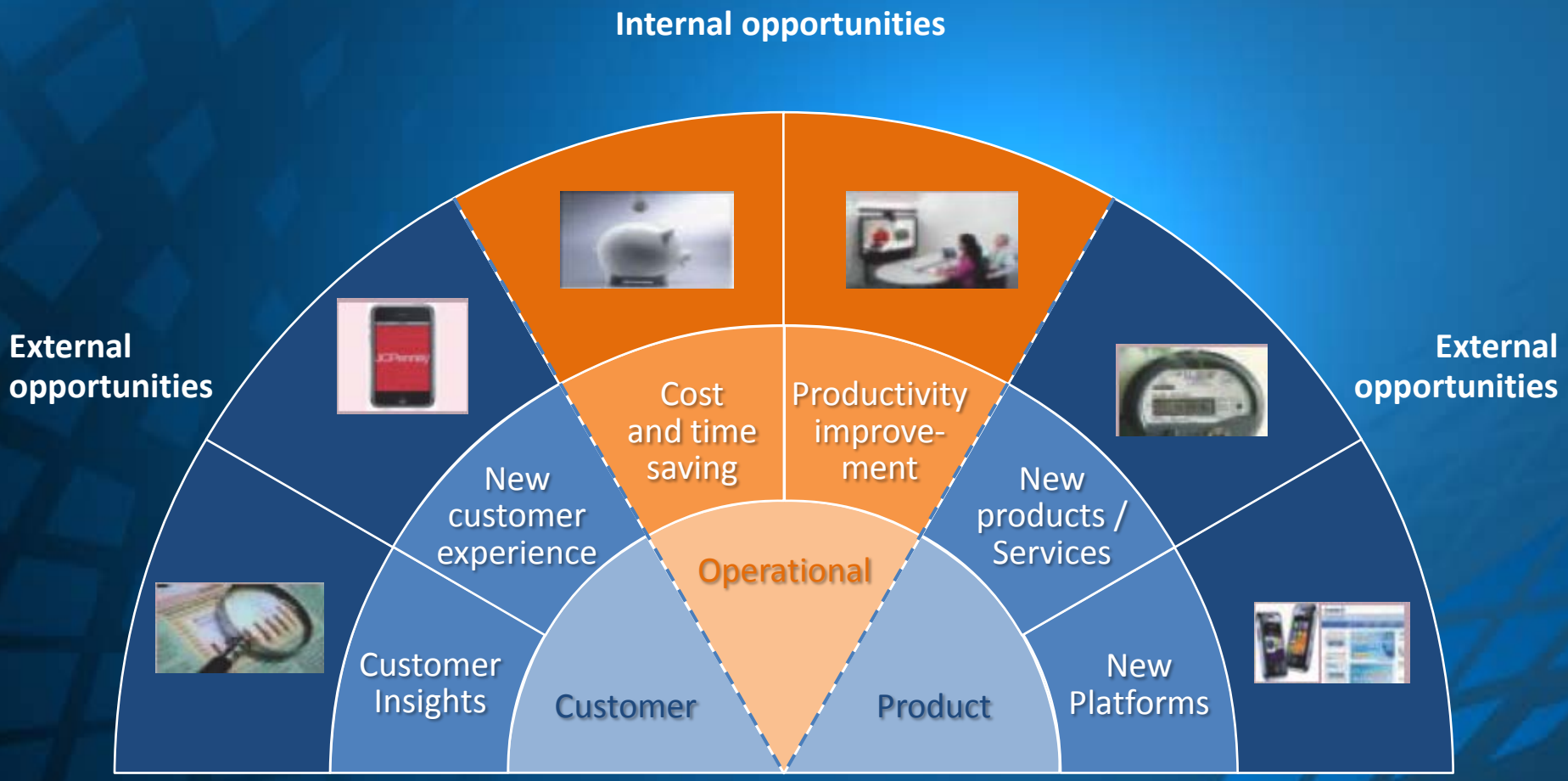
2011 Capgemini analyst day

London, June 15-16

Transforming for market leadership

Cyril Garcia, Head of Strategy and Transformation

IT liberates Business Model evolution

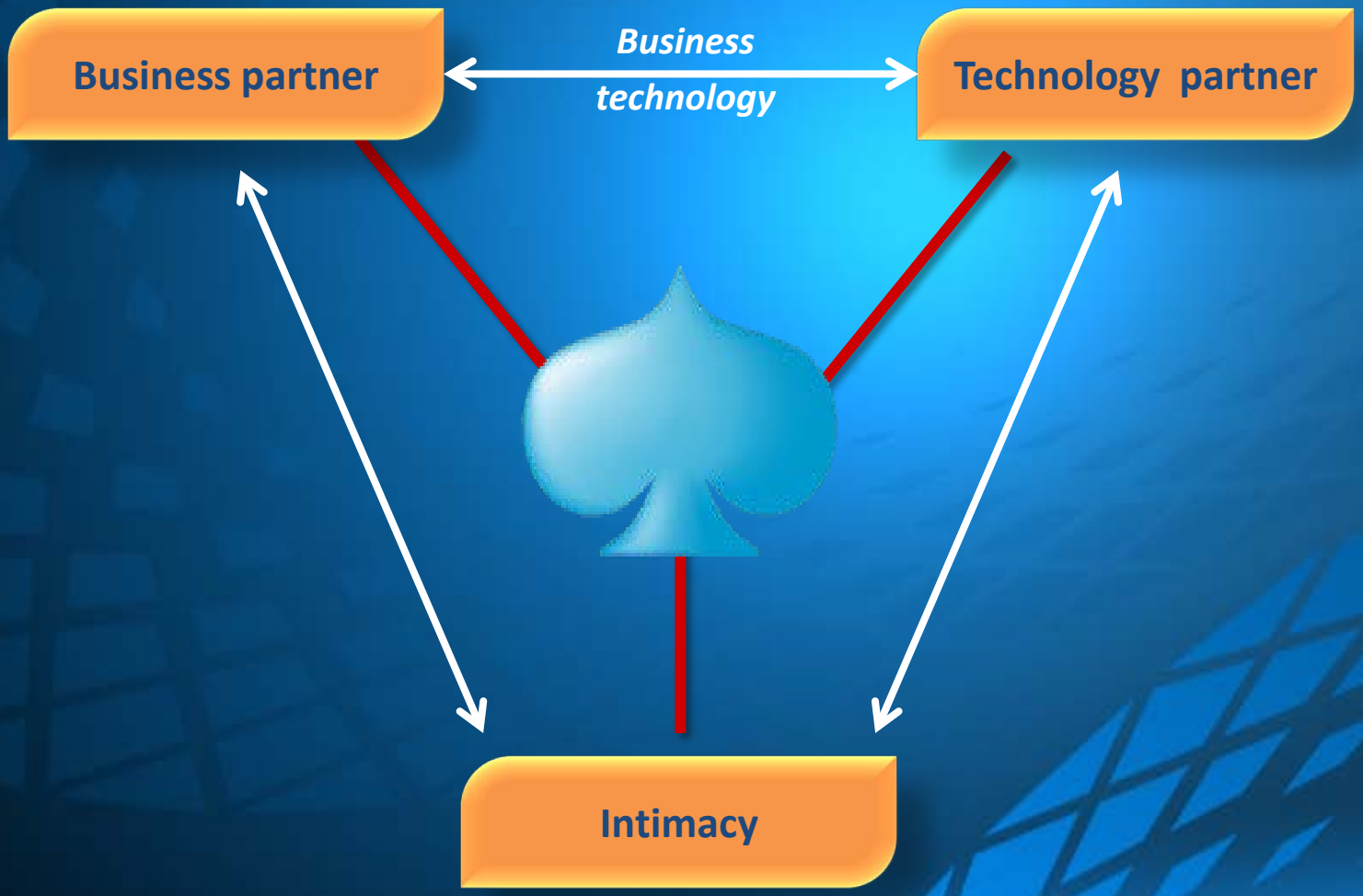


Source: Capgemini Analysis

Technological issues for CEO's

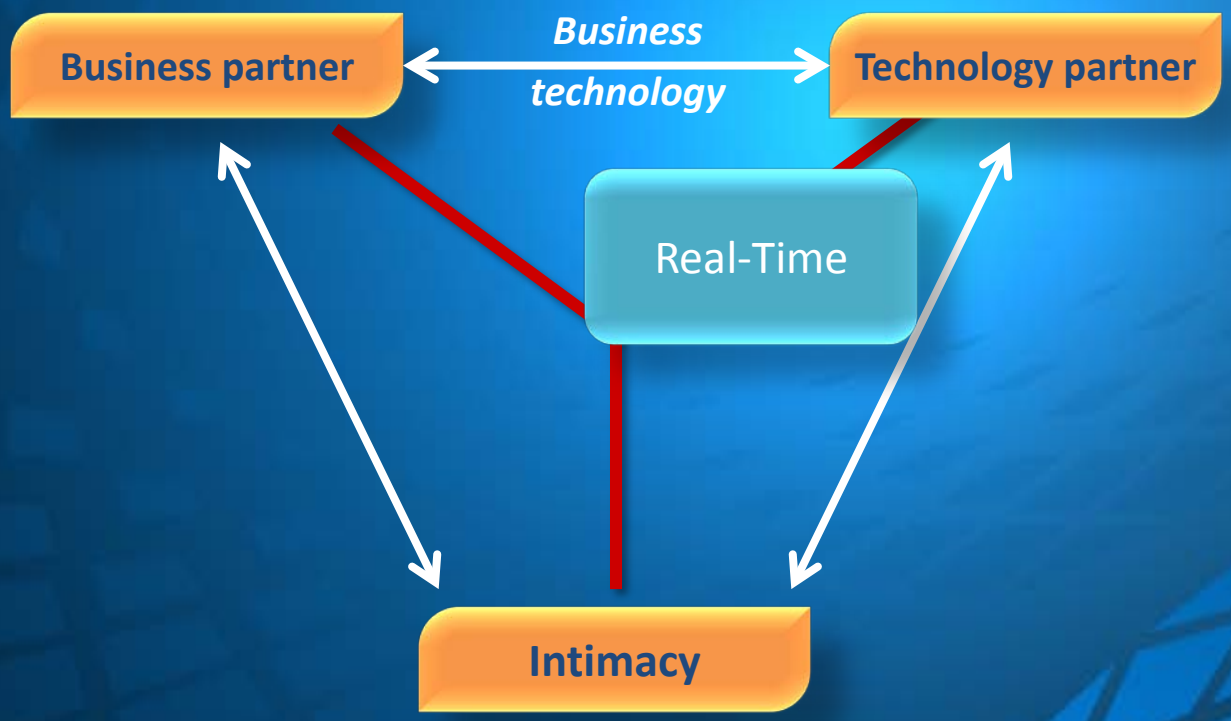
- Do my executives evaluate the power of the technology?
- How to capture , value and secure Data?
- How to assess market evolution driven by IT innovation?
- Is my IT governance ready for Business Governance?
- Dedicated organization for new business?

Our strategy will enhance our value for CEO and support CIO decisions



We are in a fast-pace execution phase

Strategy positioning illustration: Real-Time



Smart Energy business is growing fast

Smart Energy Services

Systems Control & Monitoring

Services: Outsourcing and consulting

Information: Operations & Business analytics

- End-to-end intelligence in real-time – smart from “the meter to the CEO”
- Strong IP based solutions and Onshore delivery centers
- Bridging the gap between industrial control and business systems

