

Staking a position in the future of Cloud in Brazil



Introducing the expanded Capgemini and EMC global strategic alliance, which accelerates the development and delivery of next-generation Cloud solutions and drives digital transformation in some of the world's fastest growing IT markets.

Gearing up for Cloud in a dynamic market

With a projected growth rate of 4.2% in 2013¹, Brazil's economy is the largest in the highly dynamic Latin American market. In line with the widely-held view among industry analysts, Capgemini and EMC see IT spending in Brazil continuing to grow, as the country prepares for a future where it can compete on an international level.

We know that Cloud is an important part of the story. In Capgemini's 2012 global research paper, *Business Cloud: The State of Play Shifts Rapidly*, 78% of Brazilian businesses surveyed confirmed that they were either deciding, or had decided, upon a strategy for adopting Cloud computing. Not only that, but with increasing demand for Cloud-based services in Brazil and significant investment in infrastructure, the case is compelling for a focus on IT-as-a-service (ITaaS) and related services, typically leveraging the public, private and hybrid Cloud.

In response to such developments in this dynamic economy, Capgemini and EMC have expanded their global strategic alliance, in order to scale up operations in Brazil to meet market needs swiftly, with the formation of a new, dedicated Capgemini business unit. As organizations begin to see their digital transformation as a key

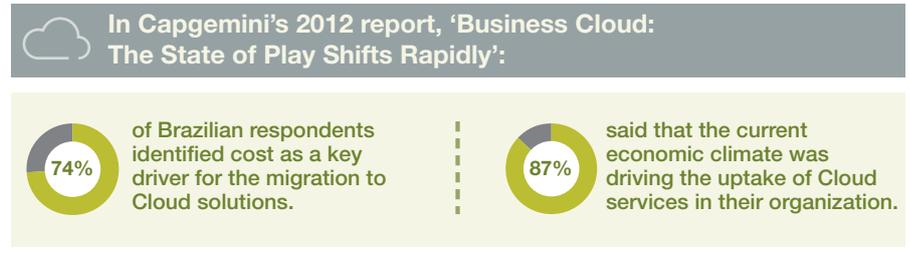
¹ World Bank Global and Economic Prospects June 2012: Latin America & Caribbean Annex



As one of the largest IT services providers in Brazil, we have witnessed a shift in IT spending patterns as our customers here move away from on-premise infrastructure services to a more service-based Cloud approach to IT procurement. By partnering with EMC in this way we will be able to leverage EMC's market leading solutions and expertise to drive significant growth through innovative IT solutions that deliver exceptional value to our clients in Brazil."

Jean-Claude Viollier
Corporate Vice President,
Head of Global Channels
and Partners, Capgemini

driver for achieving meaningful business change, we aim to provide the insight, tools and accelerators to enable this. The focus is on Cloud, delivered through a joint as-a-service solution portfolio which is designed specifically with Brazilian market needs in mind.

