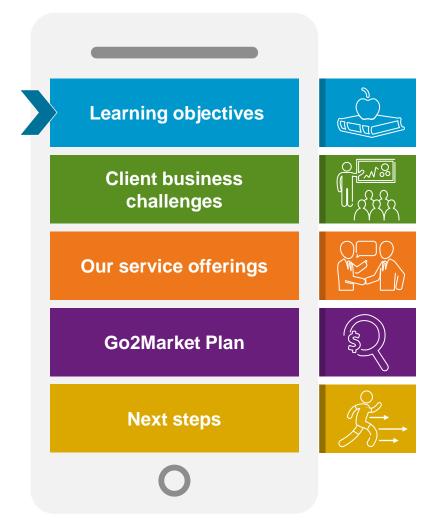


Capgemini internal use only Content in this slide deck must not be used externally



Agenda





Learning objectives

New Strategic Offer – Digital Manufacturing Services

- Able to successfully have a client conversation about our services, pitch our service offerings and create sales opportunities
- Know the client business challenges and pain points that create the need for Digital Manufacturing
- Understand the scope and capabilities of our service offerings
- Focus countries/region Germany, France, North America
- Target manufacturing sectors
 - Primary sectors: Energy, Utilities and Chemicals, Automobile, Aerospace and Life sciences
 - · Secondary sectors: Hi-tech, industrial products, resources and consumer products

Business Owners/Expert Connect Members – Will continue to add going forward



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Global marketing for Digital Manufacturing

External Launch - May 31st

- Talent page
 - http://talent.capgemini.com/global/pages/hubs/strategic_offers/digital_manufacturing/
 - Link to all reference artefacts and contact details
- External website page
 - www.capgemini.com/digital-manufacturing
- Sales assets
 - Detailed sales reference document
 - Shortened sales reference document
 - Battle-card
- Marketing assets
 - Brochures Full DM services (iPDF), DiALM, Cybersecurity and PLM services
 - Video External (Overview of digital manufacturing) + Internal
 - KM 3.0 Repository of all assets including client success stories
 - PR release Global and country-specific
 - Digital marketing -Content loop article, Expert Connect, Social media posts
 - Blogs and POVs

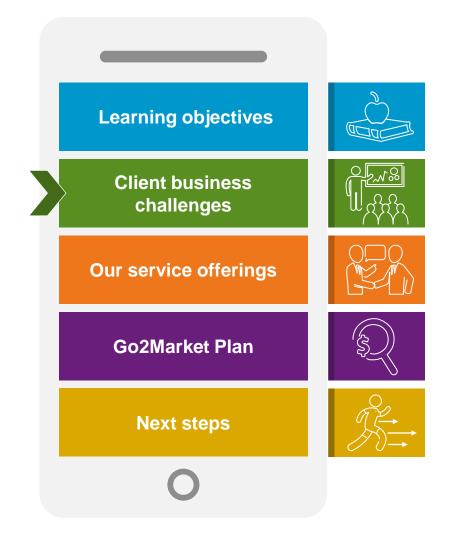


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Shalabh Dhankar Global Marketing Manager Shalabh.dhankar@capgemini.com

Agenda





New customer expectations rise



Customers of customers' needs

Extended customer experience



Mass customization

Configure/ make to order



Product as a Service

Pay per use, pay how you use

Manufacturers must address those fast growing expectations



Digital: The Future of Manufacturing

IT is becoming an integral part of the product itself.

Smart, connected products are transforming the industry and radically reshaping the focus of manufacturers

This Internet of Things (IoT) is the second wave of the internet revolution.

The next decade will see traditional companies become the new wave of digital innovators

IoT – OT – IT convergence will fuel and speed up the following:

- Growth and the development of new business models: from product to services and hybrid models
- New jump in performance by drastically reducing cycle times & distances and removing discontinuities

After a long ERP story, manufacturing IS/IT evolutions will be driven by products, machines and real-time interactions.

