

Apec Innovates in Challenging Times

Capgemini collaborates with Salesforce to deliver a business critical system for France's leading executive recruitment organization

The Situation

Apec (Management Jobs Association) was founded in 1966 to promote openness and efficiency in the management jobs market in France and is now the leading organization in its field. It has 46 centers spread across France and nearly 900 employees, including over 640 recruitment and career management professionals. Apec offers personalized advice and tailor-made solutions for companies and managers. Today, 41,000 companies and 800,000 managers – young graduates, managers in work or seeking jobs – use Apec's services in its national centers or via its website, which registers over 43.6 million visits a year.

Apec relies heavily on the information system it uses to match candidates to available roles, and develop new offers for its clients. However, Apec's systems had been developed gradually over time, and making enhancements to them was a slow and costly process. With the employment market entering tough times in France, and

demand for roles increasing sharply, the existing platform was no longer equal to the challenges posed by the market.

The Solution

Apec selected Capgemini over competitor organizations as its partner for the development of a new information architecture to support the core back office process. As the backbone of this new system, Capgemini tailored Salesforce web-based CRM software to the needs of Apec's recruitment consultants.

Collaboration underpinned the project, in which Capgemini Technology Services staff worked in joint teams with Salesforce experts, and used Agile Development techniques to build the systems iteratively, using strategic input from Apec's leadership team.

“Capgemini helped us meet the triple challenge of our strategic OPERA project: mixing the new SAAS technology for our CRM, the new Agile methodology to secure planning and budget, and then the architecture expertise to build up the foundation of our new IT System. A great experience and really good work!”

Thierry Roche, CIO, Apec



People matter, results count.

Capgemini developed the system over a fourteen-month period. The successful go-live took place in the summer of 2010 and the system is now fully operational.

The Result

Thanks to its CRM components, Apec's new core system allows it to manage relationships with its customers more proactively. It can now respond to the market quickly with new offers and suitable candidates.

The system also enables Apec to leverage social networking channels to communicate in new ways with its customers.

How Apec and Capgemini Worked Together

Although this was the first project in which Capgemini had collaborated with Apec, it was clear from the outset that the core system would be business critical, and would have to be adaptable to the rapidly changing needs of Apec's business. The ability to integrate multiple technologies in a clear and coherent architecture would be essential to success.

The complexity of the business process and the relationship between the core system and the front office (Apec's website, which enables its customers to upload and search for CVs and roles) meant that development of the new system had to be managed in a number of streams.

Capgemini and Salesforce staff formed a joint team to develop the CRM components which Apec consultants would use when interacting with their client organizations and businesses. In parallel, Capgemini worked on custom development in Java, and on an existing financial ERP system for small to medium sized enterprises. These different elements of the solution were connected through an Open Source Mule ESB (or Enterprise Service Bus), a way of integrating multiple technologies that is both powerful and lightweight. Reacting against the sometimes inflexible and over-regulated methods seen in software development,

Capgemini and Apec worked together according to Agile Development principles. Monthly review sessions were held between the Capgemini / Salesforce team and Apec's CEO and leadership, in which the progress and functionality achieved to date were discussed, and the next few developments selected by Apec stakeholders from a menu of options according to business priorities.

This approach allowed the project team to ensure that the solution being developed was still appropriate for the employment ecosystem, which was evolving at a fast pace in 2009 and 2010 as a result of the economic downturn and rising unemployment in France and internationally. Capgemini's remuneration for the services it supplied in this project was in part dependent on Apec's satisfaction with the system, thus

underlining Capgemini's commitment to achieving the best possible outcomes for the client.

After the go-live in June 2010, Apec's 640 recruitment and career management professionals are now using the new system and benefiting from the improved customer relationship management functionality it offers. Because the CRM platform facilitates the use of social media, such as the professional networking websites LinkedIn and Viadeo, Apec can now tap into fresh sources of information and communicate with businesses and individuals in new ways.

Crucially, the system allows Apec staff to tailor new offers to their clients according to market conditions, improving the organization's responsiveness to the changing dynamics of the job market in France.



About Capgemini and the Collaborative Business Experience

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery model

called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in 40 countries, Capgemini reported 2010 global revenues of EUR 8.7 billion and employs over 112,000 people worldwide.

More information is available at www.capgemini.com

Capgemini France
Welfare
Application Development and Integration
Salesforce

Approved by
Thierry Roche, CIO, Apec

Thierry Petitjean, Vice President,
Employment, Capgemini France

In collaboration with



Apec was founded in 1966 and is France's pre-eminent employment agency for executives and managers. Apec promotes openness and efficiency in the management jobs market, and offers personalized advice and tailor-made solutions for companies and managers through its 46 centers across France and its website, which registers over

43.6 million visits a year. It employs nearly 900 staff, including over 640 recruitment and career management professionals. Today, 41,000 companies and 800,000 managers – recent graduates, managers in work or seeking jobs – use Apec's services, making Apec the leader of the management jobs market in France.

More information is available at: www.apec.fr