

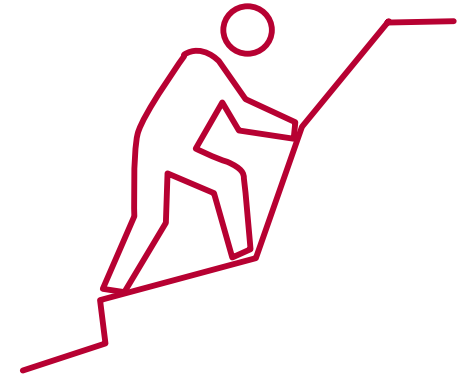


Leveraging ARchitect Premium Content for AR Knowledge Management

November 2016

AR Knowledge Management: Challenges

- What are challenges you face specific to managing analyst content within your organization?
- Challenges we faced:
 - Manual tracking of coverage
 - Tracking social media channels like Twitter, blogs, etc.
 - Reporting
 - Asset utilization
 - AR team resource productivity



Capgemini AR Mission Statement

Two objectives, including:

- Knowledge Management: inform our people about the analysts' opinions of the firm and promote asset utilization

Channels:

- Dedicated intranet site
- Dedicated KM repository
- Dedicated social media platforms
- Email updates
- Internal newsletter
- Reporting



**MOST SIGNIFICANT ASSET:
ANALYST COVERAGE**





Before ARchitect Premium Content . . .

ctrl-c, ctrl-v; ctrl-c, ctrl-v . . .

ANALYST QUOTES

Regular monitoring for coverage:

- Manual searches on firm websites
- Email alerts from firms

Pasting same quote multiple times if applicable to multiple topics



4	TOPICS	RATING	REGION	DATE	ANALYST QUOTES	SOURCE
8	Capgemini General	Neutral	Worldwide	28-Jan-2016	Capgemini has a more global account strategy and delivery model aligned with a geographic account strategy, and recent acquisition of Igate, which expands its footprint in the North American market. The company is also accelerating its efforts in business process services, having created a separate unit. Currently, Capgemini's approach to automation is mostly through a third-party partnership.	Gartner Inc.: "Market Opportunity Map: IT Services, Worldwide, 2015 Update." Dean Blackmore, Sandra Notardonato, Bryan Britz, 28 January 2016
9	Capgemini General	Positive	EUROPE	13-Jul-2015	Capgemini's DCO/IUS revenue reached \$2.3 billion globally (of which Europe represents \$1.92 million) in 2014, an increase of 7.5% compared with 2013 (with an increase of 6.8% in Europe). This result was also boosted by improved margins as a consequence of the company's 2014 globalization and rationalization program. Capgemini's objectives for 2015 extend beyond a focus on legacy transformation — to include leveraging emerging and new-generation services, such as its Data Lake Analytics Service and its Oracle-engineered solutions; and inorganic growth through the acquisition of Igate in the U.S., announced in April 2015.	Gartner Inc.: "Magic Quadrant for Data Center Outsourcing & Infrastructure Utility Services, Europe." Claudio Da Bold, Gianluca Tramacere, Frank Bidder, DD Mishra, Gregor Petri
10					Acquisitions	
11	IGATE		Worldwide		Click here for summary of all IGATE coverage	
12					Alliances	
13	Alliances	Neutral	Worldwide	21-Jul-2016	Capgemini mentioned as a Consulting and SI partner to IBM Watson and Oracle IoT platforms.	Market Guide for IoT Platforms
14	Alliances	Neutral	Worldwide	7-Jul-2016	Capgemini positioned as a Challenger in this assessment. Gartner estimates Capgemini's DCO/IUS revenue reached \$2.5 billion globally in 2015, with North America accounting for \$479 million — an increase of 23%. Capgemini has eight North American-based data centers, and has been increasing its focus on RIM, automation, cloud migration, orchestration and brokerage services. The company continues to manage VMs with a 60% increase to over 30,000 and a 244% gain in physical to over 24,000. It has clients with 660 servers in its DCO/IUS offering that rely on cloud-based infrastructure with AWS and Azure partners. Capgemini supports Oracle with over 13,000 users — a reduction of 1% from last year — and SAP, with over 516,000 users and 23% growth. Capgemini data center references had an average revenue of \$4 million annually.	Magic Quadrant for Data Center Outsourcing and Infrastructure Utility Services, North America
15	Alliances	Caution	Worldwide	7-Jul-2016	CAUTION: Some clients reported that Capgemini has room for improvement in the area of automation and needs to improve its hybrid management offering (AWS/Azure)	Magic Quadrant for Data Center Outsourcing and Infrastructure Utility Services, North America
16	Alliances	Positive	Worldwide	28-Jun-2016	STRENGTH: Capgemini continues to make significant investments in support of its strategic direction, most obviously, the \$4 billion acquisition of Igate to expand its reach into North America, but also with a cash investment of \$55.5 million over three years in strategic technology and service developments. In fact, Capgemini has developed IP-led solutions for cloud adoption in the form of a Capgemini Cloud Assessment (CCA) and a Capgemini Cloud Migration Factory (CCMF), while increasing its technology partnerships (with companies such as AWS, Microsoft, Virtustream, EMC and VMware) to take a more ecosystem-based approach to delivering hybrid cloud.	Magic Quadrant for Data Center Outsourcing and Infrastructure Utility Services, Europe



