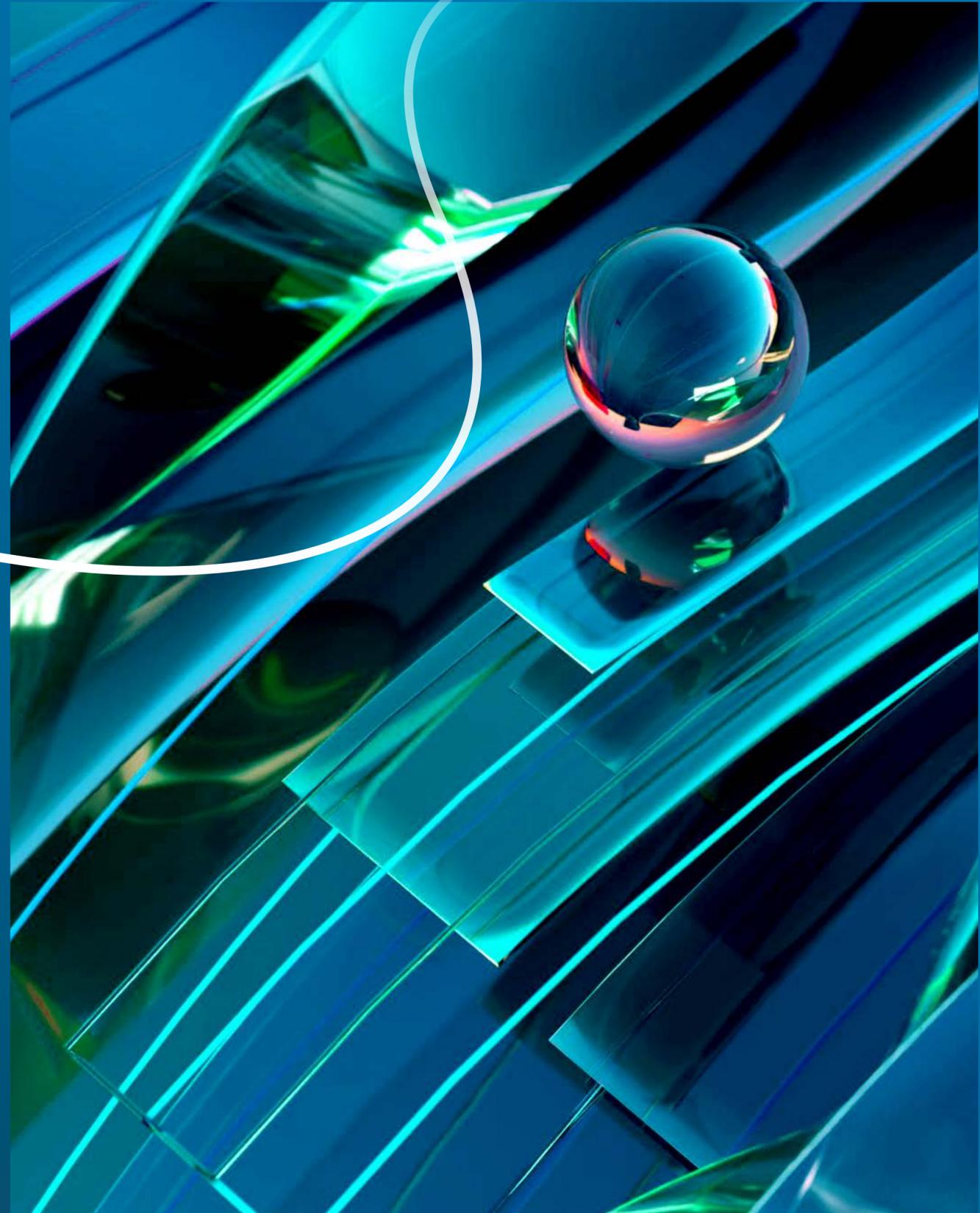


# Capgemini and Google Cloud: *Intelligence at the core* of your business

Lookbook 2025



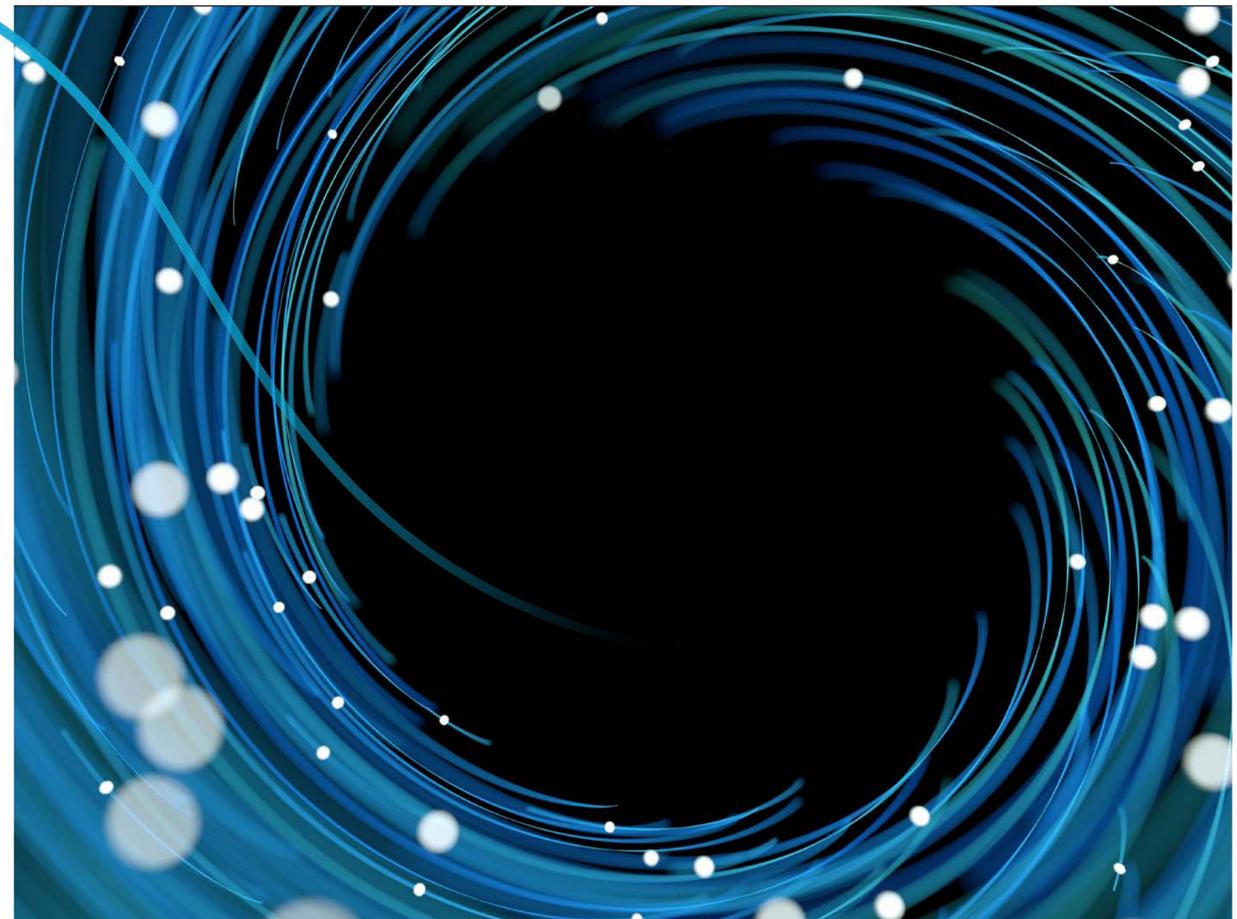
# Discover how *data-centric innovation* drives business growth

Embracing cloud transformation drives data-powered innovation, increases business agility, supercharges growth, and makes companies more sustainable. But it is a complex process that requires the right partners and technology to succeed.

Capgemini has worked with Google Cloud around the globe to put intelligence at the core of our clients' businesses. We share a passion and genius for data and AI innovation that unleashes the full potential of intelligence at scale. We understand that true data mastery in the cloud opens a world of limitless possibilities.

Mastering multiple data layers and modernizing infrastructure builds the foundation to scale for future growth. Combining the experience of Capgemini and Google Cloud, our clients unlock answers and start focusing on fresh possibilities, thanks to new insights into their data.

In this lookbook, explore how we help free our clients from legacy systems to reveal fresh opportunities. Google Cloud opens the door to new services and AI capabilities so companies can start reinventing the boundaries. Ask how Capgemini and Google Cloud can turn your cloud strategy into new opportunities.



