



# Ready2Series Guidelines

Your IP Solutions Guide



# Our Value Proposition

**“** *We must prepare for the future by developing the services of tomorrow, strengthening our alliances with the most assertive of our partners, while emphasizing our differentiation through proprietary solutions.”*

*Paul Hermelin  
Capgemini CEO*

The Ready2Series is Capgemini's collection of innovative products, leveraged to deliver powerful results to your organization in a short time.

With the Ready2Series, Capgemini offers pre-built packages which not only address the requirements of your sector, but also include innovative features you might never have thought of. From operating multichannel customer service, to running a hospital more efficiently; deploying smart energy meters countrywide, to trading in financial markets, we have solutions which are ready to install, or even ready to run.

This is a quicker, more efficient way of providing and consuming IT. Choosing a Ready2Series product as the baseline of your project allows you to fast forward to the configuration stage of a pre-designed and tested solution. You benefit from a time to market advantage, improved flexibility, and lower costs. And because we have implemented these systems with many clients before, you can be sure of reducing project risks and issues.

Find out how to represent the Ready2Series in everything we do to reinforce our go-to-market impact.

# Why our Clients Expect the Ready2Series

The move to IP-based solutions is the consequence of three different trends.

## 1. CLIENT DEMAND

- **Cost Pressure** drives our clients to align their process with “best of breed” solutions.
- CAPEX to OPEX IT budgets evolution favors **transaction-based models**
- Increased need for **agility & speed**
- IT project **risk** calls for “pre-packaged” solutions.

## 2. SOFTWARE MARKET TRANSFORMATION (SAAS)

- Attractive **pay-per-use value propositions** from new breed of players (SFDC, ARIBA, etc.)
- New standards and technological trends progressively **reduce the complexity** of software integration.

## 3. COMPETITION

- Traditional SI business **margins under pressure**
- **Analysts** now integrate “IP revenues” into their valuation models (“non-linear growth”)
- Several **competitors** moving to IP.

# What our Clients Expect from the Ready2Series

Key benefits the Ready2Series brings our clients

## ACCELERATION

IP solutions can be implemented in a matter of weeks or a few months, instead of the many months or years which other implementation projects can take.

This is because Capgemini is not having to design and develop the technology from scratch. Instead most of the client's needs are satisfied with technology out of the box which is then configured to the client's business.

Acceleration brings a "time to market" benefit which allows clients to become more agile and adaptive.

## REDUCED RISK

All of our IP solutions have been tried and tested successfully in at least one implementation with a client. Many have been refined on an ongoing basis in response to feedback from our clients and new requirements which they raise to us. Each product distills our expertise in a specific sector or horizontal.

This reduces the likelihood of implementation problems or delays.

## INNOVATION

Through IP we are bringing innovative offerings to the market, and enabling clients to do new things with technology, from our cloud one stop shop for digital marketing and commerce (Immediate) to virtual call center queuing on smartphones (Odigo Suite – Smart Call).

We also bring innovation into ways of consuming technology – for example making more and more available as a service, reducing CAPEX, and financing on a pay-per-basis.

## COST SAVINGS

Because they can be implemented in a shorter time than other solutions, IP products and accelerators are typically a less expensive option for clients. Services around IP products and accelerators are typically focused on customization and configuration.

The IP solutions also bring cost savings in other ways – some enable clients to move from on-premise systems to SaaS models (e.g.: TMS NOW, Smart Energy Services Platform, Odigo), some bring greater efficiency to a client's organization (e.g.: t-Police, Bookplan, IBX).

IP-based business involves reusing proprietary solutions in multiple engagements, and charging clients on the basis of licenses or pay-per-use models. In February 2012, Capgemini launched an IP Acceleration Program (IP-AP), with the ambition of contributing 10% of Group revenues by 2015.

The Ready2Series is Capgemini's catalog of around 50 innovative and prebuilt IP products, launched to achieve this goal through more effective marketing.

