

Moving from Business Intelligence to an Intelligent Business

Exploit Your Information Assets

Is Yours an Intelligent Enterprise?

Organizations today continue to invest millions of Euro in technology and solutions to create, manage and store business data. But without successfully harnessing the information in their data, they fail to realize opportunities for generating competitive advantage.

At Capgemini, we refer to organizations who successfully utilize their data as Intelligent Enterprises. These market leaders grow and increase revenue through better insight about themselves, their customers, their market, and their competition. Intelligent Enterprises:

- Make timely, smarter and better decisions while proactively responding to their environment
- Use an integrated view of all information to efficiently model, link and combine the key components of their business
- Create sustainable and measurable return on investment by exploiting information to attain strategic and tactical goals.



Capgemini and The Information Agenda

The true value to clients comes from the special nature of the relationship between the two companies. Capgemini fully understands the value of being an On Demand Business and sees IBM technology as a way to reset the total cost of the infrastructure ownership equation.

Capgemini has a strong track record in delivering Business Information Management solutions to clients using IBM technologies. Cooperation between Capgemini and IBM enables the leveraging of comprehensive services and best-in-class technology to design, build and deliver breakthrough BIM solutions and business offerings.

With the introduction of The Information Agenda, we are now working closely together on developing Business Solutions that span the complete range of products that comprise the IBM Information Management portfolio.

Capgemini shares a vision with IBM around helping clients to realize the value of their organization's data via the development of Enterprise Standard Information Management Solutions.

Start the Journey Now to Become an Intelligent Enterprise

Leading organizations exploit information to shape their destinies and drive sustainable business results. Learn how Capgemini and IBM can help your organization start the journey to becoming An Intelligent Enterprise by leveraging The Information Agenda.

For more information, please contact **Mike Penrose**, Global IBM Business Information Management Lead at michael.penrose@capgemini.co.uk



About Capgemini

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience. The Group relies on its global delivery model

called Rightshore[®], which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in more than 30 countries, Capgemini reported 2008 global revenues of EUR 8.7 billion and employs over 90,000 people worldwide.

More information is available at www.capgemini.com

For more information please visit:
<http://www.capgemini.com/collaboration/alliancepartners/ibm>

Or contact:
Ruth Anne Peters
IBM Global Alliance Marketing Management
+49 711 50505 - 0
ruth.peters@capgemini.com