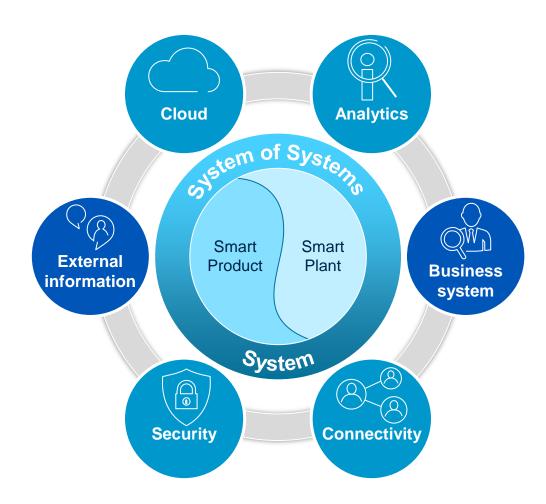
Security, Connectivity, Analytics and Cloud will form the new IT foundations

All the industrial sectors will be widely impacted around the world:

- Manufacturing (Discrete & Process), Energy, Utilities, Oil & Gas, Chemistry, Consumer Products, Life Science, Resources
- Developed and developing countries



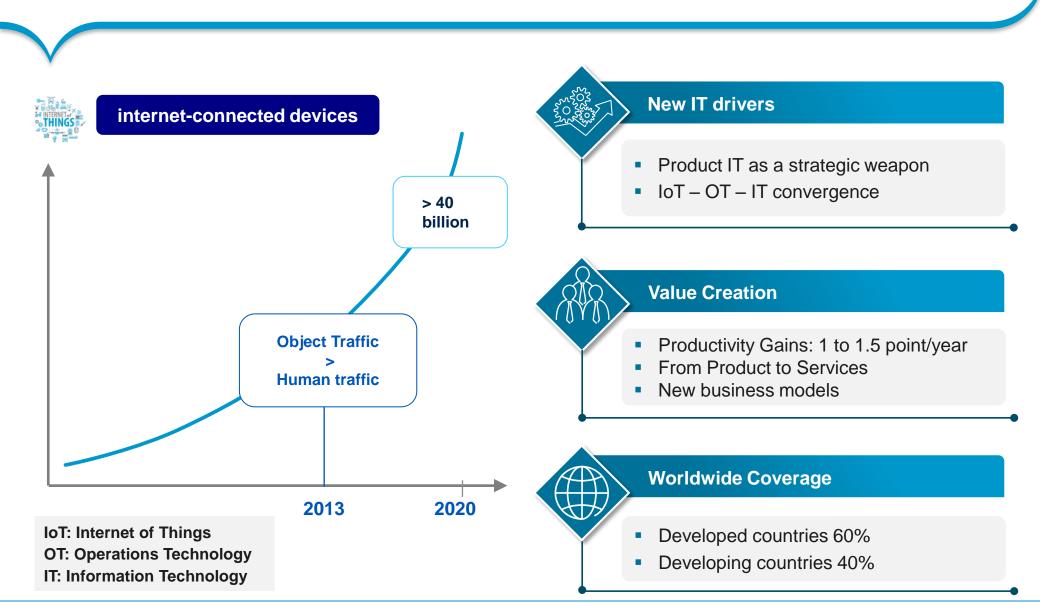
Smart, connected products are transforming the industry



Digital Manufacturing: The Digital transformation journey to smart, connected products and plants



IoT will now drive value creation





Polling question 1

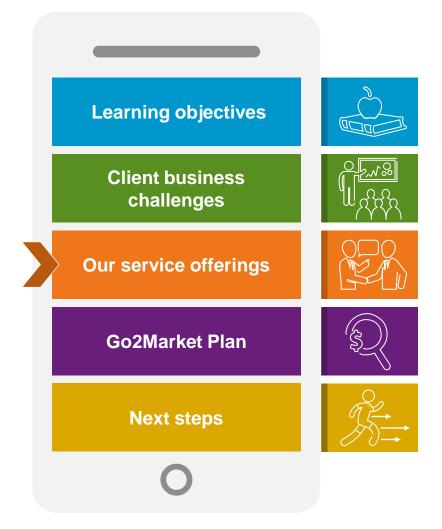


Which among the following do you see as most significant business driver for Digital manufacturing transformation in global markets?