# Content


# WIND TRE



Group Framework  
**Enterprise management**



Technology  
**Google Analytics, BigQuery, Google Kubernetes Engine, Cloud SQL Enterprise, Cloud Pub/Sub, Pega Customer Decision hub, and Adobe**



Region  
**Italy**



Industry  
**Telecommunications**

## Connects a modernized IT infrastructure with *Data Cloud Solutions* to boost efficiency and productivity

To increase agility and efficiency, telecommunications-leader Wind Tre launched a digital transformation initiative that reimagined its approach to customer engagement in sales, marketing, and customer service and improved the effectiveness of its operating model.

[Read more](#)

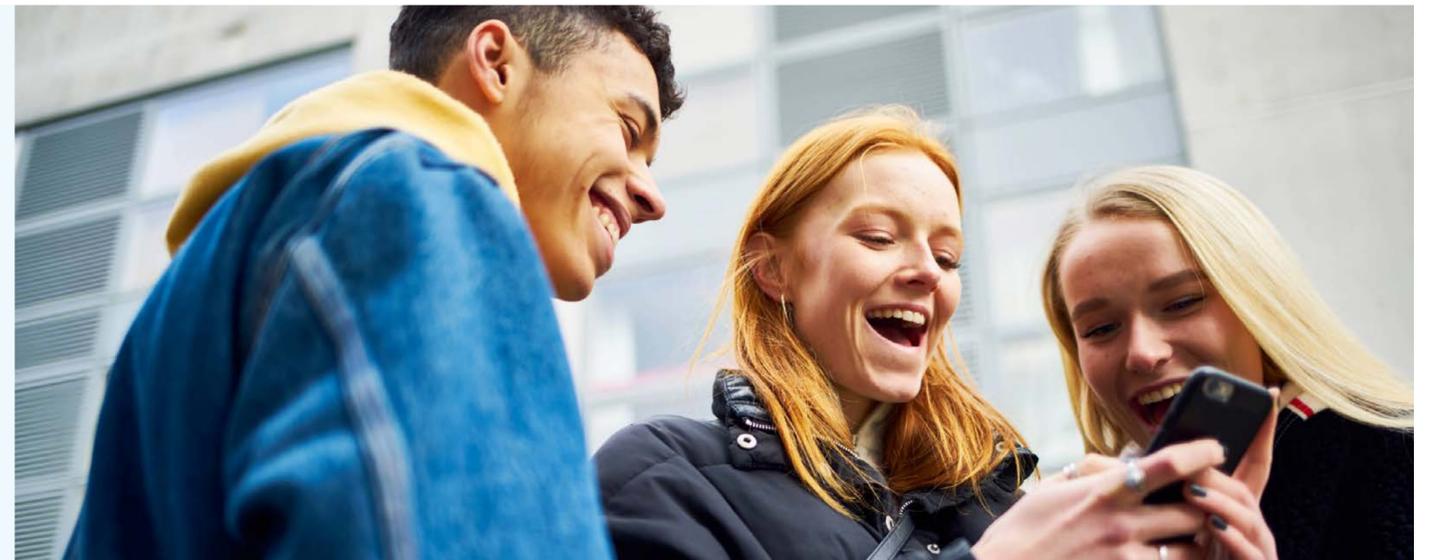
Working with Capgemini, Wind Tre developed and implemented a solution based on Pega, Adobe, and Google Cloud components to drive more personalized customer communications.

**Wind Tre can now tailor customer communications quickly to be more responsive. More than 100 AI models contribute to each customer engagement decision, while the company processes more than 1,000 events per second and delivers 100 million decisions per day across its various channels. Now inbound and outbound communications are more effective. The resiliency and scalability of the entire solution is**

**guaranteed by the best of Google Cloud services, such as Google Kubernetes Engine, Cloud SQL Enterprise, Cloud Pub/Sub, and cloud functions and is fully integrated with the customer data platform on BigQuery.**

Wind Tre customers are enjoying better communication and support with satisfaction, and Wind Tre has built a foundation for future innovation and growth.

**With a central brain now part of Wind Tre's contextual marketing automation stack, the company could support marketing campaigns that continuously engaged customers and that could be adjusted and contextualized in real-time for any kind of interaction.**



**INPOST**

# Delivers cloud transformation for *greater efficiency, innovation, and speed* with state-of-the-art analytics and live reporting

InPost was challenged to manage its rapid growth and international expansion, so it decided to move its key business processes to the cloud under RISE with SAP. The company selected Capgemini to implement SAP S/4HANA Cloud, supported by Google Cloud infrastructure.

