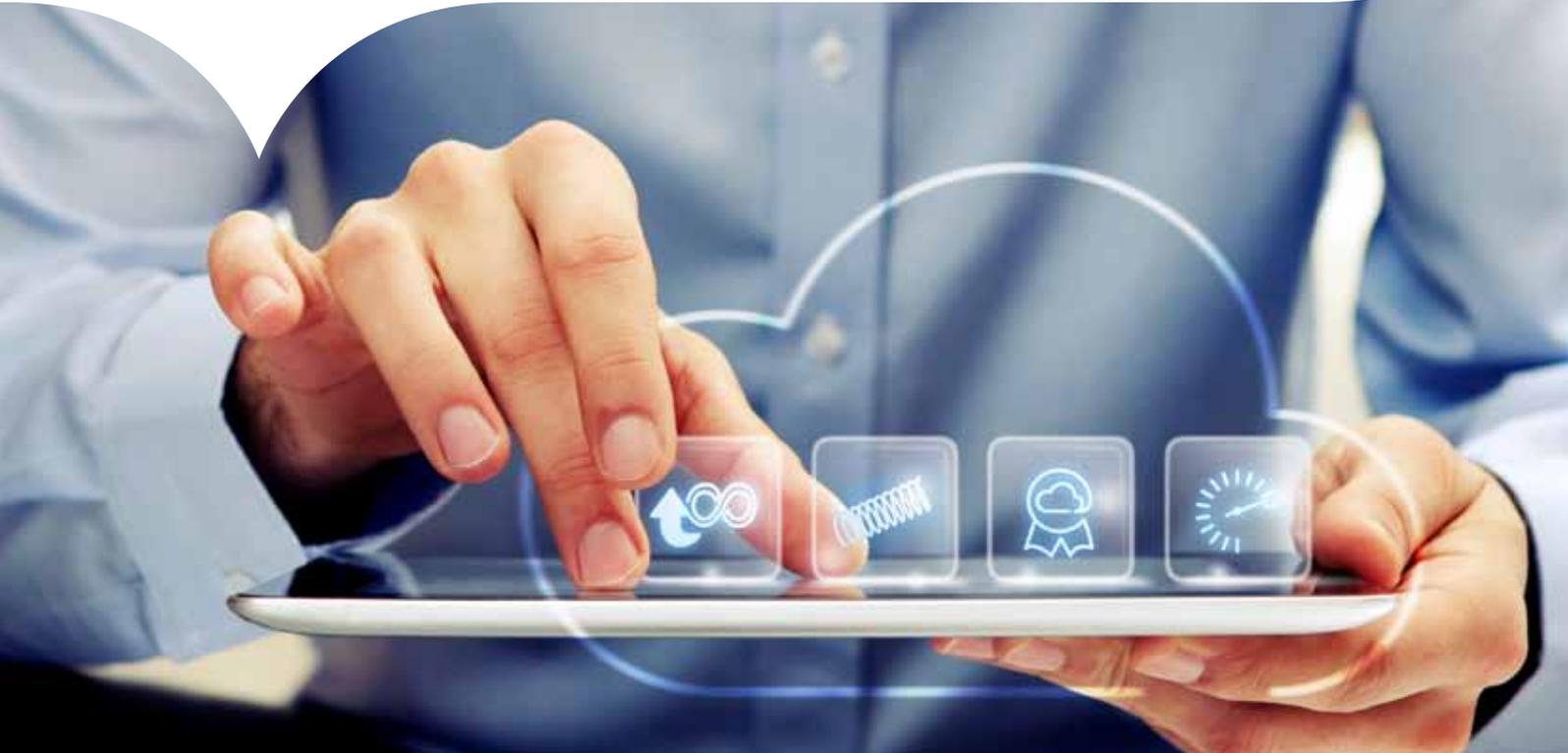


Capgemini IMM: Integrated Marketing Management in the Cloud



Drive Marketing Transformation by Optimizing Processes throughout the Marketing Lifecycle

From tactical to strategic: CMOs drive demand generation and revenue in addition to brand value

Marketing organizations face massive restructuring of their operations. There are a number of factors driving a radical change in the way they add value. In a globalized market driven by more product information available before customers interact with vendors, Marketing is expected to effectively transfer product knowledge into relevant messaging. To disseminate the messages, it must leverage innovative platforms beyond traditional mass media blasts; master inbound, social media proactively and address consumer preferences credibly. Interoperability and extensibility of large, global enterprises demand a 360° view of the customer. This entails a tightrope walk between customization and industrialization of marketing and branding assets across cultures and regions.

Chief Marketing Officers (CMOs) are also expected to take over a brave new world of responsibilities. They must drive the organizational shift to innovative customer centric models; ensure compliance with regulatory structures and lower costs. A large majority of them are actively leveraging functional and technological expertise of experienced integrated marketing management (IMM) partners in order to overcome some of their challenges.

People matter, results count.

