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Capgemini expands its network of digital design studios with acquisition of UK based Adaptive Lab

Paris, June 20, 2018– Capgemini announced today the acquisition of Adaptive Lab, a digital design studio that helps businesses adjust to new technology and the accompanying shifts in customer behavior. This acquisition will help to further meet growing customer demand for the Group’s end to end digital services, namely in the UK.

Established in 2009, Adaptive Lab comprises a team of 50 designers, developers, and strategists. With a focus on design and a particular strength in Financial Services and Telco, Adaptive Lab’s top clients include global leaders such as Santander, Standard Life, Vodafone, and Three.

"Adaptive Lab’s digital first, experience design led approach enables organizations to redefine their businesses and embrace disruptive technologies quickly for competitive advantage," comments Cyril Garcia, Head of Digital Services and member of the Group Executive Committee at Capgemini. *"Adaptive Lab’s track record of working with marquee clients on high stakes projects is impressive and totally complementary to our digital services portfolio. We are delighted to welcome them to the Group and are sure they will play an instrumental role in growing our global network of studios under the Capgemini Group’s Idean brand, dedicated to creative design studios."*

Adaptive Lab differentiates itself by taking an iterative approach to identifying business opportunities for its clients, designing a vision based on real customer data, testing and evolving offerings, and then scaling the model quickly for competitive edge. Recent projects include helping mobile provider Three launch "Smarty", a SIM only¹ brand that refunds customers for unused data at the end of every month; with Vodafone, Adaptive Lab developed an app for "V-Auto by Vodafone", an innovative consumer product that helps car owners become safer, better drivers, track their vehicle location and alert authorities in the event of a serious accident.

"Since we founded Adaptive Lab over 100 \$bn tech startups have been created in industries ranging from financial services to retail. To compete in these fast-moving markets, companies need to completely rethink how they approach growth. Our vision is to bring design, business and technology skills together in small, collaborative teams to help our clients do just that. We call this approach 'Beta Businesses'. It allows organizations to quickly pilot, scale and learn so that they can seize business opportunities before anyone else," comments James Haycock, Managing Director and Founder, Adaptive Lab. *"Idean shares our philosophy and our ambition to take this modern approach global. They also recognize our special culture and how important this is in attracting the best talent and delivering impactful work."*

¹ 'SIM only' refers to the minutes, texts and data on a SIM card. It does not include the mobile phone handset.



[Capgemini announced the acquisition of Idean](#), the experience design firm, back in February 2017. The Adaptive Lab team will join Idean's global network of 11 creative design studios and over 230 digital strategists, designers, and developers; merging with Idean's London studio.

The transaction is due to close in the coming weeks.

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

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Idean is a global design agency that uses design as a strategic tool to transform businesses and create bolder futures. With 11 studios and over 230 design professionals worldwide, Idean partners with organizations of all sizes, from startups to Fortune 500 companies. Deeply rooted in a human-first approach, the company creates products, services, and experiences that make long-lasting impacts with customers. In 2017, Idean joined the Capgemini Group to strengthen its strategic capabilities and global reach. <https://www.idean.com/>