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## Capgemini Consulting Recognized as Top 5 Consultancy for Thought Leadership

Paris, March 18, 2014 – [Capgemini Consulting](#), the global strategy and transformation consulting arm of the Capgemini Group, has been recognized by Source<sup>1</sup> for the consistently high quality of its thought leadership content. Driven by the work of its [Digital Transformation Research Institute](#) and consultancy team, Capgemini Consulting was ranked in the top 5 best consultancies in the world for thought leadership in the second half of 2013; a rise of 10 places from the second half of 2012.

Source, a leading market analyst firm for the consulting industry, assesses firms' Thought Leadership performance through its [White Space](#) initiative. Since the launch of the first [Digital Transformation Review](#) magazine in July 2011 and the creation of the Digital Transformation Research Institute in 2012, Capgemini Consulting has risen quickly through the Source rankings due to both the depth of its research into the business implications of the digital economy, and also the relentlessly high standard of its content. Over the last two years, Capgemini Consulting's thought leadership in Digital Transformation has been recognized by end-users, industry analysts and international media, and has become an important element of the wider Capgemini Group's engagements with clients.

Edward Haigh, Director at Source and author of the report said: "*Capgemini Consulting's thought leadership about digital transformation is of a consistently high standard, and is a good example of what can be achieved when a consulting firm commits itself to a topic.*"

Capgemini Consulting's first significant Digital Transformation study - '[Digital Transformation: A road-map for billion-dollar organizations](#)' - conducted in collaboration with the MIT Center for Digital Business in 2011, as part of a three year industry research program, was ranked in the top 5 thought leadership publications of the last decade by Source. The creation of the Digital Transformation Research Institute, with dedicated research centers in the UK and India, has enabled Capgemini Consulting to extend its research into one of the hottest business issues of the moment and better harness the insights of its consultancy team. In its latest analysis Source highlighted two recent papers, [The Digital Talent Gap: Developing Skills for Today's Digital Organizations](#) and [From Clicks to bricks: Driving Footfall In-store through Digital Innovation](#), as examples of the high quality its thought leadership in this area.

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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.  
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Didier Bonnet, Global Head of Practices at Capgemini Consulting and sponsor of Capgemini Consulting's Digital Transformation program, said: *"Understanding the business implications of the digital economy is at the top of the transformation agenda of business leaders. Our consultants and our Digital Transformation Research Institute have quickly become the leading sources of insight and best practice in this area. We are pleased to see the quality of our work reflected in the Source rankings for consultancy thought leadership."*

View the latest issue of the [Digital Transformation Review](#)

### **About Capgemini Consulting**

Capgemini Consulting is the global strategy and transformation consulting organization of the Capgemini Group, specializing in advising and supporting enterprises in significant transformation, from innovative strategy to execution and with an unstinting focus on results. With the new digital economy creating significant disruptions and opportunities, our global team of over 3,600 talented individuals work with leading companies and governments to master Digital Transformation, drawing on our understanding of the digital economy and our leadership in business transformation and organizational change.

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### **About Capgemini**

With more than 130,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 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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