

# 2011 Capgemini analyst day

*London, June 15-16*

## Playing the global Champions League

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**Paul Spence, Deputy General Manger,  
Director of Development**

# Growth engines

Rejuvenate core business

Country  
Managed  
Accounts

Global Channels  
& Partners \*

Top Line  
Initiatives \*

Sector Growth  
Initiatives

Sales  
Transformation  
\*

Fast growth economies \*

New Business Models \*

Complex Deals

# Agenda



Geographical Growth

Portfolio Management and Alliances

External Growth

# 10 % of our revenue will be in Fast Growing markets

% Market CAGR

Brazil



+11%

China



+20%

India



+10%

Mexico



+17%

Today we have 6.5% of our revenue growing at 12%

# CPM Braxis : Portfolio management

## Application Services

- New Testing offering
- Weblogic, SharePoint, Java
- Industry verticals centers of expertise
- Web Portals, Self service applications
- Grow BI / EPM practice
- SAP vertical practices
- Invest in Oracle Applications

## Infra Services

- Data Center / Cloud Computing offerings
- Nearshore push
- Infrastructure consulting practice leverage

## Alliances

- Joint go to market strategies with key alliances: Cisco, VCE, CA

# Our China Strategy is Focused on 3 Sectors

FSI



MRD



EUC



# Agenda

Geographical Growth



Portfolio Management and Alliances

External Growth

# Top line initiatives drive profitable growth for 2011

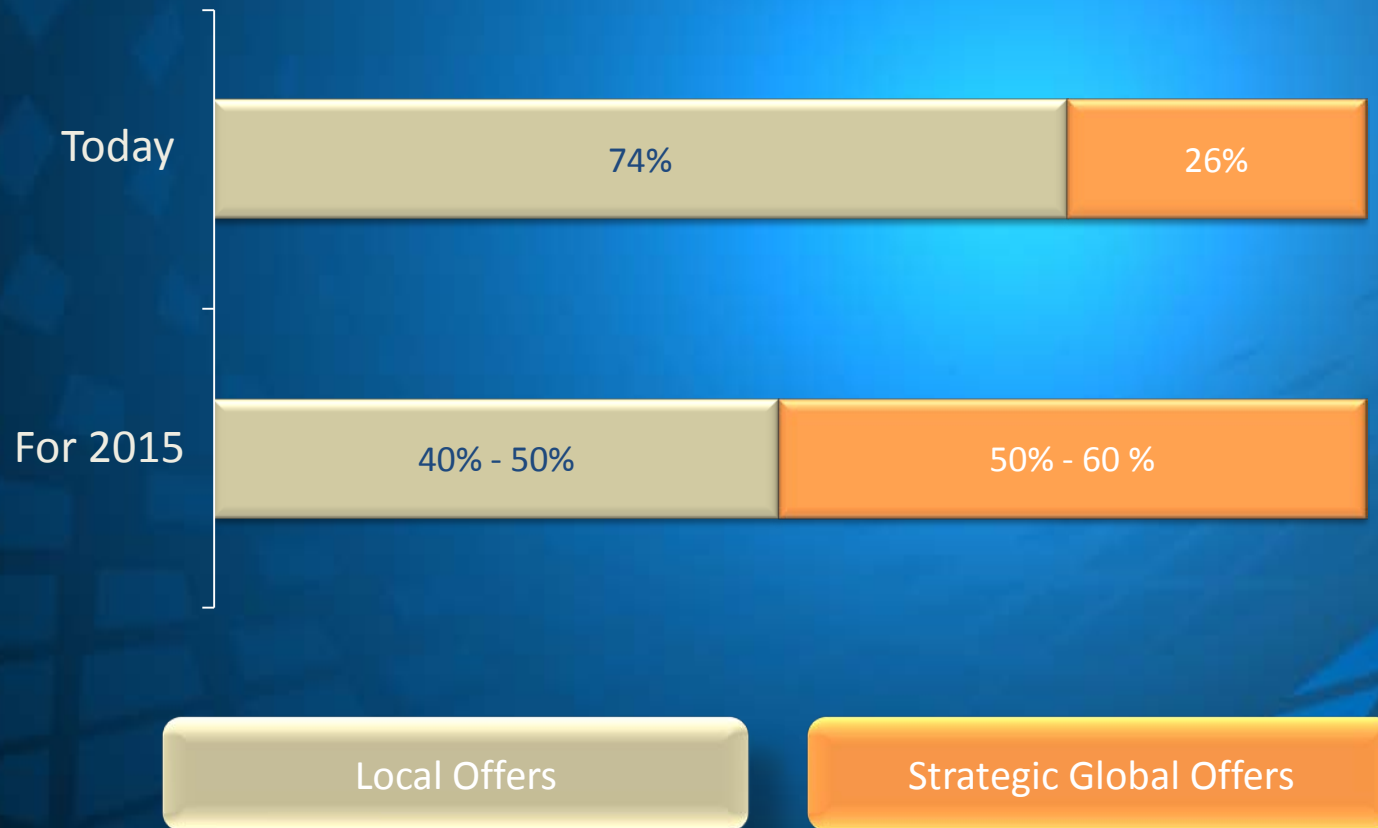
## + Three refreshed global service lines

