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– NEWS ALERT –

Capgemini announces extension of Global Alliance with salesforce.com

Dedicated joint go-to-market plan to drive successful customer experiences in the cloud

Paris, 6 September 2012 – Capgemini, one of the world’s foremost providers of consulting, technology and outsourcing services today announced that it is expanding its alliance with leading enterprise cloud computing company salesforce.com, through a joint fast growth initiative. While Capgemini has been implementing Salesforce solutions since 2007, this agreement signals a global approach with dedicated leadership and mutual investment in a joint go-to-market strategy to drive successful customer experiences in the cloud. The aim of the initiative will be to grow revenue over the next two years and aid the rising number of organizations seeking to transform their businesses into social enterprises¹. The partnership is global in scope with focus on initial core markets including: France, Netherlands, the Nordic countries, North America and the United Kingdom.

In a more social, mobile and connected world, companies increasingly face pressure from customers, employees and competitors to integrate and leverage the power of the social Web. The cloud has set new benchmarks for how quick, flexible, cost-effective and scalable solutions should be available to organizations. Through the agreement, Capgemini and salesforce.com will work together to help organizations unlock the benefits of cloud and strategically transform into social enterprises, using an integrated step-by-step approach that helps organizations re-envision customer experience, operational processes and business models.

For example, Capgemini has recently launched CustomerConnect Retail - a Capgemini solution, built on the Salesforce Platform to help retailers better understand their customers. It works by drawing data from multiple customer touch points to create a single view and provide a more personalized, customer-centric service in real-time. The solution uses agile techniques and a cloud computing model that is scalable to deliver an improved customer experience across multiple channels, whether in-store, online or via social media.

¹ Social media is dramatically changing how companies and people connect, share, and collaborate. A social enterprise is one that effectively transforms its business for this new reality and engages in new ways with customers, employees, and everyone that matters to their business.

Capgemini will ramp up its global capability and invest in Salesforce training and certifications to build on its current CRM, Enterprise Architecture and cloud practices, and expand the number of dedicated salesforce.com Centers of Excellence. It will also develop sector-specific solutions for segments including telecommunications and financial services around customer engagement, service and retention as well as extend its traditional systems integration capabilities to cloud services integration. Capgemini is already working with salesforce.com and a number of global clients including Swiss company Touring Club Schweiz (Touring Club of Schweiz), the largest mobility association of Switzerland, to transform its business into a social enterprise.

“We selected Capgemini to help develop our overall transformation strategy, improve our business processes and manage the implementation of Salesforce and the overall integration. Capgemini showed their commitment to support our multi-channel strategy, based on a “one face to the customer” approach, by improving our overall IT process efficiency and creating a simple, modern and intuitive environment. This new environment was designed in less than 10 months to meet our growth ambitions, the service expectations of the Touring Club Schweiz community and provide the agility to face tomorrow’s technology challenges” said Ernest Gmunder, CIO of Touring Club Schweiz .

George Hu, Chief Operating Officer at salesforce.com said: *“One of the keys to salesforce.com’s tremendous growth has been the dramatic expansion of our SI partner ecosystem. We are thrilled to be expanding our alliance with Capgemini to meet the incredible demand we are seeing from customers to become social enterprises across Europe, North America and the rest of the world.”*

Salil Parekh, Chief Executive Officer of Application Services One² and the global executive sponsor for Salesforce at Capgemini stated, *“Being able to manage and leverage the explosion in social networking is a growing business opportunity and our aim is to help our customers on their social transformation journey. Through our expanded alliance with salesforce.com we’re looking to capitalize on salesforce.com’s marketing momentum in Enterprise cloud services and build on our existing social CRM, cloud aggregation and digital transformation capabilities.”*

Capgemini is a Platinum sponsor at a series of salesforce.com events including Dreamforce in San Francisco, September 18 to 21. For more information on Capgemini and Salesforce.com log onto:

www.capgemini.com/salesforce

² North America, the United Kingdom, Asia-Pacific (excluding China) and the Financial Services sector

About Capgemini

With around 120,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 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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