



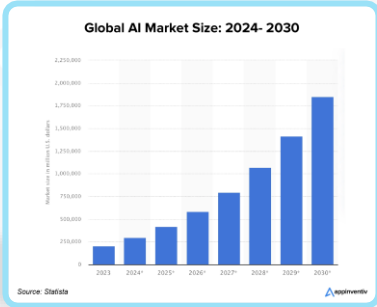
Intelligent Apps

Rich, Adaptive and personalized
user experience AI-enabled Apps



Market Trends and Industry shift with Challenges to fully realizing the benefits of Intelligent apps

Innovation, cost and value drive increasing popularity of intelligent apps.



The global intelligent apps market size was estimated at USD 27.03 billion in 2023 and is expected to grow at a CAGR of 30.6% from 2024 to 2030.



AI comes to life in apps.
Data comes to life in apps.
Apps do not exist without developers!

By 2026, 30% of new applications will use AI to drive personalized adaptive user interfaces, up from less than 5% today.

Intelligent applications recommend or automate actions instead of just providing analysis, so they can drive improvements — including better personalization, more efficient use of resources, improved accuracy, increased automation, more finely grained responses and decision support.

Companies using intelligent apps can reduce operational costs by up to 25%

Microsoft

Gartner

Gartner

Forrester

"Human language is the new UI layer, bots are like new applications, and digital assistants are meta apps. Intelligence is infused into all of your interactions."

- Satya Nadella,
CEO of Microsoft



Challenges



Shortage of skilled developers



Legacy app and data architectures



Long release cycles



Growing security threats



Aligning use cases to business outcomes

Benefits of Intelligent apps

Increased Efficiency and Productivity

Enhanced Decision Making

Personalized User Experience

Improved Customer Service

Proactive Maintenance and Support

Predictive Analytics for Business Growth

Modern Apps Transitioning to Intelligent Apps

Positioning of Intelligent Apps with / on top of Modern Apps

Intelligent apps

- Natural language interaction
- Data-driven, personalized experiences that improve over time
- Quickly deliver new features

Modern apps

- Modern app development principles
- Microservices-based architecture
- Rapid innovation with CI/CD

Navigating the Complexity of Intelligent Apps

Intelligent Apps

Word cloud terms: agentic, ai insights, workflow, data driven, human centric design, smart, graph, intelligent apps, grounding, generative ai, traditional ai, cache, conversational ai, sms.

Anticipated Business benefits

- Enhanced user engagement
- AI-driven automation
- Real-time data insights
- Cloud scalability & cost efficiency

Untangling the complexity of Intelligent Apps with our offerings



Intelligent apps are transforming the market, driving significant innovation in how businesses interact with data, automate tasks, and leverage AI to create personalized user experiences.



