

# Cloud Consumption On-Demand

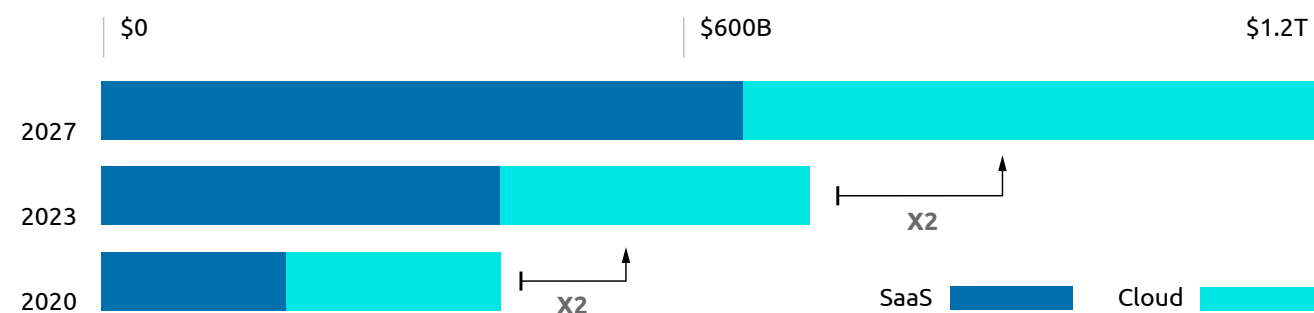
What's the cost of a click?



# The hidden challenges of On-Demand technology

On-Demand technologies like public cloud, SaaS, and generative AI are rapidly expanding, with global costs doubling every four years.

As every employee becomes a potential buyer, spending is multiplying across organizations, leading to unforeseen costs and raising concerns about the efficient use of these technologies and their true business value.



1 Red Hat 2022, 2 Gartner 2024, 3 Flexera 2023, 4 Zylo 2024

66%

of cloud projects do not deliver the expected results<sup>1</sup>

32%

of cloud spend is waste<sup>3</sup>

85%

of AI and machine learning projects fail to deliver ROI for their organizations<sup>2</sup>

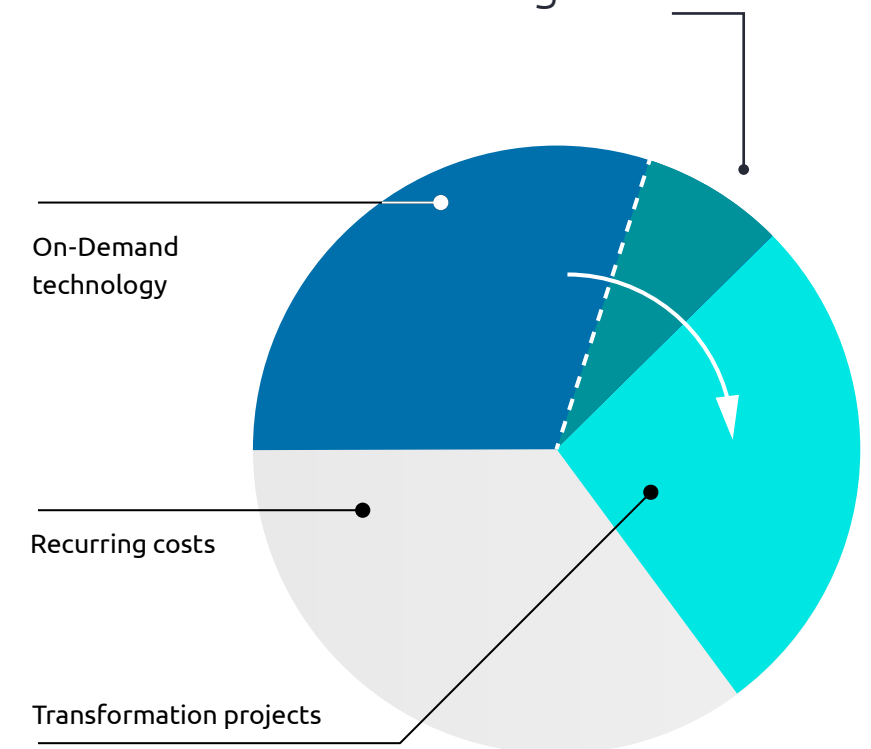
49%

of SaaS licenses are not used<sup>4</sup>

## A shift from CapEx to OpEx

With the movement from Capital Expenditure to Operating Expenses, On-Demand technology costs are consuming transformation project budgets. Driven by the explosion of Gen AI this will only accelerate across all industries.

On-Demand spend is eating into transformation budgets



## Understanding this complex challenge

Capgemini has applied its expertise in On-Demand technology to implement best practice solutions for leading clients across diverse industries. Our new offering, **Cloud Consumption On-Demand by Capgemini**, leverages this extensive experience to drive tangible outcomes, optimize technology costs, and deliver swift, strategic improvements.

Together, we can challenge usage versus cost while optimizing your digital and Gen AI stack, before building and operating a future-proofed model.

# Ready to begin your journey?

As your expert guides on the path to success, we use our proprietary accelerators and assets to build momentum and deliver savings, in two, clearly defined phases steps.