- Business Information Management
- Testing Services
- Smart Energy Services

## + One additional service line

- Business Process Management

# The ambition is the develop global offers through Group Portfolio management



# We have increase our benefits from Alliances

## HP

- HP Software Lifecycle
- SAP Triangulation
- HP Testing

## IBM

- Maximo EAM
- Agile Legacy Lifecycle
- IBM BIM and Testing

## Microsoft

- ERP+
- Office 365 - BPOS
- Cloud - Azure

## Oracle

- Oracle ALS
- Oracle BIM and Testing
- Oracle Public Sector - Tax & rev. management

## SAP

- SAP Mobility
- SAP-as-a-Service (Hosting)
- SAP BIM (Hana) and ALS

## Cisco - EMC - VMware

- VMware – Virtualized Platforms
- Private Cloud – VCE Services
- Cisco Smart Networking Sces - Collaboration

## Partner Portfolio - TLIs

- BIM – SAS, Teradata, Informatica
- BPM – Pega

## Partner Portfolio - SBUs

- IaaS (Amazon, Intel)
- SaaS and PaaS (Salesforce,...)
- Social CRM

# Alliances in a win-win situation

1

SAP: Pinnacle Award for Innovation

2

IBM: Beacon Awards Sogeti winner of two

3

HP: Winner of the Best Converged Infrastructure Systems

4

Oracle: Diamond Partner

5

Microsoft : Enterprise Partner of the year

# Agenda

Geographical Growth

Portfolio Management and Alliances



External Growth

# The String of pearls strategy implemented in 2010



# String of Pearls Acquisitions and Integration

External growth focus

Acquisitions

Integration into Capgemini unit

Fast growth economies

- CPM Braxis, Brazil, end 2010

Global Sales & Development : Emerging Market

Reinforcement of core business

- Avantias, France, 2011
- Artesys, France 2011
- BI Consulting, North America 2011

Core Service SBUs

New business model



Global Sales & Development: New Business Model

- ☾ 100% match
- ☾ Effortless merger
- ☾ Quick hit on client portfolio

# Prosodie, a Leading Multitransactionnal Flows Operator

- Founded in 1986, headquartered in France
- Around 900 professionals, a large majority of engineers
- 4 countries: France, Spain, Belgium and Italy
- 12,000 hosted servers
- 1,800 million minutes of calls
- 24/24, 7/7 service
- 50 terabytes data monthly stored
- 5,000 transactions/sec. operated on the pre-payment platform
- 400+ active clients

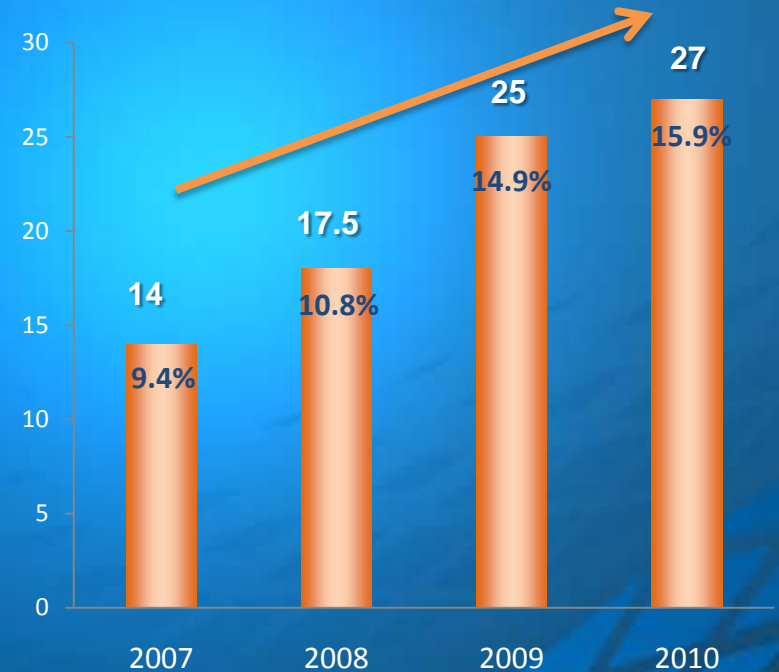


# Solid Performance Track Record

Revenue (€M)



EBIT\* (€M) / Margin (% of revenues)



**Sustainable and resilient growth, crisis-proof**

*1. Adjusted to exclude free share charges for the year*

# Strategic Assets for Capgemini

- 1 Advanced platform solution for Customer Management Relationship
- 2 Real-time infrastructure
- 3 Strong Research and Development capabilities, IP-based solutions
- 4 New pricing model per transaction
- 5 Developing our position in front-office solutions including online payment
- 6 Experienced managers, fully supporting the move





**A strategic deal in our battle for value,  
Capgemini continues its commitment  
to technological investment onshore**