Dee Burger
Digital Services
2016 Capital Market Day
June 1st – Munich
To Win in Digital, We Must Help Our Clients With Their Most Critical Challenge

Forces of Change

- Disruptive Technologies
- Innovative Ideas
- Start-Ups & Dynamic Competitors
- Foundational IT (SMAC)

Key Aspects of Our Clients Business

- Business Models
- Products & Services
- Customer Experience
- Operations
- Talent
- Technology
- Insights & Data

To further compound matters, no industry or company will be impacted in the same way.
A comprehensive Digital Transformation approach

Digital enterprise « What »

Digital Business model

Digital Customer Experience

Digital Organization & People

Digital Operations

Digital enablers « How »

Digital innovation: AIE

Digital ecosystem of partners and startups

Platforms

Social & Mobile

Data

Internet of things

Cyber Security

Cloud
The heart of our strategy, DCX puts the customer first

What's hot for 2016?

- Data Driven Customer Engagement in CPR
- Next gen CRM in Banking
- Customer experience differentiation and B2B sales in Insurance
- Experience Design everywhere
- Omni-channels, but mobile remains critical across sectors

A global team transforming customer experiences

- Coca-Cola
- ABN-AMRO
- International furniture retail Company
- ING
- Leading Car Manufacturer
- Global Chemical Group
- Global Consumer Goods Group
- HSBC
- European Bank
- International Beverage Company
- Public Administration in Europe
- CoJ Energy Services
- Leading Car Rental Company
- TGI Friday's
- Global Consumer Goods Group
Insights & Data ensures our approach is intelligent and meaningful

The Journey To Insights

1. Embark on the journey within your business & technology context
2. Enable your data landscape for the flood from connected people & things
3. Master governance, security and privacy of your data assets
4. Develop an enterprise data science culture
5. Unleash data and insights as-a-service
6. Make insight-driven value a crucial business KPI
7. Empower your people with insights at the point of action

4 Strategic Plays

1. NextGen BISC
2. Big, Fast, Smart
3. Actionable Insights
4. Insights as-a-Service Platform

Existing Data Landscape
New Data Landscape

HOT in 2016

Hot in Business
- Customer Value Analytics in Retail & FS
- Data-driven Marketing in Consumer Products
- Connected Vehicle, Customer and Insights in Auto
- Risk, Regulatory and Compliance in FS
- Fraud in FS & Tax
- People Analytics in Staffing and Recruitment
- IoT Analytics in Manufacturing and Operations

Hot in Technology
- Enterprise DW offloading to the Business Data Lake
- Data Ingestion for the Business Data Lake
- Cloud Analytics
- Cognitive Computing

Hot in Organization
- Next Gen Business Insights Service Center
- Business Data Lake as a Service
- Insights as a Service

Several thousands of Professionals making Digital Insight-driven.
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