(Select one option that is most critical)

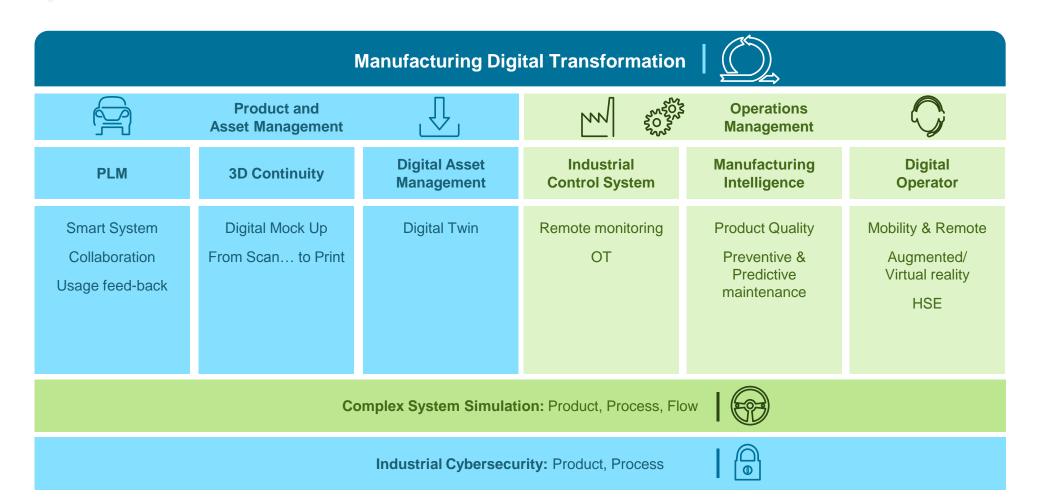
- A. Customer or end-users driven (based on new expectations and experiences)
- B. Digital business-driven (Smart connected products and factories)
- C. Technology-driven (led by accelerators such as More intelligent, less expensive sensors/devices, powerful automatons, robots, digital commands, increased network bandwidth, lower communication costs)