After ARchitect Premium Content . . .

“What helps people, helps business”*

Articles

Add Filter(s) 09/01/2016 - 9/2

Export Columns Reset Grid

Date Captured ^ Type Perception ^ Title Summary ^ Link to coverage Link to report ... Analysts v Firm ^ Coverages ^ Source

ANALYST PREMIUM CONTENT

Track analyst opinions from every avenue

TWO MAJOR OUTPUTS: **1. IMPROVED REPORTING**
2. IMPROVED ANALYST COVERAGE

<input type="checkbox"/>	9/6/2016	Research	●	The Forrester Wave™: Services Providers For Next-Generation Oracle Application Projects, Q3 2016	Capgemini positioned as a Leader in the Forrester Wave for Next-Generation Oracle Application Projects, Q3 2016.	https://www.forrester.com/Research/RES122606?objectid=RES122606	https://www.forrester.com/Research/RES122606?objectid=RES122606	Christopher Andrews, Liz Herbert	Forrester Research, Inc.	4-Manage Journey to Cloud, Alliances, Apps, Cloud, Next Generation AM	www.forrester.com			
<input type="checkbox"/>	9/8/2016	Twitter	●	RT @NHInsight: Co's referenced include @Atos @Capgemini @CGI_Global @Dell @hcltech @IBM @TCS @tech_mahind... @VirtusaCorp @Wipro https://t...	*Capgemini supporting BC Hydro to implement a smart meter program *Capgemini, with its SES platform to provide end-to-end smart metering services, currently in use by E. ON Elnät in Sweden and BC Hydro	https://twitter.com/...	https://research.hall.com/blogs-webcasts/nelson-hall-blog/?avpage-views=blog&ty...	Rachael Stormonth	NelsonHall	Capgemini IP, Europe, INFRA, Utilities	rstormonth			

Improved Reporting (1)

2016 H1 OVERVIEW OF ACTIVITY – STATISTICS

Business Services engaged in 77 separate activities with analysts, reaching a total of 317 individuals.

- Business Services was featured or mentioned in 193 pieces of coverage* by analysts, with a total of 2,789 downloads to date**.
-  Twitter Reach***: 1,245,261

Overview of Activity



Activity	2016 H1 Count	2016 H1 Analyst Reach	2015 H1 Count ****
Briefing	30	51	18
Inquiry	11	18	4
Exec Engagement	15	36	26
Major Reviews	3	3	1
Strategy Session	2	4	3
Sales Enablement	1	1	0
Case Study	0	0	0
Survey	3	4	3
1 to Many Push	4	191	3

9 Capgemini Analyst Alerts distributed in 2016 H1

Improved Reporting (2)

2016 H1 OVERVIEW OF ACTIVITY – COVERAGE

The overall tone of coverage is Positive, with awareness of Capgemini's Business Service offerings:

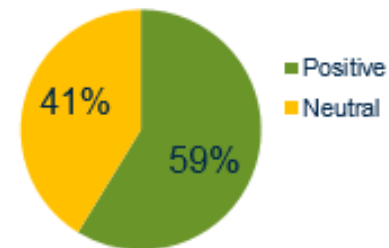
Positive comments trending to Capgemini's Application Services offerings: E.g.:

- **Winner Circle's** position in HfS Finance & Accounting (F&A) As-a-Service Blueprint Report 2016
- HfS case study report and coverage on 'Warner Bros. and Capgemini Co-Develop Talent for Finance As-a-Service'.
- According to Gartner's Competitive Landscape report on Building Differentiated Customer Management BPO Services, Capgemini mentioned as one of the Disrupters with BPaaS, advance analytics and automated services.

