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## **Capgemini Group launches unique end-to-end solution for mobile strategy and services**

*“Mobile Solutions” new holistic approach to enterprise mobility<sup>1</sup> to help organizations gain maximum value from mobile technologies and achieve business goals*

**India,, March 7 2012 – Capgemini, one of the world’s foremost providers of consulting, technology and outsourcing services, and subsidiary Sogeti, today announced the joint launch of a comprehensive new suite of services to support clients in creating and implementing an effective mobile strategy. Capgemini and Sogeti, as an Enterprise Mobility Orchestrator will bring together their capabilities in consulting, technology and global delivery with a framework of methodologies and industrialized services to provide a ‘one-stop-shop’ for mobility solutions to meet the growing demand within businesses globally. As part of this launch, Capgemini and Sogeti are developing a dedicated ‘Mobile Applications Service Centre of Excellence’ in India, where 250 additional experts will support the delivery of state-of-the-art mobile applications for customers globally. The focus markets for these services will include France, Germany, the Netherlands, Sweden, UK and North America. In line with its strategy, the Mobile Solutions global service line is one of the fast growing and profitable market segments the Capgemini Group is focusing on, with the aim to generate over €400 million of additional revenues by 2015.**

Mobile technologies were highlighted as the second highest CIO technology priority in Gartner's recent [2012 CIO Agenda survey](#)<sup>2</sup>. Organizations are increasingly recognizing that with mobile users in the hundreds of millions, and mobile apps downloads in the tens of billions, today’s reality is that customers and employees expect to interact with them immediately, wherever they may be. As a result, the market for mobility services is one of the fastest growing segments in the IT services market. According to Forrester Research Inc., the total mobile apps services market could be worth in excess of \$17 billion USD by 2015<sup>3</sup>.

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<sup>1</sup> Enterprise mobility is the ability of an enterprise to connect to customers, suppliers, partners, employees and assets regardless of location

<sup>2</sup> Gartner Inc., “Amplifying the Enterprise: The 2012 CIO Agenda”, January 2012

<sup>3</sup> “Mobile App Internet Recasts The Software And Services Landscape,” Forrester Research Inc., February 2011

According to Gartner Inc. *“Mobility adoption is expected to grow rapidly in the next few years as companies embrace this new channel to untether its workforce as well as better connect with customers. Companies will rely on services providers to help them with their enterprise mobility initiatives because of internal capability limitation and resource constraint in the face of a new and fast-changing mobility environment.”*<sup>4</sup>

Capgemini and Sogeti provide a business-driven approach for all organizations regardless of their level of mobile maturity. Their solutions will firstly help enterprises interact with their increasingly mobile customer base through new channels to increase customer loyalty and boost sales. They will also support mobile business employees’ work through improved access to critical business applications and data, irrespective of their location. Finally, they will also support machine-to-machine (M2M) communication, connecting personal wireless mobile devices with core IT systems in real time.

The “Mobile Solutions” global service line will leverage Capgemini Group’s partnerships with some of the world’s leading technology companies including [SAP AG](#), [Sybase](#) an SAP company and [Microsoft](#) to create an extensive mobile partner ecosystem. Costs are tailored to client requirements, based on Software-as-a-Service (SaaS)<sup>5</sup> or Platform-as-a-Service (PaaS)<sup>6</sup> models where organizations can pay for all software, implementation, hosting and application support on a recurring monthly basis. The service line comprises five key components, provided as a single offering or as one end to end solution:

1. **Mobile Strategy:** enables organizations to develop a coherent mobile strategy.
2. **Mobile Applications:** a highly industrialized approach covering the entire application development cycle.
3. **Managed Mobility:** complete end-to-end Application Lifecycle Services including application and device management delivered as-a-service with support and hosting in the cloud.
4. **Mobile Platforms:** tools and services that enable mobile solutions for multiple platforms
5. **Reselling:** through licensing technology from Capgemini Group’s vendor partners, customers will be able to access partners’ mobile platforms, infrastructure hardware and mobile devices

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<sup>4</sup> Gartner Inc.: ‘Emerging Service Analysis: Enterprise Mobility Consulting, Application Development and Integration Services’, Susan Tan 2 December 2011

<sup>5</sup> Software as a Service (SaaS) is a software delivery model in which software and its associated data are hosted centrally (typically in the Cloud) and are accessed by users normally using a web browser over the Internet. SaaS has become a common delivery model for most business applications, including accounting, collaboration, customer relationship management (CRM), enterprise resource planning (ERP), invoicing, human resource management (HRM), content management (CM) and service desk management.

