

Enterprise Model & Strategy

CLIENT-CENTRIC - DATA-DRIVEN - FACT BASED





Introduction



Get in control & maximize value creation

The speed and complexity of business are increasing and so is the availability of data. To get in control, organizations need transparency and structure to enable fact-based decision making. Capgemini Invent uses the Strategic Value Framework and provides the necessary methodology to maximize value creation using data.

Key success factors

We believe that the success of every project depends on two main factors

- The quality and alignment of (project) objectives
- The extent to which management can steer towards these objectives

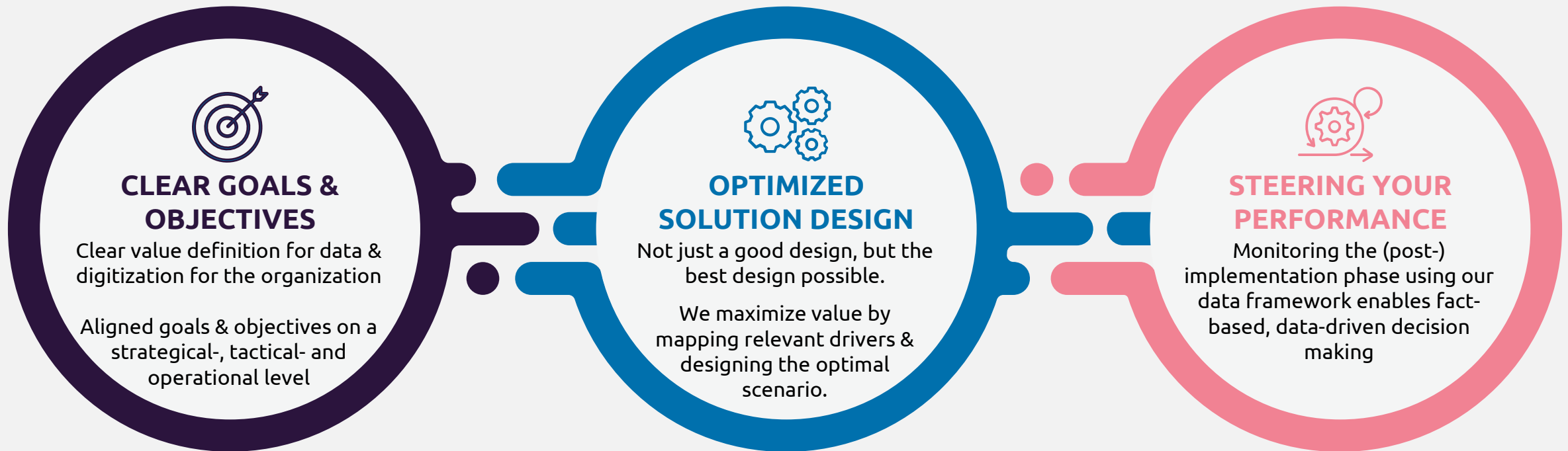
Our framework for success

Our methodology and Strategic Value Framework support organizations in the following ways:

- Our client-centric methodology defines value and formulates goals & objectives for your organization, based on your (internal) clients' needs
- We capture and analyze data, using our Strategic Value Framework, to create information and ultimately insights to minimize the role of emotions and politics – and maximize the role of facts –in decision making

Our method and tools have proven their value in 200+ projects. Please contact us for more information. Our international team of experts is ready to help

