

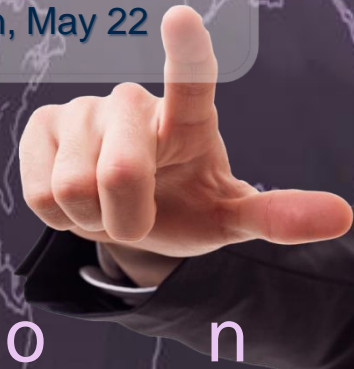
# Digital Customer Experience: Transforming our Client's Consumer Engagement

**Simon Short**, SVP, Global Head of Digital Customer Experience

**Sherif Chouldhry**, VP, Head of Digital Transformation and Business Analytics, Global Lead: All-Channel Experience

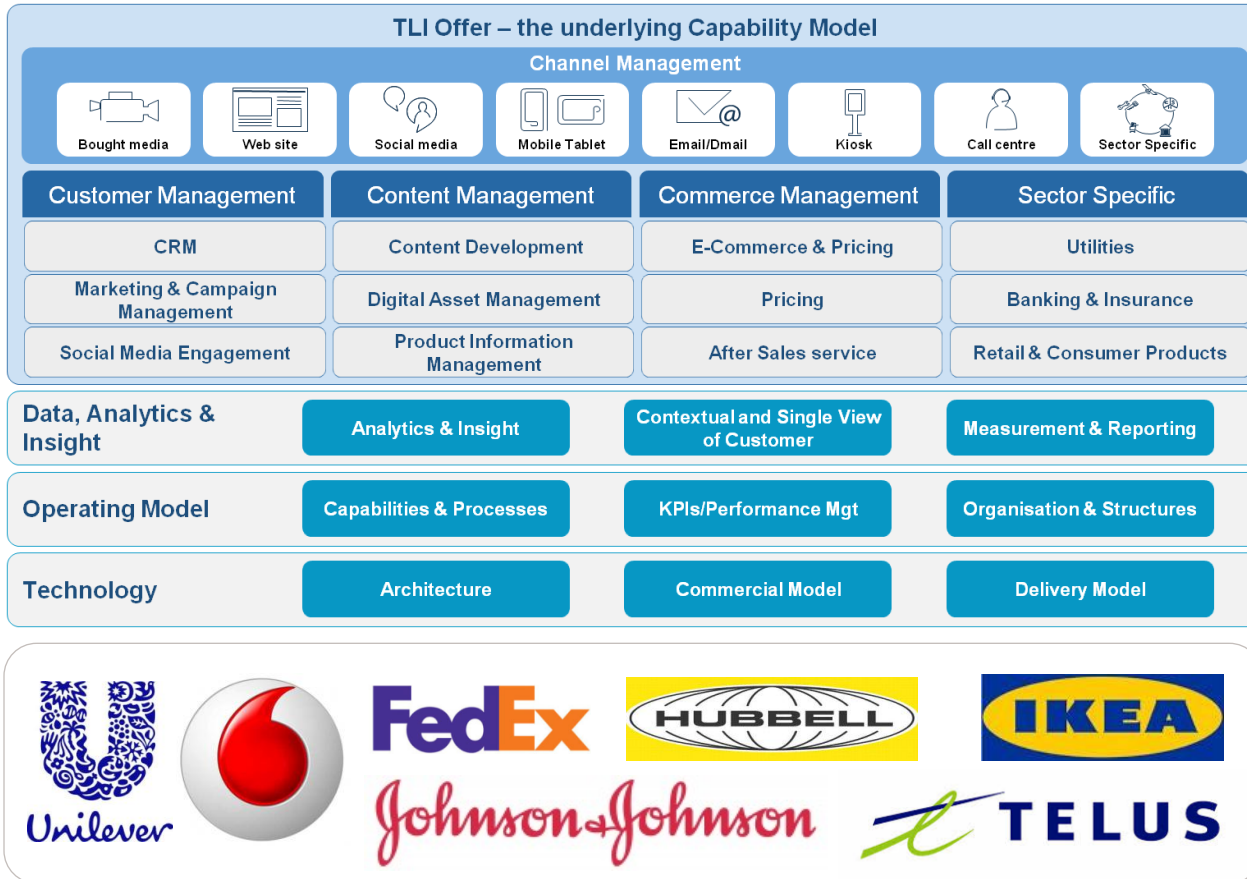