Working in partnership with Capgemini, InPost is transforming and standardizing its business processes across all markets. The move to SAP S/4HANA will ensure its global template is consistent and scalable to take advantage of new opportunities.

In addition, InPost now has access to state-of-the-art analytics and live reporting to help strategic business decisions in real-time. New insights into the business will allow the company to respond quickly to new challenges and develop innovative solutions that drive business growth.

[Read more](#)



Group Framework  
**Enterprise management**



Technology  
**SAP S/4HANA Cloud, supported by Google Cloud infrastructure**



Region  
**Europe**



Industry  
**Logistics**

**“The combination of SAP and Google Cloud’s cutting-edge technologies with Capgemini’s expertise will enable InPost Group to leverage the potential of cloud business transformation. Using industry best practices – both at the global and local levels – we will support the logistics market leader in creating a digital environment that is more resilient to market turmoil, optimized, and highly automated.”**

**Marek Woźny**

Managing Director for the Poland Market at Capgemini



# MAXEDA DIY GROUP



Group Framework  
**Enterprise management**



Technology  
**SAP S/4HANA on Google Cloud**



Region  
**Netherlands**



Industry  
**Consumer products**

## Enriches the customer experience *with Google Cloud and SAP*

Maxeda wanted to migrate its data infrastructure to an agile yet stable environment to enable the delivery of a richer omni-channel experience for customers. The goal was holistic customer and product views by analyzing data better and faster.

Partnering with Capgemini, Maxeda migrated to Google Cloud to improve cost efficiencies, and upgraded to SAP S/4HANA

to ensure seamless integration with SAP's data and analytics portfolio. Google Cloud brings in a flexibility of scaling up or down that might be needed for a temporary peak season of activity or to tackle trickle down effects of any unplanned macro event. It also provides the infrastructure that has the ability to deal with rapid change.

**The leading DIY retailer now has a dynamic IT landscape that provides seamless integration across several lines of business, standardizes business processes, and delivers a platform ready for innovation, disruptions, and business growth**

[Read more](#)



**“Our relationship with Capgemini goes beyond a purely transactional one. It is one where we both understand and align our goals and work together towards success. In this endeavor, Capgemini, based on their own technical expertise as well as their understanding of our landscape and needs, proactively suggested moving to the public cloud, as that would not only bring us cost benefits, but prepare us for any disruptions in the future.”**

**Erik Cuypers**

Group CIO from Maxeda

# GENERALITAT DE CATALUNYA



## Leverage Google Cloud's Vertex AI platform for the first generative AI chat in Catalan

The Government of Catalonia wanted to improve response times to citizen inquiries and enhance public services while promoting the use of the Catalan language.

It created the first generative AI chat in Catalan. This uses Google Cloud's Vertex AI platform to better support its constituents and promote the Catalan language.

This Gen AI tool will generate automatic responses to queries, complaints, and suggestions Catalan citizens send to the Business Management Office (OGE) of the Generalitat de Catalunya.

[Read more](#)

Developed with support from Capgemini and Google Cloud, this pioneering system responds to citizens more quickly and improves public services, while providing the administration with a platform that delivers agility, innovation, and technological solutions focused on people's needs.



Group Framework  
**Customer first**



Technology  
**Google Cloud, Vertex AI**



Region  
**Spain**



Industry  
**Public service**

This initiative has been made possible by the fact that Capgemini and Google Cloud have created the Global Center of Excellence for Generative AI (CoE) to make the most of the full potential of this technology.



LOREAL

# Briges the digital and physical with digital twins for its products

L'Oréal wanted to develop a digital twin solution for its products that would allow consumers to scan products and instantly have key information and applications delivered to their smartphones.