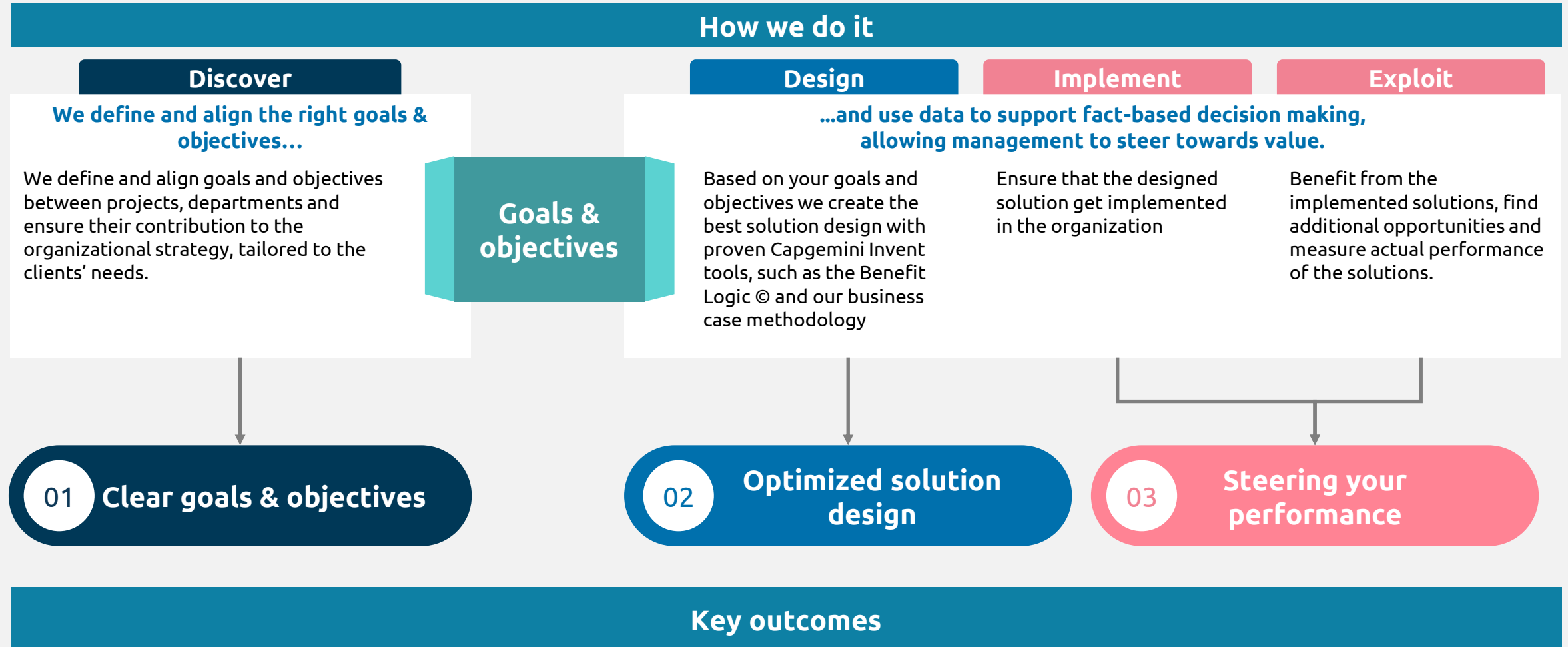
We deliver to you 3 key outcomes in each of our projects, which are measurable and long-lasting benefits





OUR APPROACH

Our methodology consists of a two-fold approach, where goals and objectives are at the centre



The right goals and objectives form the basis of every project and organization, steering towards them is key for success



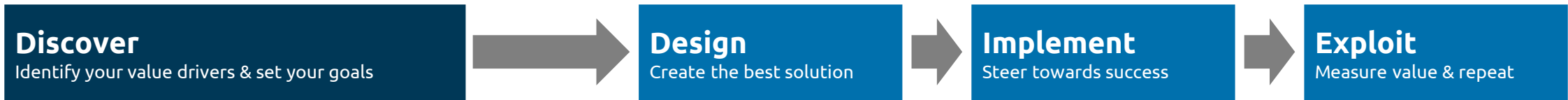
What we do

We define and align the right goals & objectives...

...and use data to support fact-based decision making, allowing management to steer towards value.



