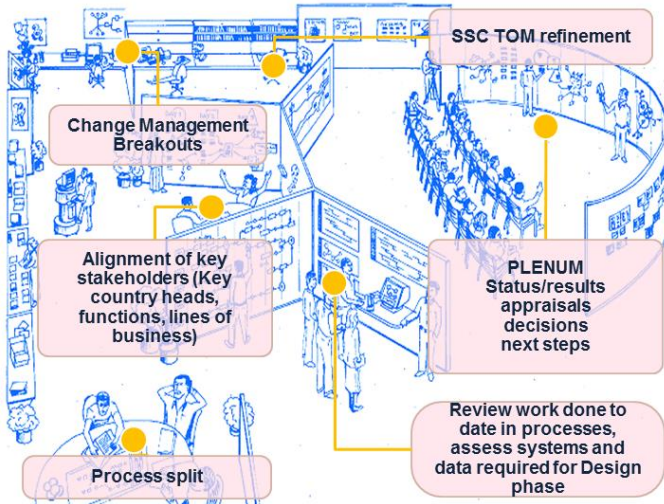
ACCELERATED SOLUTION ENVIRONMENT (ASE) APPROACH:

ASE ALLOWS ALIGNMENT, DECISION, COLLECTIVE ENGAGEMENT AND ACCELERATION



- Our Accelerated Solution Environment (ASE) approach aims at **bringing alignment, engagement & readiness** for change ahead within each stakeholder through established facility or mobile service.

CRITEO ACCELERATED SOLUTION ENVIRONMENT



WHAT WOULD WE DO?

- Bring key stakeholders on an off-site event in one of our world class collaborative environments
- Secure on-boarding & engagement of key stakeholders
- Share “Build Core mode” blueprint and collect key stakeholders' feedback and validation before proceeding to “Go-live pilot phase”

WHAT WOULD WORLDLINE GET OUT OF IT?

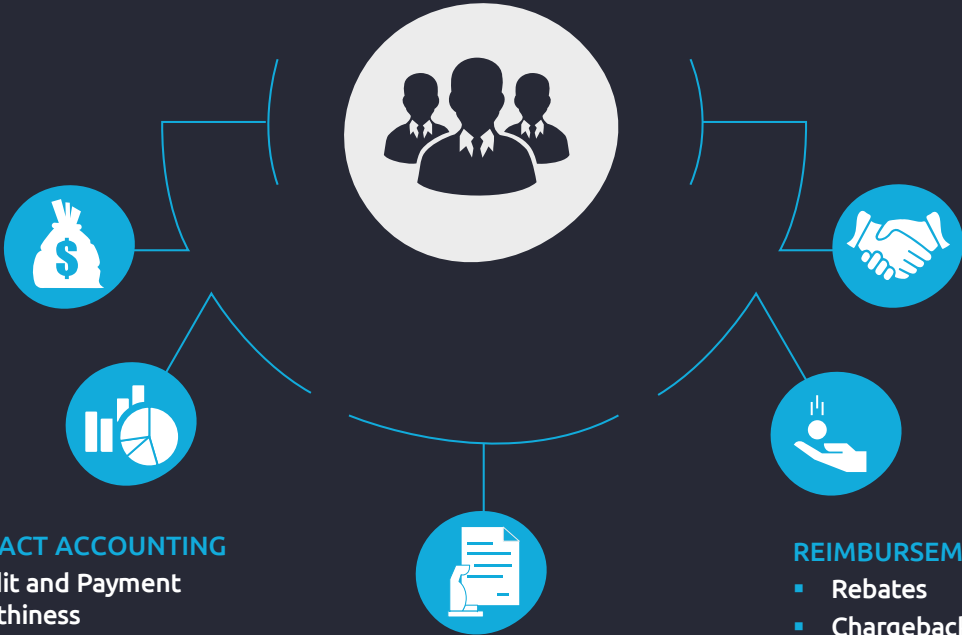
- Confirmation that all risks are identified with a clear mitigation in place
- Stakeholder identification, business engagement & confirmation of effort needed by Criteo employees
- Business readiness assessment: identified change challenges in countries

CAPGEMINI'S ACCELERATORS

BRIM EDGE SOLUTION – CENTRAL MONETIZATION

CENTRAL BILLING HUB FOR ALL BUSINESS PARTNER/ CUSTOMER FACING ACTIVITIES INTEGRATING TO CRM, CX AND ERP

- FINANCIAL CUSTOMER CARE**
- Complaints/Dispute
 - Call Center
 - Adjustment tools
 - Guided Procedures
 - Self Service



