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**Capgemini And EMC Extend Global Strategic Alliance  
To Enable Brazilian Businesses with Next-Generation Cloud Solutions**

*New Capgemini Business Unit Created To Serve Emerging Brazilian Market*

PARIS, FRANCE, SAO PAULO, BRAZIL, HOPKINTON, Mass. - February 7, 2013

**Story Highlights:**

- **Capgemini and EMC announce new go-to-market agreement to expand operations in Brazil**
- **Both companies committed to work collaboratively to deliver next-generation cloud solutions to enable customers to derive transformative IT value as they move implementations to the cloud**
- **A new dedicated, Capgemini business unit in Brazil will be formed to focus on delivering cloud solutions**

**Full Story:**

Capgemini, one of the world's foremost providers of consulting, technology, and outsourcing services, and EMC, the global leader in private, public and hybrid cloud infrastructure technologies, today announced the expansion of their global alliance with a strategic go-to-market agreement to expand operations in Brazil. The two companies have committed to work collaboratively to deliver customer value through the implementation of next-generation cloud solutions.

Responding to the strong demand for cloud-based solutions in Latin America, Capgemini and EMC will deliver a portfolio of end-to-end As-a-Service cloud offerings designed for specific vertical market segments. Working closely with EMC, a new dedicated Integrated Solutions business unit will be operated by Capgemini Brasil to bring these innovative cloud solutions to the Brazilian market providing the needed technological infrastructure expertise. The As-a-Service solutions will be aimed at delivering more agile and cost-efficient cloud IT solutions, designed to meet customers' unique business challenges, requirements and service level agreements for specific vertical market segments, decreasing the need for capital expenditures and increasing the alignment of IT costs to consumption.

The Integrated Solutions business unit will focus on the creation of value-added services standardized on EMC technology and As-a-Service cloud solutions to enable and expand the range of options for IT organizations seeking to gain business agility without sacrificing trust and control in their cloud computing.

The integrated cloud-based services will focus on vertical markets including agribusiness and banking and will include:

- Foundational services such as
  1. Storage as a Service
  2. Backup as a Service
  3. Archive as a Service
- Transformational services including
  1. SAP as a Service (SAPaaS®)
  2. Testing Platform as a Service (TPaaS) and,
  3. Enterprise Content Management as a Service (ECMAaS)

According to IDC, Latin America continues to reflect significant growth in IT spending, with increasingly high demand for cloud-based solutions and a high degree of spending around infrastructure services. *“Revenues in Brazil Public Cloud will submit a CAGR of 72.8% during the period between 2011-2015, reaching a total value of US\$ 798 MM in 2015. IaaS market, with a CAGR of 72.4% (2011-2015) will be responsible for US\$ 362 MM in 2015, while contracts on SaaS will reach US\$ 370 MM with a CAGR of approximately 77.7% over the period between 2011 to 2015. These two markets will be responsible for 92% revenue with Public Cloud in Brazil in 2015”*.<sup>1</sup> The upcoming 2014 FIFA World Cup and 2016 Summer Olympics are also expected to drive a significant volume of both public and private sector IT infrastructure investments to Brazil.

Capgemini’s relationship with EMC dates back to 2002 when the companies began offering joint pay-as-you-go storage services. Capgemini has been an EMC Global Alliance Partner since the program’s inception in 2008. The two companies formed a strategic alliance in 2011, with the aim of driving significant growth through the joint development of next-generation, cloud-based solutions. This new addition to that alliance extends the strategic partnership of the two companies to leverage their expertise to enable geographic, vertical and emerging markets growth, first in Brazil, before rolling out similar approaches in other markets.

Both companies have a long history of commitment to and investment in Brazil. EMC first entered the Brazil market in 1992 via third party distribution and opened a Brazilian subsidiary in 1997. Since 2008 EMC has invested in manufacturing and research and development facilities in Brazil. In 2011 EMC announced plans to establish a new R&D center which is currently under construction in Rio de Janeiro primarily focused on the acquisition, analysis, collaboration and visualization of seismic data generated by the oil and gas industry. Capgemini has been present in Brazil since the 1970s through its BPO practice and in October 2010 Capgemini acquired a majority stake in CPM Braxis which formed in 2007 as a result of a merger of two Brazilian services providers (CPM, founded in 1982 and Braxis founded in 2006) which became Capgemini Brasil in October 2012 (held through a wholly-owned subsidiary of Cap Gemini SA). Under the new partnership agreement, Capgemini Brasil will continue to serve the Brazil market as a reseller of EMC assets and a member of the EMC Velocity Solution Provider Program.

### **Executive Quotes:**

Jean-Claude Viollier, Corporate Vice President, Head of Global Channels and Partners, Capgemini:

*“EMC’s commitment in Capgemini Brasil is a key milestone in the strategic alliance between our companies. As the fourth largest IT services provider in Brazil, we have witnessed a shift in IT spending patterns as our customers here move to a more service-based cloud approach to IT procurement. Through this initiative we will be able to leverage EMC’s market leading technology to drive significant growth through innovative joint IT solutions that deliver exceptional value and help accelerate the cloud-enabled journey for clients in Brazil.”*

Terry Breen, Senior Vice President, Global Alliances, EMC:

*“EMC is dedicated to providing customers a wide spectrum of choice in cloud services, which places Service Providers at the core of our hybrid cloud strategy. Working in tight formation with Capgemini Brasil will enable us to continue to bring EMC’s industry-leading infrastructure technology to market to help our customers capitalize on the value derived from trusted, flexible and agile cloud solutions.”*

### **About Capgemini**

With more than 120,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 billion (approximately \$13.5 billion USD). Together with its clients, Capgemini creates and delivers business and technology solutions that fit 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.

### **Capgemini Brasil**

In 2010, the Capgemini Group acquired CPM Braxis, which had been successfully operating in Brazil for more than 30 years. Later in 2012 CPM Braxis Capgemini was newly rebranded Capgemini Brasil. Capgemini in Brazil employs 7,800 people and serves over 200 clients, offering four main service lines: *Applications Services, Infrastructure Services and Products and Business Process Outsourcing (BPO)*.

Learn more about us at [www.br.capgemini.com](http://www.br.capgemini.com).

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### **About EMC**

EMC Corporation is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service. Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyze their most valuable asset – information – in a more agile, trusted and cost-efficient way. Additional information about EMC can be found at [www.EMC.com](http://www.EMC.com)

### **Additional Resources**

For more information about Capgemini’s Business Cloud report log onto:

<http://www.capgemini.com/business-cloud-report>

Learn more about Capgemini at [www.capgemini.com](http://www.capgemini.com)

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**Press Release**

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<sup>1</sup> Anderson Baldin Figueiredo – Research & Enterprise Consulting Manager, IDC, December 2012