Partnering with Capgemini, L'Oréal implemented a solution based on Google Cloud, Apigee API Management, and Google BigQuery to connect the necessary tools and systems to support scannable QR codes

**Built on a Google Cloud foundation, L'Oréal can better respond to customers, connect systems and tools to support new product releases, and scale the digital twin solution easily. It creates a closer connection to customers, providing the right information at the right time. And L'Oreal gets digital insights to better align to customer experience.**

[Read more](#)

L'ORÉAL



Group Framework  
**Intelligent Industry**



Technology  
**Google Cloud, Apigee API Management, and Google BigQuery**



Region  
**Global**

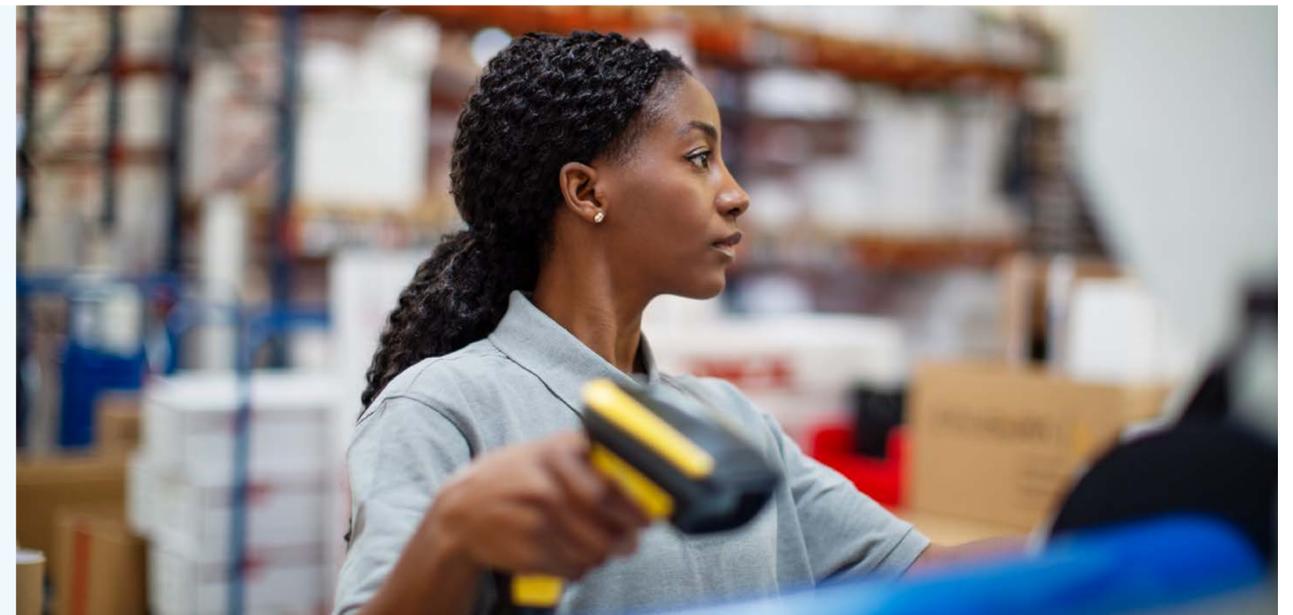


Industry  
**Consumer products**

**“The product digital twin creates a new connection, and bridges consumers from the physical to the digital in the matter of a single scan. It opens up a brand-new consumer journey and allows people to access new information, like virtual try-ons”.**

**Stéphane Lannuzel**

Beauty Tech Program Director at L'Oréal



# TENAGA NASIONAL BERHAD

## Fuels innovation and agility with *API-first strategy*

As part of its 10-year transformation roadmap, Tenaga Nasional Berhad (TNB) wanted to future-proof its technology landscape to drive more agility, innovation, and growth at scale.

Leveraging Google Cloud, TNB designed an API-first blueprint that laid a strong foundation to build, deploy, and scale APIs for new agile ways of working.

**TNB is successfully moving forward in its transformation roadmap to become a leading global player in the utilities industry. The open digital backbone provides TNB the flexibility to connect easily with partners or systems, generate new revenue streams, and drive innovation at a faster rate.**

Partnering with Capgemini, TNB accelerated its transformation into a more agile, digital business by deploying the next-gen Google Cloud's Apigee API Management Platform to power the seamless integration of applications with application programming interfaces (APIs).

[Read more](#)



Group Framework  
**Enterprise Management**

Technology  
**Google Cloud's Apigee API Management Platform**

Region  
**Asia Pacific**

Industry  
**Energy and utilities**



**"TNB has grown from strength to strength to become a utility that is responsive to the needs of our stakeholders and the marketplace, and we are constantly looking into opportunities to unlock new growth. TNB is now able to capitalize on the power of APIs to navigate sustaining and disruptive innovation within and outside our ecosystems, with a more resilient and scalable technological infrastructure, with Capgemini and Google Cloud's participation in our transformation journey."**

**Datuk Fazil bin Ibrahim**  
Chief Information Officer of TNB

**CELCOM**

## Delivers a *modern digital journey*

To maintain its competitive position in the Malaysian market, Celcom wanted to revitalize its customer journey with a new set of digital tools and streamline ways of working from inside and out.