Ready2Series solutions can be deployed quickly with minimum risk of delay as they have been tested and implemented before. Industrialization and payment models make them more affordable, and they offer innovative and unique features specially geared for the clients' sector.

# What our Clients Say about Ready2Series Products

**“** *As IBX Purchase-to-Pay is so user friendly, there is no longer any excuse to not use the system. If you can buy online at home, then you can buy here as well.”*

Primoz Drol  
Head of Procurement Development  
and Operations at SEB, **on IBX**

**“** *Very substantial cost savings can be made in our back-office support functions which will help minimize the risk to our front-line services, and the Capgemini solution demonstrates in detail how those savings can be achieved.”*

Margaret Ollerenshaw  
Chairman of Cheshire Police Authority,  
**on t-Police**

**“** *We have got better scheduling and production, shorter waiting lists and we can use our resources more appropriately... I was skeptical, because our needs are so complex, and I doubted at first whether scheduling could be joined in a single IT system. But it could, and I am very positive.”*

Hanne Dalsgaard  
Strategic Coordinator and Head Nursing Officer,  
Aarhus University Hospital,  
**on Bookplan**

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# When to Apply the Ready2Series Identity

## Ready2Series

### WHAT IS AN IP SOLUTION

We have intellectual property (IP) in any solution we have developed ourselves as Capgemini and Sogeti, or acquired from another business. Today there are several hundred IP solutions across the Group.

The strongest of these have the potential to become repeatable products, industrialized across multiple accounts. They have entered the Group's IP catalog.

The repeatability of our IP solutions drives improvements in margin for the Group and contributes to our Champions' League ambition for 2015. It is this ambition which the Ready2Series makes a reality in our go to market.

The Ready2Series identity **must only** be applied to IP-based solutions which have been **formally selected** to be part of the Group IP catalog.

The IP catalog is managed by the Group **IP Board**.

Proposals to add new IP solutions to the catalog, endorsed by the Business Units which own those solutions, will be reviewed by the IP Board at regular intervals throughout the year.

For more information on the process from ideation to industrialization of IP solutions within the Group, visit the **IP Hub** on Talent:

[http://talent.capgemini.com/global/pages/hubs/global\\_functions/intellectual\\_property/](http://talent.capgemini.com/global/pages/hubs/global_functions/intellectual_property/)

# The Stamp and its Hierarchy

Capgemini is bringing a set of IP-based solutions to the market to accelerate and secure the delivery of projects for clients. These IP-based solutions can range from Products (software-like), to Accelerators (semi-finished products) that will save clients time and money when implementing an IT project.

This set of IP-based solutions is called Ready2Series and is used as a stamp.

**Ready2Series**

The Ready2Series stamp is used on all internal and external documents related to IP-based solutions from the Group catalog.

A hierarchy of information has been defined as shown below:

**WITH CAPGEMINI BRAND**



**Ready2Series**

**WITH ANOTHER BRAND**



**Ready2Series**

**WITH SOGETI BRAND**



**Ready2Series**

**WITH A PRODUCT**

**Ready2Series**

**IP Name**

# Permitted Colors

The following colors must be applied:

- Main colors (recommended)
- Black 100%
- Black 40%



It is **not permitted** to reverse the colors.

## Main colors

**Ready2Series**

## Capgemini IP solutions

- Direct tone: Pantone® 313 PC
- 4-color process (CMYK): C100 M0 Y10 K4
- Digital (RGB): R0 G152 B204
- Ready2Series: White

## Other permitted colors

Black: 100%

**Ready2Series**

**Ready2Series**

## Sogeti IP solutions

- Direct tone: Pantone® Warm Red PC
- 4-color process (CMYK): C0 M86 Y80 K0
- Digital (RGB): R230 G65 B53
- Ready2Series: White

Black: 40%

**Ready2Series**

# The Stamp with Capgemini Logotype

Our logotype is a registered trademark and must be used in all our documents, including contracts, stationery, collateral, press, event material and digital Communications. The logotype must only be used in its official or permitted colors, ideally on a white background.



It is **not permitted** to dissociate any elements of the logotype, e.g., use the spade on its own.

