

# Real-time campaigns for real-life customers

Unlocking the Experience Continuum  
with agentic AI and the  
Intelligent Marketing Orchestrator

Capgemini  | Google Cloud

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# Executive Summary

Retail banking CMOs are under mounting pressure to deliver personalized, real-time customer experiences across an expanding array of products, channels, and regulatory environments. Yet most marketing organizations remain anchored to outdated operating models – episodic campaigns, product-centric journeys, fragmented data systems, and armies of manual operators.

This whitepaper introduces the “Experience Continuum,” a new paradigm enabled by agentic AI and the Intelligent

Marketing Orchestrator (IMO). Experience Continuum replaces static, siloed marketing with a continuously optimized, customer-centric engagement model, transforming every stage of the marketing lifecycle, from signal enrichment to activation and optimization. Read on to learn how this joint solution by Capgemini and Google Cloud unlocks unprecedented agility, personalization, and efficiency.



## The Core Proposition

Capgemini and Google Cloud provide the constant: the strategic framework, the agentic AI architecture, and the Intelligent Marketing Orchestrator. The marketing platform is the variable – chosen by the client, protected as an existing investment, and made exponentially more powerful by IMO.

**Together, this approach gives retail banking CMOs the tools to:**

- **Move from campaign cycles to continuous, signal-driven engagement:** break the "start-stop" nature of traditional marketing. By leveraging real-time data streams, the IMO transforms marketing from a series of scheduled events into a persistent, living dialogue. It identifies "moments of need" in milliseconds, ensuring the bank is present exactly when a customer's behavior signals a life milestone or a financial friction point.
- **Replace static segments with dynamically recalculated human archetypes:** move beyond rigid demographic buckets that age out the moment they are created. Using agentic AI, the IMO continuously processes behavioral, transactional, and emotional data to craft "segments of one." These archetypes evolve in real time, allowing CMOs to treat every customer as a unique individual rather than a data point in a generic cohort.
- **Generate compliant, personalized content — including video — automatically and at scale:** solve the creative bottleneck without risking regulatory blowback. The platform automates the production of hyper-personalized assets – from tailored emails to custom-generated video messages – while embedding automated compliance guardrails. This ensures that every piece of content not only resonates, but also adheres to the strict legal standards of retail banking.
- **Activate across any channel stack without replacing existing platform investments:** future-proof your ecosystem through modularity. The IMO acts as an intelligent "brain" that sits above your current technology, orchestrating actions across your existing Customer Relationship Management system (CRM), Email Service Provider (ESP), and social stacks. This "variable platform" approach lets you unlock advanced AI capabilities immediately without the cost or disruption of a full-scale "rip-and-replace" migration.
- **Learn and improve with every customer interaction through a closed-loop intelligence system:** turn every touchpoint into an R&D opportunity. The IMO doesn't just execute: it observes. By feeding performance data directly back into the AI model, the system creates a self-optimizing feedback loop. Every click, skip, or conversion informs the next action, progressively refining the strategy to increase Lifetime Value (LTV) and reduce acquisition costs.

**The result: faster time-to-market, lower cost of acquisition, higher customer relevance.**

# The Challenge

## Why Campaign-Centric Marketing Is Broken

The retail banking marketing model hasn't fundamentally changed in decades. Despite significant investment in MarTech – Customer Data Platforms (CDPs), real-time decisioning platforms, journey orchestrators, and personalization engines – most banks still operate in a campaign-centric paradigm that was designed for a slower, simpler world.