With more agile tools, Celcom developed new front-end channels for its stores and digital tools for customer engagement.

Working with Capgemini, Celcom implemented new front-end channels, platforms, and processes to create a new digital journey for its customers. The transformation also introduced a culture shift for new, flexible ways of working with tools for the employees to operate more effectively.

**Developed on Drupal and hosted on Google Cloud, Celcom's web portal is now the number one most visited telco website in the country, with substantial growth in awareness and engagement. The company experienced a 91% increase in e-store activations in one year and online revenues increased more than 60%.**

[Read more](#)



Group Framework  
**Customer first**



Technology  
**Google Cloud Platform**



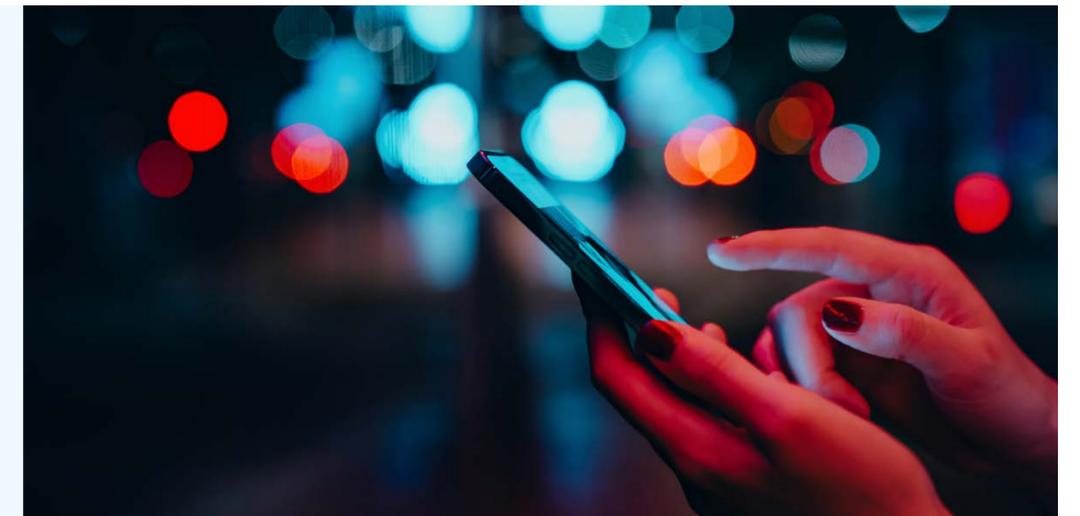
Region  
**Asia Pacific**



Industry  
**Telecommunications**

### The results delivered:

- 1.6 million new unique users for Celcom's mobile applications
- 91% increase in e-store activations in less than one year
- 13% increase to its NPS satisfaction score
- Increase in online revenues of over 60%
- 25% increase in operational efficiency by eliminating duplicated efforts
- 45% year-on-year increase in story points delivered since the beginning of its cultural transformation journey
- Expected savings of approximately RM27 million over next 5 years



PAYPAL

# Transform data protection to accelerate a payment technology provider's cloud journey

A payment technology and software solutions provider wanted to initiate a migration to Google Cloud but needed to ensure the process was quick, compliant, and scalable.

Working with Capgemini, the company embarked on a data encryption and protection project that ensures speed and security, while delivering a standard platform to support future growth. It also accelerates its migration to Google Cloud.

**addition, capital expenses related to hardware, data center space, and maintenance are dramatically lower. The company now enjoys a "pay-as-you-go" model of cloud computing that allows the business to adjust its expenses to meet demand.**

[Read more](#)

**The new system now enables the business to achieve substantial licensing cost reductions as its reliance on physical, on-premises infrastructure fell dramatically. In**

**With a more dynamic set of processes and the capacity for future scalability, the organization has prepared itself for the future while maintaining high-quality security assurances that held up to extensive scrutiny. Moving forward, the company will continue to reduce its dependency on physical infrastructure as part of its continuing transition to the cloud following the model this project established.**



Group Framework  
**Enterprise management**



Technology  
**Google Cloud Platform**



Region  
**North America**



Industry  
**Financial services**

ALDI



Group Framework  
**Customer first**



Technology  
**Google Cloud Platform  
Microservices-based architecture,  
Open source**



Region  
**Europe**



Industry  
**Retail**

# Smooth online ordering from confirmation to delivery

With a newly launched online shopping portal, this European global retailer wanted to use real-time information to effectively monitor customer orders and exceed customer expectations.

