Watchmaking Industry Ahead

In the ever-evolving landscape of Swiss watchmaking, the integration of advanced technology and sustainable practices has become paramount. The industry faces unique challenges and opportunities as it embraces digital transformation. At Capgemini, we pride ourselves on being "a leader for leaders," guiding top watchmaking brands through this transformation.

Capgemini leverages its extensive watchmaking expertise and local French-speaking teams across Switzerland, in Geneva, the Jura Valley, Biel/Bienne, Neuchâtel, Lausanne, and Zurich. Through our close collaboration with leading brands, we have developed bespoke solutions and replicable assets while adapting our approach to your specific needs, honed by our extensive experience. Our DNA and main markers is to collaborate closely and on-site with major watchmakers to ensure proximity, impact, innovation and value.

At Capgemini, we support **watchmaking companies** in tackling their major **current challenges**, which encompass the following key domains:

Supply Chain and Operations

The global economic challenges of recent years in watchmaking industry have underscored the importance of **operational efficiency**. For the Swiss watch industry, this means reimagining supply chains to be more **resilient and adaptive**.

At Capgemini, we assist in transforming these operations through several key initiatives:

- **Creating a Flexible and Responsive Supply Chain**: We develop supply chains that can adapt to market fluctuations and consumer demands, focusing on order replenishment while considering planning fixed and free horizons to share with demand management or suppliers and lead-time management.
- **Enabling Multisourcing & Supplier Collaboration**: Facilitating supplier allocation to enhance flexibility and resilience. Overseeing supply chain follow-ups, stock and quality management, and tracking progress and deliveries.

- **Traceability**: Ensuring the traceability of precious material origins, configuration management, and compliance with material regulations and chemical substance such as PFAs or lead.
- **Optimization of Precious Metal Planning**: Ensuring efficient use and planning of valuable materials.
- **Quality Control**: Implementing dynamic sampling and quality control measures.
- **Return Process Management**: Handling returns, exchanges, refurbishments, transformations, prototyping, and pre-series production.
- **Aftersales**: Ensuring efficient production process, stock management of spart parts, traceability and new services.

As a crucial partner in major digital transformations, Capgemini supports the implementation of **SAP S4** and facilitates the move to cloud technologies. These partnerships help **modernize infrastructure and operations**, allowing Swiss watchmakers to enhance agility and focus on innovation. We also support the implementation of all the ecosystem of IT application to support operations (PLM, Procurement and Supplier Management, MES, QMS, WMS, OMS, Gold Management, …).

Sustainability

As consumers become increasingly **eco-conscious**, watch brands must **demonstrate their commitment to sustainable operations**. Capgemini partners with watchmakers to develop and **implement strategies** that minimize **environmental impact**, from **sustainable sourcing** of materials to **energy-efficient manufacturing processes**. These initiatives are essential for maintaining the heritage and prestige of Swiss watchmaking while contributing positively to global environmental goals.

We have developed strong expertise and partnerships to support key sustainable watchmaking initiatives:

- **Carbon Accounting:** Measuring carbon emissions (Scope 1, 2, and 3), establishing watches sustainable scores, aligning with regulations, following up on action plans, and ensuring the supplier ecosystem aligns with ESG strategies.
- **From LCA to Materials Innovation:** Industrializing Life Cycle Assessments (LCA), assessing the impact of product design, and developing innovations in materials and processes.
- **Circular Economy:** Recycling production waste and packaging, offering life extension services, and creating new business models such as second life for products.
- **Sustainable Operations:** Ensuring transparency and traceability, integrating sustainable KPIs into decision-making, and developing sustainable supply chains.

Capgemini's commitment to sustainability helps watchmaking brands not only meet consumer expectations but also contribute significantly to global environmental goals, preserving the heritage and prestige of Swiss watchmaking.

New Services and Business Models

New data-driven business models are reshaping the watchmaking industry, offering unprecedented opportunities for growth and innovation. Capgemini partners with watchmakers to leverage these opportunities, helping them stay at the forefront of the market.
By harnessing the power of data, watchmakers can:

- **Gain Deep Insights into Consumer Behavior**: Understanding consumer preferences and trends to tailor offerings that meet their evolving needs.
- **Develop New Services**: Creating innovative services that enhance the customer experience and drive brand loyalty.
- **Personalize Marketing Strategies**: Using data to create targeted marketing campaigns that resonate with individual consumers.
- **Customize Products and Experiences**: Offering personalized products and experiences that cater to the unique tastes and preferences of each customer.

By adopting these innovative business models, watchmaking brands can not only enhance their competitive edge but also create meaningful and personalized experiences for their consumers, paving the way for a dynamic and prosperous future in the industry.

Generative AI and advanced data analytics

As a **global leader** in data across all sectors and a pioneer in applying Generative AI (GenAI) to our projects, Capgemini is at the forefront of innovation, serving our clients with cutting-edge solutions. The advent of Generative AI represents a significant leap forward for the **watchmaking industry**, allowing for unprecedented levels of **customization and innovation**. This technology enables brands to offer personalized experiences that resonate with today's discerning customers.

Capgemini's expertise in AI-driven solutions helps watchmakers harness the power of generative algorithms to:

- **Predict Trends**: Utilizing AI to forecast market trends and consumer preferences, helping brands stay ahead of the curve.
- **Enhance Customer Engagement**: Developing personalized marketing strategies and customer interactions that drive brand loyalty and satisfaction.
- **Integrate AI into Creative Processes**: Using generative AI to infuse creativity into the design and development of new products.
- **Design Unique Timepieces**: Creating bespoke and innovative designs that reflect the brand's heritage while appealing to modern tastes.
- **Optimize Operational Processes**: Streamlining production and inventory management through AI, ensuring efficiency and responsiveness.

By integrating AI into both **creative and operational processes**, watchmaking brands can achieve a seamless **blend of tradition and modernity**. Capgemini's leadership in data and AI ensures that our clients are equipped with the tools and insights needed to navigate this transformative landscape, driving innovation and maintaining a competitive edge in the market.

For more insights and to discover how Capgemini is driving the future of the watchmaking industry, explore our latest reports and success stories here.