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CAP100M PROGRAMME ORIENTATION



LOVELY
PROFESSIONAL
UNIVERSITY

Transforming Education Transforming India

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Product-Based vs Service-Based Companies

Exploring two industry titans: Amazon and Capgemini

Amazon: The Innovation Pioneer

Founded 1994

Jeff Bezos launched Amazon as an online bookstore in Seattle, Washington.

Global Scale

Operates in 200+ countries with revenue exceeding \$500 billion in 2024.

FAANG Status

Ranks among the world's largest product-based technology companies.





Amazon's Core Strengths

Technologies

- AWS Cloud Computing
- Artificial Intelligence
- Machine Learning
- Big Data Analytics

Culture & Values

- Customer Obsession
- Innovation Focus
- Ownership Mindset
- High Performance



Amazon Career Opportunities

Competitive Compensation

Performance-based incentives and market-leading salaries.

Diverse Roles

Software Development, Data Science, Product Management, and more.

Growth Path

Global exposure with internal mobility and continuous learning opportunities.

Capgemini: The Service Leader

Founded 1967

Serge Kampf established Capgemini in Grenoble, France as an IT consulting pioneer.

Global Reach

Operates in 50+ countries with 350,000+ employees worldwide.

Industry Recognition

Recognized by Gartner and Forbes for innovation and excellence.



Capgemini's Service Portfolio

→ Application Development

Development and maintenance services for enterprise applications.

→ Cloud & Security

Infrastructure solutions and cybersecurity services with AWS, Microsoft, SAP partnerships.

→ Digital Transformation

AI-driven solutions and business process outsourcing for global clients.



Capgemini Career Development

For Freshers

- Extensive training programs
- Mass recruitment from colleges
- Continuous upskilling

Work Environment

- Work-life balance priority
- Diversity and inclusion
- Global project exposure



Product-Based vs Service-Based: Key Differences

Business Model

Amazon: Develops own products and technologies for mass market.

Capgemini: Provides IT and consulting services to clients worldwide.

Revenue Model

Amazon: Direct sales and subscription services.

Capgemini: Client contracts and service agreements.



Focus Areas

Amazon: Innovation and scalability drive strategy.

Capgemini: Client satisfaction and delivery excellence.

Quality Emphasis

Amazon: Product quality and customer experience.

Capgemini: Service delivery and project execution.

Technology Stack Comparison

Amazon Technologies

AWS Cloud

AI & Machine Learning

Big Data Analytics

Digital Streaming

Capgemini Technologies

Java, .NET, Python

AI & Automation

Cloud Infrastructure

Cybersecurity



Shaping the Future of IT

Amazon's Legacy

Innovation-driven product development revolutionizing e-commerce and cloud computing.

Capgemini's Impact

Customer-centric service model enabling digital transformation globally.

Career Paths

Both offer unique opportunities—choose innovation or client impact.