



Salesforce Partner case:  
**Growth Booster in Digital**  
Jean Lassignardie

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*since 1967*



**CAPITAL**  
MARKET DAY  
LONDON | SEPTEMBER 12, 2017

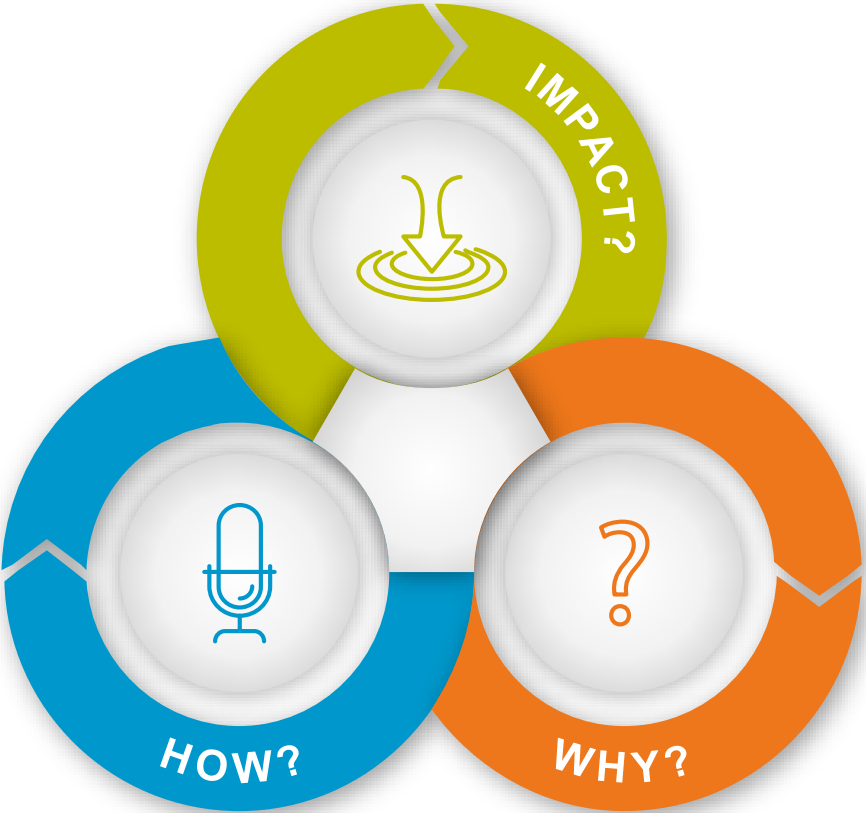
People matter, results count.



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# Salesforce as Growth Booster for Capgemini



# « Salesforce Attractiveness » for Capgemini

- Brand & visibility
- Market share & Growth
- > 5 B\$ Investment/spent in Marketing & Sales
- > 90% Penetration of F500 / E200
- Large / Transformational Deals

« Muscle »

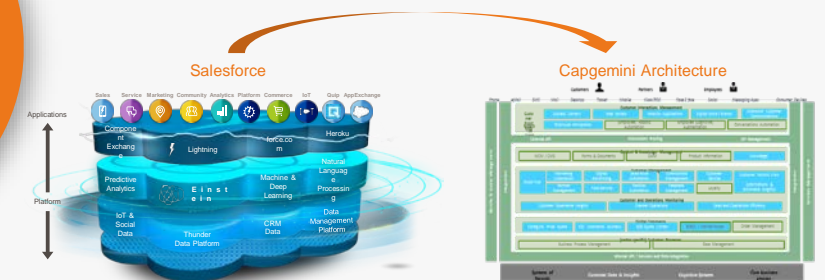
- Connect to your customers in a whole new way
  - Run your business through your phone
  - Create 1 to 1 customer journeys
  - Get smarter & more predictive about your customers

CEO / CXO Dialog

- Industry at the core: FS, CPG, Retail, Manufacturing & Auto, ...
- International Expansion, o/w Europe
- Partner Ecosystem: SIs/ISVs contributing > 55% in 2020

Priorities

Innovation Platform Solution

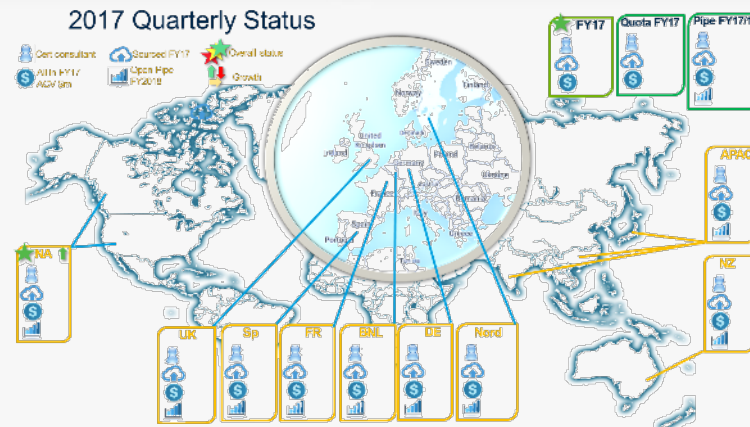


# Capgemini Initiative to Leverage Salesforce

« Fast start »  
New Geo /  
Domain through  
Focused  
Acquisitions

Joint  
Business  
Drive in  
Selected  
Geos

Develop  
Portfolio of  
Solutions &  
Accelerators



- Field Services Lightning
- Open Banking
- Seamless Customer Engagement
- Consumer Insights & Engagement
- Odigo Connector
- Demandware & Commerce Cloud
- Krux & DMP – Marketing Hub

# Examples of Significant Deals / Conversations

- Accelerate global deployment of Customer Care Solutions at a consumer goods brand
- Industrialize BtC support at a large luxury goods brand
- Add AI based loyalty management at large airline

**Transform  
business model**  
**Reinvent customer  
engagement**  
**Deploy  
internationally**

- From Car Management to Drivers Management at a « Rent a Car » brand
- From Travel Mgmt. to Travelers Mgmt. at a National Railways Company
- From HW manufacturer to SW-Sce at an Historic Telco Equipment

- Replicate BtC successes in the BtB businesses at Consumer Goods Brand
- Reinvent the Engagement Model for a Group of Midsize-banks

- Connect E2E the entire Group Ecosystem (Internal / External) to each customers to at a large Auto manufacturer
- Build a Mobile Bank at Global Telco



**Salesforce** Leverage is a  
**Growth Booster** for  
**Capgemini** in  
**Digital Growth**  
**> 50%**

[www.capgemini50.com](http://www.capgemini50.com)



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