## CAPGEMINI COLORS

Our logotype must only be used in the listed colors below. Remember, colors can vary when reproduced in different media. Always use the correct color formula to ensure the logotype and the stamp are recreated accurately.



**Direct tone:**  
Pantone® 313

**4-color process:**  
C100 M0 Y10 K4

**eMedia:**  
R0 G152 B204

**Web:**  
#0098cc



**Direct tone:**  
Pantone® 287

**4-color process:**  
C100 M72 Y2 K12

**eMedia:**  
R0 G72 B141

**Web:**  
#00488d



Black: 100%



Silver  
Black: 40%



# The Stamp with Sogeti Logotype

A wholly owned subsidiary of Capgemini Group focusing on local professional services, and is a leading provider of professional technology services.



It is not permitted:

- to dissociate any elements of the logotype
- to reverse the colors.

## SOGETI COLORS

The logotype must only be used in the listed colors. Remember, colors can vary when reproduced in different media. Always use the correct color formula to ensure the logotype and the stamp are recreated accurately.

**Direct tone:**  
Pantone® Warm Red

**4-color process:**  
C0 M75 Y90 K0

**eMedia:**  
R255 G64 B25

**Web:**  
#ff4411

**Direct tone:**  
White

**4-color process:**  
C0 M0 Y0 K0

**eMedia:**  
R255 G255 B255

**Web:**  
#000000

**Black:** 100%

**Pantone® 877**  
Silver  
**Black:** 40%



# The Stamp with Another Brand

When the stamp is used with another brand than Capgemini or Sogeti, the brand official colors must be applied.

## OTHER BRAND COLORS

The official colors of the brand must be applied. Below, example of Prosodie Capgemini. Remember, colors can vary when reproduced in different media. Always use the correct color formula to ensure the logotype and the stamp are recreated accurately.



**Direct tone:**  
Pantone® 313

**4-color process:**  
C100 M0 Y10 K4

**eMedia:**  
R0 G152 B204

**Web:**  
#0098cc



**Direct tone:**  
Pantone® 287

**4-color process:**  
C100 M72 Y2 K12

**eMedia:**  
R0 G72 B141

**Web:**  
#00488d



Black: 100%



Silver  
Black: 40%



# The Stamp with an IP Solution from the Catalog

The stamp color (Page 9) and sizing rules (Page 14) must be respected.

**Note:**

The Ready2Series identity must only be applied to IP solutions which have been formally selected to be part of the Group IP catalog.