- CONTRACT ACCOUNTING**
- Credit and Payment Worthiness
 - Intelligent Scoring
 - Guided Procedures
 - RevRec (RAR)

- CONVERGENT INVOICING**
- Hierarchy View of Customer
 - 360 View of Customer
 - Customer Engagement as Requested

- CENTRAL CONTRACT MANAGEMENT**
- 360 Contract View
 - Consolidated process and system

- REIMBURSEMENTS**
- Rebates
 - Chargebacks
 - Commissions



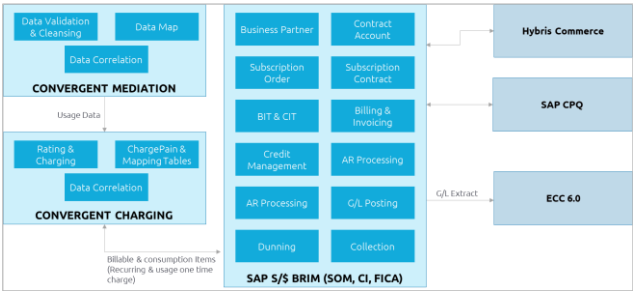
BRIM CAPABILITY MAP

CUSTOMER ORDER AND CONTRACT MANAGEMENT	CUSTOMER USAGE AND COLLECTION	PRICE MANAGEMENT	BILLING AND SETTLEMENT	PAYMENTS AND CASH APPLICATIONS	CREDIT AND COLLECTIONS	CUSTOMER SUPPORT
Product Bundle & Modeling	Offline & Online Mediation	Service Pricing & Modeling	Management of Billable Items	Single combined AR & AP runledger	Credit Management	Financial Customer Care
Manage Solution Quotation	Policy Management	Service Pricing & Modeling	Customer Billing & Invoicing	Incoming & Outgoing payments	Dunning & Collection Management	Dispute Management
Subscription Order capture		Online & Offline Charging	Partner payment statements	Payment Deferrals & Installment Plan	Fees & Interest Calculation	
Order Distribution & Fulfillment		Partner revenue share calculation	Output Management	Cash Desk	External Agency Integration	
Subscription Contract Change		Online Account Balance management	Invoice Correction	Digital Payments Integration	Security Deposits	
			Revenue Recognition		Doubtful entries individual value adjustments write-offs	

BRIM BUSINESS CASE PLAYBOOK

Identify Capabilities Required	Identify Operational Metrics Measured	Identify Quantifiable Impact of Metrics	Identify Financial Statement Impact	\$ MM
SAMPLE OUTPUT				
ORDER TO CASH	<ul style="list-style-type: none"> Quotation Management Billing and Settlement 	<ul style="list-style-type: none"> Reduction in customer support calls Decrease in operational cost 	<ul style="list-style-type: none"> Quote to Cash lead time Order to cash cycle cost 	<ul style="list-style-type: none"> Balance Sheet (one time) \$XX – \$YY MM
RECORD TO REPORT	<ul style="list-style-type: none"> Credits and Collections Contract Accounting 	<ul style="list-style-type: none"> Lower Day Sales outstanding Reduced Revenue leakage 	<ul style="list-style-type: none"> Net Sales P&L (Recurring) 	<ul style="list-style-type: none"> \$XX – \$YY MM

BRIM EDGE





CAPGEMINI'S ACCELERATORS - BRIM ROLL-OUT TOOL KIT (ROTK) TO DEPLOY SAP BRIM IN A STANDARDIZED AND INDUSTRIALIZED MANNER

As we deploy the new SAP solution to Worldwide entities, it is be very important to leverage ROTK, based on standard methods and solutions. We have created a tool kit using a reference model, which can be readily executed to create a specific deployment toolkit

- ROTK will help rollout program deploy in a standardized and industrialized manner
- Cook book with instructions and manuals from start to finish
- Pre-defined formats and fill-in sheets to fast track deployment



**SAP GLOBAL TEMPLATE
SOLUTION**



**"FILL IN"
CONFIGURATION**



**TEST CASES
AND SCRIPTS**



PMO PACK



**DATA MANAGEMENT
ETL**



**TRAINING PACK
AND ACADEMY**



**DEPLOYMENT
HYPERCARE**

ROLL-OUT TOOL KIT (ROTK)

