

2011 Capgemini analyst day

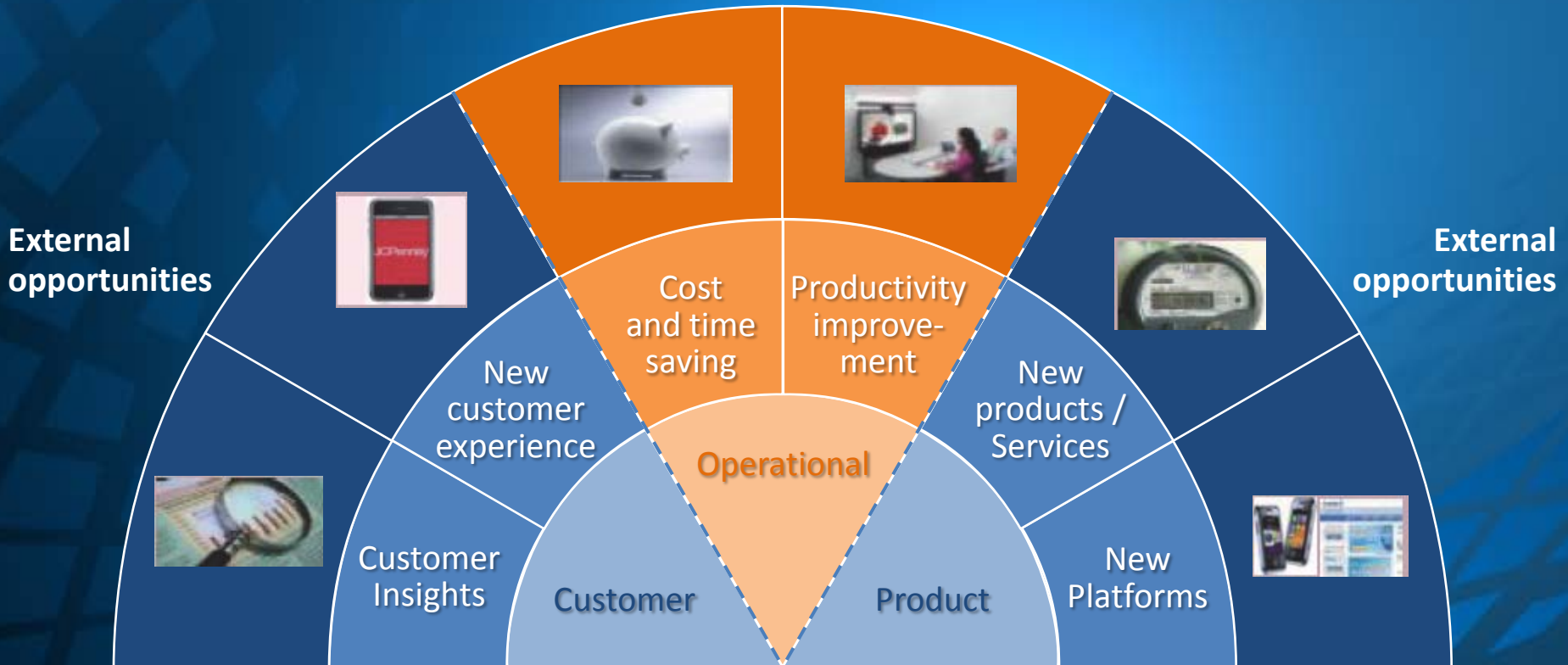
London, June 15-16

Transforming for market leadership

Cyril Garcia, Head of Strategy and Transformation

IT liberates Business Model evolution

Internal opportunities

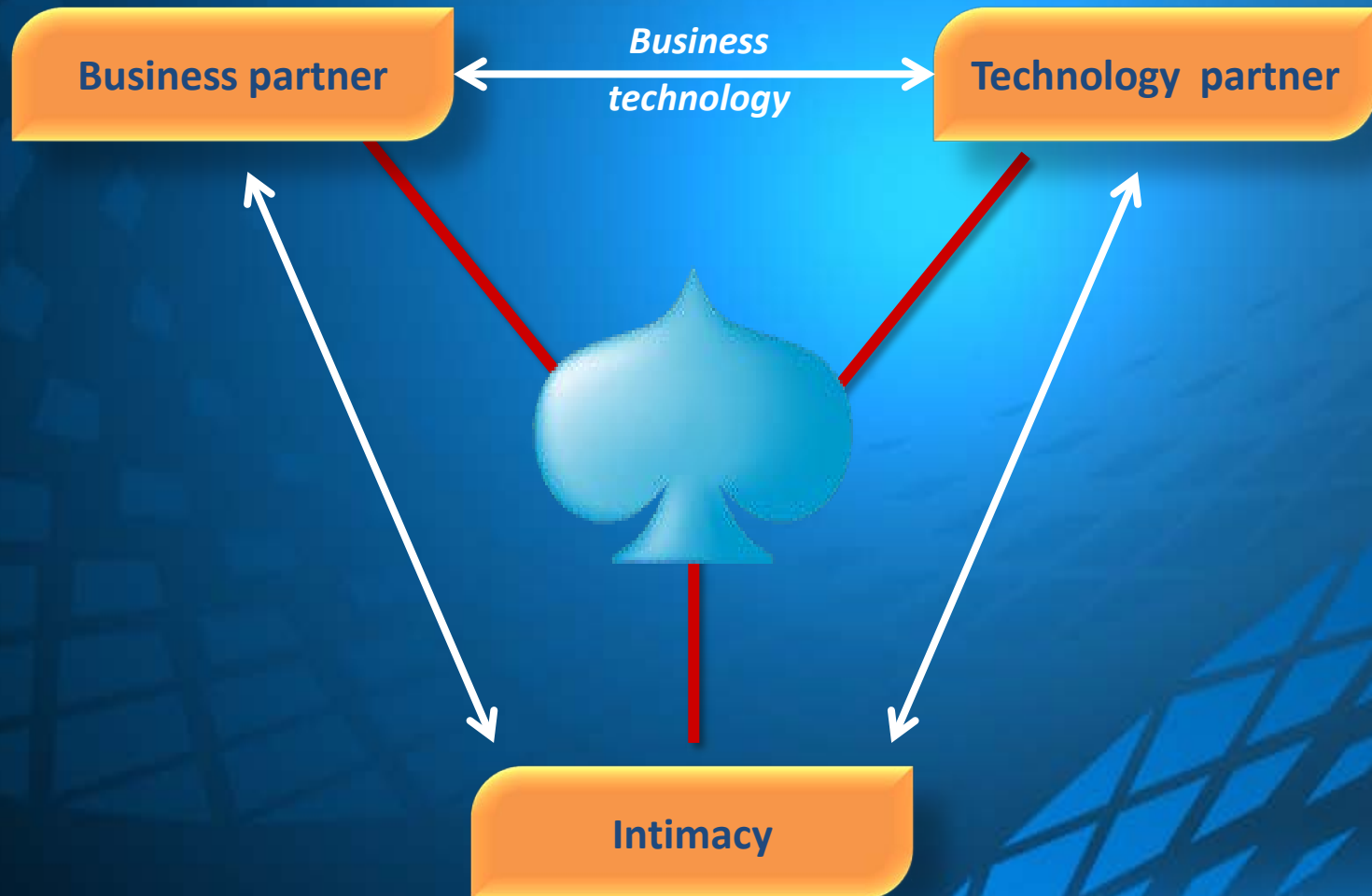


Source: Capgemini Analysis

Technological issues for CEO's

- ☾ Do my executives evaluate the power of the technology?
- ☾ How to capture , value and secure Data?
- ☾ How to assess market evolution driven by IT innovation?
- ☾ Is my IT governance ready for Business Governance?
- ☾ Dedicated organization for new business?