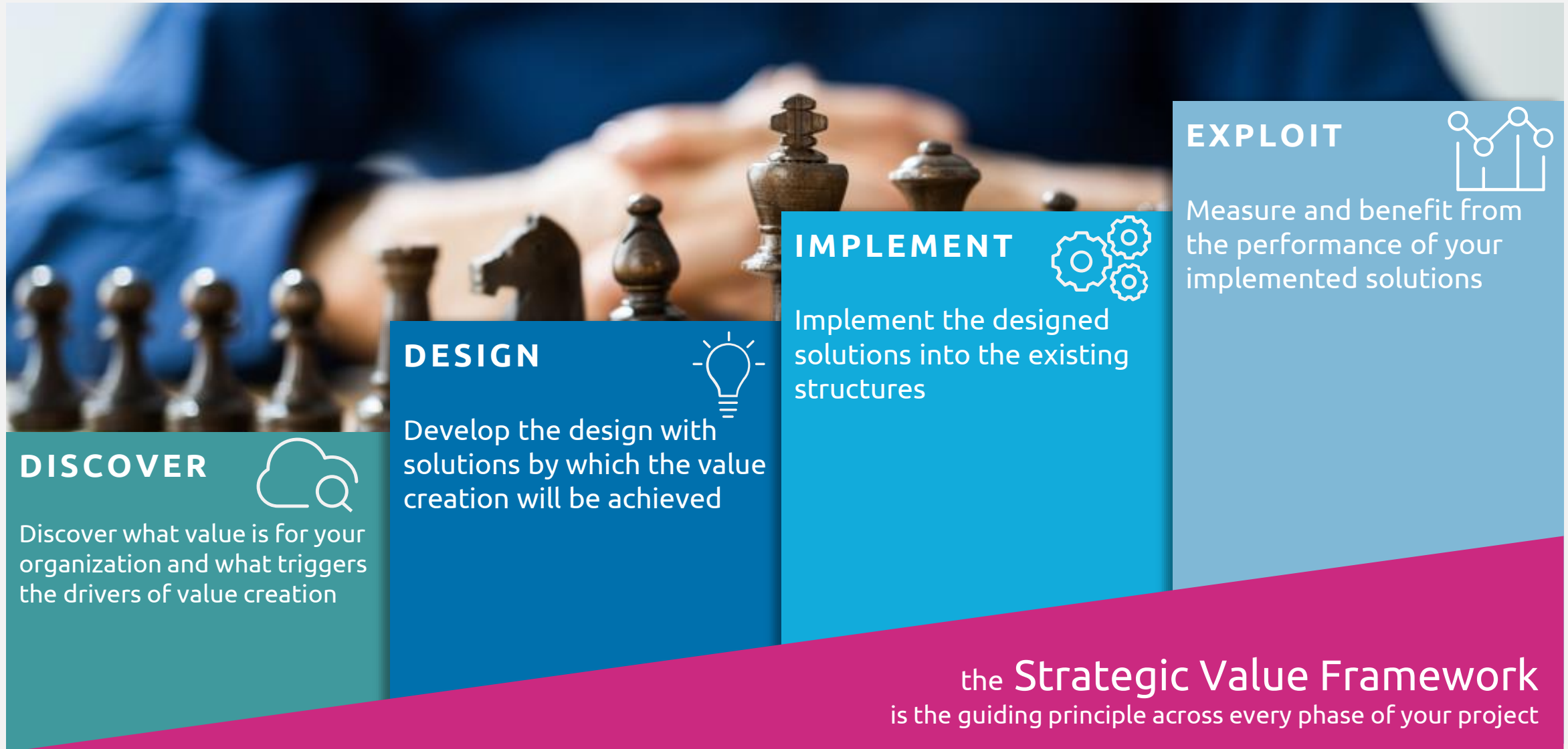
How we do it



Strategic Value Framework

Our Strategic Value Framework is the guiding principle in every phase of your project

The cement in our approach is our Strategic Value Framework, which grows with every step and leads towards value

