

The background of the slide features a woman in a vibrant red coat and a white beret, standing on a city street at night. She is looking upwards and to the left, holding a smartphone. The scene is illuminated by streetlights and building lights, creating a bokeh effect. A large, semi-transparent blue shape overlaps the bottom right of the image, serving as a backdrop for the text.

## **(Artificial) Intelligence** Ambition and Execution

**Anne Laure Thieullent**  
AI Group offer Leader



# Why now?



**AI brings value now and is economically viable for organizations**



**Cloud**



**Large data sets available**

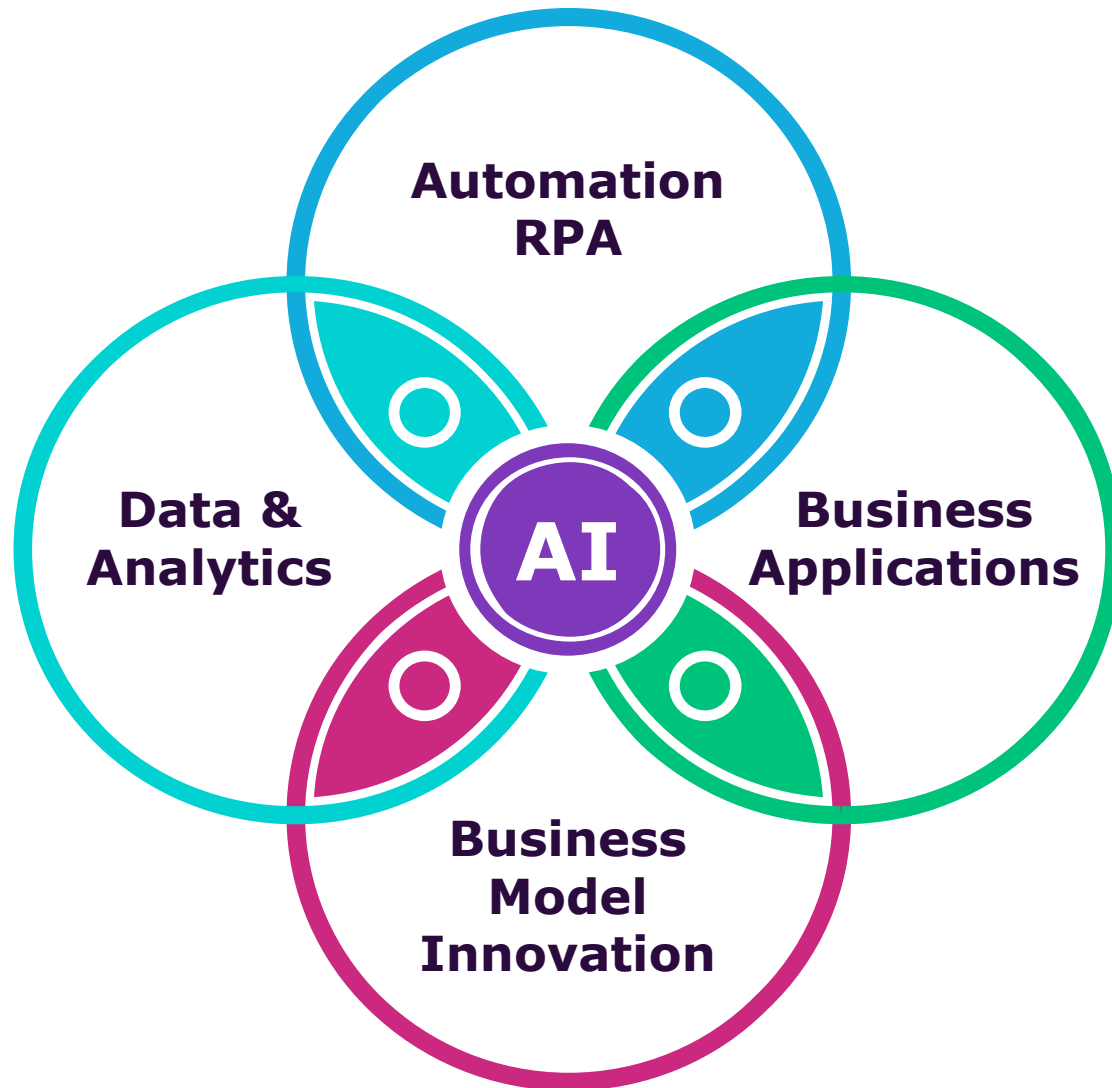


**Advanced algorithms available**

**AI is the next competitive frontier for our clients**

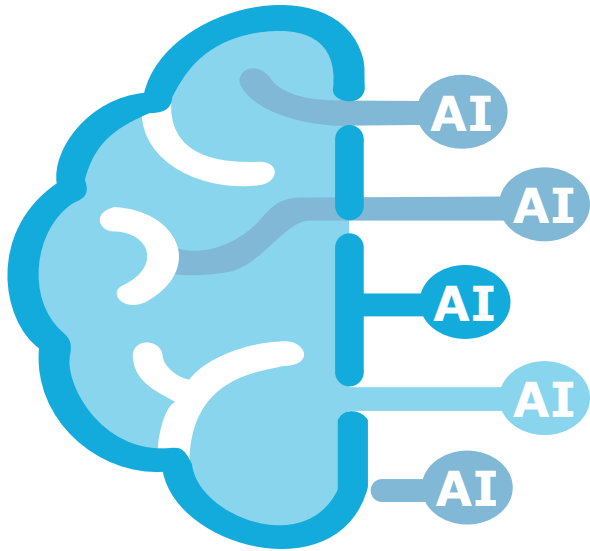


# What is the business opportunity?



## AI will progressively:

- Infuse the **Automation market**, turning RPA into Intelligent Automation
- Infuse the **Business Applications market**, augmenting existing businesses processes or redesigning them with cognitive services
- Boost the existing **Data & Analytics services market**, turning them into mission-critical Data & AI powerhouses
- Fuel further **Business Model Innovations**, to find new business opportunities on existing markets, or enter new markets



