



Perform AI

Artificial Intelligence.
Real World Solutions.



**Immersive, highly
personalized experiences.
Augmented operations.
Empowered employees.
Humans and technology
working together with
transparency and trust.**

Ready to make an impact? Capgemini is working with global brands to help them realize the truly transformational power of AI today.

1 Improving customer experience...

Applying AI to the customer experience makes every interaction a more human experience. And it's transforming relationships between consumers and brands. Across the entertainment and leisure industry, our customers are leveraging social media, Natural Language Processing and sentiment analysis to uniquely personalize each and every step of the customer experience, even before their customers book. And during the event or experience, AI-powered emotional recognition gathers audience reactions – to fine tune and improve for next time.

2 Streamlining operations...

By eliminating manual processes through Cognitive Document Processing, AI is having an immediate operational impact for a top bank – reducing new customer onboarding times from weeks to between 1-2 days.

3 Achieving production visibility...

An AI-enabled 'smart shop' manufacturing platform provides our global industrial services client with complete visibility of machine utilization across its production line. The solution has paid for itself tenfold, in just three months.

4 Managing business risk...

A combination of machine learning and advanced data science is analyzing data from sensors across water utility networks. This AI-first approach detects leaks in near real time, and with 80% accuracy. It's helping water company clients unlock regulatory rewards and save millions in leak management.

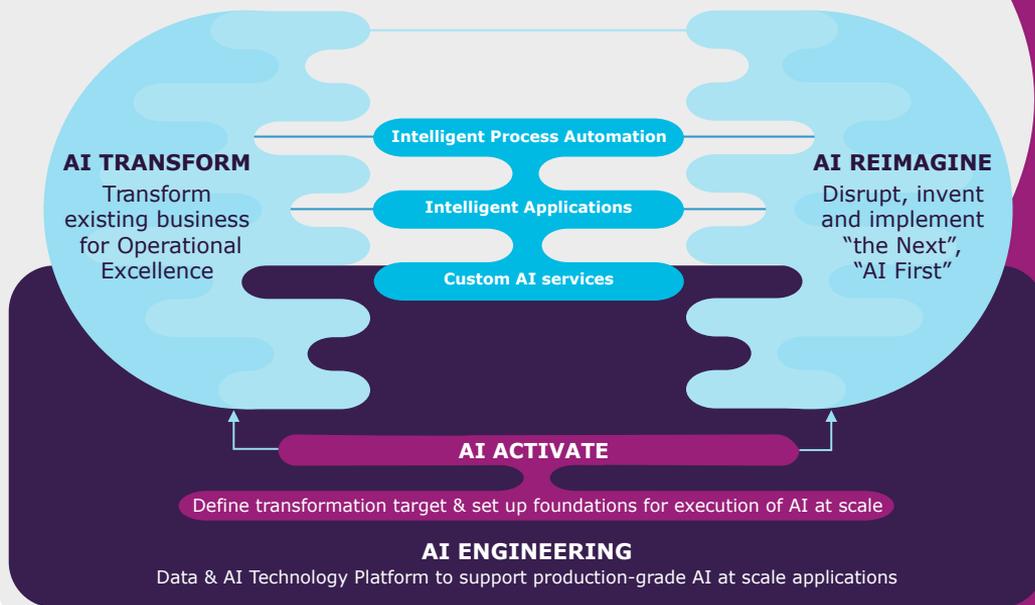
**Now is the time to
exploit the real
world power of
Artificial Intelligence.**

Expert at every stage

Capgemini's Perform AI services address your priority business challenges and drive impact at every level of AI maturity.

From kickstarting the journey and beginning to apply AI at scale, through embedding transformation, to realizing new, disruptive opportunities as part of your AI-infused enterprise.

While you may already be experimenting with AI, our approach transforms your trials into production environments, at scale, to deliver value to your entire organization.