Neutral comments trending to overall Capgemini Business Services offerings:

- **High Performers** in HfS Supply Chain Management (SCM) As-a-Service Blueprint
- **High Performers** in HfS Multi-Process HR BPO Blueprint; rated highest in 'Innovation' axis amongst other service providers.
- **Major Contenders & Star Performers** in Everest Procurement Outsourcing (PO) Matrix Assessment
- **Niche Player** in Gartner's Magic Quadrant for Procure-to-Pay Suites; Capgemini IBX improved its position in the Niche Players quadrant with stronger showings in offering strategy and innovation.
- According to Gartner's Market Insight report on Digital Disruption in the IT Services Industry, "Service provider offers a complete solution priced as-a-service. Examples include Capgemini's portfolio of OnePath solutions that include a preconfigured industry solutions, SAP license, design, implementation, infrastructure services, application management, hosting and business process outsourcing (BPO) — and that can be bought on a subscription basis."

Tonality of Coverage



Overview of Coverage



Improved Analyst Coverage (1)

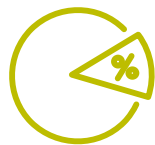
- Easy access to content by topic, along with perception and links to full coverage / summaries

Date Captured	Type	Perception	Title	Summary	Link to coverage	Link to report - if available	Analyst	Firm	Coverage	Source
9/6/2016	Research		The Forrester Wave™: Service Providers For Next-Generation Oracle Application Projects, Q3 2016	CAUTIONS: Although Capgemini has significant experience in cloud-enabled legacy Oracle product and industry relations, it has less experience with Oracle SaaS products than other global leaders involved in this report. Customer references for backhaul from a client to me describe this partner relationship will depend on specific customer number or user or your ability to contact customer and the right attention to the relationship.	https://www.forrester.com/report/The+Forrester+Wave+Service+Providers+For+Next+Generation+Oracle+Application+Projects+Q3+2016+FC-RES1224961ajbajctid-RES122496	https://www.forrester.com/report/The+Forrester+Wave+Service+Providers+For+Next+Generation+Oracle+Application+Projects+Q3+2016+FC-RES1224961ajbajctid-RES122496	Christopher Anderson, Lisa Herbert	Forrester Research, Inc.	4-Manage Journey to Cloud, Alliances and Partnerships, Apper, Cloud, Next Generation AM	www.forrester.com
9/12/2016	Twitter		RT @NHWajbajctid: Capgemini is looking for @Capgemini @CGI @ibm @CUL @ibm @TCS @tch_mahindra @VirtusaCorp @Virtusa	*Capgemini is part in BO Hydra to implement smart meter program. *Capgemini, with its SES platform, provides end-to-end smart metering services, currently in use by E.ON Elnät in Sweden and BC Hydro	https://twitter.com/datamash/datar774294031493423040	https://research.nubank-hill.com/files-us-courts/frank-all-blaif-esp-ovis-us-bleg/typ-partpart_id-569	Rachael Sternman	Nubank Hill	Capgemini IP, Europe, INFRA, Utilities	rsternman
9/12/2016	Research		IDC MarketScape: Worldwide Oracle Implementation Services 2016 Vendor Assessment - Printer Friendly - US4014006	STRENGTHS: Buyer rate Capgemini highly for providing functional insight and competence, integrating the project team with the customer's team, and handling change in project scope. IDC notes Capgemini highly in terms of functional ability for in-road map and its cost management strategy.	http://www.idc.com/getdoc.jsp?containerid=US4014006016000000-PRINTFRIENDLY	http://www.idc.com/getdoc.jsp?containerid=US4014006016000000-PRINTFRIENDLY	Gar Little, Ali Zaidi	IDC	Alliances and Partnerships, Apper, Next Generation AM	www.idc.com
9/12/2016	Research		Market Analysis Perspective: Worldwide Finance, Accounting, and Procurement BPO Services, 2016	This IDC Market Analysis Perspective provides a general overview of buyer needs and provider requirements for the worldwide finance, accounting, and procurement BPO services market. Partner Ecosystem: IBM: Large initiatives in Big Data and Watson including new People Analytics solutions. Capgemini is a Premier business partnership with IBM and our focused IBM Cloud provider system study, relation architecture, relation build up will support and maintain service.	http://www.idc.com/getdoc.jsp?containerid=US40730116	http://www.idc.com/getdoc.jsp?containerid=US40730116	Alien Clara	IDC	4-Optimize Business I/T Operations, Alliances and Partnerships, Automation / Relativity, Business Services, Inflight R Data	www.idc.com

