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## **Capgemini Belgium opens new Idean office in Brussels**

**Diegem, October 10, 2019 – Capgemini, a global leader in consulting, technology and outsourcing services, announced today the opening of a new Idean office in Brussels. Idean is a fast-growing digital strategy and experience design consultancy, headquartered in Palo Alto, with additional studios all over the world. It was acquired by Capgemini in 2017 to reinforce the Group’s user-centered and digital-first experience design and strategy services. Idean is an endorsed brand, part of Capgemini Invent.**

With a exponentially growing customer demand for the Capgemini Group’s end-to-end digital services, Idean complements the existing thought leadership and execution capability with Design Led Transformation and providing a global design service.

With this new studio in Belgium, Idean's global network will cover 22 studios and over 800 passionate digital strategists, designers and researchers, and strengthen its position in excelling in digital services across Europe. 2019 is a symbolic year as Idean is celebrating its 20th anniversary.

The experts of Idean Brussels were previously active within Capgemini Belgium's organization, and have proven track record in Customer Experience design, Enterprise UX, and leading of Design Thinking maturity for Belgium's most prominent multinational and local companies.

The Belgian Idean studio will be headed by Wouter De Clercq and Yves van Praag.

“I’m very proud to welcome Idean as the new member of our Capgemini brand family in Belgium”, says Piet-Wybe Wagter, head of MU Belux at Capgemini. “It is surely a new added value offering for Capgemini Invent and Capgemini in general, and it will bring even stronger expertise and digital transformation services to our clients.”

### **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 over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion.

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### **About Capgemini Invent**

As the digital innovation, consulting and transformation brand of the Capgemini Group, Capgemini Invent helps CxOs envision and build what’s next for their organizations. Located in more than 30 offices and 22 creative studios around the world, its 6,000+ strong team combines strategy, technology, data science and creative design with deep industry expertise and insights, to develop new digital solutions and business models of the future.

**People matter, results count.**