### The Structural Gaps

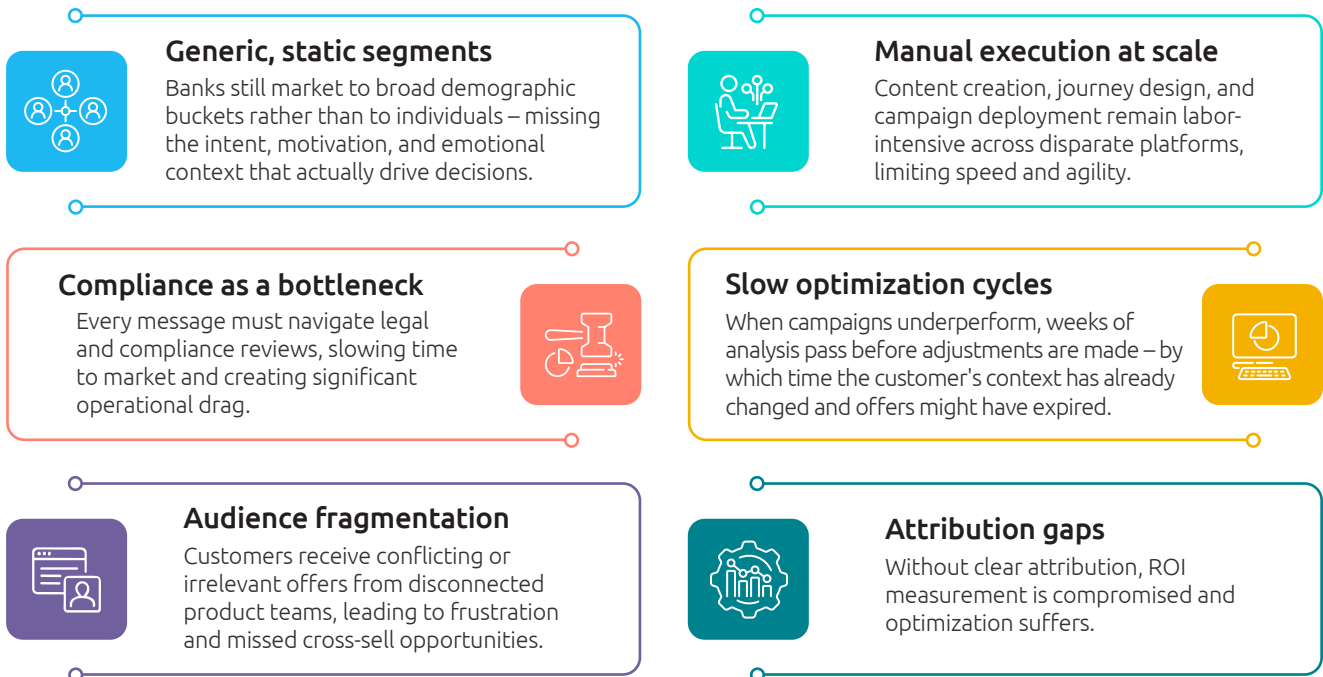
Retail banking CMOs typically deploy two broad strategies depending on how much they know about a given customer at any point in time.

For signal-rich customers, whose intent and buying phase are well understood, banks use real-time decisioning and personalization tools to tailor interactions dynamically. For signal-poor customers whose goals remain unclear, banks fall

back on nurture journeys guided by predefined logic rather than real-time intelligence.

Both approaches share a fundamental flaw: they're reactive, not anticipatory. They respond to what customers have already done, not what they're about to do. And in both cases, the tools do exactly what they're told. And that's part of the problem.

### Real-World Pain Points



### Industry Context

According to Capgemini Research Institute, 60% of organizations have already begun their generative AI journey. More tellingly, these companies are now dedicating 62% of their MarTech budgets to the technology – a clear sign that the window for early-mover advantage is narrowing rapidly.

# The Paradigm Shift

## From Campaigns to the Experience Continuum

The Experience Continuum isn't about making incremental improvements to existing marketing operations – it's a fundamental rethinking of how banks engage customers throughout their financial lives.

In the traditional campaign model, marketing is episodic: teams design product-centric pushes, deploy them in bursts, and analyze results weeks later. The customer is treated as a static profile at a fixed point in time, mapped to a segment that was defined last quarter.

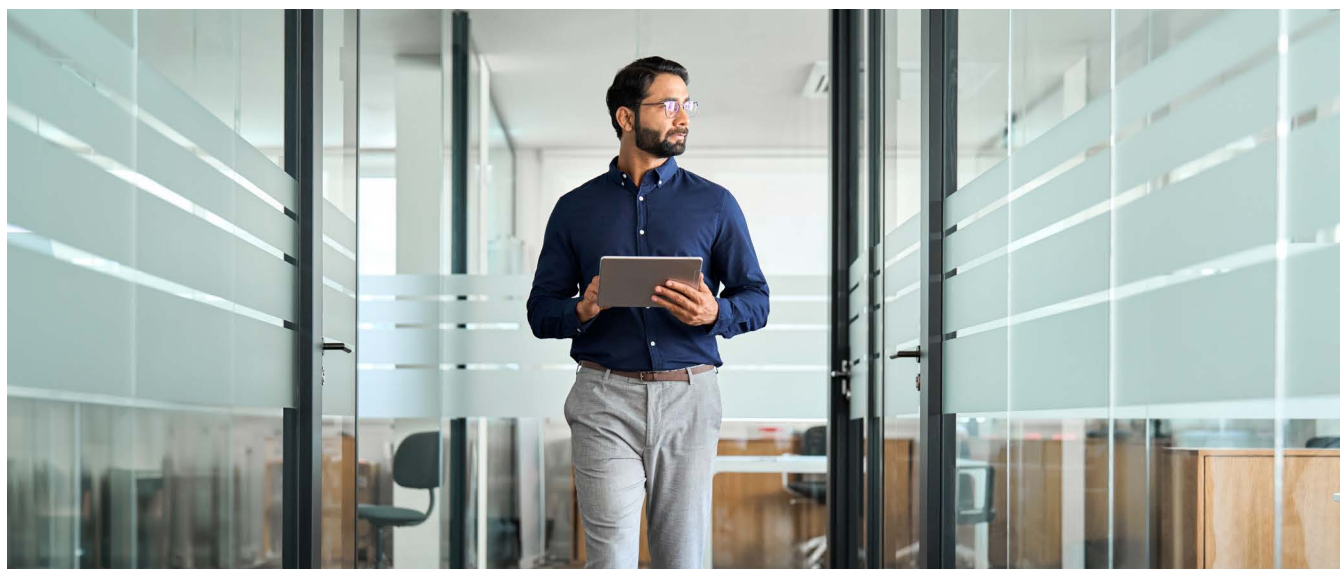
In the Experience Continuum, every customer interaction – a credit card swipe abroad, a mortgage calculator visit, a change in direct deposit pattern, an increase in savings balance – feeds into a continuously evolving engagement system. The bank doesn't wait for the next campaign cycle. It responds in the moment, at the right emotional register, through the right channel, via whatever platform it already uses to reach customers.