Offerings

Build intelligent apps

Reshape intelligent apps

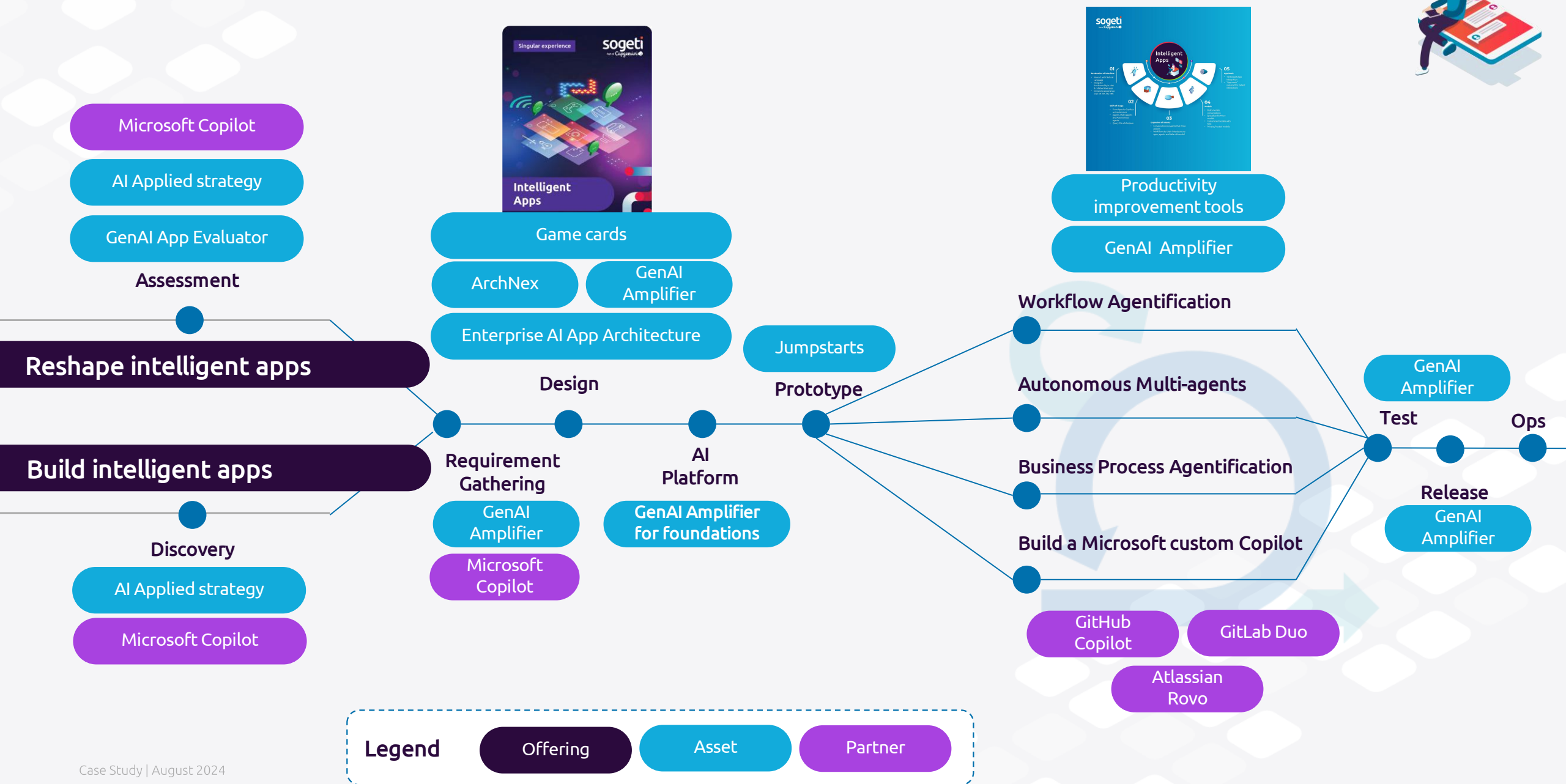
Scenarios

Build intelligent app strategy	Evaluate app portfolio for AI infusion
Design intelligent apps patterns	Provision AI services to support AI use cases
Provision AI App foundation for PoV, PoC	Modernize apps with GenAI/AI capabilities
Build intelligent app with Agile delivery pods	Automate repetitive tasks and flows
Monitor and govern intelligent apps	Monitor and govern apps
	Measure realized value of AI infused apps

... To achieve maximum business benefits

- Cost Savings
- Future-Proofing
- Competitive Advantage
- Revenue Growth

Intelligent Apps Journey



Value Realization with Intelligent Apps

Intelligent apps bring several benefits to businesses and users alike.

Increased Efficiency and Productivity

- An Intelligent app automates repetitive tasks thereby reducing the workload on human employees. This automation leads to increased efficiency and allows employees to focus on more strategic and value-added activities.

Enhanced Decision Making

- An intelligent app provides real-time data analysis and predictive modeling which enables businesses to make data-driven decisions. By analyzing vast amounts of data these intelligence applications can uncover insights and trends that human analysis may overlook. For instance, an intelligent sales forecasting app analyzes historical sales data to predict future demand, assisting businesses in optimizing inventory management and production planning.

Personalized User Experience

- Intelligent applications offer personalized user experiences based on individual preferences and past interactions. These apps can tailor content by analyzing user data with recommendations and interfaces to each user's specific needs.

Improved Customer Service

- Intelligent applications can enhance customer service by providing quick and accurate responses to inquiries. Chatbots powered by AI and natural language processing algorithms can understand and respond to customer queries by providing 24/7 support. Additionally, intelligent apps can analyze customer feedback and sentiment to identify areas for improvement in products and services.

