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## **Capgemini launches CUBE as part of its continued investment in Business Information Management (BIM) and is selected as partner of choice for the Canon Europe One View Program**

**Mumbai, September 21, 2010:** Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services today announced its continued investment in Business Information Management (BIM) capabilities with the launch of its new Customer BIM Experience showcase (CUBE). The CUBE will be part of the BIM Center of Excellence (CoE) in India where much of the technological development and innovation for the practice take place. The CUBE is a unique interactive showcase where customers can experience innovative Business Information Management solutions. Customers are able to interact with BIM Subject Matter Experts on site or through video connections from around the globe; examine solutions created to address specific customer issues; review proofs of concept and technology innovations, as well as productivity tools. All of which are focused on helping customers realize the value of information management and on becoming Intelligent Enterprises.

Capgemini Nederland B.V. ("Capgemini") has also announced that it has been chosen as partner of choice for Canon Europe to support the One View program. The program aims to consolidate Management Information and Business Intelligence functions across all Business Units and Functions for Canon Europe (Europe, Middle East and Africa). Capgemini will be helping Canon Europe in setting up a Business Intelligence Competence Center (BICC), in addition to building and maintaining a new Enterprise Data Warehouse based on a Capgemini Rightshore<sup>®</sup> driven BI Services Center (BISC) concept.

Canon is adapting to the changing business environment by focusing on raising business efficiencies through intelligent use of IT. To support this, Canon Europe has embarked on a transformation program named One Canon, which aims to unite Canon's market-focused Business Units across EMEA and Emerging Market Business Unit towards one way of working. This is expected to drive significant operational synergies and bring considerable business value to Canon and its customers in Europe, the Middle East and Africa.

Canon Europe chose Capgemini as a partner for their One View BI program because they demonstrated effective thought leadership in sales strategy, operational delivery frameworks, and

also BI functional and technical knowledge, key elements that are demonstrated in the CUBE. Capgemini engaged with Canon from the early planning stages providing suitable inputs on the BICC and BISC framework and underlining how this operational model (using Rightshore®) would deliver business value to Canon within the One View program.

*“Our BIM India Center of Excellence (CoE) is at the heart of the global BIM initiative,”* said Paul Nannetti, Global Leader of the BIM Service Line, Capgemini. *“The CUBE is a vehicle to demonstrate the breadth of our global capabilities. The CUBE will greatly enhance the richness of visits to the India CoE by our customers, and the content will also be accessible through network connections to onshore BIM locations. Since the global BIM service was established, effective 1 January 2010, the BIM CoE in India has increased headcount by 50% to over 1,500. The CUBE investment will help ensure this pace of growth is sustained.”*

Ben Szczerba, EMEA One View Program Director (Business Intelligence and Master Data Management), of One Canon Program, Canon Europe, said: *“While elements like quality, maturity, and operational efficiency are of great importance to us, we feel current and potential partnerships along the lines of scalability, proven track record, and quantifiable value to the business, are very important. Canon was looking for partners who can help make this journey smoothly and we strongly believe that we have found such a partner in Capgemini.”*

*“India is at the heart of innovation for Capgemini. We have been investing significantly in our Centers of Excellence, which are catering to global clients. These innovation hubs are helping us bridge the gap between business and technology, hence, building immense value to the overall growth of the Group. We currently have 12 CoEs operating in India and we will continue to invest in them and increase their number,”* said Salil Parekh, Executive Chairman, Capgemini India.

### **About Capgemini India**

Capgemini in India is over 28,000 people strong across 7 cities (Mumbai, Bangalore, Hyderabad, Kolkata, Chennai, Pune and Delhi). A leader for the IT industry, Capgemini has over 40 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**

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in more than 30 countries, Capgemini reported 2009 global revenues of EUR 8.4 billion and employs 95,000 people worldwide.

More information is available at [www.capgemini.com](http://www.capgemini.com)

### **About Canon Europe**

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 120 countries and employing over 11,000 people across Europe, the Middle East and Africa (EMEA).

Founded in 1937 with the specific goal of making the best quality camera available to customers, Canon's tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products, ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers' creative needs. From amateur photographers to professional print companies, Canon enables each customer to realize their own passion for image. Canon believes that considering the interests of society and the environment is an integral part of good business practice. This is embodied in its corporate philosophy Kyosei - 'To live and work together for the common good'.

Further information about Canon Europe is available at: [www.canon-europe.com](http://www.canon-europe.com)

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