

# Capgemini is selected by Unilever for Major Global Transformation Programme

## Enterprise Data Warehouse will integrate global data for fast, informed and fact-based decisionmaking

**Paris, London, December 5, 2011 – Capgemini UK plc, part of the Capgemini Group, one of the world's foremost providers of consulting, technology and outsourcing services, has been selected as Unilever's global business intelligence partner, to work alongside Unilever IT and business teams in delivering a major transformation programme over the next three years. Unilever is one of the world's largest consumer goods companies, with 2 billion people using its products every day across 180 countries, and this major global programme will create its first Enterprise Data Warehouse (EDW), providing realtime data on its customers, markets and operations worldwide to support decisions on all the company's plans and activities.**

The programme will involve migrating legacy data warehouses into the new EDW and providing new datamining and analytical tools to support Unilever management at all levels in achieving fast, informed and factbased decisionmaking based on comprehensive and upodate data. It is also expected to deliver significant sustainable cost savings both in IT and across Unilever business operations worldwide.

Willem Eelman, Unilever's Global Chief Information Officer, said: "This programme is one of our top strategic initiatives, not just for IT but for the Unilever business worldwide. It will transform the way our businesses around the world access and use information, bringing enhanced insight and consistency. Capgemini was the natural partner for us given their strong global Business Information Management experience and understanding of our business."

The programme reinforces Capgemini's position as one of the world's leading Business Information Management service providers. Capgemini was positioned by Gartner, Inc. in the leaders' quadrant for Global Business Intelligence and Performance Management Service Providers<sup>1</sup>. Capgemini's global Business Information Management (BIM) service line was established in 2009 with the aim of serving its global customers better, and brings together over 7,000 specialist consultants supporting a global BIM delivery model.

Paul Nannetti, Capgemini's Global Leader for Business Information Management, said: "Unilever is already one of our most important global customers and we are delighted to be working with them to deliver this new and critical programme which aims to release the full power of information to the benefit of their business. We look forward to applying our experience of global BI transformations to this programme combining our skills in technology, programme management and business consulting."

Capgemini was selected by Unilever following competitive bids from several leading multinational IT providers. The main reasons include Capgemini's indepth knowledge of global BIM challenges and proven BIM methodology, its track record in major BIM assignments and in the consumer goods sector, and its fiveyear history of successful engagements at Unilever in finance business process outsourcing. Capgemini's proven commitment to sustainability, matching that of Unilever, was a further important point in favour.

Capgemini will deploy its Rightshore® global delivery model on the Unilever programme. The Capgemini team working on the project will be led from the UK and based at a number of locations around the world including Continental Europe, North America, Latin America and Asia Pacific, and with core support from a development centre in India.

ENDS

<sup>1</sup> Gartner Inc.: "Magic Quadrant for Global Business Intelligence and Performance Management Service Providers," Alex Soejarto, Neil Chandler, 27 January 2011

#### About Capgemini

With more than 115,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2010 global revenues of EUR 8.7 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).

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