## Phase 1. Know your potential

Cloud Consumption On-Demand is designed to enable your business to swiftly turn insight into action

Understand	Assess	Identify	Develop
your existing On-Demand technology consumption (i.e. stock)	your maturity compared to market best practices	and address quick wins to generate benefits	an optimization backlog and business plan

## Phase 2. Future-proof your model

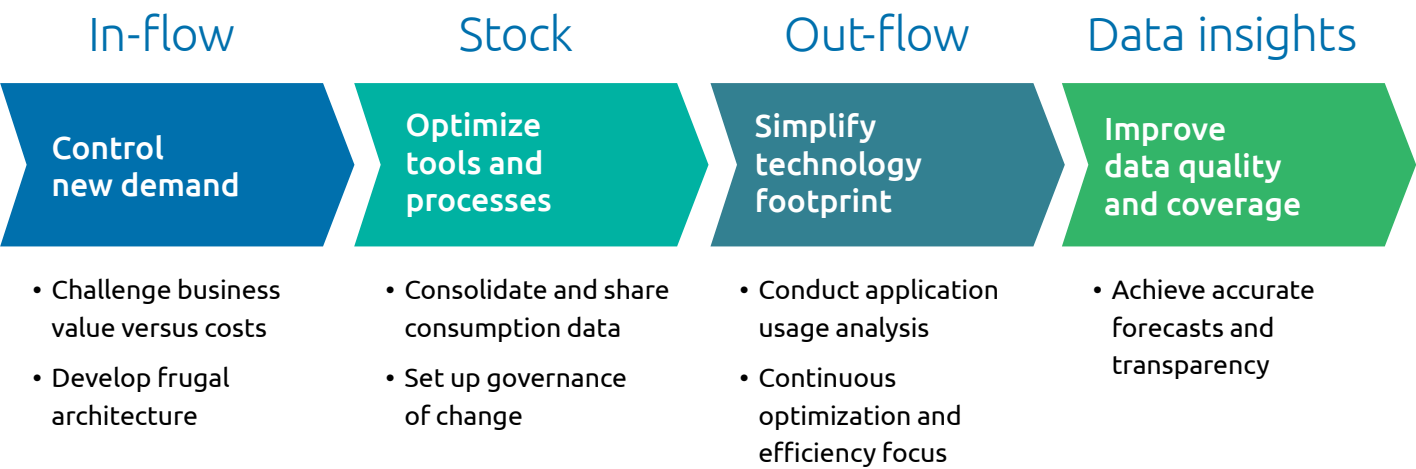
With an integrated view of risks and opportunities, Cloud Consumption On-Demand readies your business for change

Reduce	Control	Reinvent	Establish
On-Demand technology costs by 20-40%	the in-flow and out-flow of new initiatives	the collaboration model between stakeholders	the pre-requisites around data collection and quality

# Getting into your stride

Find the right balance by streamlining your existing On-Demand stock while driving efficiency in the in-flow and out-flow of On-Demand services.

It's time to maximize your potential and stay ahead of the competition with Capgemini's cutting-edge technology solutions.

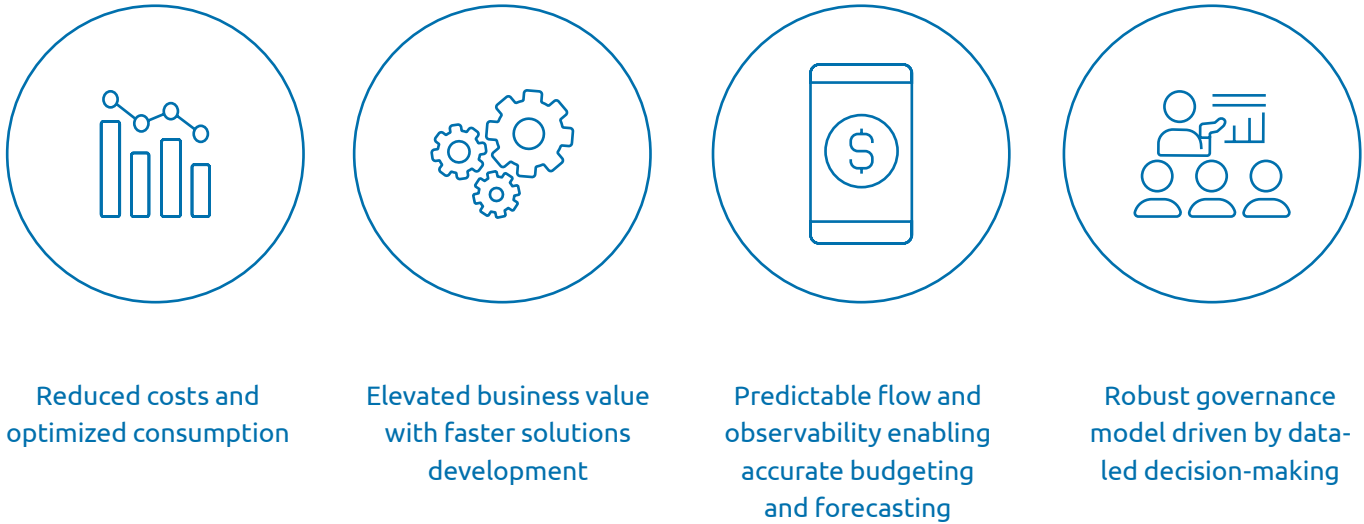


# Maximize the value of every click

Want to empower your business with an innovative solution to achieve greater efficiency and cost savings, ensuring you maximize your resources effectively.

Take back control of spending and optimize the cost of a click with Cloud Consumption On-Demand.

## Transformative results ahead:



## About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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