## Ambition

**Become the premier AI-Infused IT services and consulting company in the World**

## Strategic direction

- **Embed AI in all our Group offerings**
  - **Intelligent Automation**
  - **Intelligent Apps to assist, augment human beings**
  - **Custom AI Services to differentiate**

### AI-Ready

Services Portfolio & Commercial Models

Partners & Ecosystem

### AI-Capable to sell

Capabilities & Talent

Go to Market Tools & Sales Enablement

### AI-Capable to deliver

IP & Solutioning

Capabilities & Talent, Platforms, Accelerators

### AI-Embedded

Offers

Business Models

### Internal Functions

Resource Supply Chain

Contract Management

Knowledge Management

Account/Sales Management

Recruiting

Introducing



Perform AI  
by Capgemini

*Through Perform AI,  
enterprises are capable  
of more than they first  
thought or ever  
envisioned...*

**SPEED**

**SCALE**

**CERTAINTY**

**TRUST**

**INTELLIGENCE**

# Where are we today?



## 600+ AI & Automation Projects

### Examples of key AI references

Global aerospace  
major

Global mining  
major

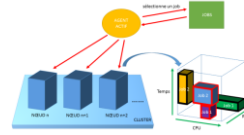
Global Consumer  
Products major

European Public  
Sector Agency

Global Utilities  
major

Entertainment  
major

...from classical to more "high-end" use cases  
(Sample Deep Learning, Neural Nets projects)



### Space industry

Images  
Processing Chains  
Optimization



### Aerospace & defense

TensorFlow  
Image  
Recognition



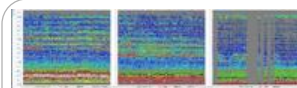
### Automotive Manufacturer

Computer  
Vision to Prevent  
Defects



### Energy Tech

Self-Driving  
System Training



### Oil & Gas Operator

Image  
Classification for  
Pipeline Defects



### Banking

Mobile Cheque  
Deposit



### Banking

Market Scan to  
Detect Promising  
Startups



### AgriTech/ Crop Science

Deep Learning for  
optimized Crop  
Yields

# PerformAI: 4 core guiding principles



## 1 Be **impact-driven**

- **Solve client challenges**
- AI use cases & services for Sectors/Domains

## 3 Foster **AI Innovation with the ecosystem**

- Strong strategic **partners**
- **Specialized AI players/startups, scaleups** and academia

## 2 Deliver **AI at scale**, going beyond the MVP to enterprise transformation

- **Data foundations**
- **End-to-end managed services**
- **AI-driven transformation programs**

## 4 Be **trusted**, socially responsible and ethical

- **Security, Privacy**
- **Ethics charter** on use cases
- **Transparency** of predictions/actions

# PerformAI services portfolio



## ACTIVATE



Start & plan

**AI strategy & business transformation plan** to start & accelerate the deployment of AI

- Prioritize the right use cases
- Data landscape transformation plan (Platform, People, Process)
- Enterprise stakeholders mobilization



## TRANSFORM



Automate



Assist



Augment

**Intelligent Process Automation  
Intelligent Apps  
Custom AI solutions**

- AI services
- Data & AI platform foundations
- Change management (People, Process)



## RE-IMAGINE



Disrupt

Define the **AI-First strategy of the enterprise**, and mobilize the organization towards this new vision

- New AI First products, services, processes, business models
- Platform foundations for fast innovation and exponential market growth



PerformAI gallery



AI methods, tools, accelerators





## PerformAI Gallery

- Use cases and Accelerators: to deliver tangible business outcomes quickly and at scale
- Both internally & externally (clients, partners, analysts)

## Used in “AI Power Days”

- quickly select priority use cases
  - deliver tangible success
- 
- → **Initiate the transformation path**

Capgemini | Perform AI by Capgemini

Search [ ] Q

Sign In

Home Browse All Industry Domain Accelerator

Manufacturing  
Insurance  
Banking  
Automotive  
Cross Industry  
Aerospace  
Chemicals  
Consumer Products  
Energy  
Entertainment  
High Tech  
Life Sciences  
Oil & Gas  
Public Sector  
Retail & Distribution  
Private Services

### What's New

#### Computer Vision and M...

Computer vision solutions can be used to gain real time data on customers to conduct retrospective analysis to better understand customer behavior or...

4 13 0 ★★★★★

#### Intelligent Support Ticketing

Capemini's Ticketing process optimization, based on the Group's Knowledge Insights Services (KIS) accelerator, enables businesses to aggregate and...

18 155 0 ★★★★★



**People matter, results count.**



## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

Learn more about us at  
[www.capgemini.com](http://www.capgemini.com)

This presentation contains information that may be privileged or confidential and is the property of the Capgemini Group.

Copyright © 2018 Capgemini. All rights reserved.