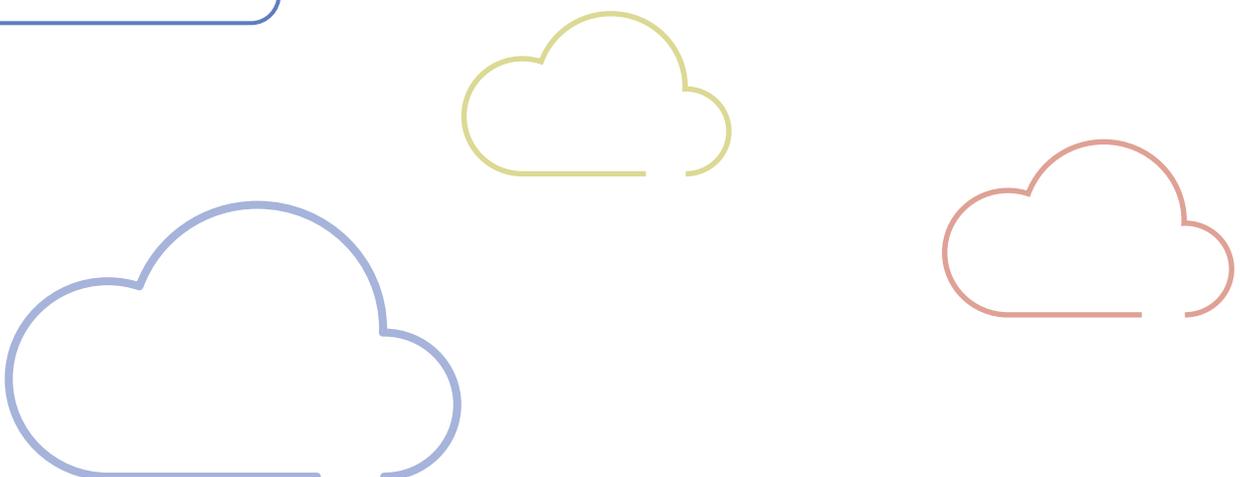


A shared commitment to providing next-generation Cloud solutions

The Cloud is now a reality for business, worldwide. The universal mantra of 'doing more with less', the drive to lower Capex and the desire to achieve true IT agility all demand a new way of approaching the enterprise's technical challenges.

Capgemini and EMC's joint commitment to developing solutions and capability in Cloud-based technology is profound, as is our drive to bring these solutions to market swiftly, helping businesses quickly see benefits. Completing the acquisition of CPM Braxis in 2010, Capgemini's entry into the Brazilian market has been a key strategic priority. EMC, as a global leader in delivering ITaaS through Cloud computing, and with a strong heritage of R&D investment, emerges as the natural partner for Capgemini in harnessing and enabling market growth in the region and in serving enterprises as they move to Cloud-based services.

Now, with our dedicated business unit in Brazil, it is our joint vision to enable the digital transformation of Brazilian businesses through next-generation Cloud solutions, powering this dynamic economy into a new phase of performance.



The new Capgemini and EMC global strategic alliance:		Key facts	
 <p>Global alliance partners since 2008 with a strategic alliance formed in 2011</p>	<p>New phase of strategic alliance</p> <p>5 year</p> <p>joint go-to-market agreement, focused on Brazil</p>	<p>A new dedicated business unit</p>  <p>bringing together Capgemini technical, sales and marketing experts</p>	<p>Capgemini Brazil</p> <p>will also join the selective EMC Velocity Service Provider Program, bringing deeper technical specialization in EMC's products and additional go-to-market investment</p>



We believe that, by bringing EMC's infrastructure expertise, industry-leading hardware and software portfolio alongside Capgemini's vertical expertise and track record in IT transformation, we are ready to deliver trusted, flexible and agile Cloud solutions to the Brazilian market. As Brazil takes centre stage, both as an emerging economy and as host to major sporting and tourism events in 2014 and 2016, we are well placed to power Brazilian enterprises in their journey to the Cloud."

Terry Breen

SVP Global Strategic Sales,
EMC

A next-generation solutions portfolio for Brazil

Capgemini and EMC are leveraging their respective capabilities, proprietary technologies, and geographical and vertical expertise, to offer a differentiated solutions portfolio to the Brazilian market.

The solutions portfolio comprises Foundational Services (standard IT infrastructure services which clients can consume on a per-use basis. These services may supplement the client's existing IT infrastructure or, in some cases, replace full client IT infrastructures). For example:

- Storage-as-a-Service
- Back Up-as-a-Service
- Archive-as-a-Service

Transformational Services will complete the portfolio, comprising Cloud-a-as-Service Infrastructure with the Software-as-a-Service Platform to meet very specific market and industry needs:

- SAP-as-a-Service (SAPaaS)
- Testing Platform-as-a-Service (TPaaS)
- Enterprise Content Management-as-a-Service (ECMAaaS)



About Capgemini

With more than 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. (approximately \$13.5 billion USD).

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

About Capgemini Brasil

In 2010, the Capgemini Group acquired CPM Braxis, which had been successfully operating in Brazil for more than 30 years. Later in 2012 CPM Braxis Capgemini was newly rebranded Capgemini Brasil. Capgemini in Brazil employs 7,800 people and serves over 200 clients, offering four main service lines: *Applications Services, Infrastructure Services and Products and Business Process Outsourcing (BPO)*



About EMC

EMC Corporation is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service. Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyze their most valuable asset — information — in a more agile, trusted and cost-efficient way. Additional information about EMC can be found at www.EMC.com.

Please contact:

Charlie Li

VP Global EMC Partner Executive
Charlie.Li@capgemini.com

Michelle De Hertogh

Sr. Director Global Alliances &
Service Provider Marketing
Michelle.DeHertogh@EMC.com