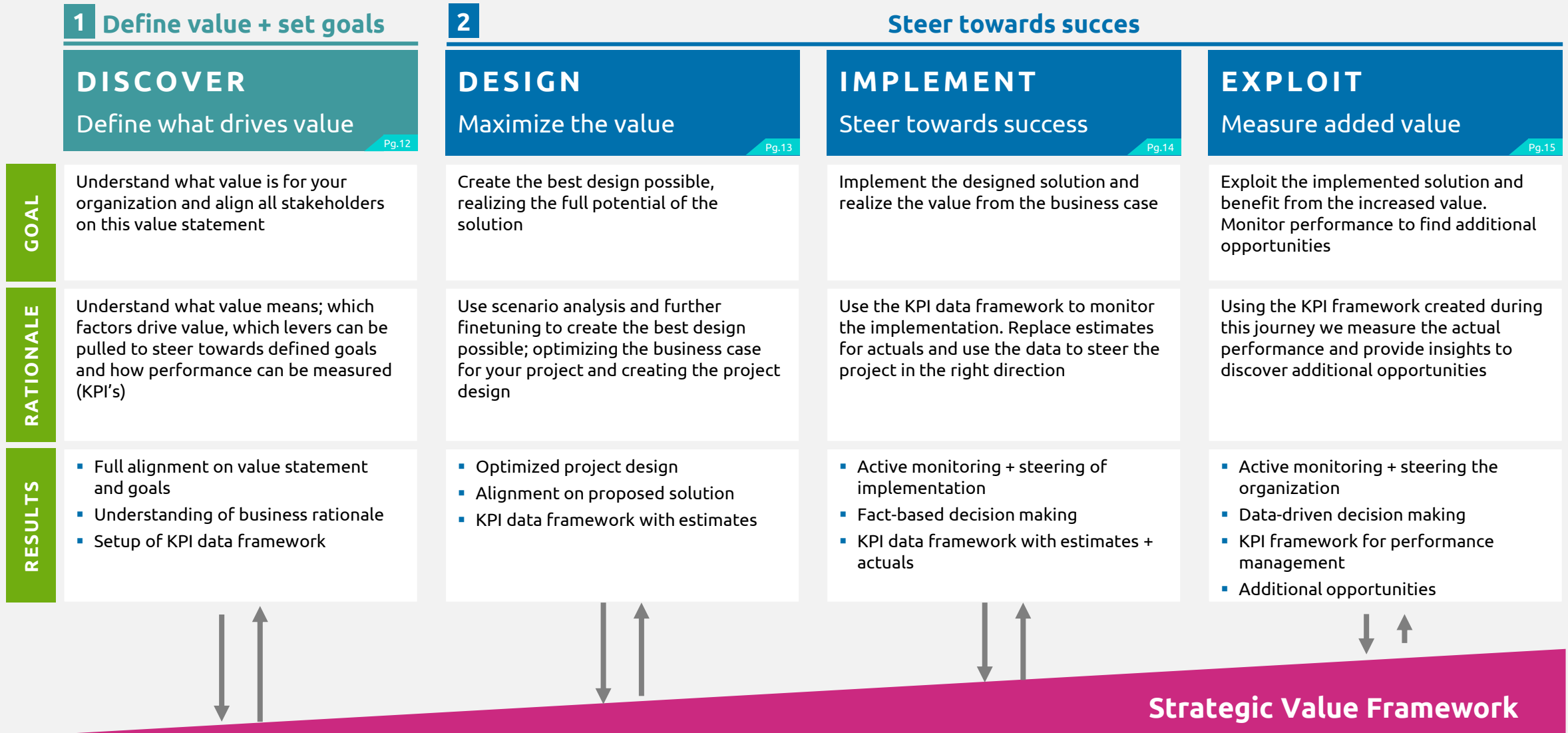




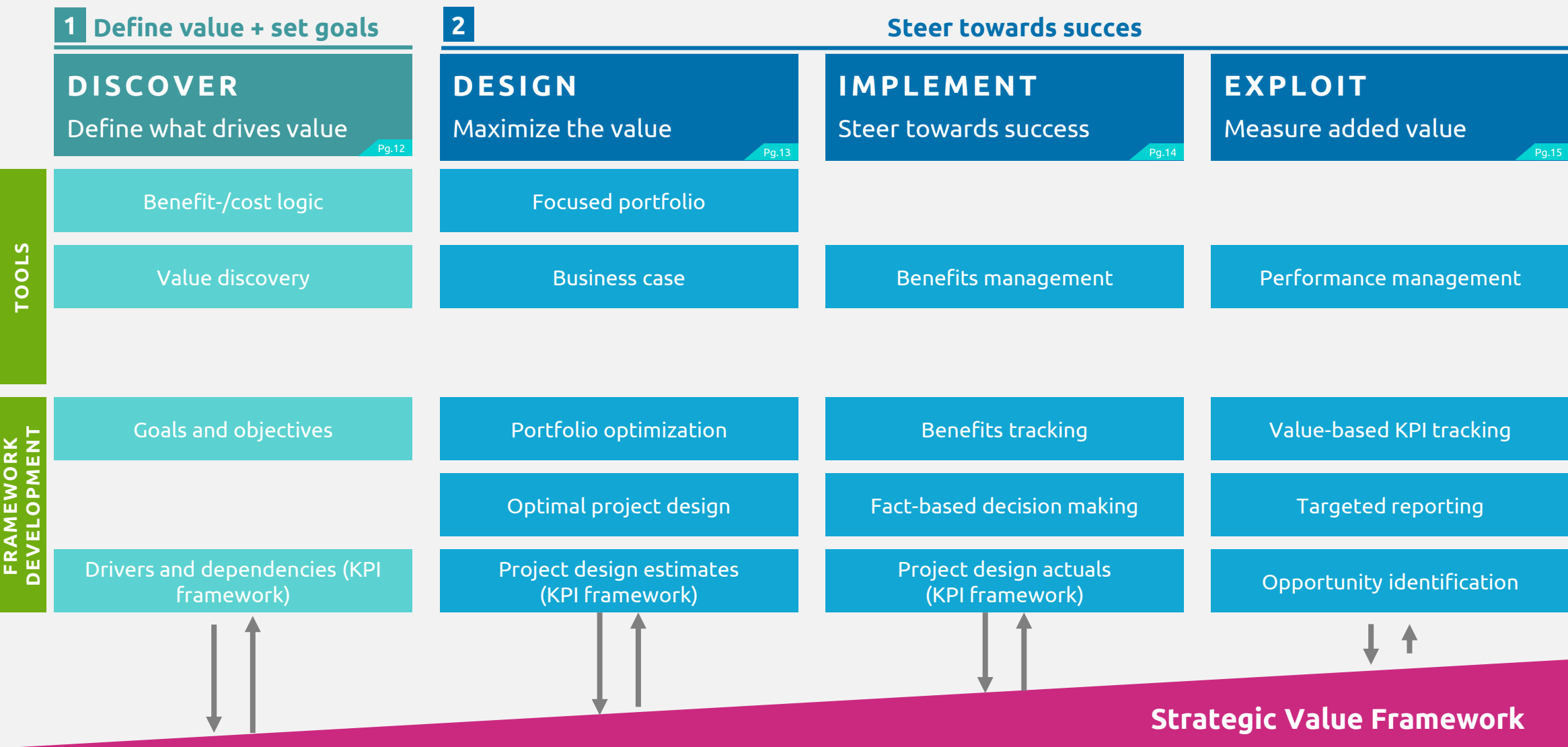
DEEPDIVE APPROACH, TOOLS & FRAMEWORK


The Strategic Value Framework is the foundation of our approach.

It guides us through the four project phases



During each phase we use a different set of tools to create the required information





DEEPDIVE
APPROACH, TOOLS
& FRAMEWORK

INFRASTRUCTURE

Discover what drives value and define + align clear goals and objectives for your organization



1 Define value + set goals

DISCOVER

Define what drives value

PROJECT

A multinational consumer goods company asked Capgemini Invent to help explore the potential of an FMCG-based crowdfunding platform. This being a brand-new idea, the company wanted to know whether it's a feasible idea, what the potential value was and what potential obstacles could arise when executing the idea.

RESULT

We identified the consumer tension, business value, and proposition for the FMCG-based crowdfunding platform, while allowing the company to empower consumers to make a greater positive impact on the world.

STEER TOWARDS SUCCESS



Benefit-/cost logic

In an iterative and co-creation approach, the Benefits Logic® is developed via build and validation workshops identifying value drivers and opportunities. Which in turn are grouped into value areas.



Value discovery

By focusing on the cause-and-effect relationship of all relevant internal + external metrics and using already existing knowledge, we facilitate the development of a Transformation Map and ultimately project charters to kickstart new initiatives.



OUR FRAMEWORK DEVELOPMENT



Goals and objectives

Concise and coherent goal setting will lead to improved decision making. This will in turn improve focusing on the right goals, reducing loss of resources.



Drivers and dependencies (KPI framework)

An overview of value drivers will help in defining how strategic value is created in your organization and why. Organisations benefit from improved focus and measurable results.

Create the optimal project design to maximize the value of your project (portfolio)



2 Steer towards success

DESIGN

Maximize the value

PROJECT

A large airline company asked Capgemini Invent to help them focus their project portfolio on a specific HR topic. The department had a few ideas how they could improve the working environment for their employees and had started some projects already around the topic that were still running. However, they were not sure where they should focus their resources on to work on their people strategy in the future.

RESULT

An overview of all the potential solutions linked to their People Strategy on a huge A0 paper. Thereby, the company was able to share the results with all stakeholders within the organization in a very visual way.