Agenda



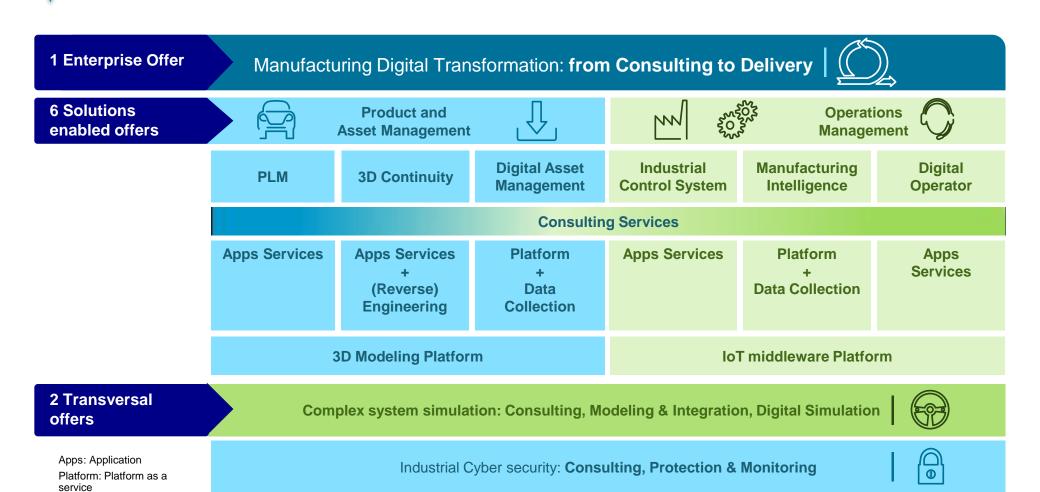


Digital Manufacturing scope and stakes



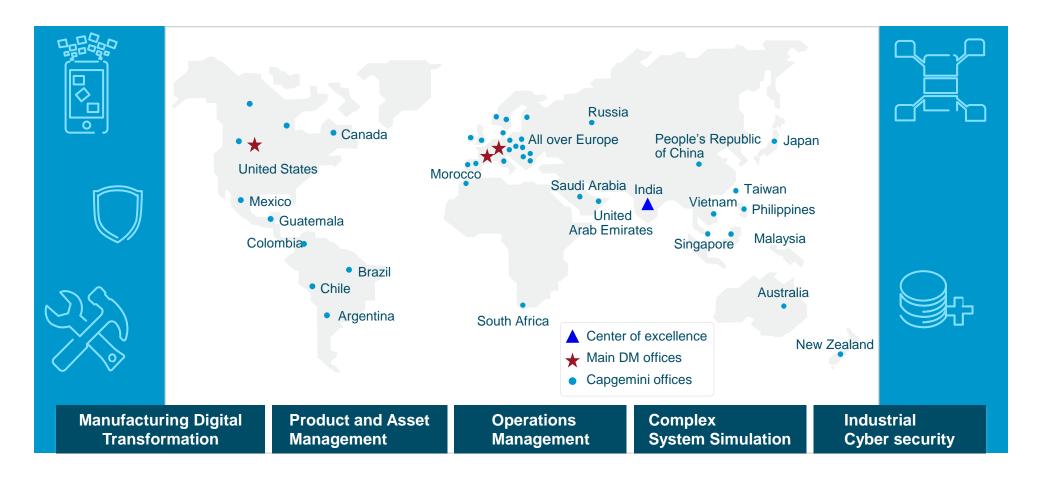


Offerings services overview: + 20% 7





3,000+ highly skilled resources





A strong Capgemini innovative capability



Applied Innovation Exchange



Asset Configuration/ integrity management **IoT Middleware** 3D Modeling/ Simulation

Capgemini IP, **Platforms**



Engineering + IT

- Valeo Smart Key
- Michelin Motorized wheel
- Mine of the Future
- Pace maker and home health monitoring



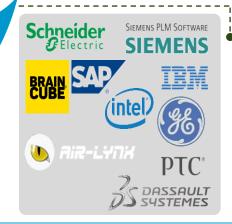
Digital Accelerators



Smart Product, Process Incubation



Extended Ecosystem Large Groups SME/Startup





Digital Manufacturing credentials: Illustrations under NDA











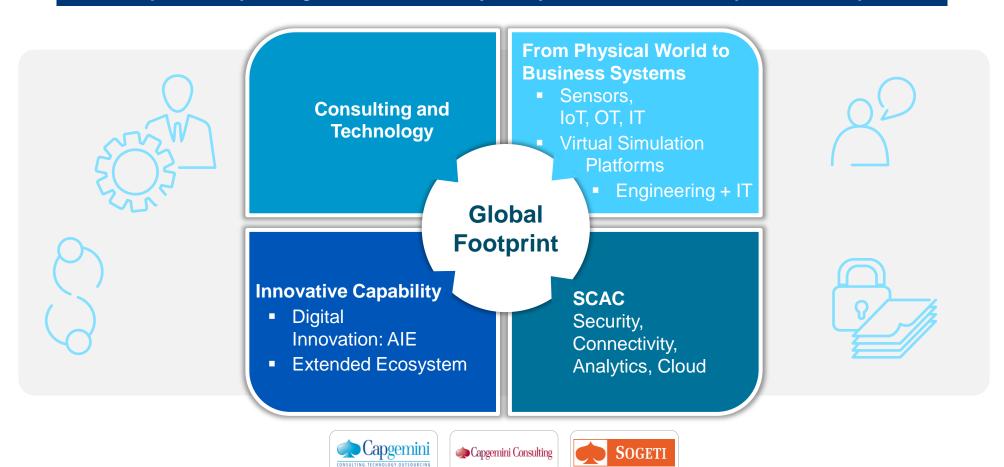






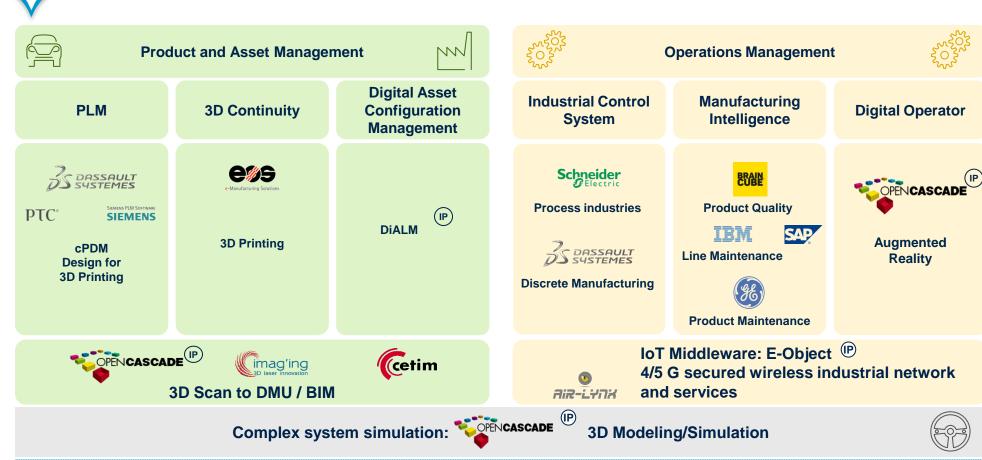
A Full End-to-End Capgemini value proposal

We help to steer your digital transformation journey to smart, connected products and plants





A Comprehensive Ecosystem and Group IP



Industrial Cybersecurity: IBM

PLC Security - (intel



IOT: E-object "Intel Inside"







Polling question 2



How do you rate our capabilities that can help you drive client discussions and address their business priorities and interest?

