

The background of the top half of the page is a photograph of a car's interior. A person's hand is visible on the steering wheel on the left. The center console features a large infotainment screen displaying a "DISC" menu with various options like "Stereo" and "NODISC". Below the screen are physical buttons for "MENU", "NAVI", "FM/AM", and "DVD". The dashboard and instrument cluster are visible in the background, with a digital display showing "73.9". The overall lighting is warm, suggesting a sunset or sunrise.

An infotainment
leader transforms

its IT to generate
business value

Driving innovation through technology requires the right approach

A technology company in the United States and a global leader in delivering automotive infotainment products is on a mission to drive disruptive innovation and redefine customer engagement. It also takes pride in its commitment to creating a better and more sustainable world of mobility.

The company believes innovation starts with encouraging employees to make bold and creative decisions and has fostered a culture that enables free thinking around new ways to generate value and engage customers.

But as a large enterprise responsible for developing, producing, and selling products on a global market, it has complex internal processes underlying these functions. To reach its targets and achieve the growth it wanted, it first needed to transform its IT foundation. This is where Capgemini stepped in and helped the company take the right technology approach.

ADOPT TECHNOLOGY WITH A PURPOSE

Capgemini determined the organization needed to return to first principles by investigating the root cause of what the business needed to address. Previously, the company's team had a highly technical focus and had taken a siloed approach to operations, such as those involving infrastructure and network, with no visibility into overall business impact.

Taking a step back and looking at the big picture from a business-need perspective identified a critical goal: connecting IT functions to business functions. In practice, this meant creating a platform that allowed employees to perform their duties regardless of location – a critical requirement at the onset of the COVID-19 pandemic. Another example change Capgemini helped the enterprise adopt is providing tools that support low-code development for employees to solve their own problems and therefore not rely entirely on IT support.

Empowering employees to resolve issues drove efficiencies across the business. This also spurred a change in mindset: it became clear that technology needs a purpose and people must know how to leverage it. Otherwise, it just creates complexity and becomes a barrier to innovation.



A man in a dark suit and glasses is leaning over a white table in a bright, modern office. He is looking at a laptop and some papers on the table. The office has large windows in the background, letting in natural light. The overall atmosphere is professional and focused.

A BETTER FUTURE WITH **SAP**

The company also relied heavily on legacy systems, and it used different software to operate all its factories. A transition to SAP consolidated the application environment and gave end-to-end visibility into operations. Applications are now streamlined, with automation replacing the need for manual tasks and an endless volume of spreadsheets. Employees can now focus on fresh initiatives for generating value.

This shift, however, demanded a change-management program to get workers acquainted with the new processes. Having over four decades of experience with SAP solutions meant Capgemini had the expertise to support both the company and its people during the transition and ensure no negative impact throughout.

Following the success of Capgemini's SAP integration, the company asked our ADMnext Application Managed Services (AMS) team to provide ongoing process and application support. The integration of some project team members into the AMS team ensured a seamless transition, facilitating a comprehensive grasp of processes and configuration. The AMS team quickly absorbed business processes and operational set-ups, and proposed solutions to streamline configurations, ensure consistency, and meet business needs. This was the start of a successful collaboration set on exploring the potential of planning an operational future around SAP – marking yet another shift in the way of thinking.

A WORLD LEADER IN BUSINESS TRANSFORMATION

Capgemini's overall effort established itself as a trusted technology advisor and transformation partner for the client. Together, we improved ways of working, delivered efficiencies across the organization, and produced outcomes that benefitted its business partners.

All this meant the enterprise and its people could now focus on the sustainability agenda and driving the disruptive innovation it needs to achieve its mission. Our partnership now spans over five years and counting, and both parties are looking forward to a future of mutual growth and success.

Contact us to learn how Capgemini can deliver the IT transformation your company needs to generate value and growth.

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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