Proactive Maintenance and Support

- An intelligent application can monitor and analyze data from connected devices to detect issues or anomalies in real-time. By leveraging predictive analytics these intelligent mobile apps can identify potential failures or maintenance needs before they occur.

Predictive Analytics for Business Growth

- The intelligent app enables businesses to leverage predictive analytics to forecast trends and identify growth opportunities. By analyzing historical data and market trends these apps can provide insights into customer behavior along with the market demand and emerging trends. This information empowers businesses to make proactive decisions and stay ahead of the competition.

Innovation and Competitive Advantage

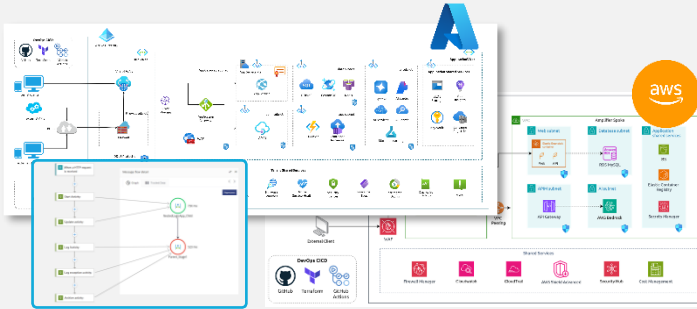
- Intelligent applications foster innovation by leveraging AI and ML technologies. By automating tasks and delivering personalized experiences these intelligent apps collect information and enable businesses to differentiate themselves in the market. Organizations that embrace intelligent apps can gain a competitive advantage by offering unique and innovative solutions to their customers.

Intelligent Apps Accelerators

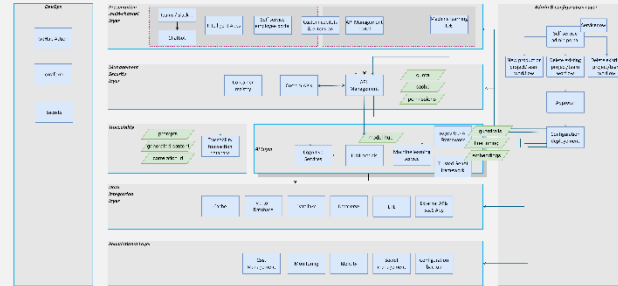
Empowering innovation with our cutting-edge accelerators and tools



AI App Platform and Cloudfoundation



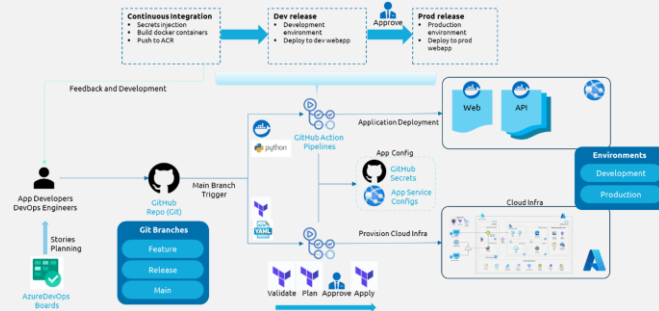
Enterprise AI App Logical Architecture



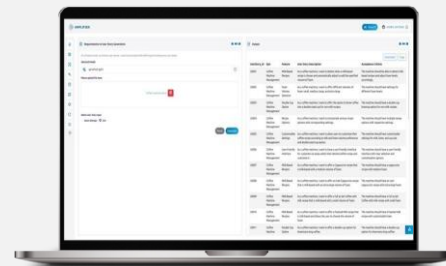
Jumpstarts

Custom Single usecase GenAI Website (Amplifier Lite)	Improve business process code for performance
Create custom O365 Copilot for employees' interactions	Conversational agents for clients experience
Empower your workforce with Copilot	Integrate application in Teams for employees experience
Workflow, business logic & agent application	Contextualization for personalized experience
Enterprise Search Knowledge management & Search to Decision & Action	Empower your workforce with custom plugins

DevSecOps Framework



Amplifier for SE



Amplifier Foundation

GUARDRAILS API

1. Validation Check
2. Sanitization Check
3. Profanity Check
4. Length Check
5. Encoding Check
6. Character Set Check
7. Duplicate Check
8. Contextual Check

