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Applied Innovation Changes Everything

2016 | Capital Market Day

June 1st – Munich

A minimalist room with a light gray wall and floor. In the center, there is a simple wooden chair with a light-colored backrest and seat. Above the chair, a spherical pendant light hangs from the ceiling, emitting a bright, warm glow. The text "Innovation without ironclad application is a bankrupt proposition." is superimposed over the center of the image.

**Innovation without ironclad application
is a bankrupt proposition.**

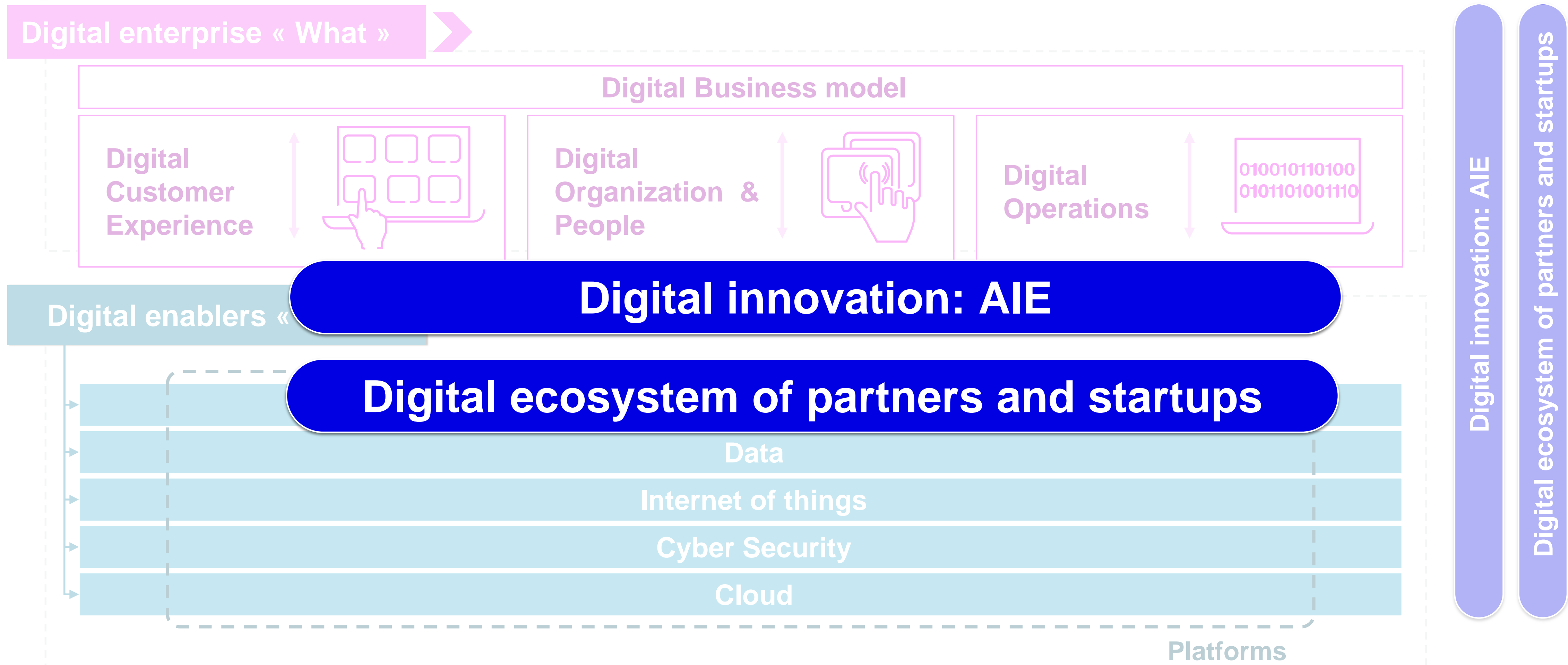


Global consumer products company

Wanted an immersive innovation experience

- Vetted a supporting external ecosystem
- Calibrated how to apply innovation
- Mapped learning outputs to the organization
- Now electing concepts to deploy and implement.

