

**Press contact:**  
Michele Moore  
Tel.: +3709 053408  
E-mail: [michele.moore@capgemini.com](mailto:michele.moore@capgemini.com)

## **Capgemini extends its portfolio of ‘seamless commerce’ with SAP® Hybris® as part of its Fast Digital 4 Discrete Industries initiative with SAP**

*Latest Digital Customer Experience innovations are unveiled at SAP Hybris LIVE: Global Summit*

Paris, October 13, 2017 – [Capgemini](#), a global leader in consulting, technology and outsourcing services, has extended its portfolio of digital commerce offerings to help companies radically improve the way they engage with their customers, through new digital business interactions that also maintain traditional channels with direct people connections. Examples of these new offers will be unveiled next week during the SAP Hybris LIVE: Global Summit event October 17-19, in Barcelona.

A long time SAP® Hybris® partner and Platinum sponsor of the event, Capgemini will demonstrate a series of new Customer 360<sup>1</sup> offers and use cases developed as part of the “Fast Digital 4 Discrete Industries by SAP and Capgemini” joint initiative [launched last year](#), to help clients in the discrete manufacturing industries to manage their digital transformation by creating smart, connected products, assets, and operations that enable time-to-market reduction, productivity gains, cost savings, and new revenue streams.

One of the use cases to be demonstrated at the show is a seamless commerce scenario for enterprise users. It integrates with clients’ back-office functions and brings together trading, marketing, supply chain and IT functionality in a single environment to address clients’ needs across channels and through systems.

In addition, Capgemini will also unveil its latest innovations around ‘Conversational Commerce’, which combine the power of the SAP Hybris\* commerce platform with advanced analytics, artificial intelligence and machine learning to create a tailored shopping experience for buyers, whether in the B2C or in the B2B world; a unique personalized experience is delivered through continuous learnings and adaptations based on interactions with buyers.

*“SAP Hybris’ mission is to enable our customers to stay connected with the frequently shifting needs of their customers and prospects, and enabling organizations to connect the front office and back office in real time — linking people, inventory, supply chain, pricing and customers together,”* said Don Matejko, Executive Vice President of Global Sales and Field Operations for SAP Hybris solutions. *“Visitors of SAP Hybris LIVE: Global*

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<sup>1</sup> Customer 360 is one of the key streams of “Fast Digital 4 Discrete Industries by SAP and Capgemini” joint initiative. It aims at helping clients to deliver more relevant, seamless and personalized interactions to customers and suppliers, through an omni-channel approach covering the entire end-to-end processes.

*Summit will be among the first to see Capgemini's new industry-specific "seamless commerce" showcases for making a personalized shopping experience for buyers real."*

Pierre-Yves Glever, Executive Vice-President and Global Lead of Digital Customer Experience, Capgemini, said, *"We believe that extraordinary connections deliver extraordinary results. With SAP Hybris' solutions for customer engagement and commerce, coupled with Capgemini's end-to-end digital solutions, such as Fast Digital 4 Discrete Industries, we provide our clients with the ability to connect the strategic ambitions of their business with the desires of their customers, helping to deliver value to them and their consumers in a consistent and sustainable way. We are proud to show this partnership in action at the SAP Hybris Global Summit in Barcelona."*

### **About Capgemini**

With more than 190,000 people, Capgemini is present in over 40 countries and celebrates its 50<sup>th</sup> Anniversary year in 2017. A global leader in consulting, technology and outsourcing services, the Group reported 2016 global revenues of EUR 12.5 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. 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](http://www.capgemini.com).

*Rightshore® is a trademark belonging to Capgemini*

\*SAP Hybris is a brand name launched in January 2016 to represent the SAP solutions for customer engagement and commerce as well as the offerings, employees, and business of acquired company hybris AG, which continues to be our legal entity until integration with SAP is complete.