

# CAPGEMINI'S RETAIL FOUNDRY GETS RETAILERS TO MARKET FASTER



Accelerate the delivery of new products,  
services, and experiences

Emotionally connected customers are twice as valuable as highly satisfied ones. Retailers need to create seamless and engaging customer and employee experiences to remain competitive in the market. And that requires delivering a digital, all-channel experience.

Existing systems are struggling to keep up with customer demands and many IT organizations are trying to manage capacity issues. Scaling up internally to gain speed-to-market is not always a viable option. At the same time, competition is coming from all directions and retailers need to keep up with shifting consumer habits.



Capgemini's Retail Foundry gets new ideas to market faster by acting as an extension of an existing team. Retailers can immediately access the resources they need to create velocity and agility to build their own solutions at scale.

Retail Foundry allows access to critical talent, tools, and existing architectures to deliver innovation, execution, and resilience when needed. Tapping into Capgemini's retail experience and resources allows companies to leapfrog the competition by integrating new experiences into their workflow while generating actionable data to build on.

Getting started is easy. Capgemini offers a three-phased approach to deliver benefits quickly and minimize risk, because we help drive the business-process change to reduce costs, increase collaboration, and improve performance.

Retail Foundry supports retailers with an agile and outcome-based, value-added execution model. It means retailers can get new products, services, and experiences to market faster by collaborating with Capgemini assets and resources.

It also offers clients flexibility depending on what kind of support and resources they need to succeed, all built on Capgemini's proven knowledge and experience.

Retail Foundry provides retailers access to the resources they need with a focus on results, including:



Domain-led and product-centric PODs for a multi-disciplinary product group working with a one-team mindset



Accelerators such as pre-defined retail microservices-led Digital Cloud Platform (DCP), use-case repository, retail reference architecture, and automated DevOps CI/CD to help achieve scalability



A framework for capacity and demand management to handle burst capacity so retailers can reduce costs while increasing flexibility to ramp up and down as needed



Existing frameworks to drive performance and velocity based on project objectives.

Retail Foundry provides the flexibility retailers need to manage a changing and disrupted market. With a focus on collaboration, Capgemini provides the support and resources needed to be successful in the market.

The model has already delivered significant results to our clients. We have helped some achieve a 50 percent increase in development velocity and speed-to-market and improved business agility and cross-functional collaboration by 40 percent. At the same time, there is a 30 to 35 percent reduction in TCO with delivery.

For one of our QSR clients with a large restaurant network, Retail Foundry has made a big impact:

- Revenue growth from digital sales increased five times compared to the previous year
- Time-to-market for new digital features and functionality improved to eight weeks from 14 to 24 weeks.

Every retailer wants to get to market faster. Capgemini's Retail Foundry provides the tools, talent, and accelerators to enhance your team and deliver results.

Capgemini is dedicated to helping retailers get the future they want. We have extensive experience and knowledge in the retail, restaurant, grocery, and pharmacy industries and we understand where new opportunities can be found.

We can also provide our clients with a unique combination of retail experience and high-quality software engineering talent with the ability to scale up and down as needed.

We understand the challenges you face. Retail Foundry provides the path to drive transformation and increase the maturity of your organization. So, even as your customer habits shift and change, you will have the tools and capabilities to meet demands and navigate future disruptions more smoothly.







## About Capgemini

As the digital innovation, design, and transformation brand of the Capgemini Group, Capgemini Invent enables CxOs to envision and shape the future of their businesses. Located in more than 36 offices and 37 creative studios around the world, it comprises a 10,000-plus strong team of strategists, data scientists, product and experience designers, brand experts, and technologists who develop new digital services, products, experiences, and business models for sustainable growth. Capgemini Invent is an integral part of Capgemini, 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 over 360,000 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, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2022 global revenues of €22 billion (about \$23 billion USD at 2022 average rate).

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