AIE is the innovation platform for Digital Transformation



Let's talk Applied Innovation



INNOVATION
isn't the real story

What we

SEE

- The pace, impact and sources of Innovation continue to increase at accelerated rates
- Yet, most enterprises lack the process, culture, talent and risk tolerance to act, achieve or sustain an innovation posture
- Imbalances exist between business and IT motivations
- Business Model innovation and growth moves to the fore
- Interest is strong, but buyer sophistication and state-of-readiness to act are low
- Action and impact are in high demand, but enterprises struggle with how/where to begin

Applied Innovation *design principles*

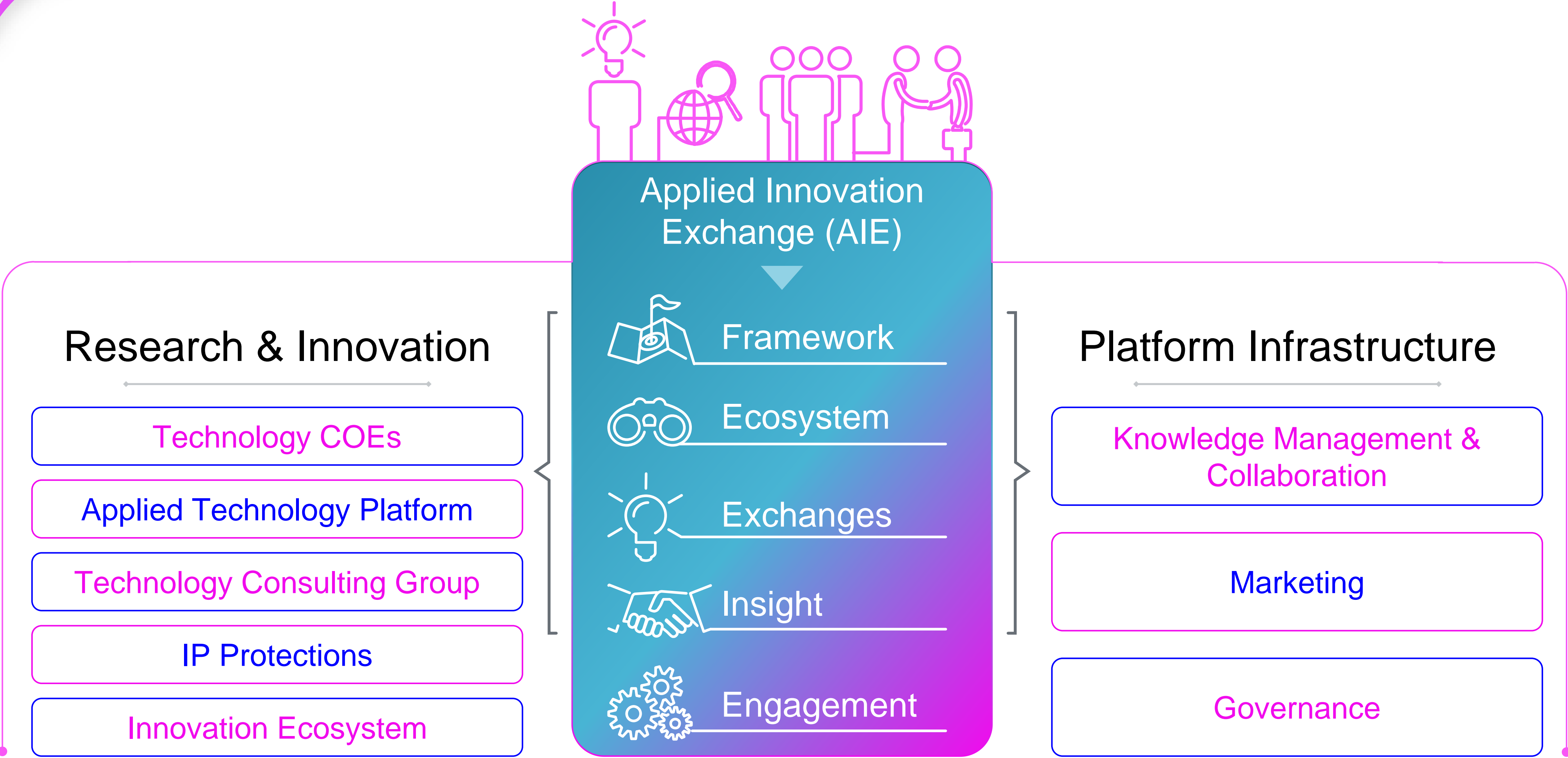


ACTION

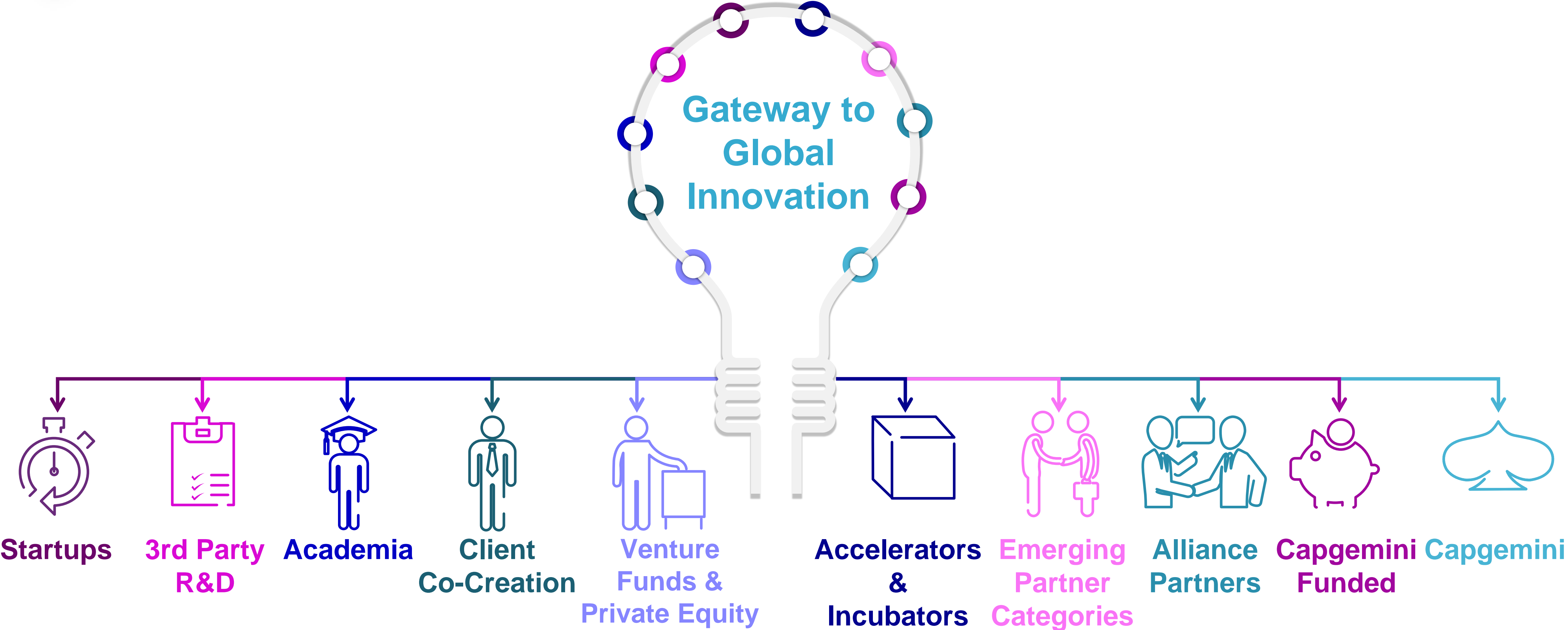


**IMPACT
&
OUTCOMES**

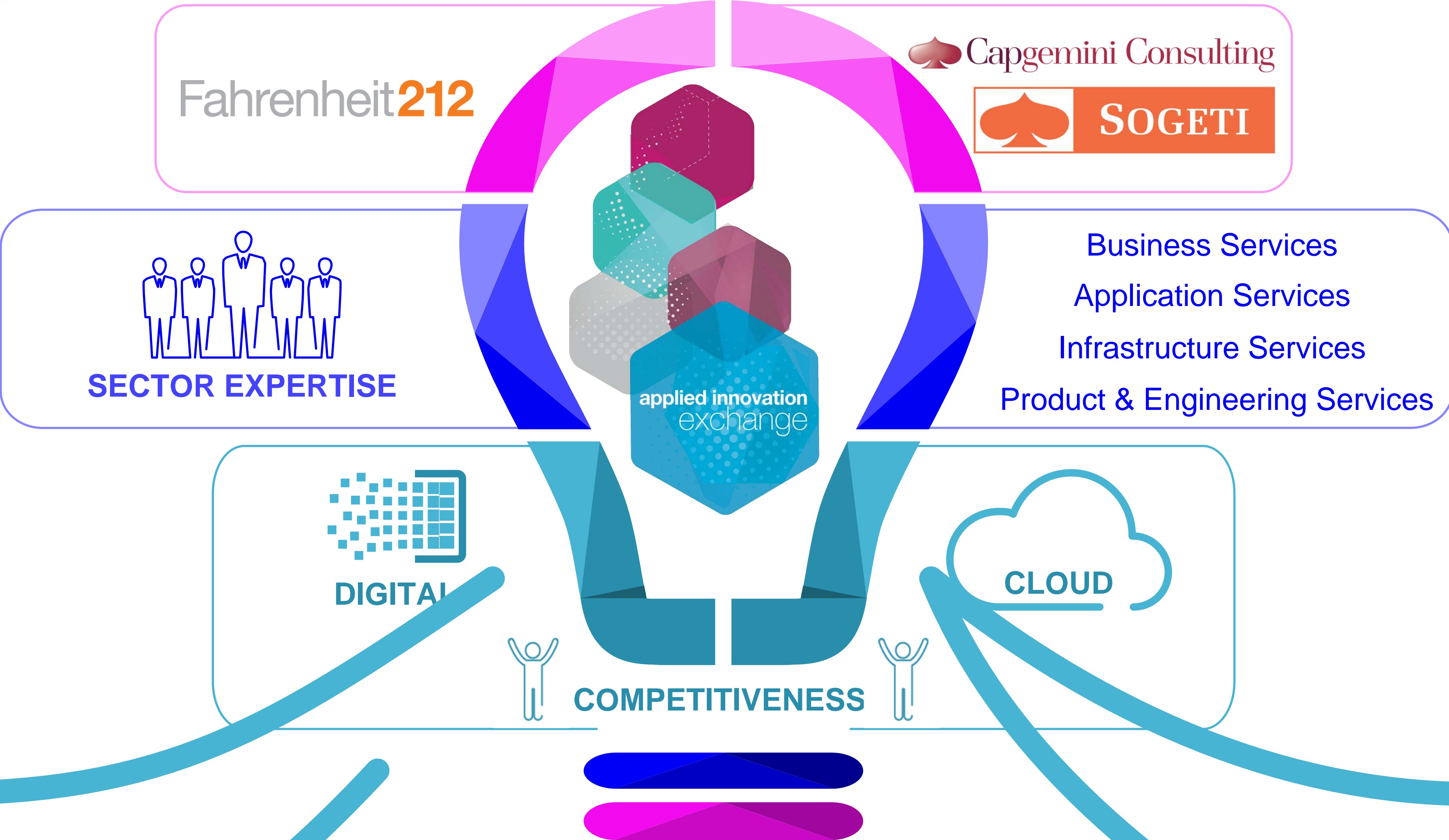
Applied Innovation Exchange



AIE's Extensive Ecosystem



Innovation across the Group



It's time for action



Calibrate



Immerse



Contextualize



Experiment



Orchestrate



Scale



Govern

Success!



Large European banking system

Didn't know how to begin innovating

- Using our **framework**, the client was introduced to a relevant ecosystem...
- ...An **ecosystem** consisting of startups in cryptocurrency, Fintech, and Vanguard IT
- **Exchanges / Engagement** – our global reach, with centers in both Paris and SF, allowed the client to take advantage of regional assets and ecosystems.
- Flexible commercial models allow us to **co-locate** a client in SF, letting our clients have a presence in Silicon Valley.
- Our domain expertise in the banking **sector** allows us to guide clients and advise on the innovation threats and opportunities in their future.
- Business Vs. IT buying center.
- Business with Capgemini expected to double in 2016 based on Applied Innovation



About Capgemini

With more than 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2015 global revenues of EUR 11.9 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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