

Capgemini becomes the Official Digital Transformation Partner of Rugby Football Union

London, April 15, 2026 – [The Rugby Football Union \(RFU\)](#) today announced the appointment of [Capgemini](#) as its official Digital Transformation Partner in the UK. Harnessing Capgemini’s deep expertise in technology, data and AI, this collaboration will enable the RFU to maximise the value of its digital ecosystem, creating a more connected, engaging and innovative experience for rugby players, volunteers and fans across England.

Capgemini will support the RFU with its transformation strategy by leading the day-to-day running and evolution of its digital services to meet the RFU’s [Plan 2030: More than a game](#) ambitions. Building on the strong foundations of the RFU’s Digital Transformation programme, Capgemini will optimise and enhance core platforms, tools and capabilities to improve reliability, performance and user experience. Through structured innovation cycles, Capgemini will also introduce new ways of working, applying emerging technologies, data and AI to generate fresh ideas and scale innovation from grassroots to the elite game.

“We are delighted to welcome Capgemini onboard as we work together on our Digital Transformation programme,” said Claudio Borges, Executive Director of Commercial and Marketing at the RFU. *“Our partnership with Capgemini means we can accelerate digital transformation at all levels of the game. We want our sport to be accessible, engaging and innovative, and this partnership amplifies this. We aim to continually evolve, and, with the help of Capgemini, we will be able to do so effectively.”*

“We are incredibly proud to join forces with the RFU at such an exciting time for the sport, especially following the recent success of the Red Roses for England,” said Steven Webb, UK Chief Technology and Innovation Officer at Capgemini. *“By bringing together Capgemini’s deep expertise in AI-led digital transformation and the RFU’s ambition for the game, we will help elevate and enrich the rugby experience for players, volunteers and fans nationwide.”*

Capgemini is focused on transforming sport by unlocking the full potential of technology and innovation. In addition to supporting major global sporting events across golf, sailing, cycling and motorsports, Capgemini has a longstanding legacy within the field of rugby, exemplified by its work with World Rugby and most recently through its partnership with [Six Nations Rugby](#).

The RFU and Capgemini are also committed to strengthening the positive social impact that rugby brings to communities across England. Through this partnership, the organisations will work together to increase participation in rugby by widening access, supporting volunteering, empowering young people, and helping make rugby a force for inclusion, confidence-building, and community connection.