WHEN SOLD BY CAPGEMINI

**Ready2Series**



**Ready2Series**



WHEN SOLD BY SOGETI

**Ready2Series**

**TAKT**Engine

**Ready2Series**



# The Stamp in Details

## SIZING PRINCIPLES

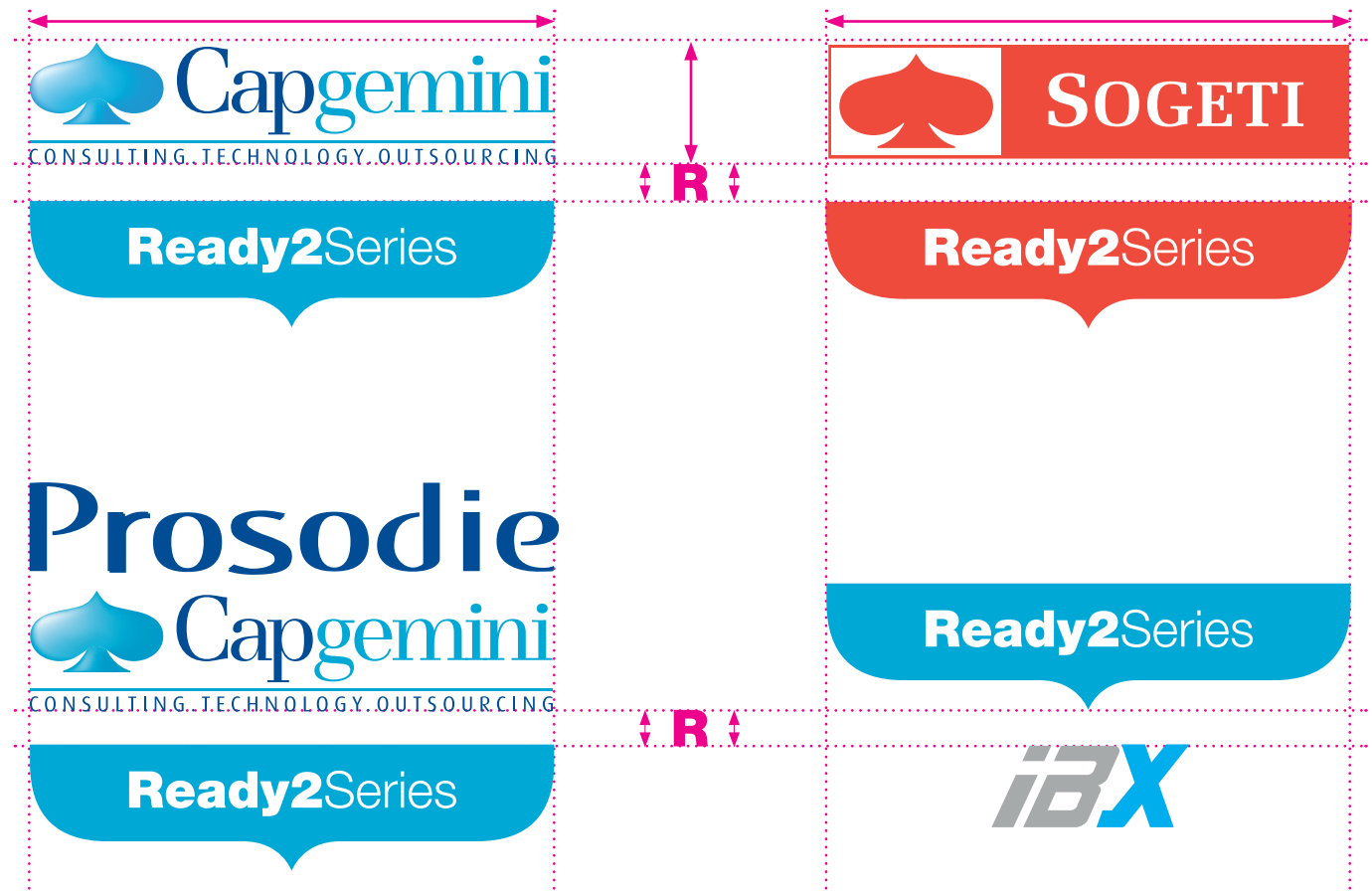
Capgemini logotype and Ready2Series stamp must be equal width:

- Portrait: 1/3 of page width (A4 = 70mm)
- Landscape: 1/4 of page width (A4 = 74.25mm)

The distance between the logotype and the stamp is equal to the “R” height:

 **Ready2Series**

The same rules apply whether it is used with a logotype or an IP solution.



# The Stamp in Details

## Protection zone and minimum size

The same rules apply whether it is used with a logotype (Capgemini, Sogeti or another brand) or an IP solution.

### PROTECTION ZONE

This is the clear space surrounding the Ready2series stamp and logotype. No other elements, text, graphics or otherwise, can be placed here.

The zone measures (X) from the top of the spade to the base of “Consulting. Technology.Outsourcing.”



### MINIMUM SIZE

To maintain clarity and legibility of the brand and stamp, the minimum size is 40mm long.



# How to **Write** Ready2Series

## IN THE STAMP

- One font, Helvetica Neue St, two styles
- Ready2Series is always written in white



## IN A TEXT

- Always with a capital R and S, and number 2
- As part of the body copy, it is written in the body font style, as defined in the Group guidelines (i.e.: Helvetica Neue 45 light, or Arial, 10pt).
- When written in a title or sub-title, apply the respective font style, as defined in the Group Visual Identity Guidelines.
- Never reproduce the two different font styles in a text.

