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Capgemini's Digital Transformation Review: Global CDOs share how their organizations are transforming to succeed in an ever-changing digital world

Chief Digital Officer interview highlights include:

- *How an organization's purpose holds the key to a positive vision for key stakeholders – from employees to consumers*
- *Why robust governance arrangements need to be sensitive to local market needs*
- *How executives need to engage more deeply with digital technologies to build and exhibit the right skillset*
- *Why personalization is key to meeting today's customer's needs*

Paris, February 12, 2019 – Capgemini Research Institute today announced the release of the 12th edition of its flagship publication, the Digital Transformation Review. This latest version, "Taking digital transformation to the next level: Lessons from the leaders" offers a view of the changing nature of digital mastery, and how organizations are reinventing ways to create value with an array of advanced technologies. For this special edition, Capgemini interviewed a range of digital leaders from large organizations to gain first-hand perspectives on the key capabilities and characteristics required to succeed in a fast-evolving digital world.

"The rules of the digital mastery game are constantly changing, and an array of advanced technologies – from artificial intelligence to the Internet of things – are reinventing how organizations create value; however, significant questions still remain about what capabilities and leadership qualities are required to seize this opportunity, particularly in terms of employee engagement, talent, and culture," said Jerome Buvat, Global Head of Research, and Head of the Capgemini Research Institute. *"This edition of the Digital Transformation Review looks to tackle those questions with real-world examples and perspective from CDOs of some of the world's largest organizations. We thank these executives for sharing their insights on the key capabilities and characteristics required to succeed in a fast-changing digital world."*

The publication highlights both insights and pragmatic ideas for best practices, and also draws on a recently released global report conducted by the Capgemini Research Institute: *Understanding Digital Mastery Today: Why companies are struggling with their digital transformations.*

The Capgemini Research Institute spoke with Sabine Scheunert, Vice President Digital and IT Marketing/Sales Mercedes-Benz, to understand Daimler's digital transformation and the important role played by culture and talent. Sabine said, *"With our internal initiative, 'digitalONE,' we established a program that applies new working methods – driven by the spirit of co-creation. It is an embodiment of a changing organization where silos are being broken down, teams and disciplines are merging, and a new common mindset emerges. digitalONE encapsulates our strategy, a team of people, as well as our spirit and mindset."*

Cyril Garcia, CEO of Capgemini Invent and member of the Group Executive Committee said, *"There is no doubt that organizations understand the importance of digital transformation; however, the challenge is to stay competent with the ever-evolving technology landscape. To succeed, it is imperative to develop in unison digital*

capabilities, leadership capabilities, and the meaning of this journey. A key condition is to have employees truly included in an organization's transformation agenda."

With dedicated research centers in the United Kingdom, USA, and India, the Capgemini Research Institute employs a worldwide network of experts, and works closely with academic, industry and technology partners. It was recently ranked No. 1 by independent analyst firm **Source Global Research** for excellence in thought leadership content. Capgemini's research received its highest ranking due to its differentiation, appealing content, credible expert authors, and valuable recommendations with a clear call to action for readers.

Click here to access the latest edition of the Digital Transformation Review.

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 Capgemini Research Institute
The Capgemini Research 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. It was recently ranked #1 in the world for the quality of its research by independent analysts.
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