“Content is king, but distribution is queen. And she wears the pants.” ~ Jonathan Perelman, BuzzFeed

Improved Analyst Coverage (2)

- 23 reports run every month and made available to firm (overall report + by topic)
- On demand requests supported

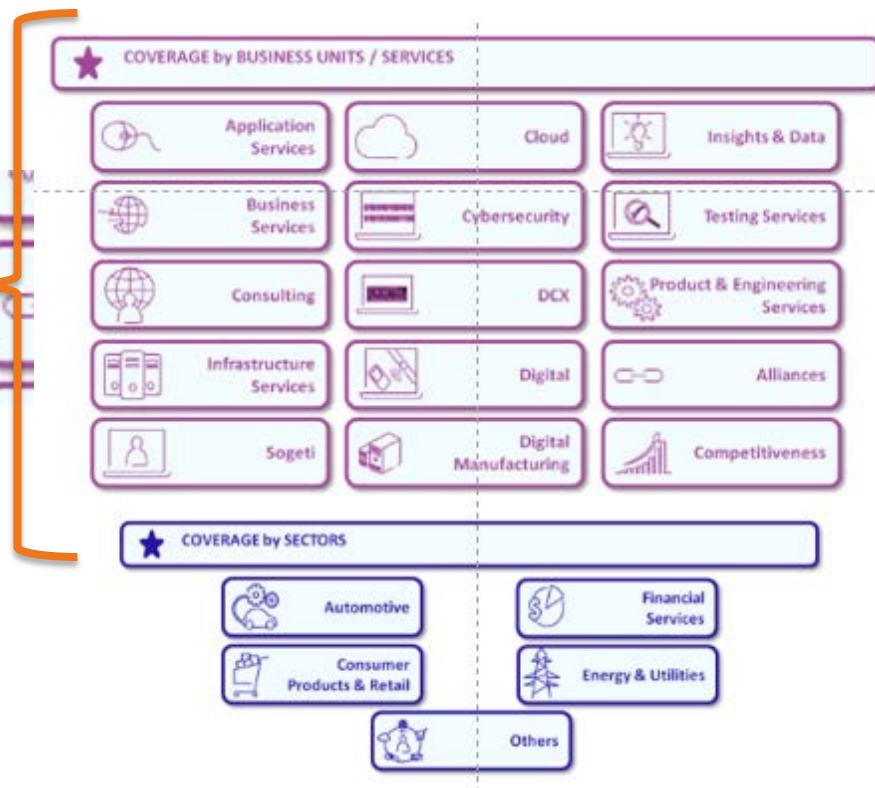


Analyst Coverage_Digital Services

Asset (ID: 1047808) created on 13 Sep 2016 in the Analyst Reso

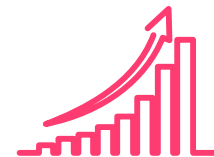
Asset updated on 22 Sep 2016 in the Analyst Reso

Analyst Coverage_Digital_21 Sep 2016



How can we help you?

- Pursuit team supporting bid that includes request for Capgemini's positioning in major reviews
- Marketing team working on whitepaper and wants supporting statements from analysts
- Strategy team wants to understand how we're positioned in the market compared to competitors

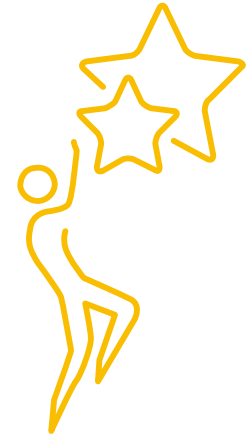


Demo



Premium Content Benefits

- Tactical and Strategic AR – enabling AR managers
- Mentions in one location – less searching
- Social media included
- ARchitect capture tool
- Multiple tags on coverage
- Perception tagging
- Customized reports by topic





People matter, results count.

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