### For Example:

Ready2Series is always written with a capital R and S, using the text font style and size as defined in the Group Visual Identity Guidelines.

65 Medium, 75 Bold can also be applied, e.g.:  
**Ready2Series.**

# How to **Illustrate** the Ready2Series

Photography used for Ready2Series IP solutions from the catalog must follow Capgemini imagery guidelines.

## **They must:**

- Always have a human element (i.e., a person or a part of a person)
- Always have a focused element (i.e., no full blurred or messy image)
- Always be related to the content.

## **GENERIC IMAGES**



## **FOR A READY2SERIES SOLUTION**

Image must be:

- Directly related to the IP solution
- Illustrate the customer promise, the IP solution or the benefit/s

## **WHEN USED WITH AN EXISTING IDENTITY**

When the IP solution is related to one specific global sector or offering having its own identity and imagery, these photos/icons will be used.



**FOR EXAMPLE:**  
t-Police



**FOR EXAMPLE:**  
Smart Energy Services (SES)

# How to **Create** a New Ready2Series Solution Name

A new IP solution name must reflect the entrepreneurial spirit of the Group, be effective, memorable and recognizable in the market. It can be tailored to local markets and audiences.



## **THE NAME MUST:**

- Convey something about the promise behind the solution
- Be descriptive or associative rather than abstract
- Be short: no more than two words or maximum 15 characters
- Be approved by Group Legal prior to official use and launch (Contact: Marie Abadie).



## **THE NAME MUST NOT:**

- Include technical jargon (solution, platform, middleware, orchestrator, integrated, etc.)
- Include acronyms (CRM, SaaS, etc.)
- Include partner names (Oracle, Microsoft, SAP, etc.)
- Include company name (Capgemini, Sogeti, other brand)
- Include numbers
- Be longer than two words or 15 characters
- Be accompanied by any kind of logotypes.

## **SOME EXAMPLES:**

- t-Police: Associative. Short for “Transformation Police”, “t” being used as an algebraic symbol
- Energy Path: Associative. Combining sector name and customer promise
- Immediate: Convey a customer promise.

# How to **Visualize** a Ready2Series Solution Name

To maintain consistency in our set of Ready2Series solutions and reinforce our go-to-market awareness, the solution name should follow some basic rules.

## Note:

IP solution name created as a logo prior to the launch of the Ready2Series (e.g.: Odigo, IBX, PriceLab) will remain for the moment.

## STYLE

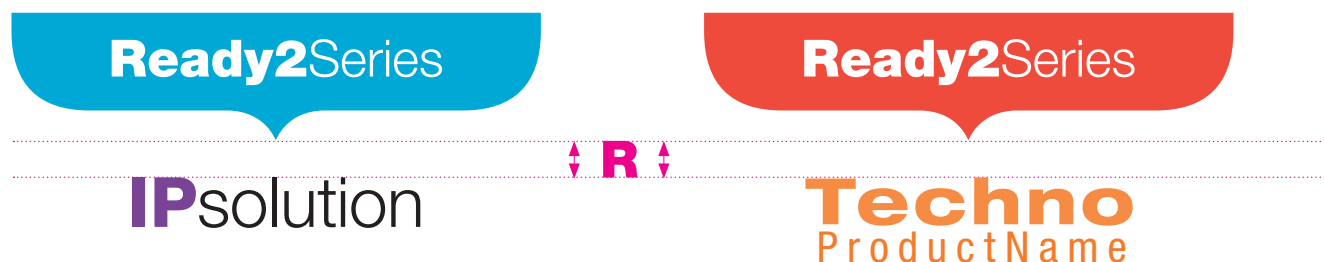
- **One font:** Helvetica Neue Std. Use any style or a combination of 2 styles from 26 Ultra Light to 95 Ultra Black, including condensed or extended options.
- **Color:** use 1 color **OR** Black + one color from the Group Palette (see color details page 20)

## SIZING PRINCIPLES

The size of the IP solution names must be:

- Maximum width = Stamp width
- It is always vertically centered with the stamp
- It is always placed at “1xR” from the stamp base (see page 14)

## EXAMPLES



# Colors Set for Ready2Series Solution Name

When creating an IP solution name identity, use color/s from Capgemini or Sogeti respective color palette.

