

# Dee Burger

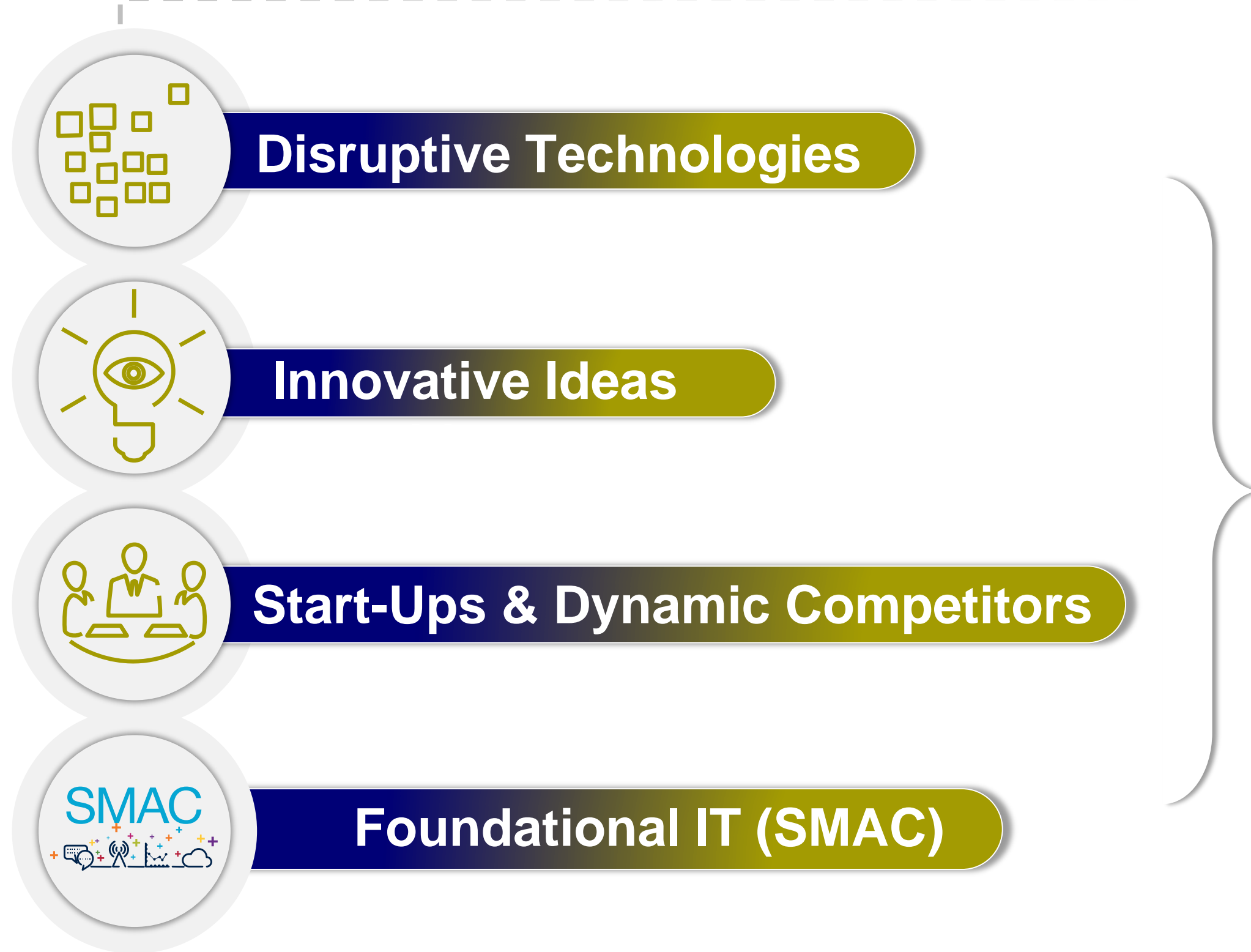
## Digital Services

2016 | Capital Market Day

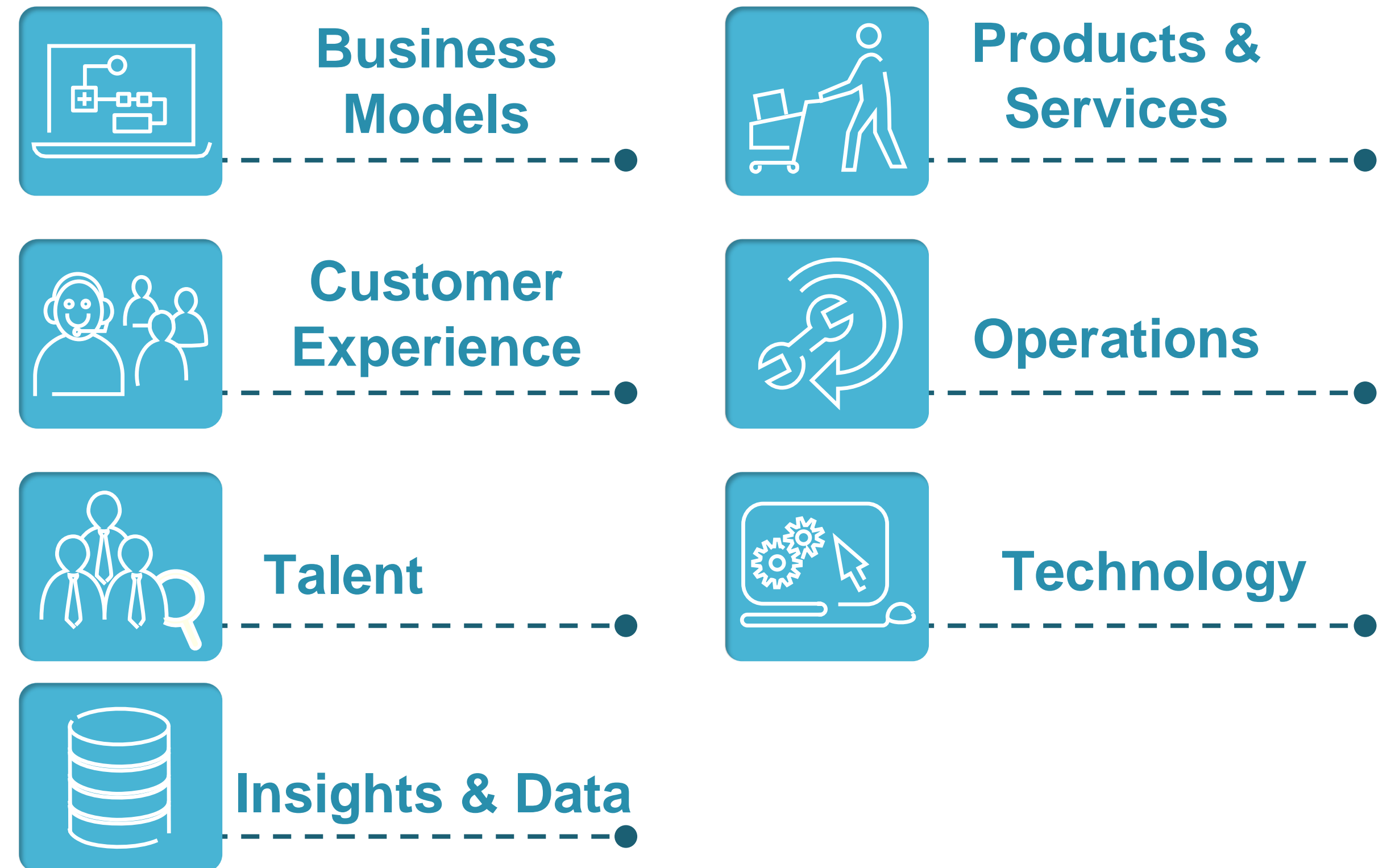
June 1st – Munich

# To Win in Digital, We Must Help Our Clients With Their Most Critical Challenge

## Forces of Change



## Key Aspects of Our Clients Business



To further compound matters, no industry or company will be impacted in the same way

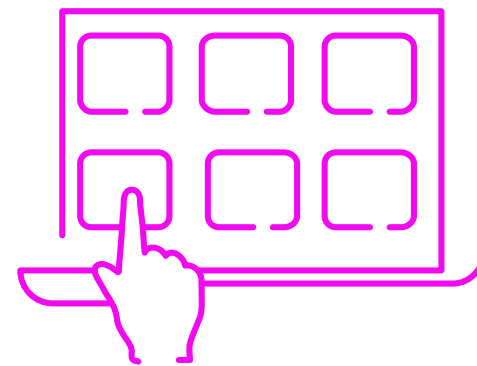


# A comprehensive Digital Transformation approach

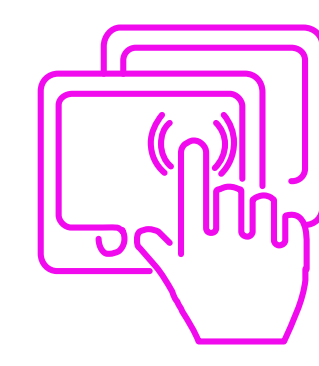
## Digital enterprise « What »

### Digital Business model

Digital  
Customer  
Experience



Digital  
Organization &  
People



Digital  
Operations

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## Digital enablers « How »