SCORING API

1. Jailbreaks
2. Prompt Injections
3. Coherence Score
4. Readability Score
5. Toxicity Score
6. Sentiment Score
7. Bias Check Score

TOOLS

1. Langchain
2. OpenAI
3. Bedrock

Intelligent Apps Game Cards



Gen AI App Evaluator

GenAI App Evaluator

Enter prompt
Upload image
Enter URL

Upload image
Drag and drop files here
Leave blank for file upload (PNG, JPG, PDF)

Additional Information

Please provide the following details:

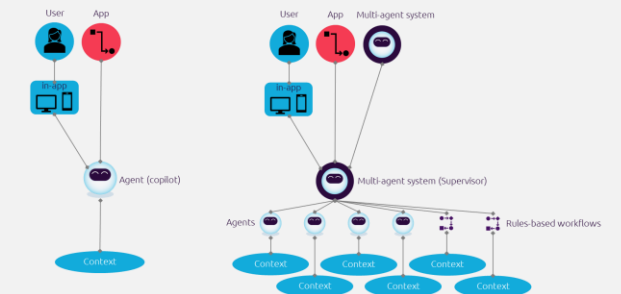
What are the core processes and operations in the business handled by the application?

What are the current bottlenecks or inefficiencies in operations related to the application?

Submit

No.	Component	Recommendation	Security Use Case	Description	Benefits	Criticality	Scoring	Implementation Suggestions
1	"Type-to-Browse" feature	Add an AI-powered recommendation system for relevant topics	Recommendation System	User GenAI to explore user history and suggest the most relevant content based on their interests	Enhances user experience by offering targeted and timely recommendations	High	5	Review Personalization, Azure Search for content recommendation insights
2	"No message" feature	Implement a chatbot assistant for instant responses	Chatbot AI Assistant	Allow users to interact with an AI-powered assistant to check the status of their requests	Reduces dependency on manual user support, improves response time	High	5	Azure Bot Services, Azure OpenAI for GPT-based conversational models
3	"Feedback/Review" feature	Introduce automated sentiment analysis of user feedback	Sentiment Analysis	Automatically analyze user feedback and generate insights for product improvements	Streamline user feedback processing, identify key trends and issues	Medium	5	Azure Cognitive Services Text Analytics, Azure Machine Learning
4	"Feedback via Messenger" feature	Enable users to provide feedback directly through the chat interface	Real-time Communication	User GenAI to generate personalized feedback messages by analyzing chat history	Enhances communication and improves user satisfaction	Medium	5	Azure OpenAI, Azure Cognitive Services for chat history analysis

Agentic Framework





Questions We solve for Customers

- How to leverage organization's data to get insights and recommendations?
- How to infuse AI and GenAI in organization's new and existing applications to achieve high customer satisfaction and business growth?
- How to automate repetitive and mundane tasks to get more cost efficiency?
- How can we incorporate personalized user experiences into our organization's applications?
- Can we leverage AI to reduce release cycles for organization's apps for effective GTM?
- Which AI Models are suitable for organization's use cases?
- Can we build a quick prototype of the organization's use cases? And after successful prototyping, how to go from pilot to production?
- How to govern, monitor and optimize the AI Apps for efficient observability?



Why Sogeti

Our Strength

Proven experience & success stories

AI & cloud expertise with in-house accelerators

Faster time-to-value & reduced risk with best practices

Our Partnership

Gold
Microsoft Partner



Our strong relationship with Microsoft see us collaborate nationally and across borders to deliver the best possible products to our clients

Resulting in

Faster GenAI use cases implementation

Streamlined platform processes

Faster ROI



About Sogeti

Part of the Capgemini Group, Sogeti makes business value through technology for organizations that need to implement innovation at speed and want a local partner with global scale. With a hands-on culture and close proximity to its clients, Sogeti implements solutions that will help organizations work faster, better, and smarter. By combining its agility and speed of implementation through a DevOps approach, Sogeti delivers innovative solutions in quality engineering, cloud and application development, all driven by AI, data and automation.

Capgemini is 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 340,000 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 2023 global revenues of €22.5 billion. Get the Future You Want.

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