OUR TOOLS



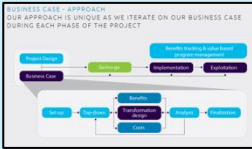
Focused Portfolio

Our focused project portfolio approach ensures the selection of value adding projects that fit the strategy. The solution offers you three steps in which you will identify, select and manage your project portfolio, and make sure you start creating value again.



Business case

Our business case method identifies which investments or initiatives create or can create the desired value. By defining the relevant cost- and value drivers we gain understanding of the challenges. We use these drivers to assess and validate multiple scenarios, leading to an optimal design of the solution & its implementation



OUR FRAMEWORK DEVELOPMENT



Portfolio optimization

We optimize the existing portfolio of projects and create insights in how current projects add value and which projects need to be dropped



Optimal project design

We distinguish projects that create value from those that don't. After assessing multiple options/scenarios we ensure that the most value creating projects are designed & selected



Project design estimates (KPI framework)

KPI's are assessed and determined to be tracked throughout the following phases, ensuring that optimal value creation is realized

Implement the optimized project design and steer towards value using smart monitoring solutions & support decision making



2 Steer towards success

IMPLEMENT

Steer towards success

PROJECT

Capgemini Invent helped a large Life Sciences client to measure the success of their program, by ensuring that the benefits that were promised in a revised business case would be delivered within the organization

RESULT

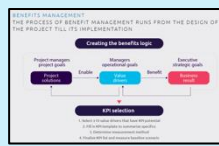
Objectives and activities were mapped in a KPI tree to measure progress and the level of success. Second, we developed a performance dashboard which included multiple leading indicators

OUR TOOLS



Benefits management

By setting up a clear data and KPI framework, derived from the metrics used in the business case we create a benefit management trajectory that fits your organizational context and content



OUR FRAMEWORK DEVELOPMENT



Benefits tracking

We measure whether the predicted benefits take place, steer towards actual value creation, and continuously re-evaluate the portfolio value



Fact-based decision making

During implementation, more & more assumptions can be replaced with actual facts. We incorporate the facts in the framework which strengthens its quality & allows for improved fact-based decision making



Project design actuals (KPI framework)

KPI's are assessed and determined to be tracked throughout the following phases, ensuring that optimal value creation is realized

Exploit your solutions while measuring & monitoring the performance of your implemented solutions



2 Steer towards success

EXPLOIT

Measure added value

PROJECT

Capgemini Invent brought an entire Enterprise Model & Strategy expert team to a governmental organization which coached the client to train them on the Enterprise Model & Strategy methodology with special attention to business cases, goal driven insights and value tracking

RESULT

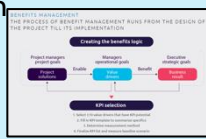
Successful and on time delivery of the full project portfolio and budget request package to the House of Representatives

OUR TOOLS



Performance management

The Value performance management methodology makes transparent what performance areas should be prioritized, why these areas need attention and what the outcome of improvement and transformation initiatives will be



OUR FRAMEWORK DEVELOPMENT



Value-based KPI tracking

Organizational KPI's are based on the goals & objectives and in line with the to be realized benefits



Targeted reporting

Assessment of as-is and to-be reporting process flows to bring these in alignment of the organization's goals & objectives



Opportunity identification

By implementing value performance management, it's possible to continuously improve and identify new opportunities that were not visible or possible before



PROJECT REFERENCES



We successfully helped and guided organizations in different sectors and industries by creating and realizing more value

Net value creation of

Along with our clients, we established the creation of more than 10 million euros in only 2020 already

Combined years
of experience

15 years

Of experience in the field

We've been creating value for more than 15 years for our clients

>€10m
2020

>12 consultants

over 200
successful
projects

Of creating value

With organizations in different industries of the Netherlands and abroad

Our team consists of talented people with a wide variety of expertise and knowledge with different backgrounds



CHRIS
MOOR
Director



ARJEN
KRIJT
Senior Manager



EVA LO-VAN
STEENBERGEN
Senior Manager



WILLEM
STRATER
Manager



EMILY VAN DER
HAAGEN
Senior Consultant



VINCENT
JANSSEN
Senior Consultant



OSCAR
'T HART
Senior Consultant



RAPHAEL
SPAANS
Senior Consultant



PETER
OVERWIJK
Senior Consultant



RAVEENA
SOERDJBALI
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YOU WANT**

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