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## **Source Global Research ranks Capgemini's Digital Transformation Institute in the Top 3 for the quality of its research**

**Paris, March 5, 2018 – Capgemini today announced that its [Digital Transformation Institute \(DTI\)](#) has been ranked in the Top 3 among consulting and technology companies by leading analyst firm Source Global Research<sup>1</sup> for excellence in thought leadership content. Capgemini's research received its highest score ever due to factors including clear concepts, engaging content, credible expert authors, fresh data and a clear call to action for readers.**

Source Global Research analyzes and ranks consulting and technology firms' research based on [White Space](#), its one-of-a-kind assessment methodology. In its latest report, "Quality Ratings of Thought Leadership for the Second Half of 2017"<sup>2</sup>, Source ranked Capgemini in the top 3 out of 21 consultancies and technology firms. This recognition affirms Capgemini's ability to research and develop best-in-class content and leverage the findings across its portfolio and client network. The report stated that "Capgemini receives our gold star for progress. With an average score of 11.20 (its highest ever), the firm is ranked number three. We know, from our conversations with the firm, that this step change is no accident – much has been happening behind the scenes to drive up the quality of thought leadership. Capgemini is definitely one to watch."

The report specifically praised Capgemini's recent study, "[Loyalty Deciphered - How Emotions Drive Genuine Engagement](#)", for having a clear concept from the start, an engaging style and fresh data backing the insights, all researched and written by authors who are credible industry experts.

Rachel Ainsworth, Head of Thought Leadership at Source Global Research said, "*The research from Capgemini's Digital Transformation Institute is consistently of high quality with many reports receiving top scores in our ratings. The Institute particularly differentiates itself by the quality of its recommendations and the robustness of its research methodology.*"

Since the creation of the Digital Transformation Institute as a dedicated research center on all things digital in 2012, Capgemini has produced numerous publications with a focus on the latest digital innovations and disruptions, as well as businesses which have mastered their digital transformation.

Jerome Buvat, Head of the Digital Transformation Institute at Capgemini said, "*We are delighted to be recognized by Source Global Research for the quality of our research. At the Institute, we work with a global ecosystem of experts internally and externally – startups, partners, academics, executives – to produce robust and independent research for our clients. Capgemini's Digital Transformation Institute seeks to address challenges that large organizations face in their digital transformation. This ranking is an independent validation of our resolute commitment to being at the forefront of those strategic developments for our clients.*"

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<sup>1</sup> [Source](#) is the leading provider of research about the management consulting market in Europe and the Middle East, with a growing footprint in the US, China, Brazil, Australia and Africa.

<sup>2</sup> 'Quality Ratings of Thought Leadership' by Source covers the period of July – December 2017.



### **About Capgemini**

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

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### **About the Digital Transformation Institute**

The Digital Transformation Institute is Capgemini's in-house think-tank on all things digital. The Institute publishes research on the impact of digital technologies on large traditional businesses. The team draws on the worldwide network of Capgemini experts and works closely with academic and technology partners. The Institute has dedicated research centers in India, the United Kingdom and the United States. You can get in touch with the institute at [dti.in@capgemini.com](mailto:dti.in@capgemini.com).