

A FEW GROUND- BREAKING PROJECTS

Living the future has been a driving force for Capgemini since 1967. From the emergence of IT in the 1970s to the digital revolution of today, the Group assists its clients in adapting to major technological transformation. Here are a few groundbreaking projects from the last five decades, as told by the employees who carried them out.



Read more about these ground breaking projects and others at www.capgemini50.com

OF ROBOTS AND MEN – FRANCE

From ticket

1969

PUNCHERS

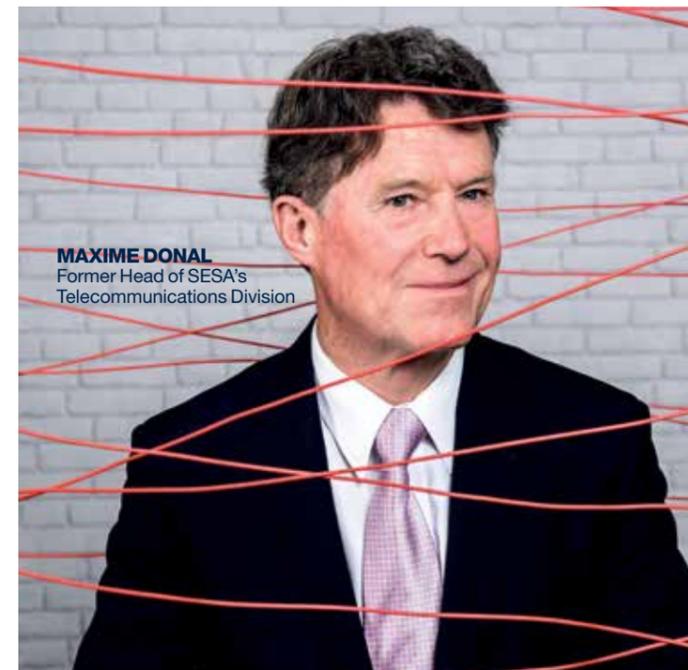
to magnetic strips:
A revolution for the
Paris Metro

TELECOMMUNICATIONS · “Tickets please!”
There was a time when each Paris subway ticket was inspected and validated by a ticket puncher. How did we go from that to automated turnstiles?
With a little help from Capgemini, of course!

CONQUERING REAL TIME – FRANCE

INTERNET

before its time



MAXIME DONAL
Former Head of SESA's
Telecommunications Division

TELECOMS · “The TRANSPAC network will be in service day and night beginning Thursday, December 21, 1978.” With this brief statement, the French National Telecommunications Research Center (CNET) announced the official launch of the TRANSPAC data transmission network, hailing a telecom revolution.

1978

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LARS OLOF NORELL
Former Branch Manager Sweden, Capgemini

BEYOND MODERN TIMES – FRANCE

Saab: Draw me an AIRPLANE

1980

AVIATION › In the early 1980s, Cap Gemini Sogeti helped Saab Group reduce aircraft production time by 90% thanks to 3D computer-aided design (CAD), an innovation ahead of its time.

CONQUERING REAL TIME – FRANCE

Sky is not the LIMIT

1986

AEROSPACE › Space, the final frontier...In 1986, the SPOT satellite rocketed into orbit and turned its cameras toward Earth. Snapshot after snapshot, it built up a monumental stock of images. There was just one problem: among the millions of photos contained in the database, how could the image requested by a buyer be rapidly and accurately located? **This was the unprecedented challenge tackled by Capgemini at the request of CNES.**



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BEYOND MODERN TIMES – NORTH AMERICA

REVVING UP in the automobile sector

1998

AUTOMOTIVE › General Motors, a giant in the competitive automotive industry, turned to Capgemini in 1998 for assistance. In January 1998: Capgemini signed a contract with General Motors, the world's leading automotive company from Detroit, to develop and install its new client/server systems. The goal? — to accelerate and optimize communications between the automaker's different programs. In other words, **Capgemini's task was to boost the productivity of General Motors' entire IT network.**

THE END OF CASH – FRANCE

Banking without the MOPEDS

BANKING › What method could be more efficient than a moped to carry out the 50 million daily interbank transactions between French banks—the equivalent of France's GNP? **That's the challenge Capgemini took on in the mid-1980s.**

1985



ANDRÉ CICHOWLAS
Head of Delivery at Capgemini Group



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BILLIE MAJOR
Chief Operating Officer for Capgemini Aspire

HEAD IN THE CLOUD – UK

At Her **MAJESTY'S SERVICE**

2003 **PUBLIC SECTOR** › How to quickly process millions of tax forms submitted each year by Her Majesty's taxpayers? **This was the challenge handed to Capgemini in 2003.**