<sup>6</sup> Platform as a Service (PaaS) is a category of cloud computing services that provide a computing platform and a solution stack as a service. PaaS offerings facilitate the deployment of applications without the cost and complexity of buying and managing the underlying hardware and software and provisioning hosting capabilities, providing all of the facilities required to support the complete life cycle of building and delivering web applications and services entirely available from the Internet.

*“Smartphones, tablets and apps have embedded mobile technology firmly into our lives and this revolution is transforming the way we work and interact. Organizations everywhere must respond or risk being left behind,”* said Fernando Alvarez, Mobile Solutions Global Service Line Leader, Capgemini. *“But mobility is not just about creating new mobile applications. As an Enterprise Mobility Orchestrator, we have the skills, capabilities and global expertise to take the lead as a strategic business partner for mobility with our clients and support them on every step of their journey towards mobility.”*

With an history of over 15 years expertise delivering mobility solutions, Capgemini and Sogeti are already working with a number of large companies in the area of managed mobility including One Nordic and The Coca Cola Refreshments Company.

Dirk Du Toit, Group Director of Architecture and Enabling Technologies, The Coca Cola Refreshments Company (CCR) said: *“Within our business we have thousands of managers and employees who use mobile devices to make decisions on a daily basis. Capgemini helped to design a solution for us based on the Sybase® Unwired Platform, which was then developed and tested by nearshore and onshore teams. Through our joint solution, our executive team has been empowered to make efficient decisions in real time, through workflow approval systems - vital for our business decision-making process - which is now taking place increasingly on the move.”*

Ola Bernersson, Project Manager, for Nordic energy company ONE Nordic said: *“The new mobile platform conceived by Sogeti has improved service to our customers and provided a more efficient work environment to our employees. It has helped reduce technical complexities, lower costs and open us up for new types of mobile usage. In collaboration ONE Nordic and Sogeti have defined new business objectives, architecture and a solution with a clear focus on making business even more customer-oriented”.*

For more information about Capgemini and Sogeti’s Mobile Solutions, please visit:

[www.capgemini.com/mobility](http://www.capgemini.com/mobility)  
[www.sogeti.com/mobility](http://www.sogeti.com/mobility)

#### **About Capgemini India**

Capgemini in India is more than 35,000 people strong across 7 cities (Mumbai, Bangalore, Hyderabad, Kolkata, Chennai, Pune and Delhi). A pioneer in the IT industry, Capgemini has over 43 years of global expertise collaborating with leading corporations and now brings the Consulting, Technology and Outsourcing experience to India. With dedicated teams to service the local markets, Capgemini has strong domain experience to assist clients across the Government and Public Sector, Energy and

Utilities, Manufacturing, Telecom and Financial Services sectors and help them advance in their respective industries. Please visit [www.in.capgemini.com](http://www.in.capgemini.com) for more details.

#### **About Capgemini**

With around 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. 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 Experience™, and draws on Rightshore®, its worldwide delivery model.

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

#### **About Sogeti**

Sogeti is a leading provider of professional technology services, specializing in Application Management, Infrastructure Management, High-Tech Engineering and Testing. Working closely with its clients, Sogeti enables them to leverage technological innovation and achieve maximum results. Sogeti brings together more than 20,000 professionals in 15 countries and is present in over 100 locations in Europe, the US and India. Sogeti is a wholly-owned subsidiary of Cap Gemini S.A., listed on the Paris Stock Exchange.

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