With the Prosodie acquisition we entered real-time marketing

Half of purchases in the world are today digitally influenced

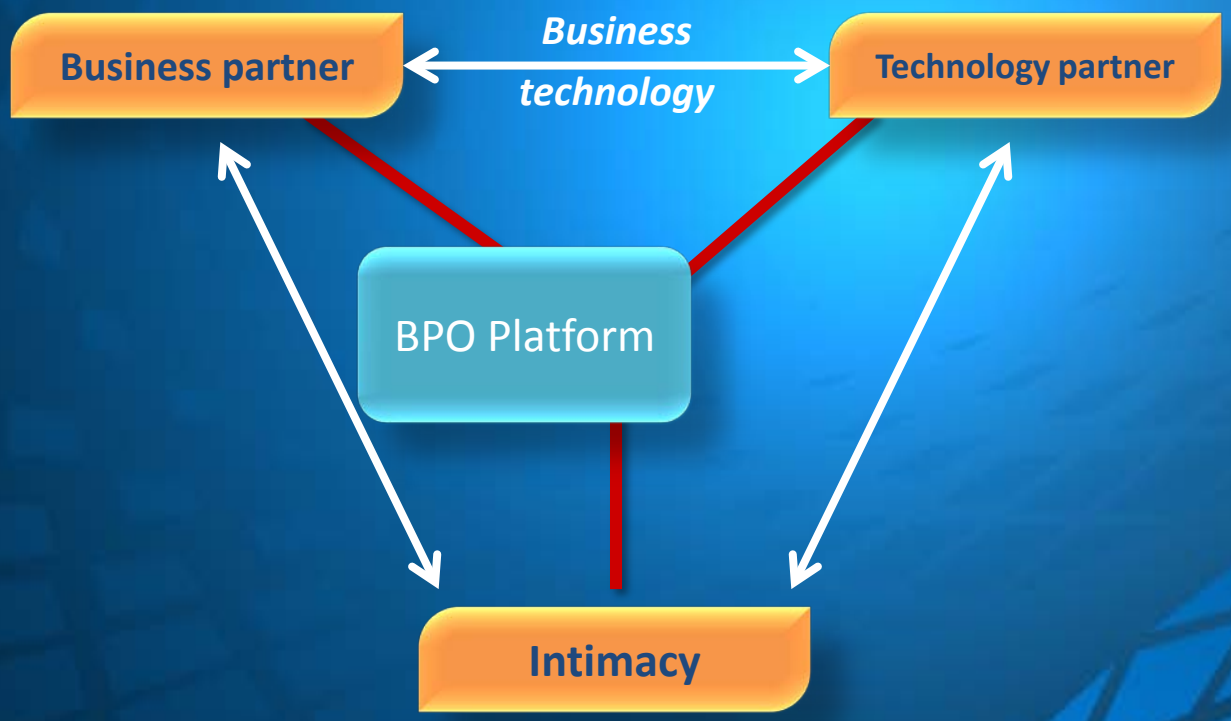
7% of sales around the world take place online

40% of offline sales are influenced by internet search

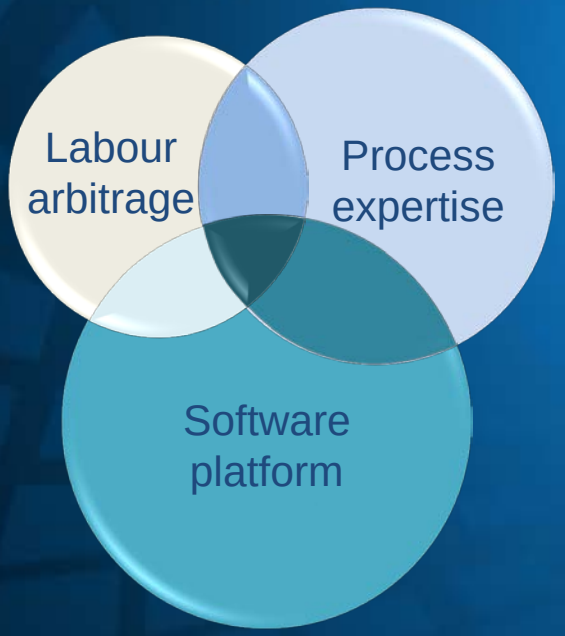
20 billion connected devices is a fantastic enabler to accelerate digital world transformation

« Forrester, Genesys, Datamonitor, Bell labs »

Strategy positioning illustration: BPO Platform



BPO platform: Kraft



For Kraft Foods,
the IBX technology has been integrated with Capgemini's BPO platform to create the industry's leading ondemand e-procurement solution

Our Challenges for execution

- Manage profitable Growth
- Constant Market watch
- Right bets on innovation
- Selective acquisition strategy