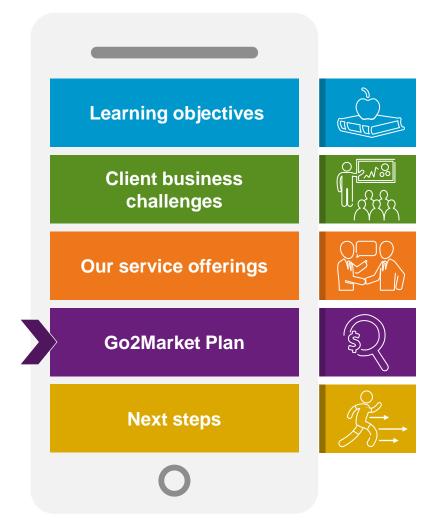
(Select one option that will create the highest impact)

- A. Full End-to-end services Breadth of our offering across value-chain
- B. Success stories to talk about Depth of our expertise and experience
- C. Technology (SCAC), consulting and business expertise in delivering services across manufacturing segments
- D. Unique value proposition IPs, Innovation(AIE), Partner ecosystem etc.

SCAC - Social, Connectivity, Analytics and Cloud AIE - Applied Innovation Exchange



Agenda





Key Marketing Objectives



Create awareness

Create external awareness of Digital Marketing through integrated multi-channel client-facing campaigns, strong media presence, engaging social media and successful alliance marketing.



Enable and mobilize sales

- Stimulate demand with targeted campaigns
- Generate value-add through original sales toolkit



Build reputation

Support Analyst Relations program, grow media presence, push success stories and client wins.



Engage internal community

- Inform and educate global communities via trainings/webcasts, success stories, win stories and market-ready collateral.
- Engage through Talent/TeamPark articles, GPS hub, group sales channels and Yammer communities.



Digital Manufacturing—marketing toolkit

Talent page

- http://talent.capgemini.com/global/pages/hub s/strategic offers/digital manufacturing
- Multiple artefacts, list of contacts
- Brochures Full DM services, DiALM, Cybersecurity and PLM services

All Assets

.com page



- Promote few assets through DwD campaign on May 24th 2016
- Expert Connect onboarding, Content Loop, LinkedIn, Twitter

Case-studies post client approvals

- Release in phased manner POVs/ Whitepapers/ Articles
- Publish collaterals through-out the year **Analyst Relations**
- Briefings, enquiry calls, Global AR day



Success stories. thought leadership & influencer plan

Videos and blogs

Go-live externally - May 31th 2016

- www.capgemini.com/digital-manufacturing
- Landing webpage at our "Main Services"
- Link to related services and industries
- Campaign and asset creation to continue in Q3 and Q4 2016
- PR release Global and country to follow

Sales reference documents

Ready-to-go

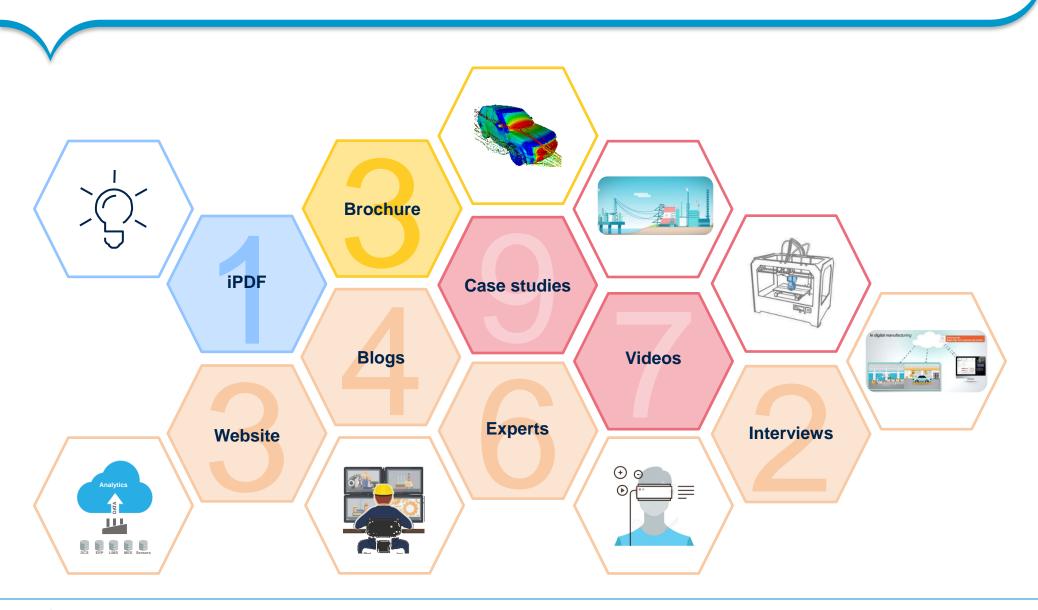
- 2 versions (detailed and concise) of sales reference slide decks
- Battle-card
- Sales training sessions (first session -May 18th 2016)

