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– NEWS ALERT –

Capgemini launches SWIFT CRM
for Oracle Fusion Customer Relationship Management

Paris, 27 September 2012 – Capgemini, one of the world's foremost providers of consulting, technology, and outsourcing services, has announced the global launch of its Oracle Fusion CRM solution – SWIFT CRM (Structured Way of Implementing Fusion Led Transformation for Customer Relationship Management). Oracle Fusion CRM is part of Oracle's next generation Fusion Applications. Oracle Fusion CRM can be deployed on premise or in the Oracle Cloud and helps improve alignment between sales and marketing. It also empowers smart decision making through built-in analytics to leverage business insights from customer information at anytime across both desktop and mobile devices. In addition to being a partner, Capgemini is one of the first Oracle Fusion CRM Cloud Service customers in the Netherlands and Germany. SWIFT CRM will be launched globally via a phased roll-out across other countries in Europe, US, Middle East and Asia-Pacific.

Oracle Fusion CRM responds to the current enterprise need for mobile CRM systems, greater customer data quality across multiple channels including social and mobile, more personalized customer service, a 360 degree view of customers and agile CRM systems to help optimize sales performance through smarter prospecting. Through real-time and predictive analytics the application enables enterprises to make more informed decision-making and streamline business processes.

Capgemini has played an active part in testing and providing input to Oracle Fusion CRM in the beta ramp up program from the start. Since 2009 Capgemini has made significant investments in training over 100 personnel, beta testing, certification, Centers of Excellence and solution development. As part of its support of Oracle Fusion CRM, Capgemini will offer customers implementation services as well as change management, and application administration. Capgemini will also leverage its CRM and Digital Transformation expertise via its consulting practice. It will help businesses implement Oracle Fusion CRM either on-premise, in the Oracle Cloud, in a private cloud or in a hybrid model depending on their needs. To help customers reap the benefits of Oracle Fusion CRM, Capgemini will use tools such as its unique Oracle Fusion Co-Existence Roadmap, Rapid

Design Workshops and Accelerated Solution Environments (ASE) to advise on how to build tailored roadmaps that optimize architecture and readiness for Oracle Fusion Applications.

Connie Cservenyak, Capgemini Global Oracle Partner Executive: *"We are delighted to be one of the major global systems integrators helping bring Oracle Fusion CRM to market. One of our key priorities is to improve the all-channel experience for customers by helping businesses improve their customer service."*

Anthony Lye, senior vice president, Cloud Applications Strategy, Oracle: *"Capgemini is a trusted advisor for us and, most importantly, for companies that require the enterprise strength, power and security available via Oracle Fusion CRM. Capgemini's experience in CRM technology and business consulting, combined with its Oracle Fusion experience will help customers realize business benefits such as lower total cost of ownership, greater efficiency and greater insight into their customers."*

Since 1995, Capgemini has collaborated globally with Oracle to help its customers take advantage of cutting-edge technology. Capgemini achieved Diamond level status in Oracle PartnerNetwork (OPN) in June 2011 and in October 2011 Capgemini was named Oracle PartnerNetwork Global Applications Partner of the Year. Capgemini's global Oracle practice counts over 13,000 Oracle specialists worldwide with more than 5,000 successful Oracle engagements.

Gartner has recently placed Capgemini in the Leaders quadrant of its CRM Service Providers, Worldwide Magic Quadrant. [1]

1 Gartner, Inc.: "Magic Quadrant for CRM Service Providers, Worldwide," Patrick J. Sullivan, Ed Thompson, 20 September 2012

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