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– NEWS ALERT –

Capgemini launches Global Business Analytics Service for Telecommunications Companies

New tailored offer built on Oracle Communications expands Capgemini's Business Information Management portfolio

Paris and Redwood Shores, Calif., 14 February 2011 – Capgemini, one of the world's foremost providers of consulting, technology, and outsourcing services, and Oracle today announced the launch of Business Analytics for Telecommunications, strengthening Capgemini's global Business Information Management (BIM) Service Line. This new solution provides an accelerated platform to help telecommunications companies gain insight into their entire customer relationship, from campaign performance to customer analytics. It builds on Capgemini's expertise in the telecommunications sector and Oracle BI technology. The solution works closely with the Oracle Communications Data Model, Oracle's standards-based, comprehensive data model, designed and optimized to address the needs of the communications industry. It is designed to be scalable, flexible and easy to adapt to meet specific customer requirements.

Intended for rapid deployment, this new pre-built solution can enable complete implementation within a very short time span, leveraging existing customer data warehouses and bringing business analytics closer to the user. For example, implementing the full out-of-the-box solution should not take more than 10-12 weeks. Using analytical scenarios built specifically for the telecommunications market, it provides a comprehensive analytical tool for communications service providers to enhance their customer-centric business intelligence capabilities. Through a range of business-oriented dashboards, reports, what-if analysis and value driver trees it provides a 360 degree view of customers and helps analyze campaign performance to drive customer loyalty and improve retention. As a truly analytical solution it also provides predictive analysis on customer behaviour, sales opportunities and revenue forecasts.

The deployment of the solution leverages Capgemini's global Rightshore delivery model, which combines resources from the right balance of onshore, nearshore and offshore locations. In particular it is supported by Capgemini's dedicated Centers of Excellence in Mumbai, including the Customer BIM Experience (CUBE), which provide input through research and development to determine the best deployment methods for each customer.

Paul Nannetti, Global leader BIM Service Line, Capgemini said *“As organizations become more sophisticated in their use of business analytics, they increasingly expect solutions tailored to address specific business challenges, and to rapidly accelerate deployment times and speed to value. The launch of our Business Analytics for Telcos solution demonstrates Capgemini’s commitment to investment in leading edge analytics solutions for key sectors.”*

Oracle Communications Vice President and General Manager, Dan Ford said: *“Combining Capgemini and Oracle’s deep expertise in communications, with industry specific pre-built business analytics, can provide our customers with a low risk, rapid return on investment. We are confident Capgemini’s expertise in working with Oracle products will deliver this robust platform for extended enterprise-wide analytics for leading communications companies.”*

The Business Analytics for Telecommunications Companies solution leverages the Capgemini Group’s significant investment in its Global Business Information Management (BIM) Service Line. It now has over 7000 BIM consultants, with a dedicated Center of Excellence in Mumbai, India which was enhanced by a new Customer BIM Experience (CUBE), launched in September 2010. The BIM services provided by Capgemini, which has a diverse client base in this area for over 15 years, include strategic information management blueprinting; data architecture, warehousing and management; data analysis and performance reporting; and electronic file management, retrieval and collaboration portals.

Capgemini is a Platinum level member of the Oracle PartnerNetwork.

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 35 countries, Capgemini reported 2009 global revenues of EUR 8.4 billion and employs over 100,000 people worldwide.

More information is available at www.capgemini.com.

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With a network of 8,000 industry specialized experts working for more than 300 clients worldwide, Capgemini’s **Telecom, Media & Entertainment sector** delivers solutions based on industry service offerings: Communications Transformation Platform (CTP) for telecom service provider transformation; Digital Content Services (DCS) for media and entertainment transformation; and Service Platform Creation fostering innovation for industry players. This is complemented by a network of research labs and telecom and media specific Centers of Excellence in the US, EMEA and India.

For more information please visit: www.capgemini.com/tmc

About Oracle Communications

Only Oracle's software and systems span the communications industry technology landscape — from carrier-grade servers, storage and IT infrastructure, to mission-critical business and operational support systems and service delivery platforms; from business intelligence applications and retail point-of-sale solutions to the Java platform running on more than two billion mobile and handheld devices. Oracle helps 100 of the world's top 100 service providers innovate and exploit new business models, build strong, profitable customer relationships, and streamline operations. For more information, visit <http://www.oracle.com/us/industries/communications/index.html>

About Oracle

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