



## APPLIED INNOVATION CHANGES EVERYTHING

Hello,  
We help realize the  
value of innovation

“Companies can no longer innovate in isolation, or be content with development and deployment cycles measured in years, or months. The risks of not acting or acting in yesterday’s innovation paradigms are far too great.”

*Lanny Cohen, Global Chief Technology Officer and Member of the Group Executive Committee at Capgemini*

LET’S TALK

# APPLIED INNOVATION EXCHANGE

Many organizations are not designed to innovate effectively or fast. They lack the necessary processes, talent, risk tolerance and leadership alignment, as well as a culture that encourages, rewards and promotes innovation. In an innovation landscape that is increasingly leveraging emerging technologies, a rigorous, disciplined and open approach is required to rapidly and securely gain competitive advantage by hedging risks and compressing cycle times.

Applying innovation at speed and scale, safely and with certainty, and becoming proficient at doing so as an enterprise core competency, are the new market realities. Thus, we have introduced and now offer Applied Innovation and the Applied Innovation Exchange (AIE).

### who we are

The Applied Innovation Exchange (AIE) is Capgemini’s global platform that leverages a framework for action, a network of exchange locations, and a high performance engagement experience together with a broad community of designers, technologists, sector experts, business and technology partners, academics, research organizations and startups to enable organizations to proactively plan for and respond to the various technology and business shifts which are confronting them on a daily basis.

### what we do

The AIE is designed to enable enterprises to discover relevant innovations and to contextualize and experiment with them within their specific industry. The cohesive network of Exchanges provides organizations an immersive and transformative environment for the exploration, discovery, testing and application of innovation, as well as the rapid deployment at scale and sustainability of their target business impacts.

### how we do it

The AIE is made up of five components: a **Framework** to provide discipline and rigor to the Applied Innovation process; a **Global Exchange Network** which provides an infrastructure to innovate at speed and scale; a global curated **Ecosystem** to ensure global access to the right innovations and an accelerated path to Applied Innovation; **Insight expertise** in sectors, emerging technologies and digital transformation to power the innovation process; and a high-performance **Engagement** model with the multiple disciplines necessary to advance and become proficient at innovation as a core competency.

# what people are saying about us



“Digital engagement and the development of digital literacy tools and programming are high priorities for us. Digital innovation is mandatory, and through Capgemini and its Applied Innovation Exchange, we have experienced the art of the possible, explored new ways of operating and are advancing on a new framework for the future.”

*Dr. Damon Williams, Senior Vice President, Program,  
Training & Youth Development Services for Boys & Girls Clubs of America*

“Capgemini has a structured and collaborative approach to innovation which allowed us to leverage their strategic insight, industry research and SME2 network to identify and deliver new business and technology solutions. The focus on innovation in our relationship has enabled us to launch new services like mobile apps for our customers, apply big data analytics to various business use cases, and integrate partner solutions into our ecosystem.”

*Anne Swaelus, Managing Director Delivery Excellence ADM Division, Euroclear Group*

## our presence



### SF Exchange

This new facility in SoMa, the heart of San Francisco’s technology ecosystem, opened its doors on January 14th 2016.

Specializing in co-innovation with established hi-tech brands and startups, it provides exposure and access to the portfolio companies of selected venture capital and private equity partners, while enabling the immersion in and application of the vast sources of industry-specific innovation resident in Silicon Valley. The Exchange is staffed by senior Capgemini resources from every Strategic Business Unit for business/technology collaboration and engagement with partners and clients on leading-edge thinking, design, execution and impact.

Learn more about Applied Innovation Exchange at [www.capgemini.com/applied-innovation-exchange](http://www.capgemini.com/applied-innovation-exchange).

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