Analyst Day 2014

Holborn, May 22

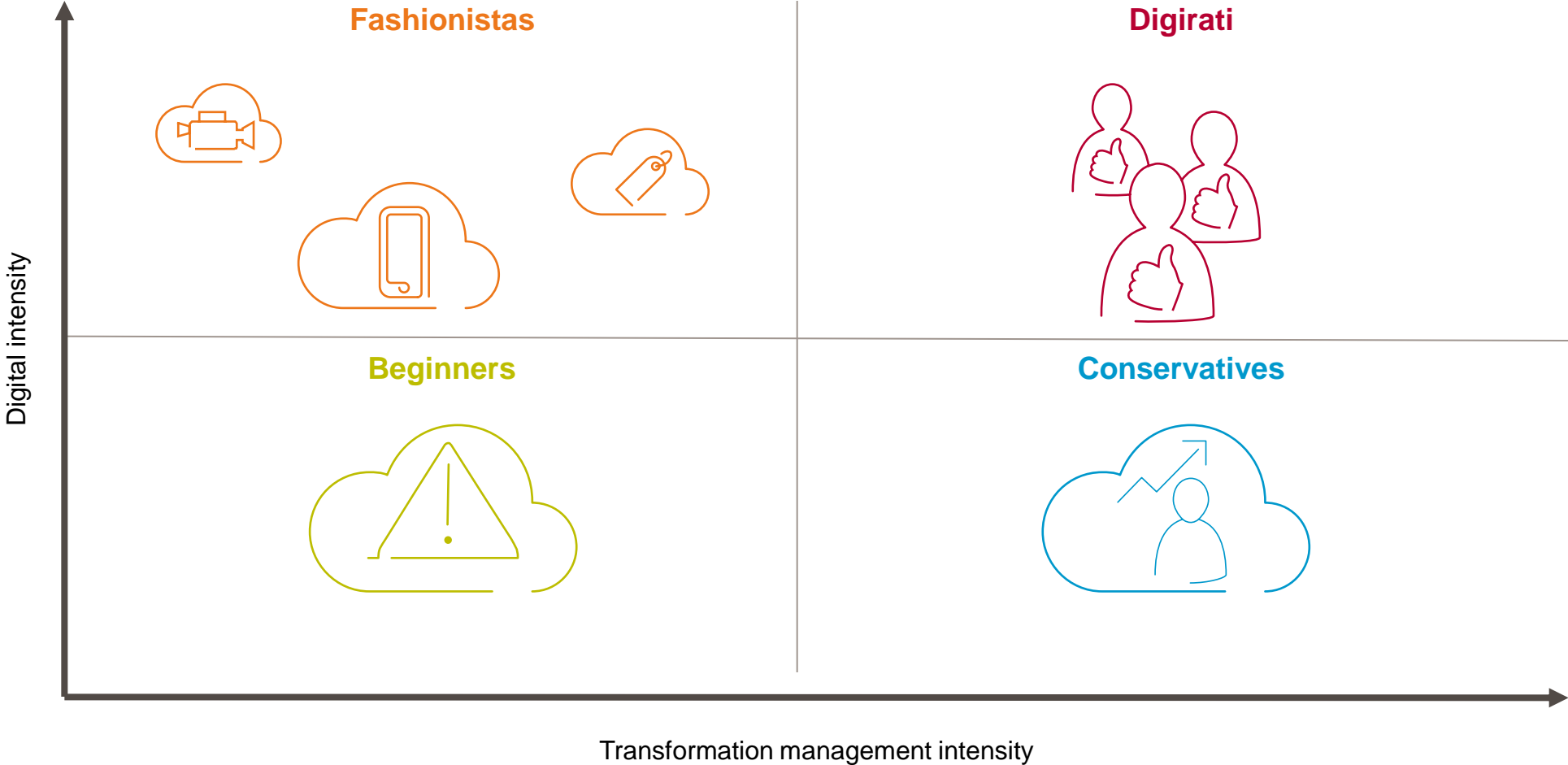


I n n o v a t i o n

# DCX Global Service Line 2014



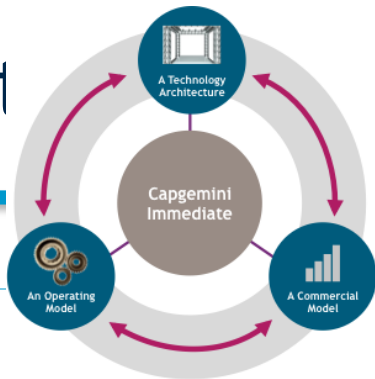
# Our MIT Research



Source: Capgemini Consulting-MIT Analysis – Digital Transformation: A roadmap for billion-dollar organizations (c) 2012