## Do not:

- mix the palette, i.e.: use Capgemini colors for Sogeti IP solutions and vice versa
- use the color of the stamp (no blue nor red)
- use more than 2 colors.

## Capgemini Color Palette

<b>Pantone® 123</b> C0 M21 Y88 K0 R254 G204 B38 #fecc27	<b>Pantone® 158</b> C0 M64 Y95 K0 R237 G119 B26 #ed771a	<b>Pantone® 187</b> C5 M100 Y71 K22 R183 G1 B50 #b70132	<b>Pantone® 2612</b> C70 M100 Y0 K5 R105 G30 B124 #681e7c	<b>Pantone® 227</b> C6 M100 Y7 K20 R186 G0 B101 #ba0065	<b>Pantone® 533</b> C95 M72 Y15 K62 R0 G35 B75 #00264a
<b>Pantone® 583</b> C25 M3 Y100 K14 R189 G189 B0 #bdbd00	<b>Pantone® 370</b> C64 M5 Y100 K24 R89 G142 B32 #598e20	<b>Pantone® Warm Grey 7</b> C14 M19 Y21 K38 R 159 G 149 B 143 #a0958f	<b>Pantone® 442</b> C23 M7 Y12 K18 R 179 G 193 B 194 #b3c1c2	<b>Pantone® 623</b> C36 M3 Y21 K10 R164 G199 B192 #a4c7c0	

## Sogeti Color Palette

<b>Pantone® 401</b> C8 M9 Y14 K24 R195 G191 B183 #c3bfb7	<b>Pantone® 129</b> C0 M11 Y70 K0 R255 G223 B98 #ffdf62	<b>Pantone® 138</b> C0 M50 Y100 K0 R242 G148 B0 #f29500	<b>Pantone® 1805</b> C5 M96 Y76K21 R186 G27 B47 #b91b2f	<b>Pantone® 527</b> C75 M100 Y0 K0 R98 G33 B129 #632181	<b>Pantone® 2425</b> C40 M100 Y6 K27 R133 G4 B98 #850462
<b>Pantone® 207</b> C5 M100 Y45 K22 R184 G0 B71 #b80047	<b>Pantone® 348</b> C100 M4 Y87 K18 R0 G125 B69 #007d44	<b>Pantone® 405</b> C23 M29 Y32 K67 R96 G86 B80 #605650			

# Powerpoint Template

Powerpoint template including the Ready2Series stamp on front cover, inside pages, and back cover. The font is Arial (Default system typography).

The powerpoint template can be customized as follow (for internal and external use):

- Cover page image can be adapted to the content within the presentation.
- Colors can be selected from the official color palette.
- Add Client or Partner logotype when needed.



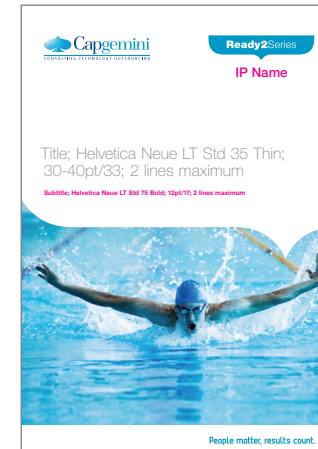
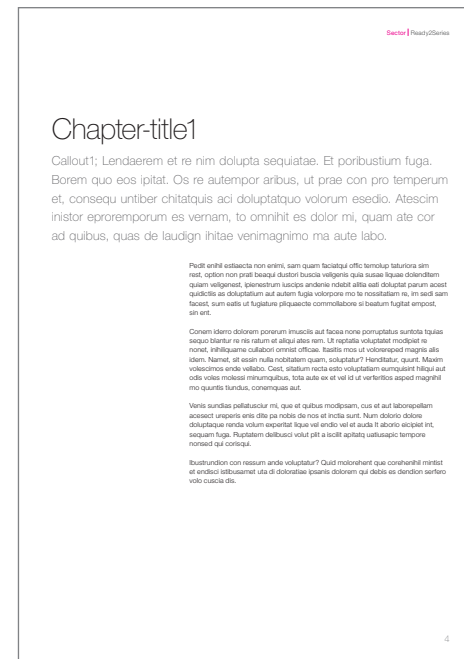
# Brochure Template

The Front and back covers of the Group standard templates are adapted to include the Ready2Series stamp.