*"The data has always been there. What's changed is our ability to act on it in real time, at the individual level. Banks are sitting on some of the richest behavioral signals in any industry. Every transaction, every product page visit, every moment of hesitation tells a story. The question we help our clients answer is: are you reading that story, or are you still sending the same email to two million people and hoping it lands?"*

*The shift from static segments to living archetypes isn't just a marketing evolution. It's what modern data infrastructure was built for."*

**Arindam Choudhury**

EVP & Global Head FS Insights & Data



# From Segments to Souls

## The Human Dimension

Central to this shift is the move from demographic segments to living, changing human archetypes. A segment tells you who a customer is in aggregate. A dynamic archetype tells you what they feel, what they want, what could be holding them back in this moment – and what will move them to act.

Dynamic archetypes aren't static labels assigned at onboarding. They're dynamically recalculated

from behavioral and contextual signals, and continuously updated as the customer's life evolves. A first-time credit card holder who starts browsing travel lounges and foreign exchange rates isn't just 'Segment: 25–34, Urban'. They're becoming a Travel Aspirer, and they need to be spoken to that way immediately in whatever channel they're most likely to respond to.

Traditional Campaign Model	Experience Continuum with IMO
Episodic campaign bursts (weeks/months)	<b>Always-on, real-time engagement loop</b>
Static demographic segments	<b>Living human archetypes, continuously recalculated</b>
Product-centric journeys	<b>Customer need &amp; intent-driven journeys</b>
Manual content creation and review	<b>AI-generated, compliance-validated content at scale</b>
Channel and platform silos	<b>Unified orchestration via any enterprise marketing platform</b>
Slow optimization (weeks of analysis)	<b>Continuous, automated performance learning</b>
Attribution gaps and ROI uncertainty	<b>Closed-loop signals: spend, watch percentage, conversions</b>
Compliance as a bottleneck	<b>Built-in regulatory validation baked into the IMO layer</b>

# The Solution

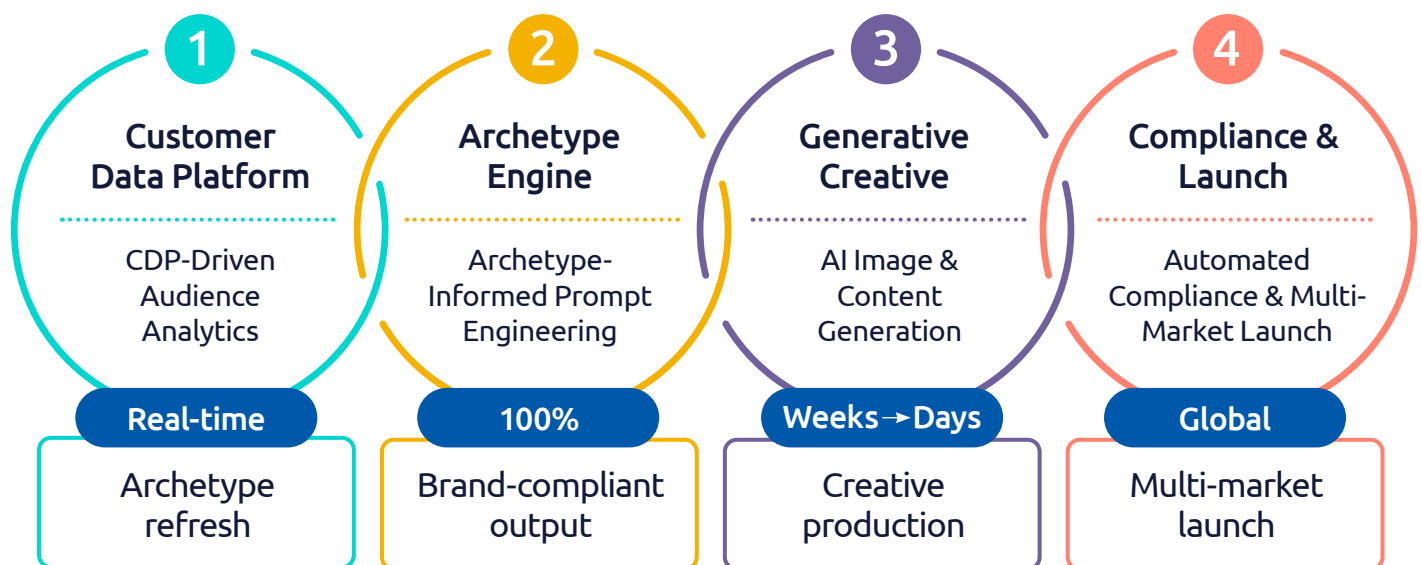
## Capgemini, Google Cloud, and the Intelligent Marketing Orchestrator

