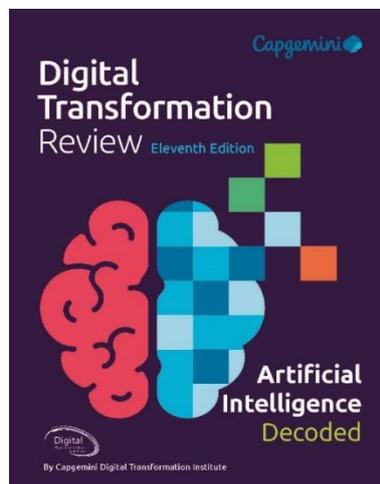


Capgemini's Digital Transformation Institute unveils the 11th edition of its Digital Transformation Review

This edition aims to surpass the hype of Artificial Intelligence and identify the business opportunities that lie in its application

Paris, March 12, 2018 – [Capgemini](#) today announced the release of the [Digital Transformation Institute's](#) (DTI) 11th edition of its flagship publication, the Digital Transformation Review. The latest version, "[Digital Transformation Review: 'Artificial Intelligence Decoded'](#)," presents a holistic view of AI and what it offers to businesses in the future.



Lanny Cohen, Chief Innovation Officer, Capgemini said, "AI will be the most debated, invested in, and disruptive business technology trend over the coming years. Organizations must get past the hype and understand how to apply this innovation to become a truly intelligent enterprise."

Jerome Buvat, Head of the Digital Transformation Institute at Capgemini said, "We have fantastic contributors for this 11th edition of our Digital Transformation Review, ranging from Volvo Cars and Prudential, to Andreessen Horowitz, Oxford University and Google. We tackle topics as varied as the AI talent gap, AI use cases, AI and jobs and the features of AI leaders. By combining so many different views, this edition presents a nuanced perspective on the business opportunities of AI, as well as the challenges that organizations and societies will face in their transition to AI."

The publication also highlights the Capgemini perspective through two recent global research reports conducted by the Digital Transformation Institute: [Conversational Commerce: Why Consumers Are Embracing Voice Assistants in Their Lives](#) and [Turning AI into concrete value: the successful implementers' toolkit](#).

Capgemini's Digital Transformation Institute works with a global ecosystem of experts from large corporates, tech startups, academics, venture capitalists, and technology vendors to develop cutting-



edge research. Independent analyst firm Source Global Research recently ranked Capgemini's Digital Transformation Institute in the [Top 3 for the quality of its research](#).

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

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About the Digital Transformation Institute

The Digital Transformation Institute is Capgemini's in-house think-tank on all things digital. The Institute publishes research on the impact of digital technologies on large traditional businesses. The team draws on the worldwide network of Capgemini experts and works closely with academic and technology partners. The Institute has dedicated research centers in India, the United Kingdom and the United States. You can get in touch with the institute at dti.in@capgemini.com.