Capgemini helped the client develop and implement a state-of-the-art application with next-gen technology solutions to completely digitalize order tracking and monitoring to meet rising customer demands while driving efficiencies.

The retailer and Capgemini are now migrating applications to Google Cloud for reliability, agility, and scalability. This will provide a foundation for new products and services for an even smoother and more rapid delivery experience.

[Read more](#)

## Overall, Capgemini has delivered the following benefits throughout this engagement:

- 80% improvement in customer experience ratings through real-time order tracking and faster deliveries
- Enhanced carrier efficiency with optimized delivery assignment and route allocation
- Improved efficiency that has led to an increase in the number of daily shipments
- 50% decrease in order misplacement incidents through better monitoring
- Increased administrator productivity through more accurate order info and updates on carrier activities.



# PANASONIC AUTOMOTIVE

## Enhances testing of advanced automotive cockpit systems

A leading automotive components manufacturer wanted to improve the quality, accuracy, and speed of its testing and validation processes to ensure product quality of its cockpit systems.

The business introduced automation into its testing and validation processes in collaboration with Capgemini, ensuring that it can deliver the highest-quality automotive cockpit systems.

**Together, the manufacturer and Capgemini have developed a new approach to testing and validation that ensures the superior quality of automotive parts while also maintaining the speed needed to keep up with modern demand. This project represents the organizations' commitment to the testing and manufacturing of industry-leading premium automotive systems that will support a new wave of advanced vehicles**

Partnering with Capgemini, a global automotive component manufacturer deploys automation for the testing and validation process of its advanced cockpit systems for enhanced product quality, faster time-to-market, and reduced product development cost.

[Read more](#)



Group Framework  
**Enterprise management**



Technology  
**Google Cloud APIs**



Region  
**North America**



Industry  
**Automotive**



# GERMAN GOVERNMENT AGENCY

## Establishing a hybrid cloud for a public-sector platform

A public-sector client needed to accelerate time-to-market for its services and move to a hybrid cloud environment.

Following an assessment by Capgemini, the administration chose Google Cloud with sovereign controls to manage and store its highly sensitive, controlled, and classified information on servers within the country's borders.

The result is a secure hybrid cloud environment that adheres to special government requirements around security and privacy. The ministry also has the agility to scale Google Cloud as needed and accelerate digital projects while adhering to legal and compliance requirements.

[Read more](#)



Group Framework  
**Enterprise management**



Technology  
**Google Cloud**



Region  
**Germany**



Industry  
**Public sector**

The open and solution-oriented cooperation between Capgemini and Google Cloud resulted in a hybrid cloud-based platform that met all the client's needs. The client maintained digital sovereignty with the ability to add more services easily.



# GLOBAL CONGLOMERATE

## Generative AI delivers better supply chain management for global conglomerate

A global conglomerate with many lines of business needed to drive efficiency in its supply chain and warehouses. Even small changes in demand or inventory levels lead to significant costs.

Working with Capgemini and Google Cloud, the company used a data-driven stock quantity-centered approach to better understand the market and consumer demand.

Now the company has two elements working to prevent value loss in warehouses:

- A generative AI-based chatbot built on Google Vertex AI that generates database queries on the fly and interactively provides answers in text, diagrams, graphics, tables, and figures
- A forecast engine generating reports based on historical data so the company can now be proactive in responding to market conditions.

Shortening the period between analytical requests and responses gives the company improved real-time insights into the market and a better picture of current demand to avoid loss of stock value and determines how to get the most value out of the remaining stock.



Group Framework  
**Enterprise management**



Technology  
**Google Cloud**



Region  
**Germany**



Industry  
**Manufacturing**

[Read more](#)

**Powered by Google Cloud, the solution solves inventory and warehouse issues for:**

- Greater efficiency within warehouse logistics
- Costs savings by minimizing storage costs
- Maximizing profit-margins by optimizing stock levels.



# 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, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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