The Experience Continuum is an architecture, not just a concept. It's made operational through two complementary innovations: the agentic AI framework developed by Capgemini, and the Intelligent Marketing Orchestrator (IMO) that Capgemini built on Google Cloud. Together, these components form a closed-loop intelligence system that connects to whichever marketing and data platforms a client already operates.

### The Architecture: A MarTech intelligence layer

The IMO is designed from the ground up to be platform-agnostic. It doesn't compete with or replace the client's existing marketing stack. Instead, it integrates as an AI intelligence layer between the customer data layer and the campaign activation layer – taking in behavioral

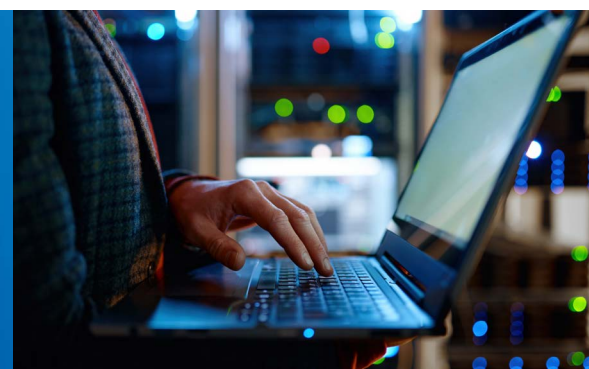
signals from any CDP or CRM, generating archetype intelligence and creative assets via Google Gemini, and passing the output back to whatever platform is used for journey orchestration and channel delivery.



### The Result

A compliant, brand-safe, archetype-driven campaign engine generating on-brand visuals and copy per customer segment, launching across global markets in days, not weeks.

**From data to customer engagement.**



# Core Components of the IMO Architecture

## 1. Data Foundation and Ingestion (Bottom Layer)

The system begins by unifying disparate data streams into a centralized, AI-ready environment.

- **Customer & Product Data:** sources include Lytics for behavioral attributes and BigQuery for deep historical data.
- **Compliance & Brand Guardrails:** critical for banking, the system ingests ASA Compliance Documents and Grounding Rules (pre-approved copy and brand guidelines) to ensure the AI operates within legal boundaries.
- **Vector Database (PGVector):** a key differentiator, where Gemini models convert raw data into "embeddings" – mathematical representations that allow the AI to understand the context and intent behind customer actions rather than just matching keywords.

## 2. The Intelligence Hub: Agent Development Kit (Middle Layer)

This is the "brain" of the operation. Unlike standard automation, this layer uses agentic AI – specialized AI agents designed for specific tasks. This layer can be published on Gemini Enterprise.

- **Agent Library:** includes specialized agents for strategy & foresight, experience generation, and compliance validation.
- **Fast API & PostgreSQL:** these components manage fast access to data and the storage of campaign metadata, allowing the system to react immediately to user actions such as views, clicks, or conversions.

## 3. The LLM Model Suite

The orchestration is powered by a multi-modal model stack:

- **Gemini v2.5:** handles complex reasoning and text generation.
- **Imagen 4:** generates high-fidelity, brand-compliant imagery.
- **Nano Banana:** provides specialized, high-efficiency processing for specific creative tasks.

## 4. MarTech UI & Activation (Top Layer)

This is the workspace for the CMO's team.

- **Orchestration workflow:** the UI guides users through audience insights, campaign planning, and a critical compliance validation step before approval.
- **Platform integration:** through NLP-API calls, the generated "experience" is pushed into the bank's existing campaign management and activation layer, such as Salesforce, Adobe, or Braze.

## Where Google Capabilities Differentiate the Market

Google Cloud's role in this architecture offers three distinct competitive advantages:

- Multi-modal native intelligence: most competitors stitch different models together. Google's stack (Gemini, Imagen, Veo) is built to be natively multi-modal. This means the IMO can generate a personalized video, an email, and a compliance report simultaneously, ensuring they're all contextually aligned.
- Enterprise-grade compliance grounding: in retail banking, "hallucinations" are a legal risk. This architecture uses Vertex AI's grounding capabilities to tether the LLM specifically to the bank's ASA compliance documents and grounding rules. The AI doesn't "guess" what's legal: it verifies against the provided documentation.
- The "variable" platform strategy: Google's architecture is uniquely "un-siloed." It doesn't force a bank to migrate its entire database to a new CRM. By using Cloud Run and Fast API, Google's architecture sits above existing investments, making the existing MarTech stack exponentially more intelligent without a "rip-and-replace" project.