# Our strat

# rentiation



- Immediate
- E2E Integration
- Platform
- API's and Connectors

- MIT
- Start Up's
- Agencies
- Sector Leadership
- X-Sector & value chain partnerships

Service Orchestration

Digital Ecosystem

Digital Delivery – Agile, Iterative, Test and Learn  
 Digital Strategy – Two Steps Ahead

CBE

Customer at the Heart

IP and Products

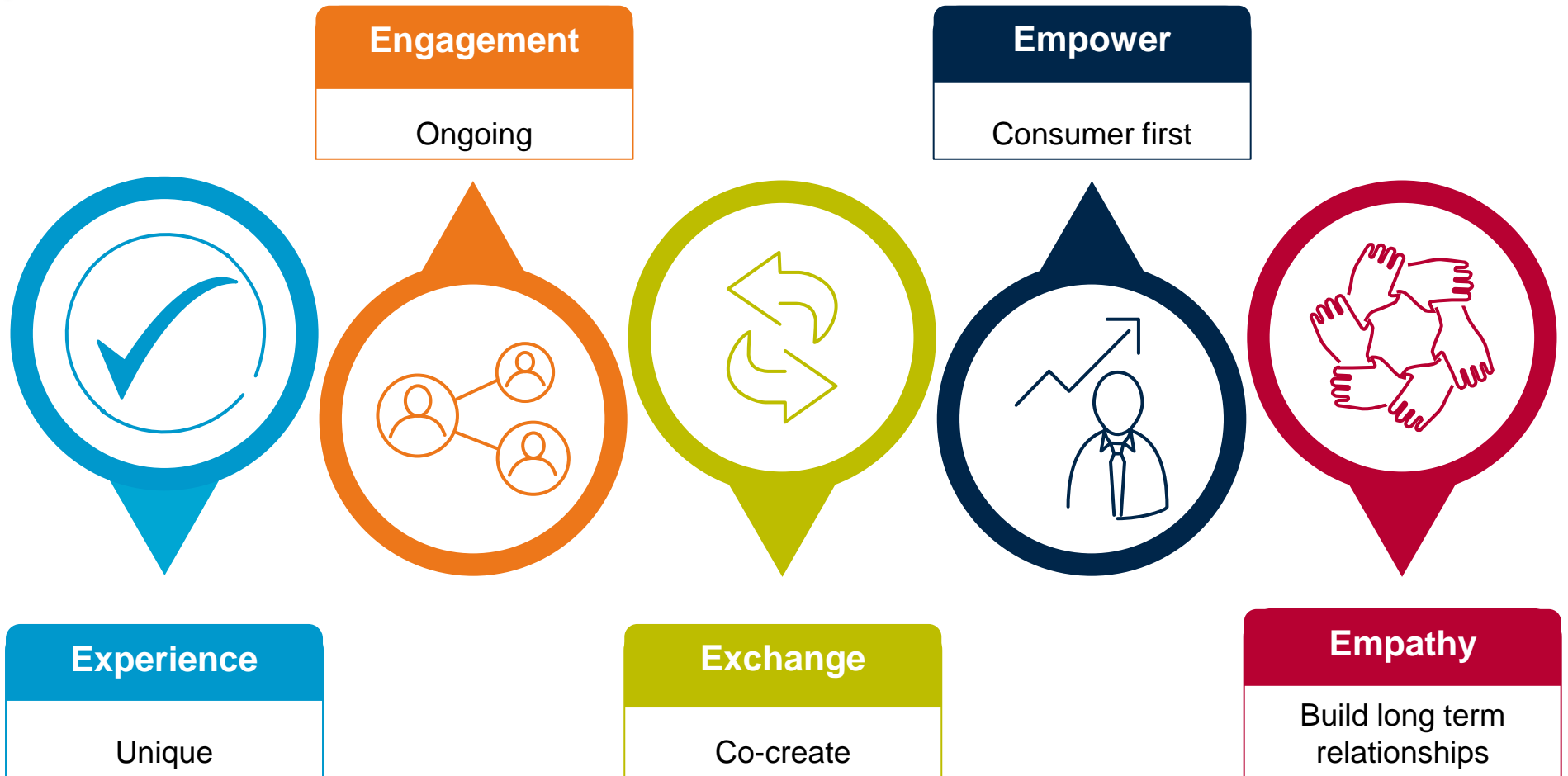
Innovation

- Industrialize business offerings
- India IP Hub
- Sector sales Governance
- Marketing

- Innovation Network
- Showcases
- Sector Hubs
- Client POC's



# For us and our clients.....







## About Capgemini

With more than 130,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. 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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