BEYOND MODERN TIMES – UK

How Royal Mail stamps won the **GOLD!** **2012**

SUPPLY CHAIN › What could be better than winning an Olympic gold medal? How about seeing your victory immortalized on a stamp in post offices the very next day? That would mean accomplishing something that usually takes months in under 12 hours. For the London 2012 Summer Olympics, **Capgemini supported Royal Mail to reach the top spot on the supply chain IT services podium.**



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THE HOLY GRAIL OF CUSTOMER EXPERIENCE – GLOBAL

Consumer goods: deep dive into **BIG DATA**

CONSUMER GOODS › The goal of the people data centers created by Capgemini is to use information circulating on the web and social media to **tailor product offers, optimize sales, and reduce costs.**

2013



MANUEL SEVILLA
Cloud leader at Capgemini financial services for Europe

HEAD IN THE CLOUDS – NETHERLANDS

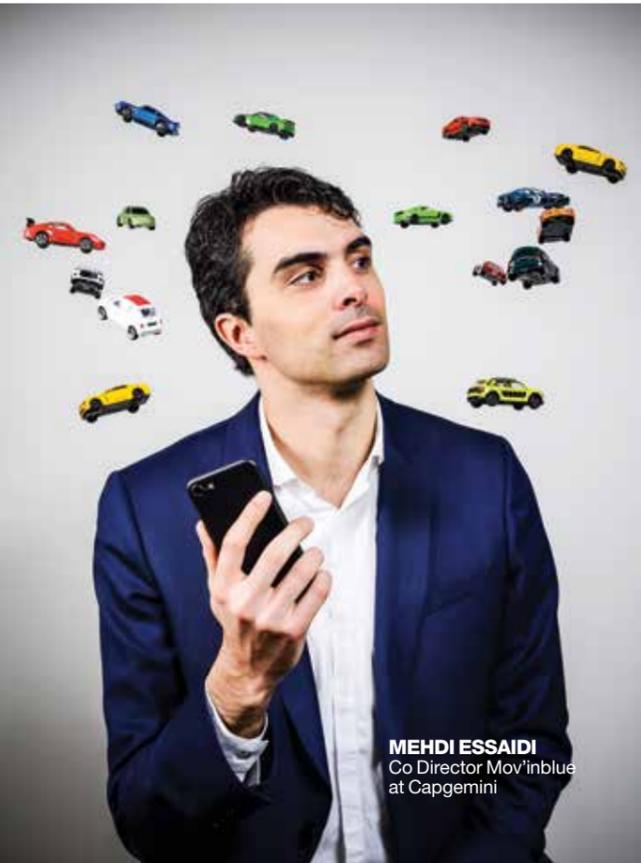
PostNL: high up in the **CLOUDS**

2013

CLOUD › PostNL was the first Dutch company to rely entirely on a cloud system because of its strong digitalization strategy. **This major transformation was managed by Sogeti, one of Capgemini's main subsidiaries.**



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MEHDI ESSAIDI
Co Director Mov'inblue
at Capgemini

BUSINESS MODELS: HAPPY BREAK-UPS — FRANCE

Mov'inBlue: a **JAMES BOND** 2015
car for the masses

AUTOMOTIVE › In October 2016, visitors to the Paris Motor Show and technology enthusiasts got to experience Mov'inBlue, a solution that locks, unlocks and starts a vehicle with just a smartphone. It may not have been the "ultimate new gadget", but it had **strong potential to usher in a new economy of demand-responsive transportation.**

THE HOLY GRAIL OF CUSTOMER EXPERIENCE — GLOBAL

A retail **REVOLUTION!**

2015 **RETAIL** › In 2015, Capgemini helped revolutionize the retail industry with a connected bag that automatically records purchases and enables payment without ever visiting a cashier. Whether or not this spells the end of the cash register remains to be seen, **but one thing is already clear: customers will have a better in-store experience.**

DO CONNECTED OBJECTS HAVE A SOUL? — NORTH AMERICA

General Electric: Airplane motors maintenance **TAKES OFF**
to the cloud 2016



LALIT KHANDELWAL
GE Business Unit Head at Capgemini

AEROSPACE › General Electric is increasingly turning to IoT and predictive maintenance to boost plant productivity, reduce costs and improve product performance. One example is the **revolutionary data exchange system developed for the aerospace industry with Capgemini's support.**

THE END OF CASH — IRELAND

Bank of Ireland, **LEADING**
the way to the future of banking 2015

BANKING › It is a major contract—"the single largest digital transformation project currently underway in Ireland," explains project leader Colin Payne, Principal & Global Domain Lead for Digital Banking at Capgemini Consulting. Worth 500 million euros and mobilizing more than 250 engineers and consultants, the contract signed with Bank of Ireland in the summer of 2015 taps into the full range of the Group's expertise. Not only is the undertaking exceptional in scale, **it is also extremely ambitious to roll out a new banking platform encompassing all the latest technologies including Big Data and Open API.**

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HEAD IN THE CLOUD – GLOBAL

Staying **CONNECTED** to customers

1995 **BANKING** › In the mid-1990s, **Capgemini helped businesses implement new technological solutions geared for a new demand:** customers who expect to get in touch right away and at any hour of the day. Retaining customers is precisely what drove the Banque Nationale de Paris (BNP) in 1995 to contact Prosodie, an IT and telecom services provider specialized in customer service, acquired by the Capgemini group in 2011.