# Compatible With Your Existing Marketing Investment

The IMO has been engineered to integrate with the leading enterprise marketing platforms used by retail banks globally. Clients don't need to replace, migrate, or re-platform to benefit from the Experience Continuum.

Marketing Platform	CDP / Data Layer	IMO Integration Point
Adobe (AEP + AJO)	Adobe Experience Platform	Segment export → IMO → AJO journey activation
Salesforce Marketing Cloud	Salesforce Data Cloud	Segment export → IMO → Journey Builder activation
SAP Emarsys	SAP Customer Data Platform	Segment export → IMO → Emarsys campaign activation
Braze	Braze CDP or 3rd-party CDP	Segment export → IMO → Braze canvas activation
Pega Customer Decision Hub	Pega or external CDP	Signal feed → IMO archetype → Pega real-time decisioning
Custom / Proprietary Stack	Client data warehouse or CDP	API-based segment feed → IMO → custom activation layer

How IMO integrates with the leading enterprise marketing platforms

In each case, the integration pattern is consistent: IMO receives customer signals from the client's data layer, generates archetypes and campaign assets using Google Gemini and Google Cloud's GenAI capabilities, validates content for compliance, and returns activation-ready assets and journey logic to the client's chosen orchestration platform.



# The Six Agents of the Experience Continuum

Capgemini's agentic AI framework organizes the intelligence and automation capabilities of the IMO into six specialized agents, each responsible for a distinct phase of the marketing lifecycle. These agents operate autonomously – but are designed to hand off to the client's existing platform at the point of activation.

## Phase 1 Strategy: From Signals to Archetypes

### Agent 1: Signal Enrichment

#### The Perception Layer

Continuously ingests and synthesizes first-party transaction and behavioral data, second-party partner signals, third-party demographic data, social sentiment, and external digital footprints. Its core function is to transform raw data – from any source, in any format – into intent-rich, actionable customer signals that the rest of the system can act on with precision. This agent connects to the client's existing data infrastructure, whether that is an enterprise CDP, a CRM, a data warehouse, or a proprietary data layer.

**Banking Example:** A customer's recurring rent payments stop while their browsing history shows repeated visits to mortgage calculator pages and home insurance comparison tools. The Signal Enrichment Agent flags a probable home-buying journey in motion – before the customer has spoken to a single advisor.

### Agent 2: Audience & Archetype Design

#### The Intelligence Layer

Where traditional marketing tools produce static segments, this agent – powered by Google Gemini – produces living archetypes. It analyzes behavioral patterns: what customers explore versus ignore, time-to-first-transaction, which product pages they linger on, what channels they prefer, what times of day they engage. From these signals, Gemini derives motivational profiles that capture not just behavioral clusters – but what the customer feels, what causes them to pause, and what will spur them into action. Archetypes are recalculated continuously as behavior evolves – they are not set-and-forget.

**Banking Example:** A newly approved credit card customer who browses travel lounge access and foreign exchange rates, but hasn't made any transactions yet, is identified as a Travel Aspirer – immediately triggering an aspirational, lounge-led activation journey rather than a generic 'activate your card' message.

## Phase 2 Execution: From Archetypes to Campaigns

### Agent 3: Content Generation

#### The Creative Layer

Once archetypes are defined, the content generation agent produces personalized, channel-specific campaign assets at scale using Google Cloud's Gen AI capabilities: copy variations (Gemini), visual assets (Imagen/Nano Banana), short-form personalized videos (Veo, Flow, Vids), and audio. Critically, every asset is automatically validated against brand standards, regulatory requirements, and regional compliance rules before it's passed to the activation platform – eliminating the compliance bottleneck without sacrificing governance. The output is activation-ready creative, formatted for whatever channel and platform the client uses.

**Banking Example:** For a home-buying journey, the agent produces three compliant asset variants: an educational piece with mortgage tips for a cautious researcher; a transactional piece with a limited-time rate for a ready buyer; and a personalized short video connecting a high-value prospect with a local financial advisor — each formatted for the appropriate channel.

### Agent 4: Activation

#### The Orchestration Layer

The activation agent passes the IMO's intelligence and creative output to the client's chosen marketing platform for journey execution. This is the handoff point where the IMO's role ends and the client's existing orchestration infrastructure takes over – applying frequency caps, suppression logic, consent management, and regional governance at enterprise scale. The division of responsibility is intentional: IMO generates intelligence and creative assets, while the client's platform controls journey execution and delivery governance. This ensures that clients benefit from the IMO's AI capabilities without disrupting their existing operational controls.