The standard guidelines apply for other pages and formats.

**Note:** For Sogeti or other brand brochure, their respective templates will be applied.

## ALTERNATIVE COVERS



# Flyer/Factsheet Template

The standard guidelines apply for other pages and formats.

**Note:** For Sogeti or other brand brochure, their respective templates will be applied.



# Ready2Series in Digital eMailer

Emailer related to Ready2Series should include:

- Capgemini logotype
- Group slogan
- The shape with an image related to the content and following the Group imagery guidelines
- The Ready2Series stamp: top right corner on the image banner OR at the top of a column (as shown here)
- Icons storyline can be inserted, as an image, at the bottom of the message

**Note:** When using “the Builders” the shape automatically appears on top of the image.



**EXAMPLE:**  
With Ready2Series generic image

**EXAMPLE:**  
With an existing identity (Smart Energy Services)



People matter, results count.



**Ready2Series** is Capgemini's collection of innovative products, leveraged to deliver powerful results to your organization in a short time.

**Ready2Series**

Insert Solution Name

More information at:  
[www.capgemini.com/ready2series](http://www.capgemini.com/ready2series)

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Powered by Group Internal Communications Message Builder  
This message contains information that may be privileged or confidential and is the property of the Capgemini Group.  
Copyright © 2013 Capgemini. All rights reserved.

# Video

Our video guidelines are designed to ensure every video we publish champions our brand. With bold splashes of color, creative use of our icon set, and brand idents, the guidelines will help you produce videos that are effective, attractive and consistent.

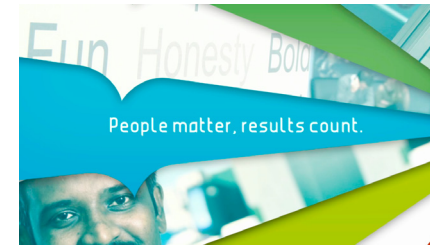
The opening Ident has been adapted to include the Ready2Series stamp.

For more information, please refer to the Capgemini Video Guidelines.

## OPENING IDENT



## CLOSING IDENT



# Boiler Plate and Marketing Teaser

## THE BOILER PLATE



### About Capgemini

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With more than 125,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

The Ready2Series is a new label from Capgemini, bringing a range of innovative products which we commit to implement quickly, affordably, and at low risk.

Learn more about us at

**[www.capgemini.com/ready2series](http://www.capgemini.com/ready2series)**

## THE MARKETING MESSAGE

The **Ready2Series** is a new label from Capgemini, one that brings you faster and more efficient ways of consuming IT.

Our Ready2Series products not only address the requirements of your sector, but also include innovative features you might never have thought of. From operating multichannel customer service, to running a hospital more efficiently; deploying smart energy meters countrywide, to trading in financial markets, we have solutions which are ready to install, or even ready to run.

For more, visit

**[www.capgemini.com/ready2series](http://www.capgemini.com/ready2series)**

# Where to Find the Ready2Series Guidelines and Templates

## **Ready2Series Hub on Talent**

[http://talent.capgemini.com/global/pages/hubs/global\\_functions/intellectual\\_property/ready2series\\_marketing\\_guidelines/](http://talent.capgemini.com/global/pages/hubs/global_functions/intellectual_property/ready2series_marketing_guidelines/)

## **BAM** (Brand Asset Management Library)

<https://marcoms.capgemini.com/bam/?r=7434>

# Who to Contact

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