

## Capgemini Consulting positioned as a Digital Consulting Leader in ALM Intelligence Competitive Landscape Analysis

*Recognized as a full-spectrum digital specialist and best-of-breed digital business process transformation provider*

Paris, 9 February, 2016 - [Capgemini Consulting](http://www.capgemini.com), the global strategy and transformation consulting arm of the Capgemini Group, has been named a Digital Consulting Leader in the ALM Intelligence<sup>1</sup> (formerly Kennedy Consulting Research & Advisory) Competitive Landscape Analysis report titled Digital Customer Strategy & Experience Consulting. Capgemini Consulting was featured as a “Full Spectrum Digital Specialist<sup>2</sup>” based on its degree of digital consulting specialization and scope of its digital consulting capabilities. It was also recognized as a “Best-of-Breed provider” in the Digital Business Process Transformation<sup>3</sup> sub-category for its experience in digitizing and redesigning business processes.

The ALM Intelligence report categorized providers in four main areas based on the way they approach the digital customer strategy and experience consulting market:

- Digital Strategy Generalists
- Full-Spectrum Digital Specialists
- Full-Spectrum Digital Generalists
- Digital Execution Generalists.

According to the report’s author Brendan Williams, “*Capgemini Consulting takes a very focused approach to the market, concentrating its efforts on large transformations within specific priority sectors, including manufacturing, CPG, transport and logistics and financial services. Capgemini Consulting’s strength in this market is the result of a clear and deliberate strategy to become a leader in digital consulting. The firm’s success in executing this strategy can be explained by three main factors: foresight, boldness and focus.*”

Capgemini Consulting has also been featured among select providers with the ALM Vanguard status<sup>4</sup> for Digital Customer Strategy & Experience Consulting. It was positively positioned for the breadth and depth of its

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<sup>1</sup> ALM Media Properties, LLC, is the parent company of ALM Intelligence (formerly Kennedy Consulting Research & Advisory).

<sup>2</sup> Full Spectrum Digital Specialist: A Full Spectrum provider refers to a consulting firm with a focus on offering strategy through execution all under one roof. Digital specialists refer to boutique consulting firms that operate primarily or exclusively in one area of digital consulting (for instance, customer experience design) or larger firms that have determined their approach to the entire consulting market should be driven by digital.

<sup>3</sup> Digital Business Process Transformation involves making the changes and improvements to the client’s systems and processes on the back-end that are required to enable the client to deliver the improved customer experience on the front-end, from the basic digitization and redesign of business processes through to organizational design, channel alignment, and end-to-end digital transformation.

<sup>4</sup> Providers that achieve Vanguard status demonstrate either market-leading depth in particular capabilities or meaningful depth across a broad spectrum of capabilities

consulting capabilities. It was also recognized as a 'Best of Breed'<sup>5</sup> provider detailing its strength in this area as "the result of its deep experience digitizing and redesigning business processes, guided by a comprehensive framework developed in cooperation with Massachusetts Institute of Technology (MIT), and employed in the service of the firm's singular focus on assisting clients with the largest, most complex digital transformations."

[Didier Bonnet](#), Corporate Vice President & Global Digital Transformation Practice Leader at Capgemini Consulting said: *"We are extremely proud to be recognized again by ALM Intelligence as a pioneer and a leader in Digital Transformation Consulting. Six years ago we decided to focus our entire consulting practice on helping our clients transition to a digital future. In that period, we have invested constantly, in both skills and thought leadership, to remain at the cutting edge of this digital revolution, I am pleased that this focus is being recognized today both by our clients and by consulting analysts. Our conviction remains that these kinds of transformation cannot be successful through solely technology-centric programs. Our approach will remain based on blending the possibilities offered by new digital technologies with an alignment of strategy, operations, processes, organization and people. That's, in our view, the only way to get performance outcomes and real business benefits out of these programs."*

Capgemini Consulting has been cited by ALM Intelligence previously in May 2013 (known then as Kennedy Consulting Research & Advisory), as the only Digital Specialist in its "Digital Strategy Consulting" research<sup>6</sup>.

Continuing with its strengths as a Digital Specialist firm, Capgemini Consulting has again been recognized, by ALM Intelligence as a "Full Spectrum Digital Specialist" based on the degree of its digital consulting specialization and scope of its digital consulting capabilities. According to the report, Capgemini Consulting continues to be recognized as a Digital Purist<sup>7</sup>. It has been strategic in its digital approach, building up capabilities in carefully selected areas that align with its vision and market strategy.

### **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 3,000 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 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, [the Collaborative Business Experience™](#), and draws on [Rightshore®](#), its worldwide delivery model.

<sup>5</sup> Providers that have been identified as 'Best of Breed' have very deep capabilities in specific capability sub-categories and stand out from their peers for their highly effective and often innovative approaches to that area of the overall customer strategy and experience consulting market

<sup>6</sup> Source: ALM Intelligence: "Digital Strategy Consulting," ©ALM Media, LLC Reproduced under license

<sup>7</sup> Digital Purists refer to providers that have dedicated themselves to being completely digital in their approach to the larger consulting market.



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### **About ALM Intelligence**

ALM Intelligence provides accurate and reliable market sizing and forecasts on consulting services worldwide, needs-analysis and vendor profiling for buyers of consulting services, timely and insightful intelligence on the top consulting firms in their respective markets, and operational benchmarks that measure consulting performance. ALM Intelligence's research spans multiple service areas, client vertical industries, and geographies. Our analysts provide expert commentary at consulting industry events worldwide, and offer custom research for Management Consulting and IT Services firms. More information about ALM Intelligence is available at [consulting.almintel.com](http://consulting.almintel.com)

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