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CAPGEMINI WIRD GLOBALER INNOVATIONSPARTNER DER HSBC WORLD RUGBY SEVENS SERIES

*Neue mehrjährige Partnerschaft läutet das nächste Kapitel in
Capgeminis Unterstützung für den Sport ein.*



Capgemini ist offizieller GLOBAL INNOVATION PARTNER der HSBC World Rugby Sevens Series für Männer und Frauen. Die neue, mehrjährige Partnerschaft setzt die bereits seit 25 Jahren bestehende Unterstützung des Unternehmens für den Rugby-Sport konsequent fort. Sie ist ein idealer Begleiter für die Gruppe und spiegelt ihr starkes Erbe und ihre internationale Präsenz wider. Zudem teilt Rugby Sevens mit Capgemini viele gemeinsame Attribute wie Agilität, Innovation, Inklusion, Spaß und Teamgeist.

*Caption: Paul Hermelin, Chairman and CEO of Capgemini Group,
and Bill Beaumont, Chairman of World Rugby.
Photo credit: © World Rugby*

The HSBC World Rugby Sevens Series is the world circuit of Rugby Sevens, an Olympic discipline since 2016. This international competition includes 10 Men's Tournaments and 5 Women's across the globe in which 16 and 12 national sevens teams respectively, compete for points at each round for the Men's and Women's overall Series. A champion is crowned at the end of each Series based on points accumulated throughout the events. 2018 will also see the Rugby World Cup Sevens 2018 take place in July, hosted for the first time in San Francisco. Capgemini will be a key sponsor of this separate World Cup event too.

In addition to its global support, Capgemini will bring its expertise and passion for innovation and technology to the series with a focus on enhancing the fan experience for current and future spectators. During the series, it will be providing fans with greater access to deeper insights into the game of Rugby Sevens, the players and the teams. Examples of innovations Capgemini will apply to further bring the experience to life for the fans, will include the use of data and infographics to augment the tournament experience in stadiums, on television and social, as well

as a web series that will combine Capgemini's insights on the game, presented by a rugby expert, to share a deeper perspective on key aspects such as the tactics, performance and fun! Needed both on and off the pitch, key values that are shared by both Capgemini¹ and the sport include boldness, trust, team spirit, freedom and fun. As an innovative and likeminded partner, Capgemini will help World Rugby to grow Rugby Sevens' global footprint and the profile of the sport.

Paul Hermelin, Chairman and CEO, Capgemini Group: *"Our sponsorship of the Sevens Series combines perfectly our heritage with our global reach, in an innovative and inclusive way. It is the next chapter in the story of Capgemini's support for rugby. We are looking forward to enabling our clients to discover this fast-moving format, and I know that many of Capgemini's 200,000 strong team are excited about supporting and even playing Rugby Sevens in the months to come."*

Bill Beaumont, World Rugby Chairman: *"We are delighted to be welcoming Capgemini to our growing and global commercial family for Men's and Women's HSBC World Rugby Sevens Series and Rugby World Cup Sevens 2018."*

Capgemini has been present in the world of rugby for 25 years through its support of French rugby clubs and, on a global level, as a sponsor of the 2007 Rugby World Cup. Its visionary founder, the late Serge Kampf, was a lifelong rugby fan and sponsor of the sport. He said, *"Rugby is a team sport in which you can't accomplish anything without the rest of your teammates."*

Über Capgemini

Capgemini ist einer der weltweit führenden Anbieter von Management- und IT-Beratung, Technologie-Services und Digitaler Transformation. Als ein Wegbereiter für Innovation unterstützt das Unternehmen seine Kunden bei deren komplexen Herausforderungen rund um Cloud, Digital und Plattformen. Auf dem Fundament von 50 Jahren Erfahrung und umfangreichem branchenspezifischen Know-how hilft Capgemini seinen Kunden, ihre Geschäftsziele zu erreichen. Hierfür steht ein komplettes Leistungsspektrum von der Strategieentwicklung bis zum Geschäftsbetrieb zur Verfügung. Capgemini ist überzeugt davon, dass der geschäftliche Wert von Technologie von und durch Menschen entsteht. Die Gruppe ist ein multikulturelles Unternehmen mit 200.000 Mitarbeitern in über 40 Ländern, das 2016 einen Umsatz von 12,5 Milliarden Euro erwirtschaftet hat.

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Für weitere Informationen und zum Video: www.capgemini.com/rugby7s

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Next round of HSBC Sevens World Series 2018: Sydney, 26–28 January 2018

About HSBC World Rugby Sevens Series:

<https://www.worldrugby.org/sevens-series/series-info>

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¹ The 7 values of the Capgemini Group are the cornerstones of the Group's culture: honesty, boldness, trust, freedom, team spirit, modesty and fun.