

Press release

Capgemini Consulting supports a new innovative INSEAD MBA elective, 'The Making of Strategy'

France and Singapore, Tuesday 7 November 2006 – Capgemini Consulting, the management consulting discipline of the Capgemini Group, has created a partnership with INSEAD, the leading international business school, to support INSEAD Professor Gabriel Szulanski's innovative MBA elective called 'The Making of Strategy'.

Capgemini Consulting will provide INSEAD MBA students from Professor Szulanski's class with access to companies who have recently undergone a business transformation or a significant change in business design.

The INSEAD students will study and work directly with the designated companies and Capgemini consultants to develop case studies of corporate transformation. Each case will examine how the business transformation was initiated, designed and implemented.

INSEAD Professor Szulanski said: "The 'Making of Strategy' course puts students at the forefront of the intellectual value chain by enabling and guiding their exploration of those companies. When writing the case draft, they effectively explore the making of strategy in a real setting from the driver seat. It stimulates their learning enormously."

He continued: "The case studies drafts will be immediately useful to Capgemini Consulting because they provide new evidence that can advance and challenge Capgemini's understanding of corporate transformation."

Capgemini Consulting is also providing funding to INSEAD to allow the school to develop some of the best company cases from Professor Szulanski's course into fully fledged INSEAD cases that can be used by professors throughout the world as teaching materials.

André Benoit de Jaegere, Head of Innovation and Development Capgemini Consulting, added "Transformation is the common thread of our activities, the unifying purpose of our consulting, technology and outsourcing services. Capgemini offers the breadth of experience which can help our clients to transform and perform better with new technology. Transformation is at the heart of our mission: *enabling transformation and performance through technologies*. The partnership will able us to better provide the intellect, the mindset, the skills to be our client's best allies in their quest for excellence".

Frank Brown, Dean of INSEAD said: “At INSEAD we understand and value the importance of creating courses for our MBA students that are extremely relevant to the challenges in the business world today. Thanks to our close partnerships with organisations such as Capgemini, we are able to offer our MBA students innovative projects that are both relevant and applied.”

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About Capgemini Consulting

Capgemini, one of the world’s foremost providers of Consulting, Technology and Outsourcing services, has a unique way of working with its clients, which it calls the Collaborative Business Experience. Through commitment to mutual success and the achievement of tangible value, the company helps businesses implement growth strategies, leverage technology, and thrive through the power of collaboration. Capgemini employs approximately 61,000 people worldwide and reported 2005 global revenues of 6,954 million euros.

Capgemini Consulting is the management consulting discipline of the Capgemini Group. We offer transformational excellence through understanding specific customer needs in all business sectors. Based on our strong functional expertise and our ability to accelerate change, we collaborate with customers to design the best strategies and execute the transformation, impacting both business results and growth. Across the globe, Capgemini Consulting has 5,000 management consultants.

About INSEAD, The Business School for the World

As one of the world’s leading and largest graduate business schools, INSEAD brings together people, cultures and ideas from around the world to change lives and transform organizations. The unique global perspective and multicultural diversity of INSEAD are reflected in all aspects of its research and teaching. Currently, at the school’s two comprehensive and fully connected campuses in Asia (Singapore) and Europe (France), 143 renowned faculty members from 31 countries inspire more than 880 MBA participants, 56 executive MBAs, over 7,000 executives and 74 PhD candidates. On both campuses, faculty conduct leading edge research projects with the support of 17 Centres of Excellence. The INSEAD-Wharton Alliance extends the reach of INSEAD business education and research across three continents.

More information on INSEAD can be found at www.insead.edu