

**Press contacts:**

*Christel Lerouge*

*Tel.: +33 (0)1 47 54 50 76*

*E-mail: [christel.lerouge@capgemini.com](mailto:christel.lerouge@capgemini.com)*

*Vanessa McDonald*

*Tel.: +44 (0)870 238 2856*

*E-mail: [vanessa.mcdonald@capgemini.com](mailto:vanessa.mcdonald@capgemini.com)*

## **Capgemini celebrates the first birthday of its Rightshore<sup>®</sup> centre in Morocco**

**Paris, 28 April 2008 – Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, celebrates today the first anniversary of its Rightshore<sup>®</sup> centre in Casablanca. Capgemini currently employs almost 150 people in Morocco, working on IT systems integration projects. Capgemini is confident about the advantages Morocco has to offer and plans to launch a BPO (Business Process Outsourcing) centre there by the end of the year so as to provide its clients with comprehensive, nearshore services. The Group has the ambition to become the European leader among IT companies in Morocco.**

The Moroccan centre is part of Capgemini's Rightshore<sup>®</sup> service which offers clients the best skills in the best location in the world at a competitive price via its centers in India, Poland, China and Latin America. In addition to a perfect command of the French language, Morocco is a breeding ground for first-rate young graduates from engineering schools, universities and private training establishments, at competitive rates. Finally, the proximity of the country and its historical links with France appear as major assets to Capgemini's French clients that are looking for Rightshore<sup>®</sup> solutions close to France.

For Philippe Grangeon, President of Capgemini Technology Services Maroc SA and member of the Group Executive Committee, *"Morocco is a very well- adapted destination for French clients thanks in particular to its pool of talent and the strong involvement of the government in developing the IT sector through incentives such as the creation of dedicated zones - such as Casanearshore -, and an ambitious, targeted training plan. Moreover, we can rely on a very motivated local management team that is very enthusiastic about developing Capgemini's activities in Morocco"*.

The Casablanca centre has been managed by Moncef Benabdeslam, a Moroccan Engineer who graduated from the Ecole nationale supérieure des techniques avancées (ENSTA) in Paris, and worked for several Consulting firms in France before going back to Morocco in the financial and call centers sectors. Located in the heart of Casablanca, Capgemini Technology Services Maroc SA will move next year to Casanearshore (a business park

devoted exclusively to offshore activities) and its own building measuring 5,500m<sup>2</sup>. The centre already operates on a completely integrated model where the resources mobilized for clients are grouped into a single team, wherever they are located in France or Morocco. This organizational model is in response to the Group's industrialization strategy: Rightshore<sup>®</sup> employees and the client team in France work together at all stages of the project (from specifications to design and coding), and share the same responsibilities and aims.

*“Capgemini Technology Services Maroc SA has already adopted the ‘one-team’ collaboration method, says Moncef Benabdeslam, Executive Director of Capgemini Morocco. “This organization has already proved its worth by providing clients with a united team facing the same challenges and working towards the same aims.”*

Key French clients have already put their trust in the Capgemini Moroccan centre for their IT projects, particularly in the financial services and telecoms sectors, but also in the public sector. Capgemini is the preferred partner of a large French bank for its French-language development and application maintenance projects. It has also been chosen by a major telephone operator to implement its sales administration system.

In response to the industrialization strategy of its French clients, Capgemini aims to be the first services company to offer comprehensive services from Morocco, from IT systems integration to outsourcing. The Group plans to develop BPO by the end of 2008, using the Group's expertise in this area and the experience of local management.

### **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 - and through a global delivery model called Rightshore<sup>®</sup>, which aims to offer the right resources in the right location at competitive cost. Present in 36 countries, Capgemini reported 2007 global revenues of EUR 8.7 billion and employs over 83,000 people worldwide.

More information is available at [www.capgemini.com](http://www.capgemini.com).