**Banking Example:** Customers who have been identified as Rewards Maximizers receive pre-approval offers with bold rewards math via mobile push and short-form video. Cautious Spenders receive explainer videos with fee transparency messaging via their preferred messaging app. All delivered through the client's existing marketing platform, with no human handoffs between channels.

## Phase 3 Optimization: Continuous Learning

### Agent 5: Journey Optimization

#### The Performance Layer

This agent continuously monitors KPIs across journeys, archetypes, and channels – pulling engagement data back from the client's activation platform into the IMO's learning engine. It identifies drop-offs, friction points, and underperforming assets, and executes adjustments automatically without waiting for a human analyst. Optimization happens in near-real-time, not weeks after the customer context has already shifted. Importantly, this agent learns from whatever engagement signals the client's platform captures – it isn't dependent on any specific platform's analytics architecture.

**Banking Example:** A personal loan offer drives strong conversions via in-app messaging but low conversions via email. The journey optimization agent automatically reallocates the channel mix toward messaging and flags the email creative for archetype-level revision – without any human intervention.

### Agent 6: Experience Evolution

#### The Learning Layer

The experience evolution agent closes the loop. Engagement outcomes – video watch percentage, time-to-first-transaction, offer redemption rates, channel response patterns – flow back from the client's platform into the IMO's core intelligence model. Archetypes are refined. Next-best-action logic improves. Journey designs become more predictive. The system grows smarter with every customer interaction, compounding its effectiveness over time regardless of which activation platform is used.

**Banking Example:** Insights from 12 months of home-buying journeys reveal that customers who engage with savings nudges early are significantly more likely to convert on mortgage offers within 90 days. Future journeys are automatically restructured to prioritize savings education earlier – at the system level, not requiring a manual campaign redesign.



# Scenario in Action

## A Global Bank's Credit Card Business

To illustrate how the Experience Continuum and IMO work in practice, consider the following scenario – a composite that reflects common challenges across multinational retail banks, regardless of which marketing technology they operate.

### The Business Context

A large multinational bank operates a global credit card portfolio across North America, EMEA, APAC, and LATAM. Customer data is unified in the bank's existing CDP, but marketing teams struggle with three persistent challenges: low early spend after card approval, generic campaigns across regions, and high acquisition costs with slow payback periods.

The bank's objective is to evolve from segment-based marketing to human, intent-driven engagement – without replacing its existing marketing platform investment, or compromising compliance or regional governance.

### How the IMO Changes the Game

Rather than rebuilding the bank's marketing infrastructure, the IMO integrates with the existing customer data layer to begin generating archetype intelligence immediately. The bank's CDP continues to manage unified customer identity and behavioral data. The bank's journey orchestration platform continues to manage campaign delivery, suppression, consent, and compliance guardrails.

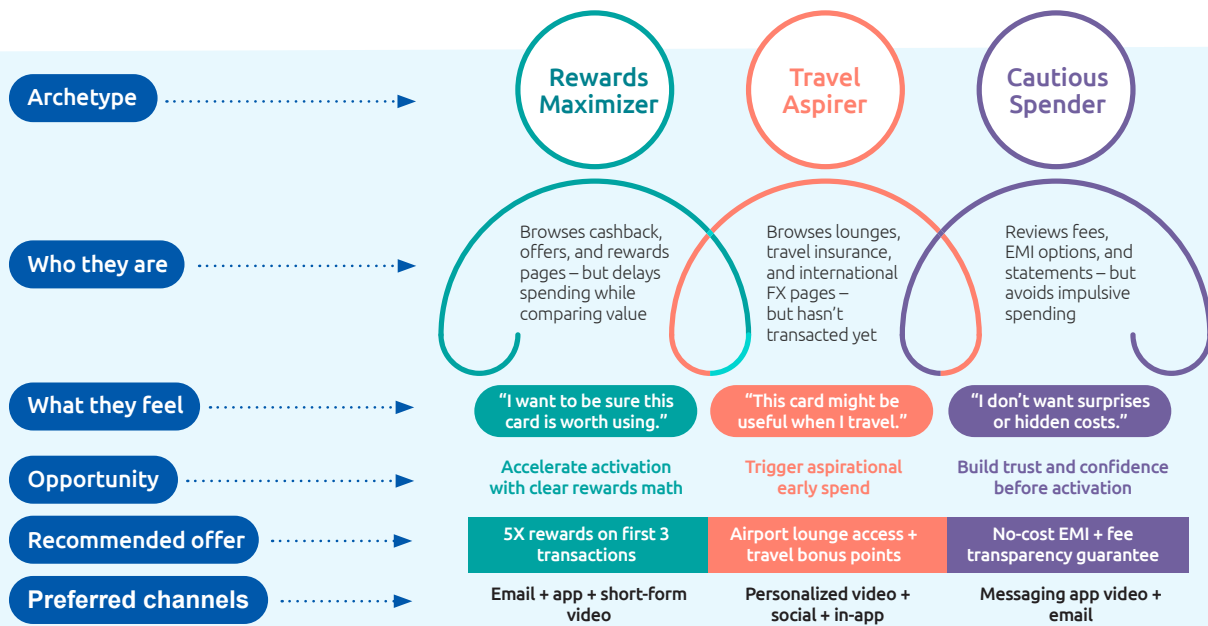
What changes is what sits in between: instead of a human analyst building segments and briefing creative teams, the IMO and Google Gemini do it automatically – continuously, at scale, and with a depth of human understanding that no static segment ever captured.