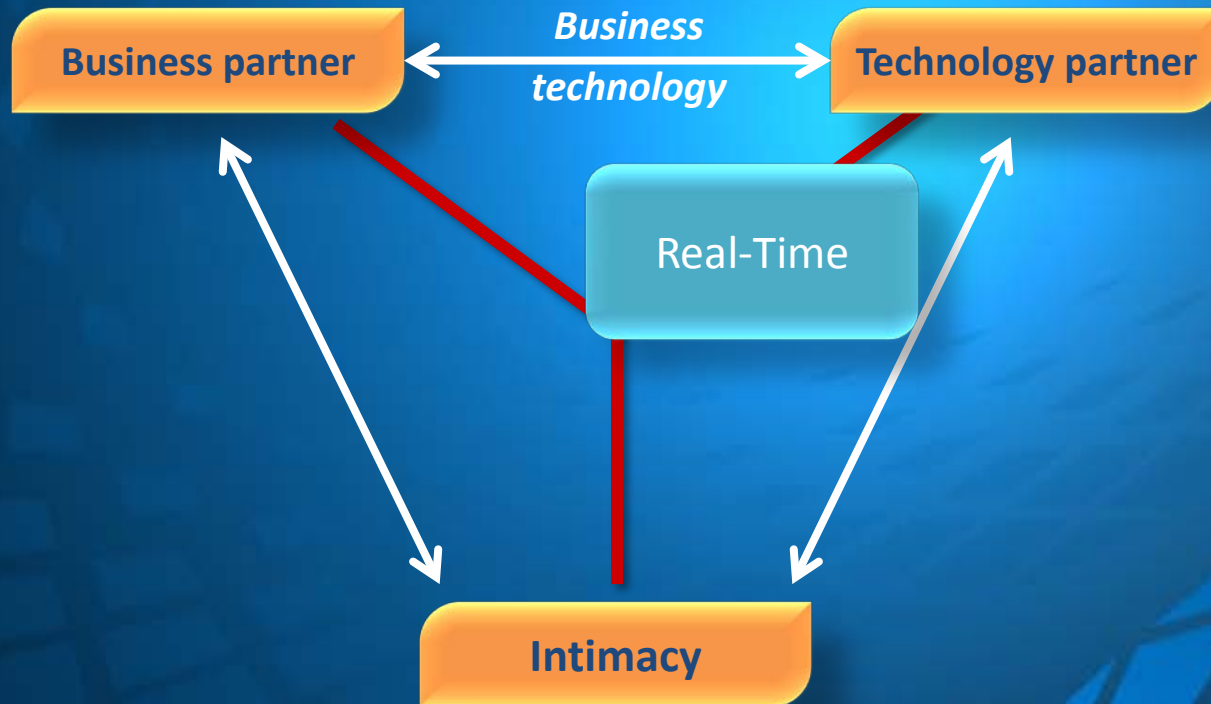
Our strategy will enhance our value for CEO and support CIO decisions



We are in a fast-pace execution phase



Strategy positioning illustration: Real-Time



Smart Energy business is growing fast

Smart Energy Services

Systems Control & Monitoring



Services: Outsourcing and consulting



Information: Operations & Business analytics

- End-to-end intelligence in real-time – smart from “the meter to the CEO”
- Strong IP based solutions and Onshore delivery centers
- Bridging the gap between industrial control and business systems

