

Capgemini celebrates its 40th anniversary

The Capgemini saga. Trueness to values; constant adaptation to market developments; ambition, risk-taking and flair; responsible husbandry of the immense wealth of employee know-how – these are some of the virtues that have enabled Capgemini to become one of the world leaders in its sector.

Formed on 1 October 1967 in Grenoble by Serge Kampf, in its 40 years of existence the Group has been through periods of expansion and success as well as periods of crisis and profound upheaval. Its history can be encapsulated in four key “seasons.”

The years **1967–1975** saw the rise to prominence of an innovative enterprise that provided the foundation for what was to come. In less than a decade, Sogeti (Société pour la Gestion de l’Entreprise et le Traitement de l’Information) was to become a frontline player in its sector both in France and in the main nations of Europe. Following the acquisitions of CAP (Centre d’Analyse et de Programmation) in 1973 and of Gemini Computer Systems in 1974, the Cap Gemini Sogeti Group came into being on 1 January 1975, built around a network of autonomous branch offices in each country.

The period **1976–1989** was a time of bold expansion. It was characterized by the refocusing of intellectual services, with the underpinning of the consulting disciplines following, in particular, the acquisition of interests in the Bossard Group and various other acquisitions. This boom time was marked in 1972 by the Group setting up in business in the United States, where, ten years later, it would be realizing 35% of its aggregate revenues. Another symbol of the Group’s globalization was the choice of English as the official Group language in June 1984.

The next phase, **1990–1997**, was punctuated by crisis and change. Despite opting in May 1990 (at the Rencontres de Marrakech – “Marrakesh Meetings”) for a leadership strategy that targeted the strengthening of the Group in Europe and the expansion of its outsourcing and consulting services and despite a significant injection of capital from Daimler-Benz, the 1991 Gulf Crisis and – for the first time – a fall in earnings that same year, forced the Group into a vast reorganization program. This was the objective of the “Genesis” plan, launched in 1992. The organization was overhauled from top to bottom, and the transformation proved successful, with profits returning to an upward curve from 1995. In 1996, the Group headquarters were transferred from Grenoble to Paris, and all the operational entities were consolidated under a single logo. These emblematic changes signaled that Cap Gemini was looking to take on new challenges, including wresting its complete independence once again from Daimler-Benz, which it did in 1997. That same year, the Group – “in brand new clothes, free and bursting with healthy ambition,” according to Serge Kampf – celebrated its 30th anniversary.

The period **1998–2007** saw the Group consolidate its international ambitions. With the advent of the Internet, the passage of the Year 2000 and the arrival of the euro, the Group, whose revenues increased by an average 24% per annum between 1996 and 1999, was able to improve still further the quality of its services and optimize their value-added content. The need to compete with the “Big Five” heavyweights in the United States led Capgemini to acquire, in May 2000, the consulting division of Ernst & Young. With a headcount now of over 60 000 employees, the Group had become one of the world leaders in the sector. The economic climate took a brusque downturn in 2001, and this placed the Group in a delicate situation that lasted until 2004. The combined effects of the relaunch of local IT services (with the re-forming of Sogeti in January 2002), the strong growth in outsourcing activities and the development of delocalized production centers-constitute the key factors in the Group’s return to prosperity. Celebrating its 40th anniversary at the same time as it celebrated the semi-final placing of the French national side in the Rugby World Cup, for which it was an official sponsor, the Capgemini Group has demonstrated over the last four decades its capacity to anticipate change on its markets and to adapt constantly to take on new challenges, all the while respecting the corporate identity, culture and ambitions of the 50 000 employees who have been added to its workforce during this period. The launch in September 2006 of the “I3” program is a perfect illustration of this dynamic.

The book “1967-2007, the Capgemini Saga”, by Tristan Gaston-Breton, is available upon request at: arnaud.jean@capgemini.com



Article in La Cote Desfossés, October 1989



Serge Kampf in 1973



Serge Kampf in 1973



Sogeti advertisement in Le Figaro, 1973



Quoting of Cap Gemini Sogeti on the Paris stock exchange, June 1985



'Cap Gemini: the future is bright,' Le Figaro, 1997



Technician at a computer, ca. 1975



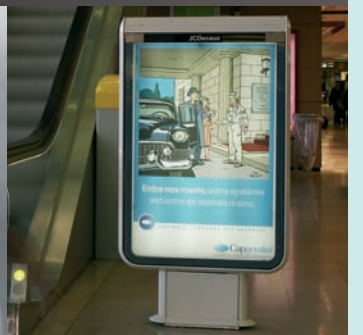
IBM 1401 computer marketed in 1961



XVIIth Rencontres of the Group in Marrakesh, 11 June 1990



TGL65 workstation, early 1980s



Worldwide advertising campaign, 2007



Yves Bossard, Michel Jalabert and Daniel Setbon, 1977



The Group thanks its customers, 1999



Capgemini celebrates its 40th anniversary, 2007



Group Headquarters, Place de l'Étoile, Paris