Accelerating your outcomes

AI ACTIVATE creates the organizational and technology platform for where and how AI should be applied in your enterprise. It defines your AI strategy and architecture, and discovers, prioritizes and executes use cases. Should you have AI experiments or initiatives underway, it builds on, and enhances, what's already started. Ultimately, AI Activate kick-starts your AI-infused future, creating the foundations to maximize business impact by industrializing AI at scale.

AI TRANSFORM delivers AI-infused performance improvements to optimize your existing business and to create the springboard for long term growth. Here, Intelligent Process Automation of corporate processes, Intelligent Apps to integrate cognitive services into existing lines of business apps, and Custom AI services combine to create differentiation, scale and impact throughout your enterprise.

AI REIMAGINE takes you further. It looks ahead to the possibilities of new products and services, customer experiences, operating models and revenue streams – to drive innovation opportunities across your AI-infused enterprise. As part of this comprehensive future state AI service, you'll uncover new business opportunities in existing markets, and identify opportunities to enter and disrupt new markets.



Underpinning your success

AI ENGINEERING

These foundation services provide the right data and platforms to deliver trusted AI solutions in production and at scale. AI engineering underpins every stage of your transformation – from AI Activate to AI Transform and AI Reimagine.

Embedding ethics into AI

AI demands a responsible approach that anticipates regulation and ethical requirements, and manages them as business opportunities rather than constraints. Capgemini has been recognized as one of the World's Most Ethical Companies[®], and will establish a code of conduct – fully aligned to your culture – for the ethical and trustworthy use of AI in your organization. The solutions we design will be transparent and unbiased, able to be disclosed and explained. And we'll help you build trust between people and systems, both in your organization and with customers, partners and suppliers.

2018
WORLD'S MOST
ETHICAL
COMPANIES[®]
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A trusted partner

Focusing on outcomes

Whether it's a top line sales boost, customer experience transformation or bottom line process improvements, an outcome-led approach ensures real world business impact.

Empowering your people

Every engagement addresses the human dimension – proactively managing the impact of the initiative on your augmented workforce, seeking for the best interaction between human and machine, and transforming the corresponding human skills.

Applying AI at scale

We take you beyond a proof of concept and isolated deployments to industrialize AI at scale across your enterprise.

Mastery of everything

Technology mastery is key but doesn't guarantee your success. But, drawing on the talents of our own business and market strategists, process experts, and world-leading AI specialists, our holistic approach does.

Leveraging global expertise

Our world-wide, world-class ecosystem of strategic technology partners, technical institutes, business schools, and disruptive start-ups delivers the right solution at the right time, in a technology ecosystem that moves at an incredible pace.

Embedding ethics into outcomes

The application of AI requires an ethical and responsible approach. One that is transparent to users and customers, embeds privacy and builds trust. It's at the heart of what we do.

“Building a team of AI specialists who can conceptualize AI use cases, code, and implement them, is vital. Nearly two-thirds of organizations (64%) consider the lack of skills to be the biggest challenge to AI implementation.”

Capgemini Research Institute, Digital Transformation Review, No. 11, Artificial Intelligence Decoded 2018



Answering questions. Delivering outcomes.

Perform AI is Capgemini's unique approach, helping you realize the true value of AI across your organization.

Driven by priority business challenges, outcome-led, industrialized to deliver at scale, and infused throughout the organization, Perform AI services deliver real world business impact today, while preparing the enterprise for its AI-infused future tomorrow.

It moves enterprises swiftly beyond minimal viable products to pragmatic delivery in production and at scale – creating the solutions to address the real world challenges of now.

Then it sustains your success: future-proofing the enterprise and its AI solutions to ensure long-term value for what comes next.

“Through Perform AI, enterprises are capable of more than they ever thought possible.”



People matter, results count.

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About Capgemini

With more than 190,000 people, Capgemini was present in over 40 countries and celebrates its 50th Anniversary year in 2019. A global leader in consulting, technology and outsourcing services, the Group reported 2016 global revenues of EUR 12.5 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. 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/PerformAI