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## **Capgemini Positioned in “Leaders” Quadrants for CRM Service Providers in Europe and North America, According to Gartner**

### *Evaluation Based on Completeness of Vision and Ability to Execute*

**Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, has been positioned in the “Leaders” quadrant in Gartner Inc.’s 2007 Magic Quadrant for CRM Service Providers analyses for both Europe and North America.**

Gartner recently published “Magic Quadrant for European CRM Service Providers, 2007” and “Magic Quadrant for CRM Service Providers, North America, 2007” reports where they evaluated vendors across Europe and North America on their ability to execute and their completeness of vision. The two sets of criteria were then evaluated together, providing a view of how well each service provider performed in a spectrum of services, relative to its peers, including how well each is positioned for the future.

*“Capgemini views Customer Relationship Management (CRM) as an integrated approach to providing a differentiated customer experience to identify, acquire, and retain customers,”* said Izzy Franco, Global CRM Leader, Capgemini. *“We view Gartner’s positioning as a testament to our ability to innovate in Customer Experience Transformation and industry-specific CRM solutions, while working collaboratively with our clients to contribute to shareholder value.”*

Gartner's Magic Quadrant research process uses primary research and direct client references supplied by each CRM service providers for the annual report. The analysis involves weighting both sources of information, with a heavy emphasis on client feedback.”<sup>1,2</sup>

### **About the Magic Quadrant**

The Magic Quadrants are copyrighted March 2007 and April 2007 by Gartner, Inc. and are reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

### **About Capgemini**

Capgemini, one of the world's foremost providers of Consulting, Technology and Outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, which it calls the Collaborative Business Experience. Capgemini reported 2006 global revenues of EUR 7.7 billion and employs more than 75,000 people worldwide. More information is available at [www.capgemini.com](http://www.capgemini.com).

<sup>1</sup> Gartner “Magic Quadrant for CRM Service Providers, Europe, 2007” by E. Thompson, et al. March 29, 2007.

<sup>2</sup> Gartner “Magic Quadrant for CRM Service Providers, North America, 2007” by M. Goldman, et al. April 10, 2007.