Social & Mobile

Data

Internet of things

Cyber Security

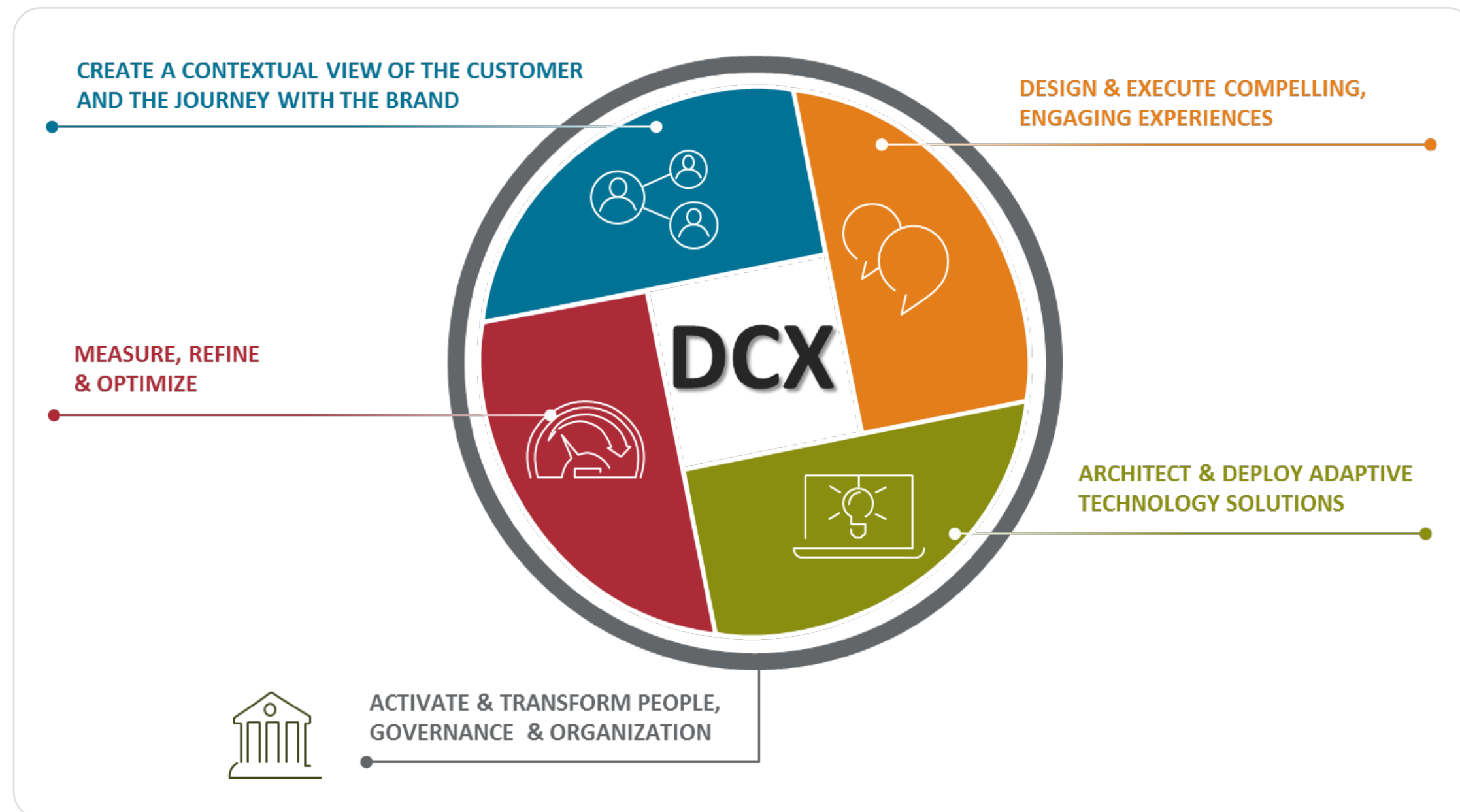
Cloud

Platforms

Digital innovation: AIE

Digital ecosystem of partners and startups

# 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

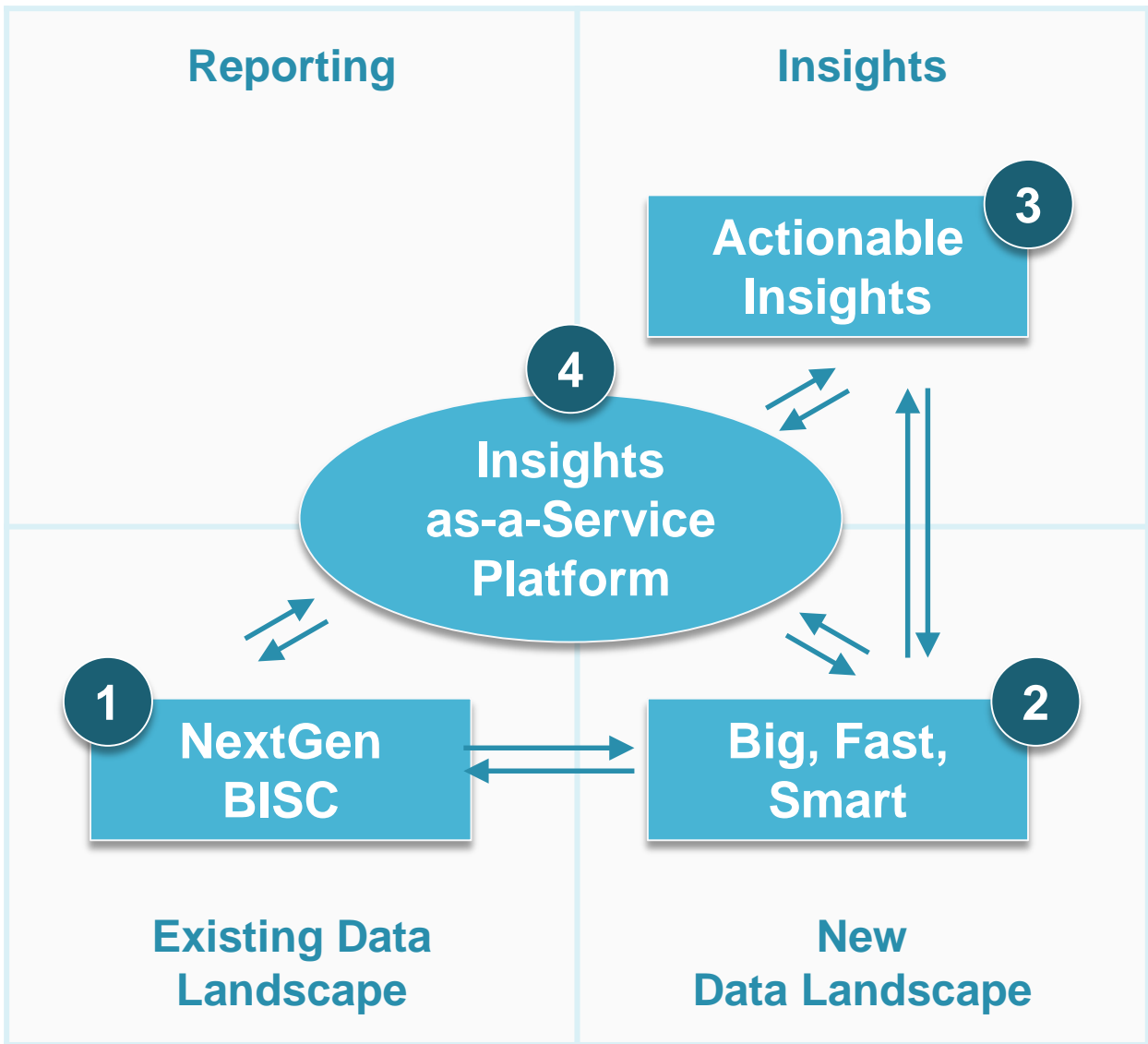


# Insights & Data ensures our approach is intelligent and meaningful

## 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



## HOT in 2016

- |  |  |
|--|--|
| <b>Hot in Business</b> <ul style="list-style-type: none"><li>Customer Value Analytics in Retail &amp; FS</li><li>Data-driven Marketing in Consumer Products</li><li>Connected Vehicle, Customer and Insights in Auto</li></ul> | <ul style="list-style-type: none"><li>Risk, Regulatory and Compliance in FS</li><li>Fraud in FS s and Tax</li><li>People Analytics in Staffing and Recruitment</li><li>IoT Analytics in Manufacturing and Operations</li></ul> |
| <b>Hot in Technology</b> <ul style="list-style-type: none"><li>Enterprise DW offloading to the Business Data Lake</li><li>Data Ingestion for the Business Data Lake</li></ul>  | <ul style="list-style-type: none"><li>Cloud Analytics</li><li>Cognitive Computing</li></ul>  |
| <b>Hot in Organization</b> <ul style="list-style-type: none"><li>Next Gen Business Insights Service Center</li></ul>   | <ul style="list-style-type: none"><li>Business Data Lake as a Service</li><li>Insights as a Service</li></ul>  |

Several thousands of Professionals making Digital Insight-driven.

	European Bank		Global Mining Group	North American Department Stores Chain	North American Retail Chain	European Biotech Company			Global Chemical Group
	European Bank	Global Media Group				Global Chain of Fast Food Restaurants			European Parcel Distribution Group





## 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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