With the Prosodie acquisition we entered real-time marketing

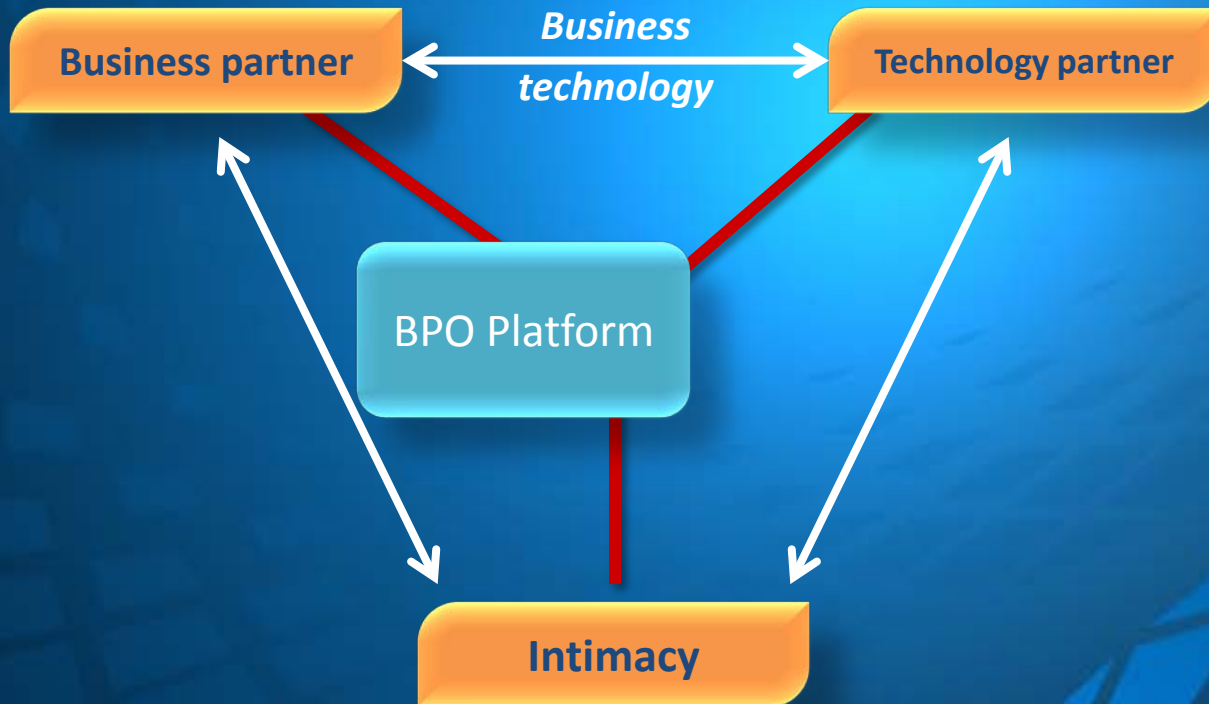
Half of purchases in the world are today digitally influenced

**7% of sales around
the world take place
online**

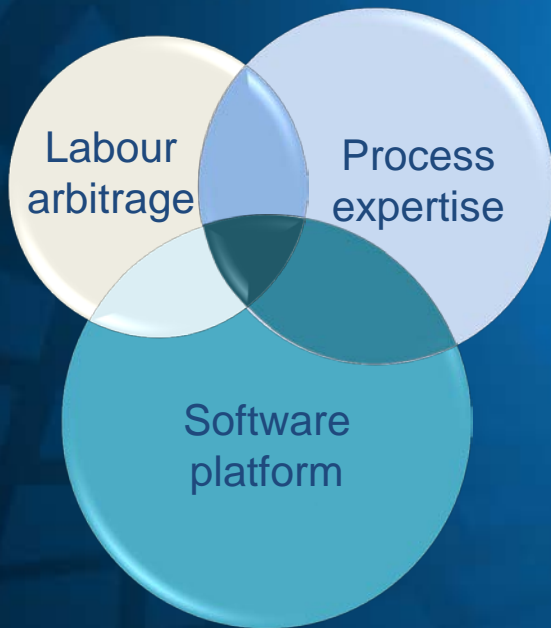
**40% of offline sales
are influenced by
internet search**

**20 billion connected devices is a fantastic enabler
to accelerate digital world transformation**

Strategy positioning illustration: BPO Platform



BPO platform: Kraft



For Kraft Foods,
the IBX technology has been
integrated with Capgemini's BPO
platform to create the industry's
leading ondemand
e-procurement solution

Our Challenges for execution

- ☾ Manage profitable Growth
- ☾ Constant Market watch
- ☾ Right bets on innovation
- ☾ Selective acquisition strategy