PROGRAM MANAGEMENT

- Policies and Procedures
- Project Plan
- Project Charter
- OCM Components
- Site Readiness Template

SOLUTION MANGER

- Process Documentation
- Configuration Sheets
- Workshop Documentation
- Security Roles

TEST MANAGEMENT

- Test Cases
- Expected Results
- Regression Scripts
- Validation Scripts

DATA MANAGEMENT

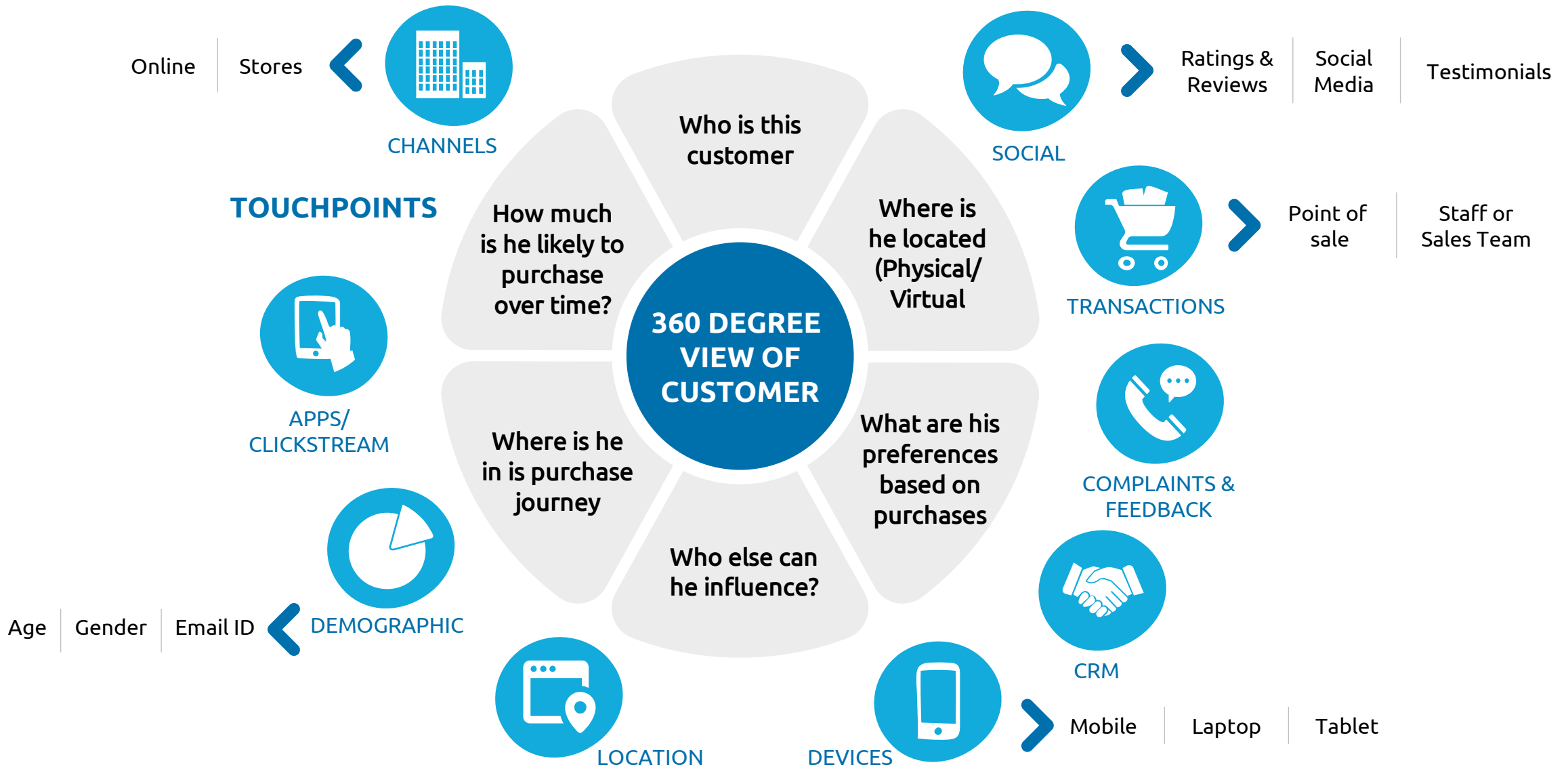
- Data Dictionary
- Cleansing Rules
- Extraction Scripts
- Mapping Rules
- LSMW Programs
- Validation Checks

TRAINING MANAGEMENT

- Training Documents
- Training Exercises
- Training Logistics template



WHAT IS CUSTOMER 360?





