

Press contact:
Hester Decouz
Tel.: + 44 870 904 5758
E-mail: hester.decouz@capgemini.com

Key Modules within Capgemini's Extreme Apps for Retail, Certified as Powered by SAP HANA®

Market Basket Analyses 1.0 and Next Best Action 1.0 enable retailers to offer customers faster time-to-value through interoperability with SAP HANA

PARIS – July 29, 2014 – [Capgemini](http://www.capgemini.com), one of the world's foremost providers of consulting, technology and outsourcing services, today announced that two key modules within its Extreme Applications for Retail solution, part of its Ready2Series¹ - Market Basket Analyses 1.0 and Next Best Action 1.0 - have achieved SAP certification as powered by the SAP HANA® platform. Both modules have been certified to run on the SAP HANA platform, providing retailers with the ability to make purchase recommendations in real time, based on customer behavior.

Market Basket Analyses and Next Best Action aim to help retailers react more quickly to trends in sales and adapt their up/cross sell potential, using unique analytics capabilities based on a broad set of merchandise-specific information including point-of-sale data. By cross analyzing customer sales, behavior and sentiment analysis, interactions between brand and customer, retailers become better able to identify the next best offer or action for a specific customer at any point of time. The SAP Integration and Certification Center has now certified that Market Basket Analyses 1.0 and Next Best Action 1.0 integrate with the SAP HANA platform.

Frank Wammes, vice president, New Business Models and IP at Capgemini: *"We are delighted with this important recognition from SAP. Capgemini's Extreme Applications for Retail is a breakthrough technology that facilitates adoption of SAP HANA and accelerates the benefits of real-time analytic capabilities. Designed for the industry, the solution demonstrates not only the potential of the SAP HANA platform, but also delivers direct business benefits for customers. Both Market Basket Analyses and Next Best Action help retailers make purchase recommendations in real time based on customer behaviour, leveraging the SAP platform to drive business growth."*

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.

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¹ Capgemini's Ready2Series is a range of innovative, tried-and-tested Capgemini products and solutions that are focused on accelerating results with quick, affordable and low-risk implementation.

The Ready2Series is a new label from Capgemini, bringing a range of innovative products which we commit to implement quickly, affordably, and at low risk. Learn more about us at www.capgemini.com/ready2series

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