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Capgemini Consulting Announces Major Strategic Focus on ‘Digital Transformation’

Capgemini Consulting has signed a three-year joint research collaboration with the MIT Center for Digital Business to conduct joint research study into digital transformation

Paris, March 3, 2011 – Capgemini Consulting, the global strategy and transformation consulting brand of the Capgemini Group, has announced a major strategic focus on “Digital Transformation”. While the impact of digitization is not new, Capgemini Consulting believes that the digital economy is entering a new age. In addition to its early impact on customer experience and channels, digital technologies now have a pervasive influence on all areas of the corporation, from delivering enhanced productivity and efficiency in the core operations to substantial improvement in the way people interact and collaborate within an organization. Capgemini Consulting believes that this unprecedented change will present new transformation challenges for CEOs regardless of industries and geographical locations. To understand in depth the profound impact of these shifts, Capgemini Consulting is partnering with the MIT Center for Digital Business to anchor its strategy in new research in order to gain “best practice” perspectives on the state of digital transformation in organizations around the world.

Pierre-Yves Cros, CEO of Capgemini Consulting, said: “Digital Transformation goes well beyond technology. It is about the impact that digitization is having on the business, from strategy to people to operations. This is also about a new transformation agenda for companies: making customer experiences coherent within the multitude of channels now available. It’s about making better and smarter decisions based on an ever-increasing flow of data, creating open enterprises with strong links to customers and suppliers, encouraging stronger collaboration across often geographically disparate units, as well as managing these new technologies within the existing infrastructure of the corporation.”

Capgemini Consulting’s leadership in business transformation, its understanding of the digital economy, and its technology heritage make it very strongly placed to help clients deliver better products, services or business processes through digitization. Examples of client assignments include: refining the digital ecosystem for a major central government department to drive online delivery and take-up of citizen services; helping a global consumer product company to improve the speed of its disparate product design and innovation functions through developing a set of global digital collaboration tools to foster cross-fertilization and networking;

creating a multi-channel solution for a leading retail bank to deliver an integrated customer experience from call centres to email to branch; developing an eBusiness model for a major manufacturer of consumer products, including the launch of a new digital channel that provided a webshop where consumers could buy directly online from the company; and designing and implementing a new structure devoted to the development of digital audience services for a major telecommunications player. With this move, Capgemini Consulting will also expand its current global network of over 3,600 expert consultants across Europe, North America, Asia-Pacific and the Middle-East by hiring up to 1,000 additional consultants in 2011.

In a three-year joint research collaboration with the MIT Center for Digital Business, Capgemini Consulting will conduct a joint research study into digital transformation through interviews with C-level executives from 30 of the world's leading companies in sectors such as financial services, life sciences, retail and government. The study will examine how companies around the world are managing and benefiting from digital transformation and the processes and best practices involved, providing Capgemini Consulting with detailed market insights to inform its experts and ultimately its clients.

“The new digital economy is increasingly shaping the way we do business and digital technology is going to drive even more change in the future,” said Andy McAfee, Principal Research Scientist at MIT. *“However, the extent of this digital transformation varies across companies, regions, and even within companies. Together with Capgemini Consulting, by studying companies as they currently work, we plan to gain a perspective on the state of digital transformation, the process of transformation, and how they can position themselves to benefit in the future.”*

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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 40 countries, Capgemini reported 2010 global revenues of EUR 8.7 billion and employs around 110,000 people worldwide.

More information is available at www.capgemini.com.

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