CUSTOMER 360 USE-CASE AND SOLUTION

TOP 5 QUESTIONS TO ASK:



SAP SOLUTIONS/BOM

- SAP Commerce Cloud
- SAP Sales Cloud
- SAP CPQ
- SAP ECC or S/4HANA integration
- SAP Business Technology Platform

CAPGEMINI SOLUTIONS/SERVICES

- Capgemini's accelerators ("recipes")

PARTNER ECOSYSTEM

- 3rd party CPQ solution as appropriate
- Social media demand integration (Twitter, Facebook,...)
- Other AI chat bot(s)

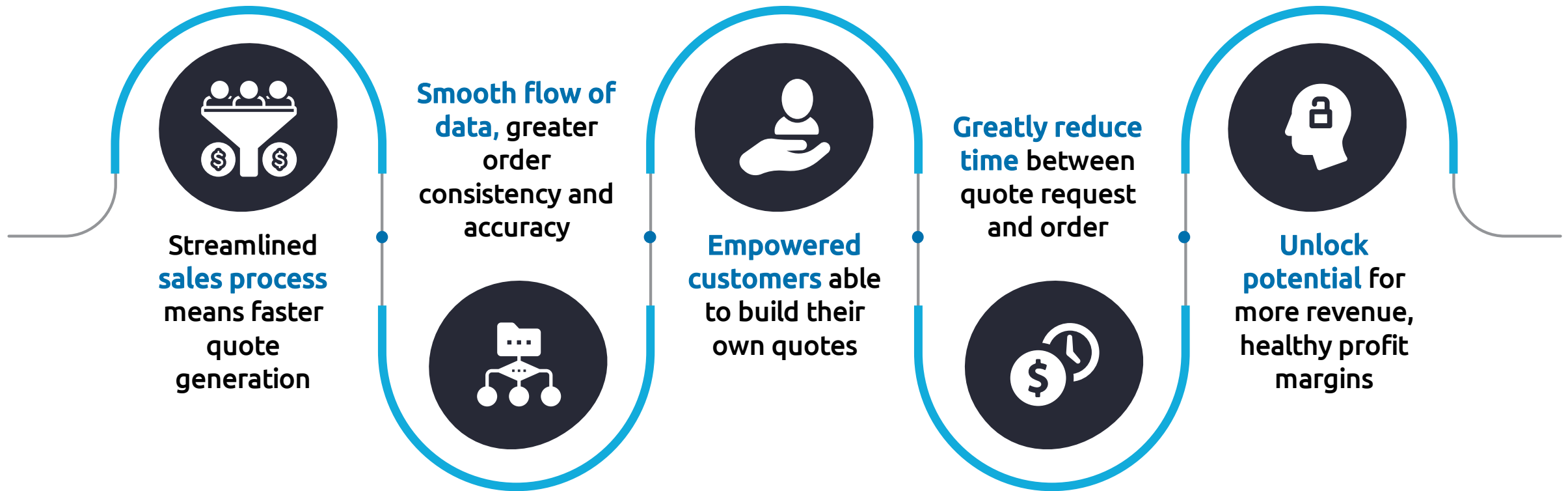
DEMO AND INNOVATION

- End-to-end B2B buyer experience demo
- B2B dashboard
- AI chat bot for enterprise buyer
- Multiple saved carts



UNLOCK BUSINESS VALUE ACROSS THE ORGANIZATION – FAST CPQ

Speed the delivery of a true customer-centric approach to buyer self service, and begin to reap the many short- and long-term benefits