Videos and blogs

- 1 for external usage Overview of Digital Manufacturing services
- 6 for internal usage Individual solutions
- 3 blogs Cybersecurity, DiALM, PLM

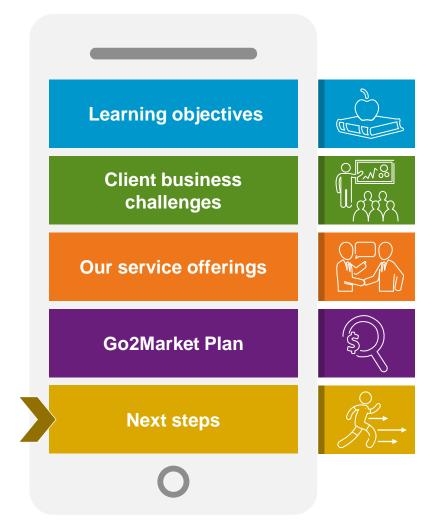


Broader view of the list and type of artefacts





Agenda





For more information



Visit our <u>Digital Manufacturing Talent Hub</u> page for all the internal and external reference material and other related information.

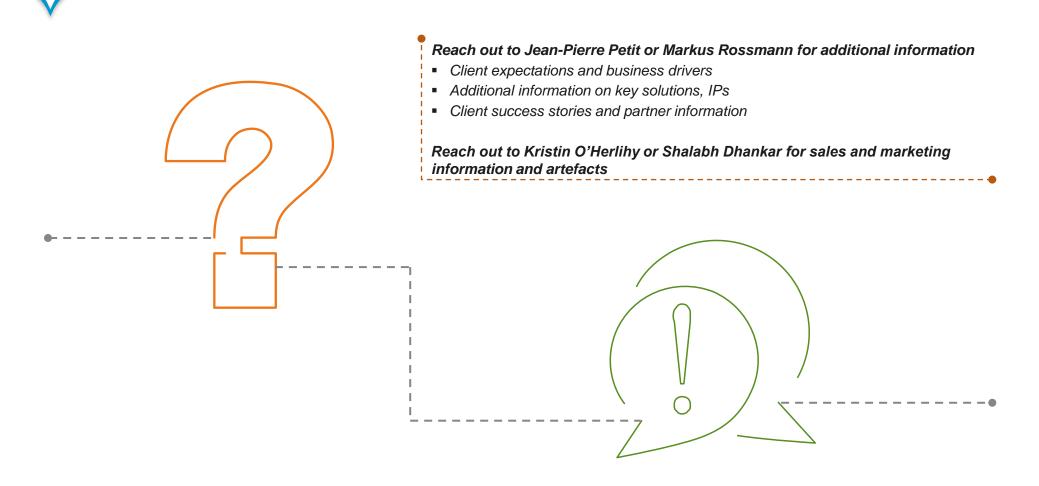


- External and internal videos
- New Main Service on capgemini.com | DM Landing webpage
- Sales presentation providing a deeper dive of our solutions, IPs etc.
- Look out for new thought leadership content POVs, Success stories



- Join our Digital Manufacturing Yammer or Chatter group
- Connect with our experts on LinkedIn and Twitter
- Reach out to marketing team for additional assets such as region-specific content, email and further information for clients

Time for questions and answers







People matter, results count.



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.

Learn more about us at www.capgemini.com.



www.capgemini.com











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