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## Romania's leading retailer, Carrefour, collaborates with Capgemini to become a "Digital Retail Company"

*Capgemini delivers an innovative, open and secure cloud-based platform, facilitating integration with the partner ecosystem, to improve customer experience in-store and online.*

**Bucharest, November 28 2022 – Capgemini today announced a successful and innovative collaboration with one of Romania's largest retail chain providers, Carrefour. It involves the implementation of a cloud-based integration platform that provides to Carrefour Romania a secure environment for integration service delivery and API[1] traffic monitoring. The fruitful collaboration began in December 2021, after Capgemini in Romania was selected by Carrefour as the best partner for this transformation journey. With the final objective to improve the customer experience in-store and online, Carrefour Romania wanted to make its backend services - such as product pricing and availability information, sales and ordering services, or order tracking - available online so that they can be covered by apps running on mobile devices and desktops.**

The solution uses state-of-the-art technologies and API management tools. Further to the implementation, the project continues with the development of APIs, maintenance and support. A team of expert developers and cloud architects at Capgemini in Romania are creating the APIs needed for Carrefour to open its systems to affiliates.

The leading retailer needed a simple-to-use API management platform that handles all API interfaces between its systems, eliminates the point-to-point connections, and allows monitoring of the performance of the APIs. The new platform also enables features such as analytics and operations automation, API developer management, flexibility and governance over data exchanged between systems and users. The project to help Carrefour deploy its chosen solution, and to further develop, maintain and support its APIs, is part of a 3-year contract.

As a result, Carrefour can now design, operate, secure, and monetize APIs to benefit both its supplier ecosystem and customer experience.

Gabriela Stanica, Chief Information, Data Officer & eCommerce Director at Carrefour Romania, said*: "Carrefour Romania has always played an active role in the market, anticipating consumer trends and responding with innovative shopping services and functions to improve the in-store and online customer experience. This translates into projects that support our expansion and digital strategy, on the one hand, and into an opening up to partners, such as Capgemini, who share the same vision as us. Thus, we are managing to be closer to the goal of becoming a Digital Retail Company. With the successful implementation of the solution, Carrefour Romania has taken a big step in the API-led approach to a composable architecture bringing substantial business benefits in protecting and operating our API infrastructure, while also enabling a product-centric approach."*

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[1] API is the acronym for Application Programming Interface, which is a software intermediary that allows two applications to talk to each other using a set of definitions and protocols.

Laurentiu Mandu, Managing Director of Capgemini in Romania, comments: *"I am really proud of this successful project, which shows the value that Capgemini is adding for our client's business. Carrefour has a clear strategy to make digital an engine for its future growth. Our deep industry expertise means we are well positioned to help our clients accelerate these transformation journeys."*

**About Carrefour Romania**
Carrefour Romania offers its customers a universe of possibilities to shop safely: directly in over 380 stores in the country, where, with the Carrefour application and self-service cash registers, the shopping session becomes fast and easy or through online shopping services with home delivery or Click & Collect: www.carrefour.ro, Bringo and Glovo platforms, available for free on Google Play and the App Store.

Carrefour supports the communities in which it operates through long-term national programs and initiatives with a positive impact on society: The Vărăști Agricultural Cooperative, the first of its kind founded by the retailer in Romania, Deschidem Vinul Românesc and Creștem România BIO, within which it introduced for the first time in Romania, the label "in conversion to bio." At the same time, it launched the Act for Good program, which transforms shopping into a personalized experience with social impact: through each shopping session, not only do users receive Act For Good points, through which they can do good deeds, but they also benefit from discounts and personalized offers.

Carrefour operates in Romania through four legal entities: Carrefour S.A., Artima S.A., Columbus Operational SRL, and Supeco Investment SRL.

**About Capgemini**
Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 350,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.
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