FAST CPQ - TRANSFORM THE SALES AND BUYER EXPERIENCE

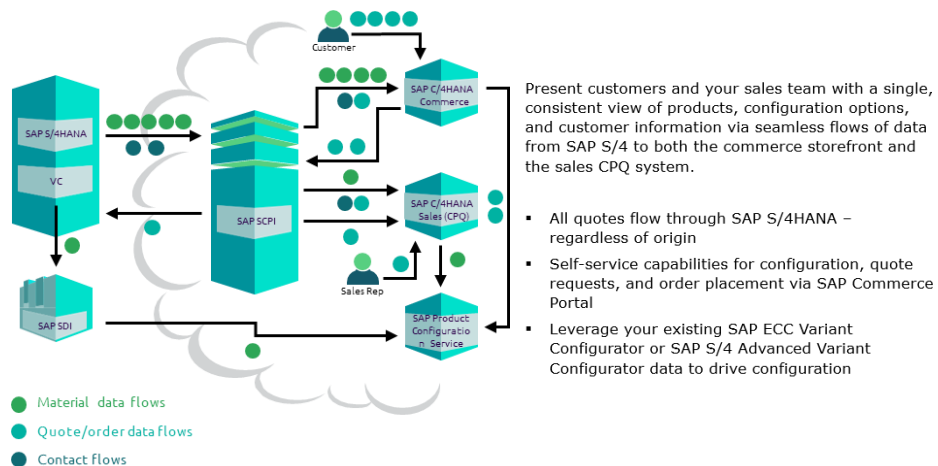
SALESPEOPLE

- Complete and configure quotes with ease
- Easily add up-sell, value-add opportunities
- Achieve bind to quote with accuracy
- Automatically apply discounts
- Constantly communicate with customer through self-serve portal, immediately notify when quote is complete
- Easy to issue follow-up survey

BUYERS

- Easily browse through custom options during quote process
- Better overall experience, strengthen loyalty
- Understanding of related products and services that add value
- Confidence that information sent is accurate and up-to-date
- Immediate feedback channel

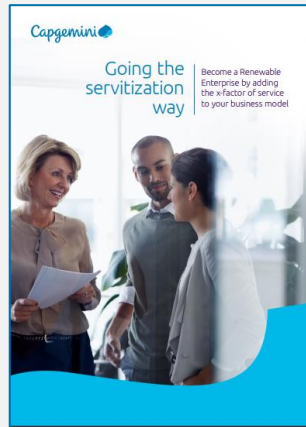
Harness the full potential with Fast CPQ





OUR DEEP UNDERSTANDING OF SALES AND SERVICES DYNAMICS AND CHALLENGES WILL BE LEVERAGED ALL ALONG YOUR JOURNEY

SERVITIZATION



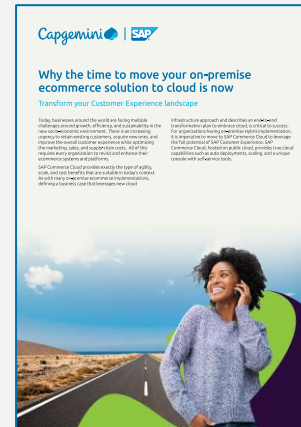
SAP BRIM



FAST CPQ



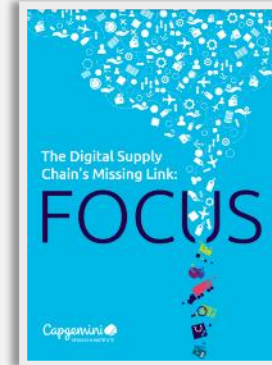
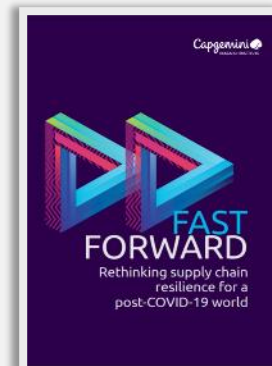
SAP SALES AND SERVICES