### The Key Insight

The bank doesn't need to choose between its existing platform investment and the power of AI-driven personalization. The IMO makes both possible simultaneously – protecting the investment while transforming the outcome.

# Dynamic archetype generation in action

From a segment of newly approved credit card customers who are digitally active but have made low initial spend, Google Gemini generates three distinct human archetypes that replace the single generic segment:



## From archetypes to personalized campaigns

For each archetype, the IMO automatically generates a complete campaign construct: objective, offer logic, channel mix, message tone, and short personalized videos between 30 and 45 seconds. Video assets adapt dynamically by region and language, card type and tier, offer eligibility, and the format requirements of the delivery channel.

These assets are validated for compliance by the IMO before being passed to the bank's existing

journey orchestration platform for delivery. The bank's platform applies its standard suppression rules, frequency caps, and consent logic – exactly as it always has. The difference is that what it now receives from IMO is infinitely more precise, efficient, and personalized than any brief a human campaign team could have produced.

### Example: Travel Aspirer personalized video

"Hi Raj, your Platinum Card unlocks 2 free lounge visits and bonus travel points. Use your card once this week to activate your travel benefits." The video adapts automatically by region, language, card type, and channel format. Delivered through the bank's existing orchestration platform.

## The closed learning loop

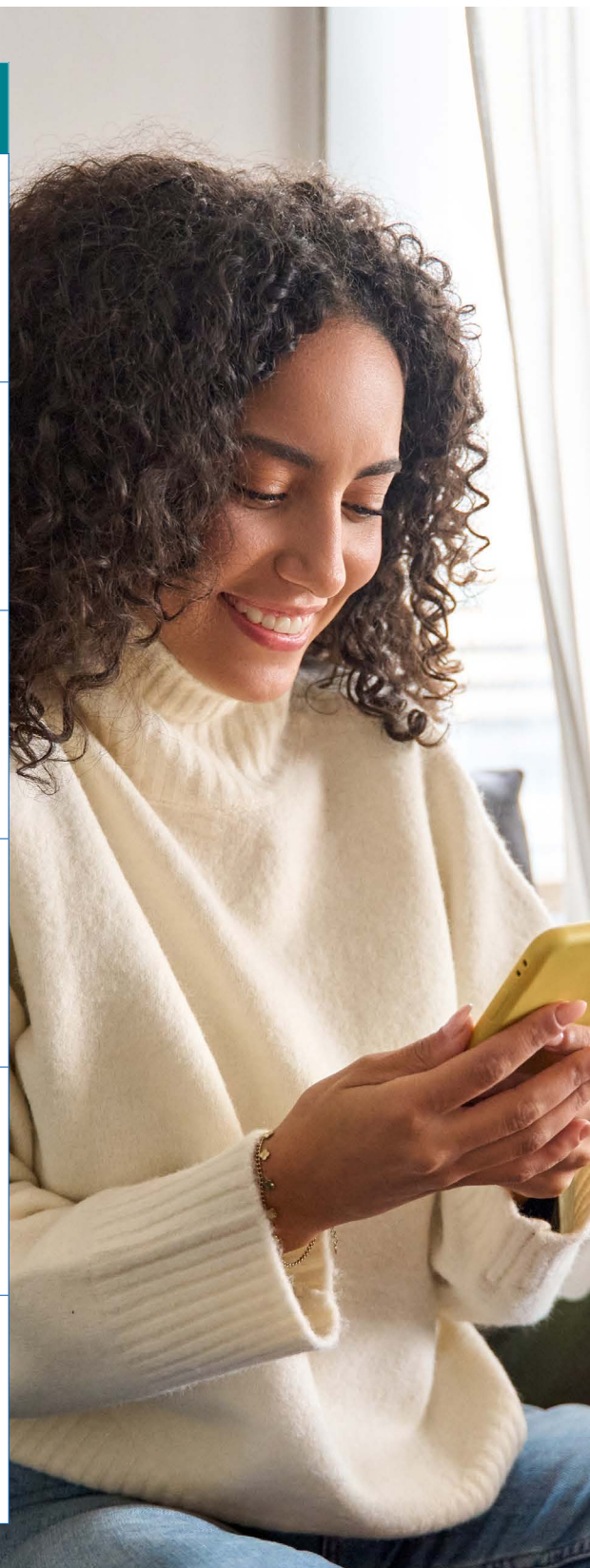
Customer responses – video watch percentage, time to first transaction, spend amount, offer redemption – flow back from the bank's platform into the IMO's learning engine. Archetypes are refined. Next-best-action logic improves. Journeys are restructured based on what actually drives conversion. The

system becomes increasingly predictive over time – anticipating customer needs earlier, designing journeys that convert faster, and compounding its effectiveness with every interaction cycle.

