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Capgemini Announces OCommerce –
An All-Channel Experience Solution to Address Digital Shopper Demand

Jointly developed solution from Capgemini and Oracle aims to enhance companies' customer experience initiatives improving shopper interaction, loyalty and margins

San Francisco, September 23, 2013 – Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, has introduced OCommerce, a new All-Channel Experience solution designed to transform retail and consumer product companies' business operations, to better engage their technology-enabled shoppers. The solution, co-architected with Oracle, helps streamline customer interactions across all channels, with a focus on increasing customer conversion rates and loyalty through proactive targeting and marketing to customers.

According to Capgemini's most recent Digital Shopper Relevancy report, 60 percent of shoppers report that they expect the convergence of retail channels to be the norm by 2014, but more than half say that most retailers are not currently consistent in the way they present themselves across channels. With OCommerce, Capgemini and Oracle can help companies meet customer demand for consistency and convergence across virtually all technologies. This end-to-end solution can be implemented in its entirety or as a point solution, addressing a single area of need, and then expanded over time based on budget and priorities.

"By using Oracle's cutting-edge technology solutions and Capgemini's experience in process improvement and technology implementation, OCommerce provides customers with an ideal offering designed to transform their customer engagement," said Brian Girouard, Vice President and Leader of Capgemini North America Consumer Products & Retail Sector. *"We are utilizing OCommerce's cutting edge functionality to help retailers create a faster and more seamless customer experience."*

Under the OCommerce umbrella, Capgemini collaborated with Desigual, one of the fashion industry's leaders, in developing and implementing a new relationship channel between the headquarters and its sales network worldwide, using Oracle ATG Commerce Suite as a framework.

Jordi Alex Moreno, IT Director, Desigual comments, *"Capgemini's experience has enabled us to develop an attractive and efficient channel for collaborating with our sales network within a very short time. We see the potential of expanding this concept to better enhance our customer experience initiatives across all channels."*

OCommerce is part of Capgemini's All-Channel Experience portfolio of offerings, which helps consumer products and retail companies develop the business and technology architecture needed to produce a consistent, integrated customer experience across all channels. OCommerce incorporates new mobile and digital in-store processes while capitalizing on opportunities in the social channel through monitoring and proactive marketing. Additional capabilities include a 360-degree view of the customer, master data management and online cloud services.

Find out more about OCommerce on the Capgemini website.

For more information about the Digital Shopper Relevancy Report visit:
www.capgemini.com/DigitalShopperRelevancy

Capgemini is a Diamond level member of Oracle PartnerNetwork.

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