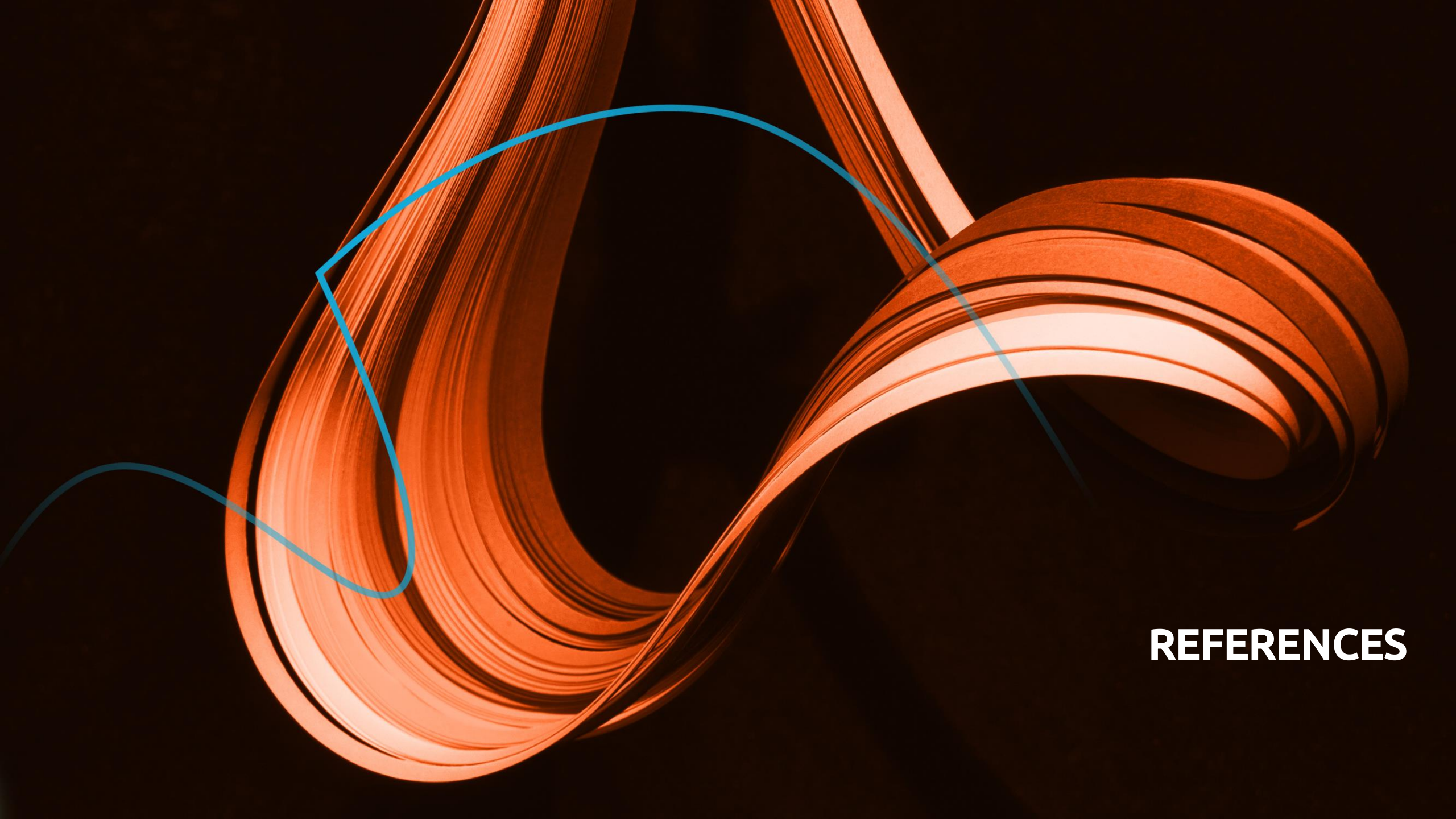


CUSTOMER 360



TRANSVERSAL TOPICS





REFERENCES



SELECTED DIGITAL SALES OFFERINGS POWERED BY SAP REFERENCES

SAP BRIM + CPQ

TECHNOLOGY PARTNER

ERP Integration, CPQ, CRM, Subscription Order Management, Convergent Charging, Convergent Invoicing, FICA, CM
Complex usage-based billing for cloud products on a pay per usage basis as well as handling recurring billing for a volume business.

SAP BRIM + CPQ

TECHNOLOGY PARTNER

S/4 HANA BRIM SOM, CC, CI FICA
Convergent Mediation, Convergent Charging Integration with Subscription Order Management and Convergent Invoicing Global rollout for APAC & EMEA
Equipment as a service

SAP BRIM + CPQ

TECHNOLOGY PARTNER

ERP Integration, CPQ, Subscription Order Management, CC, CI, FICA, Revenue Recognition

ECC + SAP BRIM



Capgemini and CONA Services LLC form strategic partnership to develop tomorrow's digital solutions for the consumer products industry. New partnership aims to create intellectual property in next-generation products and solutions that enable digital business opportunities for the broader industry; it reinforces a long-term collaboration between the two organizations

SAP S/4 HANA



Delivering a strong foundation for Maxeda's omnichannel environment based on SAP S/4HANA | [Press Release](#).



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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 340,000 team members in more than 50 countries. With its strong 55-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 2021 global revenues of €18 billion.

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