# Executive value summary

The Experience Continuum, powered by Capgemini's agentic AI framework and Google Cloud's Intelligent Marketing Orchestrator, delivers measurable value across six dimensions that matter most to retail banking CMOs – regardless of which marketing platform is already in place.

Value driver	How the system delivers it
<b>Faster activation and early spend</b>	Archetype-driven, video-first campaigns move new customers to make their first transaction faster – replacing generic messaging with intent-matched, emotionally resonant activation journeys tailored to each individual's motivation.
<b>Higher relevance across regions</b>	Living archetypes adapt dynamically to regional behavioral patterns and cultural context – enabling globally consistent but locally relevant campaigns without requiring separate teams to manage each market.
<b>Lower cost of acquisition</b>	Automated content generation, AI-driven decisioning, and closed-loop optimization reduce the human labor burden while improving conversion rates – compressing payback periods on new customer acquisition.
<b>Platform-agnostic flexibility</b>	IMO integrates with any enterprise marketing platform, CDP, or channel stack the client already uses – protecting existing technology investments while adding a powerful AI intelligence and execution layer on top.
<b>Strong governance and compliance</b>	Built-in regulatory validation inside IMO ensures every piece of content is checked before it reaches the activation platform – eliminating compliance bottlenecks without slowing speed to market.
<b>Compounding intelligence</b>	Every customer interaction makes the system smarter. Unlike static campaigns that reset each cycle, the Experience Continuum compounds its effectiveness over time – creating a durable competitive advantage.



# Conclusion

## A Call to Action for Retail Banking CMOs

The era of campaign-centric, segment-driven marketing in retail banking is ending. Customers have grown accustomed to the personalization and immediacy of digital-native platforms, and they expect the same from their bank. The question is no longer whether to make this transition – it's how fast and how completely.

*"Our clients tell us the same thing, regardless of market or geography: their customers no longer tolerate being treated as a segment. They expect to be understood as individuals, in the moment, on their terms. The banks that will win the next decade are those that stop thinking in campaign cycles and start building a continuous, intelligent conversation with every customer.*

*That's not a technology ambition — it's a business imperative. And the tools to make it real exist today."*

**Chandramouli Venkatesan**

VP – Digital Front Office Transformations

Capgemini and Google Cloud have built the solution that makes this transition achievable without the disruption, cost, and risk of wholesale platform replacement. The Intelligent Marketing Orchestrator sits as an AI intelligence layer on top of whatever marketing infrastructure a bank already operates – making it dramatically smarter, faster, and more human without touching the underlying platform.

The Experience Continuum framework gives that intelligence a strategic home: a continuously learning, always-on engagement model that treats every customer as a living human archetype rather than a static demographic bucket. And the six agentic AI agents ensure that the model is not just a vision – it's an operational reality, running autonomously at scale, with human oversight where it matters most.

### The strategic imperative

Banks that make this shift early will build a compounding advantage: better data, smarter archetypes, more effective campaigns, and stronger customer relationships. The gap between leaders and laggards will widen with every interaction cycle. How can you get started?

**Once you've decided to make the shift to the Experience Continuum, our team will work with you on the transition. This begins with three priorities:**

#### Assess your current architecture

Understand where your customer data lives, what behavioral signals you are and aren't capturing, and what your existing marketing platform can and can't do autonomously. This is the foundation the IMO will build on.

#### Choose a focused pilot

Identify a single, high-value use case – new card activation, mortgage journey, or wealth management nurture – and run it through the IMO to generate real archetype intelligence, real personalized content, and real learning data. Early wins compound.

#### Commit to the continuum

The most important shift isn't technological – it's organizational. Start with internal alignment and cultural appetite, bringing people together through clear governance and operating model changes to enable marketing to operate at the speed of the Experience Continuum.

Capgemini and Google Cloud are ready to be your partners in this transformation – bringing together the strategic depth of Capgemini's experience framework, the generative power of Google Gemini and Google Cloud's AI infrastructure, and deep expertise integrating with every major enterprise marketing platform in the retail banking ecosystem.

The future of retail banking marketing isn't a better campaign. It's a continuous, intelligent, human conversation – at scale, on any platform, from day one.

**For more information, contact your Capgemini or Google Cloud account team.**



## Contact



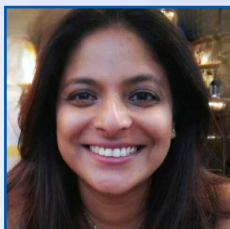
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