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## Capgemini named a Leader in two IDC MarketScape Assessments

**Paris, March 16, 2021 – Capgemini announced today that it has been [named a Leader](#) in the IDC MarketScape Worldwide Retail Commerce Platform Service Providers 2020 Vendor Assessment<sup>1</sup> as well as the Worldwide Retail Co-Innovation Services Providers 2020 Vendor Assessment<sup>2</sup>. Capgemini was positioned in the Leaders category in both based on its capabilities and strategy, among multiple enterprise service providers addressing the specific needs of retail companies worldwide across industry segments (food and non-food retail).**

The IDC MarketScape Commerce Platform report highlighted Capgemini's key strengths, including a quick-start offering that integrates business consulting and technology delivery to rapidly implement retailers' most recent operational priorities, as well as Capgemini's proven experience with the retail and consumer goods verticals. For the IDC MarketScape Co-Innovation Services report, analysts noted that the acquisition of Altran offers to Capgemini's consumer industry clients a considerable opportunity to co-innovate on the digital backbone for product life cycle, connected products, and asset management.

*"The COVID-19 pandemic has accelerated the change in retail, and organizations need to prioritize business agility to support the dynamic nature of the sector and the needs of the customer,"* said Tim Bridges, Global Head of Consumer Goods and Retail at Capgemini. *"Being positioned as a Leader in the IDC MarketScape is a recognition of Capgemini's deep expertise in optimizing retail operations across the value chain. It also highlights our new insights capabilities and tailored solutions that enable the piloting, implementing, and scaling of innovation at speed, to empower retailers to accelerate their response to the current market environment and prepare for the future."*

Filippo Battaini, Head of IDC Retail Insights Europe, said, *"Retail has been accelerating thanks to the next normal, with rapid changes in consumer behavior resulting in greater operational complexity. Capgemini has the proven global experience and strong market capabilities to support clients with the development and implementation of a data-centric digital retail commerce platform approach that matches the fast-evolving needs of the industry."*

To download excerpts of the of the IDC MarketScape Worldwide Retail Commerce Platform Service Providers 2020 Vendor Assessment or the Worldwide Retail Co-Innovation Services Providers 2020 Vendor Assessment, click [here](#).

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<sup>1</sup>Source: IDC MarketScape: Worldwide Retail Commerce Platform Service Providers 2020 Vendor Assessment, Doc #US46162920 December 2020

<sup>2</sup> Source: IDC MarketScape: Worldwide Retail Co-Innovation Service Providers 2020 Vendor Assessment, Doc #US46160020 December 2020

**About IDC MarketScape:**

IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

**About Capgemini**

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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