JEROEN VERSTEEG
Former CEO of Capgemini
Application Services Benelux

GREEN IT OR IT FOR GREEN – GLOBAL

Eneco: Connecting **ENERGY** to ecology

2015

UTILITIES › Energy management obviously concerns electricity producers, but it's also important for consumers, who require innovative tools to help them control their consumption. **The energy group Eneco has called on Capgemini to uncover and develop the most promising energy management solutions of tomorrow.**

BUSINESS MODELS: HAPPY BREAK-UPS – FRANCE

Nemmco: A **BIG LEAP** towards a global transition

2000

UTILITIES › Following an international call for tender, Australian electricity market operator NEMMCO had just selected Capgemini to develop and implement a comprehensive customer management system for its domestic market. Mobilizing 50 engineers for a period of one year, the task appeared rather trivial. In reality, it was anything but. In the early 2000s, Australia had kicked off the global deregulation trend in the energy sector. "Australia was the first country to put an end to public monopolies in energy supply and open up the sector to competition. This was even earlier than the US, Great Britain and the Scandinavian countries," says Colette Lewiner, Head of Capgemini's Utilities sector practice in 1998. **That meant managing the new electricity market in a country with 19 million customers, 5,000 kilometers of power lines, and 40,000 kilometers of electrical connections. NEMMCO was created specifically for this purpose!**

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OF ROBOTS AND MEN – FRANCE

Artificial Intelligence at your **SERVICE**

2016

ROBOTICS › "Hello and welcome! How are you? How can I help you?" This store greeter is extremely polite. He's a robot, standing 1.2 meters tall, the result of a partnership between Capgemini and French startup Aldebaran. This first-ever robot store greeter in Europe may well represent the dawn of a new era for customer relations. **"Hello, my name is Pepper..."** He can identify an object, recognize people by their voices, and tell the difference between adults and children, women and men. He can locate the source of a sound and engage in conversation, experience joy and sadness, take photos and tell riddles. "He" is Pepper, a small humanoid robot. Since summer 2016, this little technological marvel has been perusing the aisles of Kiabi, Darty, Carrefour and SNCF-brand stores.



JEAN-CLAUDE GUYARD
Head of Capgemini Applied Innovation
Exchange Lab at Suresnes

OF ROBOTS AND MEN – GLOBAL

2012

Artificial intelligence TRANSFORMS customer relationships

TECHNOLOGY › To process thousands of daily customer requests, the global express delivery leader looked to artificial intelligence for the answer. As express delivery transitions into a mature market, the sector can expect to see competition intensify, in an environment where each company offers the same services at the same price. Finding the right strategy to acquire a competitive edge is a big challenge. To stand out, express delivery companies have to invest heavily in one of two things. The first option is to invest in technology that enables better and faster delivery, while the second involves making customer relations more fluid and interactive. **In 2012, the sector's global leader decided to hone in on the latter, calling on Capgemini for support.**

CONQUERING REAL TIME – GLOBAL

2015

Pharmaceutical Industry: ERA OF THE connected patient

HEALTHCARE › Computer-based patient support programs are revolutionizing the healthcare industry. These systems are ushering in a new era of the connected patient. Illustrating this transition is the partnership between Capgemini and one of the biggest players in the pharmaceutical sector. Patient Support Programs (PSPs) have become a crucial tool for pharmaceutical companies, hospitals, social security, and insurers and represent a major step forward in the development of e-health. The concept includes a range of specialized digital solutions enabling patients to continually interact with various healthcare professionals from a distance. “The goal of these programs is to create a permanent link with patients and anticipate any potential problems,” says Aruna Jayanthi, Director of Capgemini’s Global Business Services. **This link has the potential to improve medical treatment monitoring and substantially reduce costs.**



ARUNA JAYANTHI
Head of Business Services at Capgemini
Member of the Group Executive Capgemini

THE END OF CASH – GLOBAL

2016

Blockchain: the REVOLUTION is underway

BANKING › Blockchain is indeed a technological breakthrough, at a pivotal time when online financial transactions are taking off. It's no coincidence that this is the technology underlying Bitcoin, an electronic currency that first appeared in 2009. Neither issued nor overseen by a central institution, Bitcoin is managed by a network that is, in a sense, self-governed. Now, the goal is to implement blockchain technology within banking and insurance groups. **This is what motivated Capgemini to develop its own blockchain solutions for banking and financial services in 2016.**



NILESH VAIDYA
Head of Banking and Capital Markets
Consulting & Solutions at Capgemini

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