



# ONE OPERATIONS

One team, one target, one journey



| GET THE FUTURE  
YOU WANT



increase in  
**order  
fill rate**



increase in  
**forecast  
accuracy**



reduction in  
**days sales  
outstanding**



improvement in  
**customer  
service and rating**



improvement in  
**ROI from trade  
promotions**

## Evolving consumer behavior is driving transformation

The global pandemic is forcing organizations to accelerate strategic customer-focused transformation. Companies that were previously slow in reacting to evolving consumer demands are now having to respond with speed and agility to deliver across channels and meet increasingly sophisticated consumer needs.

Amid this disruption, sales, marketing, supply chain, and finance functions often work in silos, with fragmented process flows, multiple systems, and duplicate business cycles causing unnecessary friction.

To counter this, organizations need to enhance operational effectiveness to focus on:

- Driving an integrated cross-functional, end-to-end view of their business, connecting people and data to deliver superior outcomes
- Simplifying and automating business operations to reduce the cost of doing business
- Adopting artificial intelligence (AI) in decision-making
- Streamlining sales, supply chain management, and back-office processes
- Accelerating profitable growth through e-commerce models
- Innovating new product and service offers
- Increasing brand relevance and product personalization through leveraging consumer insights and data.

“One Operations puts you at the heart of your business, enabling you to win with consumers in the marketplace.”

**S, Ramakrishnan**

*Global Head, One Operations,  
Capgemini's Business Services*





## Drive integrated operations to fast-forward to the Frictionless Enterprise

Capgemini's **One Operations** delivers data-driven, AI-augmented integrated operations, digitally transforming your organization's target operating model to drive strategic outcomes at speed and scale.

Our offer leverages Capgemini's leading Digital Global Enterprise Model (D-GEM) platform to drive end-to-end frictionless processing that shapes the future of your organization's business operations to drive top-line growth, increased operational efficiency, enhanced customer satisfaction, and reduced cost:

- Up to 20% increase in order fill rate
- Up to 15% increase in forecast accuracy
- Up to 50% reduction in days sales outstanding (DSO)
- Up to 30% improvement in customer service and rating
- Up to 10% improvement in ROI from trade promotions

Capgemini works as an integrated extension of your business, adopting the same goals, rewards, and mindset to bring all our joint capabilities and effort under one roof:

- Partner, collaborate, and co-invest on ideas to improve competitive position, speed to market, and increased shareholder value
- Share targets based on business outcomes, including business waste reduction, dispatch rate improvement, and enhanced customer case fill on time
- Take on your end-to-end performance metrics to drive enhanced operational excellence.

**One Operations** puts you at the heart of your business, removing complexity, integrating business processes, and delivering the data, insights, and technology you need to eliminate manual execution of mundane tasks. In turn, this focuses your organization on delivering an enhanced customer experience, enabling you to transition to – what we call – the [Frictionless Enterprise](#).





## The Frictionless Enterprise

The Frictionless Enterprise seamlessly connects processes and people, intelligently, as and when needed. It dynamically adapts to your organization's circumstances to address each and every point of friction in your business operations.

At Capgemini, we have applied the Frictionless Enterprise to enhance cohesion across our entire suite of products and services. This enables us to respond rapidly to your changing requirements and deliver your specific business outcomes in a value-focused way.

We implement ways to detect, prevent, and overcome frictions – leveraging our latest thinking, organizational design, and intelligent solutions to achieve our goal of effortless operations.

### Accelerate towards the vision of one team, one target, one journey

The **One Operations** journey is designed around three transformation pillars.

#### Re-inventing the organization to drive profitable growth:

- Reduce the complexity of your business operations to drive higher-value services
- Focus your strategic functions and sales on market dynamics, customer needs, and improved decision-making
- Enable a digital, data-driven organization that can focus on innovation and growth
- Enhance your performance through an AI-augmented workforce supported with on-demand intelligence

#### Unlocking value and growth by focusing on value creation:

- Drive greater transparency in meeting your return on your trade investment targets
- Enhance your decision-making and speed of innovation
- Enable frictionless integration that drives connected decisions and planning

#### Transforming the organization at speed and scale:

- Implement standardized operating model design, assets, and accelerators
- Deploy best practices to drive business readiness and solution acceptance
- Leverage a global design and deployment approach to ensure effective global implementation
- Maintain agility from design to implementation in order to realize benefits quickly

“One Operations delivers integrated, frictionless business operations, enabling your people to focus on the things that really matters – your customers and your business.”

#### Julien Bourdinere

*Managing Director, Consumer Products, Retail & Distribution, Capgemini Invent*





## Why Capgemini?

In the new world of integrated operations, Capgemini is the global leader beside the global leaders. We share your targets, powering your journey to the Frictionless Enterprise. By supporting you end to end, we enable you to focus on the important things – like your customers and business.

As practitioners as well as consultants, Capgemini is uniquely positioned to help you reimagine your business model. As one of the world's leading technology providers, we have a rich history of transformation, with renowned, market-leading services underpinned by a strong tradition of innovation powered by intelligent automation.

This combination of technology, methodology and more than 15,000 finance, supply chain, and sales and marketing experts means that we work with you in a truly collaborative manner to deliver accelerated value while minimizing risk to your business.

## Realign your target operating model to deliver the Frictionless Enterprise

Capgemini's Digital Global Enterprise Model platform is an AI-based, digital business transformation platform that encompasses the tools and techniques for reshaping and streamlining your business processes to deliver increased efficiency, faster time to market, and an enhanced, customer-first, user experience.

D-GEM defines a multidimensional target design, focusing your processes, organization, and tools on creating value, driving business outcomes, and creating new capabilities that will make you a top quartile performer.

D-GEM is a powerful accelerator of transformation. By dynamically adapting to your organization's circumstances to address significant points of friction in your business operations, D-GEM enables your organization to transform its technology and processes, as well as change the culture and mindset to reduce inefficiencies to a minimum.

In short, D-GEM provides a complete overview of your processes, guiding the right digital operating model for your organization and accelerating the transition to frictionless, future-proof processes in a systematic and structured way. This enables you to remain competitive in a rapidly changing, digital business context.



## Delivering frictionless operations for one of the world's largest FMCG companies and the global leader in supply chain

With over 2.5 billion people across 190 countries using this organization's 400 products on a daily basis, this fast-moving consumer goods company enjoys a €52 billion turnover and employs over 155,000 people across the globe.

The organization needed to free up its operational energies to focus on growth, creating a consumer-first mindset and an insight-driven organization, but faced a range of challenges:

- 70% of time was spent analyzing past performance
- 30% of trucks were leaving the warehouse half empty
- New product launches were taking longer than expected
- Over 100 touches were required to deliver a monthly forecast

- It was processing far fewer orders than its peers.

Capgemini deployed the One Operations platform, simplified, connected technology, and intelligent automation to drive frictionless, end-to-end process integration and transformation, leveraging D-GEM to develop a best-in-class operating model that unlocked enhanced and significant business value:

- **€150** million increase in revenue
- **€50** million decrease in cost
- **€600** million decrease in working capital
- **15%** increase in forecasting accuracy
- **8-day** decrease in inventory
- **50%** decrease in time spent on setting up marketing promotions
- **20%** increase in order fulfillment rate



To learn more about how Capgemini's One Operations can drive integrated operations to fast-forward you to the Frictionless Enterprise, contact: [businessservices.global@capgemini.com](mailto:businessservices.global@capgemini.com)

## 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 over 300,000 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, fueled 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 €16 billion.

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