Capgemini IMM: New-Generation Integrated Marketing Management

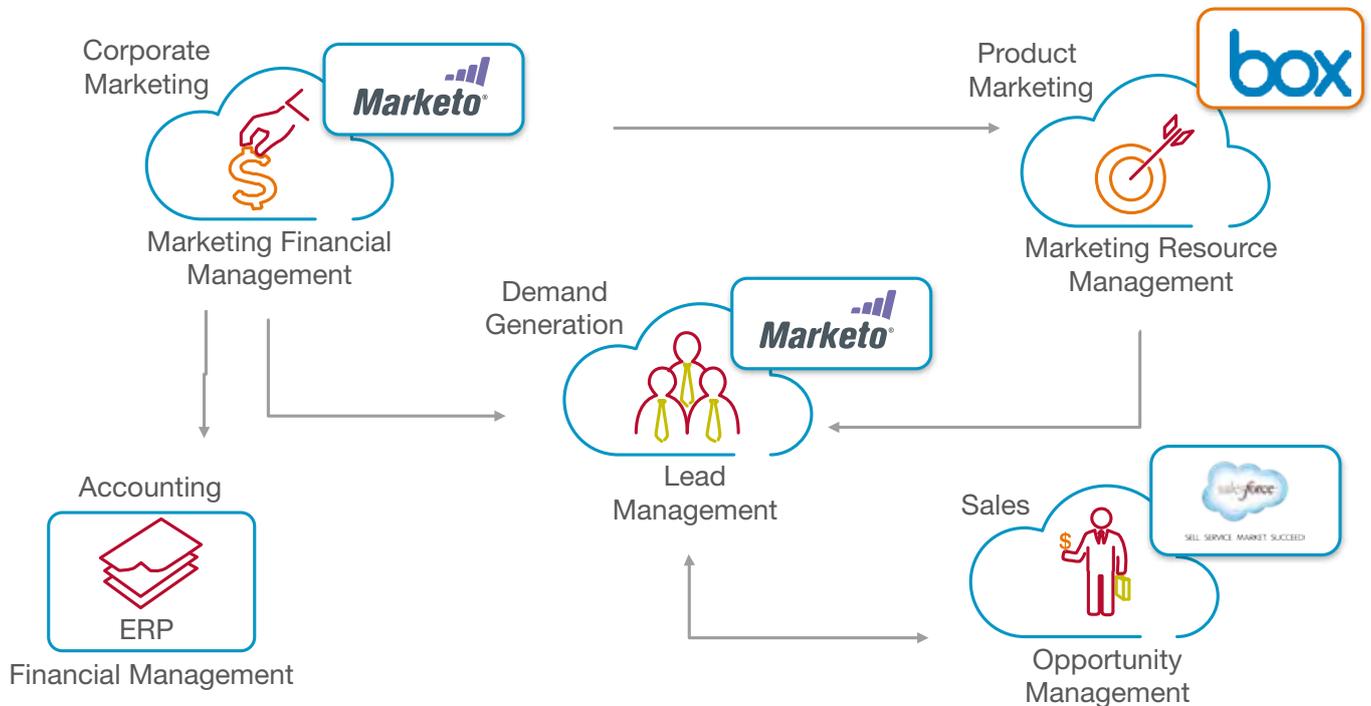
Capgemini IMM allows organizations in all sectors to maximize marketing effectiveness and efficiency by seamlessly optimizing processes around corporate marketing, product marketing and demand generation. By integrating the entire marketing lifecycle, Capgemini IMM helps organizations reduce time-to-market, improve campaign response rates and customer retention, while reducing costs and cycle-time for collateral, advertising and project management with more confidence in measuring marketing performance.



By supporting the full range of marketing operations, Capgemini IMM works to measure, analyze, and ultimately optimize marketing performance

Cloud Evolution: IMM's Shift from Legacy to New-Generation

For CMOs, this means a shift from long term, capital expenditures to pay-as-you-go operating expenses heavily influenced by Marketing. The shift also brings improved user adoption with systems designed by marketers, for marketers, and an emphasis on both form and function of interfaces. This represents a departure from the traditional landscape dominated by a limited number of single-suite technology vendors; making room for best-of-breed choices afforded by a cloud ecosystem. Only Capgemini delivers the reality of IMM in the cloud by leveraging global experience in cloud deployments, depth and breadth of marketing expertise, sector leadership and privileged partnerships with industry leading cloud vendors.



Why Capgemini IMM

Capgemini is a global leader in enabling cloud based transformations, with extensive cloud management and support services experience. It assures clients of industrialized processes and methodology for development, testing and deployment along with accelerators supporting shorter release cycles. Its customer focused service model and governance structure fosters a culture of continuous service improvements and collaboration beyond barriers.

Capgemini IMM enables CMOs across sectors to address some of the most complex challenges, with an end-to-end, integrated approach to marketing. This includes strategic vision followed up with solution design and implementation expertise, and deployment support ensuring high rates of user adoption. It is backed by a dedicated solution center with a large (130+) pool of experienced IMM resources capable of co-developing solutions with product vendors. Capgemini also has direct access to vendor development for training, demonstration and integration purposes, lowering unforeseen risks. Our Rightshore® leverage ensures depth of expertise and a comprehensive package that helps CMOs maximize their return on marketing investment (ROMI).



About Capgemini

With more than 125,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at

www.capgemini.com

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