

Press Relations:

Christel Lerouge

Tel.: +33 1 47 54 50 76

christel.lerouge@capgemini.com

Hester Decouz

Tel.: +44 870 904 5758

E-mail: hester.decouz@capgemini.com

Capgemini unveils its new 'human' website

Paris, 26 March 2013 – In line with its 100% digital brand strategy, Capgemini, one of the world's leading consulting, IT services and outsourcing companies, has completely renewed its website. This project involved not only the global corporate website, capgemini.com, but also the 28 other Capgemini and Capgemini Consulting local sites which have been simultaneously revamped. Users will benefit from the same interface in all the countries where the Group is established and access information in ten different languages. Clients and prospective customers, future recruits and young graduates, shareholders and investors, journalists and analysts can engage in digital conversations on this new interactive platform. The site has been developed in-house by Capgemini.

Capgemini's new website underpins its digital brand strategy and its promise: "People matter, results count". A brand's online visibility is key but only the first step: although 58% of consumers trust company websites when it comes to choice, 70% follow online recommendations when they come from specific individuals¹. To this respect, Capgemini has chosen to design its site as an area for human dialogue, which invites users to talk to its experts. Two years ago, Capgemini created [Expert Connect](#), a section of the capgemini.com website where over a hundred experts – which reflect the diversity of the Group's activities, sectors and countries - share their experience and know-how with visitors through blogs and forums, and interact using social networks (Facebook, LinkedIn, Twitter). In 2011 and 2012 more than 100,000 online conversations took place thanks to this platform.

For Laura Nurzynski Group Vice President, Go-to-Market and Sales Enablement Services, from IDC, a global market intelligence firm, "*Capgemini has definitely taken an innovative focus on enabling the digital conversation with target audiences - buyers, customers, media/analysts, investors, and young professionals - via the integration of social, rich media and connection to Capgemini's experts in a very human fashion. This web approach is in line with leading edge marketing trends and tactics that enable people to access the right info, at the right time, on the right topic, in an engaging and consumable format to meet their informational needs and get their jobs done.*"

An innovative and social website

Capgemini's new website has a number of enhanced features:

- It offers **rich media content** (videos, animations, screencasts, infographics)

- It is one of the first sites in the IT services sector designed using “**responsive design**”ⁱⁱ. Developed to better respond to tactile use on tablets and smartphones, pages can be viewed easily on all devices
- **Ergonomic**, the site offers an optimal user experience facilitating reading and navigation;
- The new Capgemini website is entirely **open to other digital channels**: its pages and content can be shared with one click on social networks and users can easily interact with Capgemini experts.

For Philippe Grangeon, Group Marketing and Communication Director, *“This new business site, which leverages the very latest technologies, is the cornerstone of our digital branding strategy. At a time when digital transformation is making an impact on businesses and society at large, we have designed a truly rich media and social platform via which all our audiences can get informed about what we do, as well as exchange and directly interact with our experts.”*

A site produced with Capgemini’s expertise

Development of the 29 sites has been completed by Capgemini’s [Application Services](#) teams in France, the United Kingdom, India and Morocco. Using [Drupal](#) technology, the project has been carried out in only six months using the agile methodology known as “[scrum](#)”. It is fully in line with the key technological trends which are transforming companies today:

- Mobility with responsive design in particular:
- Cloud computing - at the heart of the hosting of the site;
- Social sharing and networking

[Capgemini’s Testing Services centre of excellence](#) based in India also collaborated in the testing phase and consultants from Capgemini Consulting contributed to the customer interaction strategy.

Capgemini was advised by Publicis Modem, particularly in terms of design.

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 ExperienceTM, and draws on Rightshore[®], its worldwide delivery model. Learn more about us at www.capgemini.com.

Rightshore[®] is a trademark belonging to Capgemini

ⁱ Worldwide study by Nielsen on trust in advertising was carried out 31 August – 16 September 2011 among 28000 web users in 56 countries in Asia-Pacific, Europe, Latin America, Middle East, Africa and North America.

ⁱⁱ Responsive Web Design: website design where a site is designed to offer the visitor an optimal consultation experience facilitating reading and navigation, The user can therefore consult the same website via a large range of devices (computer monitors, smartphones, tablets, TV, etc.) The notion of responsive internet rethinks how to design the internet browsing experience as it is no longer a question of designing as many pathways as there are networks of terminals but designing a single auto-adaptive interface. Thus, information sources and technical foundations are not duplicated. That engenders economies of scale in the design and maintenance of websites using this design method.