

# GENERATIVE AI FOR FINANCIAL SERVICES

Harnessing Gen AI's power to unlock new opportunities



# CAPGEMINI CAPABILITY AND PARTNERSHIP WITH MICROSOFT

## THE PEOPLE



**16000+**  
Microsoft Cloud  
Certified Consultants



**7000+**  
Azure  
Certified Architects



**1100+**  
O365/SharePoint  
Consultants



**750+**  
Power Platform  
Consultants



**500+**  
MS Dynamics  
CRM specialists



**400+**  
Power BI Consultants



## THE PARTNERSHIP

27+ Years as a Microsoft Partner

Combining our FSI Domain and Technology expertise with Microsoft Technology expertise to drive sustainable digital transformation globally with significant YoY growth in Partner influenced ACR



## THE RECOGNITION Microsoft Awards

- 2023 Microsoft US Partner of the Year – FSI
- 2023 SAP on Azure and GSI Growth Partner of the Year Awards
- 2022 Country Partner of the Year – Germany
- 2022 Microsoft Partner of the Year - Power Platform
- 2022 Finalist – SAP on Azure
- 2022 Microsoft Power Platform Partner of the Year
- 2021 Partner of the Year, GSI Digital Transformation
- 2021 Partner of the Year, Financial Services
- 2021 Partner of the Year, Analytics
- 2021 Partner of the Year, Spain
- 2021 Partner of the Year, Netherlands (Sogeti)
- 2021 Microsoft Academy-Business Applications, Italy
- 2021 Microsoft Sustainability Award, France
- Microsoft Advanced Specialization for Low Code Application Development
- Microsoft Cloud for Financial Services Launch Partner

## AZURE MARKETPLACE

Select Financial Services offerings co-created with Microsoft

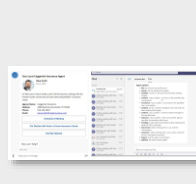
### Azure Landing Zone & Cloud Automation Platform



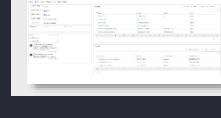
### Mainframe Modernization with Azure



### Cyber Defense Services with Sentinel



### Payments Transformation with SWIFT



### Power Platform & D365 Industry Cloud Solutions



### Connected Employee Experience (Viva)

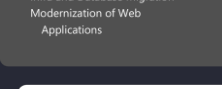
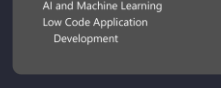
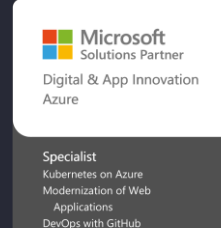
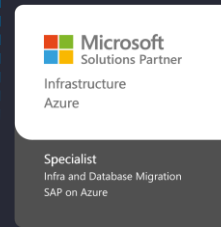


### Digital Marketing & Hyper Personalization



## SOLUTION PARTNER

Credentials validated by Microsoft



# Globally Available Technology Is Not Out-of-the-box Ready



## ISOLATED OFFERINGS

No one-stop shop for generative AI solutions

Market still nascent and dispersed



## ETHICAL AND PRIVACY

Lack of clear policies and guidelines

Production data used for additional training



## UNRELIABLE OUTPUTS

Out-of-the-box models do not have business-ready validations

Large models need proper guardrails and explainability layers



## INTEGRATION & SCALE

System and platform integration requires expertise

Requires highly performant MLOps and data estate

“ The Generative AI market is still relatively new but experiencing fast adoption that comes with its own set of challenges

”



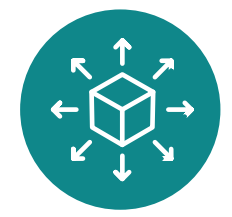
# GEN AI USE CASES



Sales



Marketing

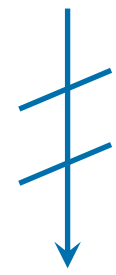


Distribution



Technology

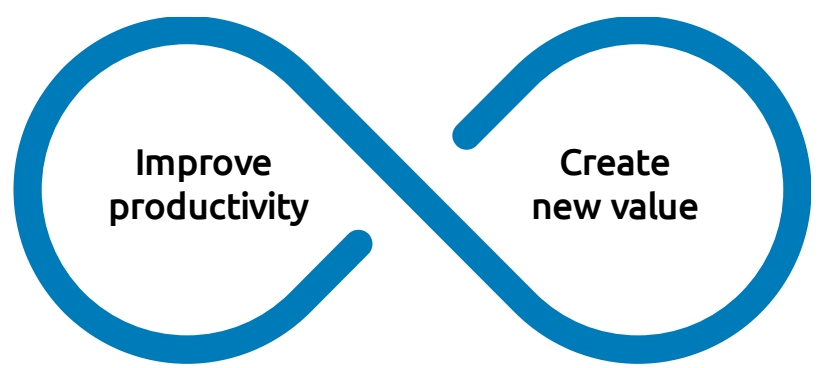
Which models?  
Which data?  
What outcomes?



How do you know  
that your choices  
are the right ones?

## Gen AI apps in production

Realized Benefits



# Capgemini's Gen AI Accelerator

Making the right decisions upfront!



Select right model



Design right prompts



Measure accuracy



Quantify benefits



Optimize experience



# FS SBU Generative AI Capabilities



We are thought leaders in Generative AI...



€2 billion investment in AI

33000+ Data & AI Consultants

Dedicated FS Generative AI COE



...with a recognized Financial Services-focused track record



300+ Generative AI programs 130+ program delivered...



..supported by our comprehensive solutions portfolio

Declared leader in Gen AI services by analysts



Generative AI partnerships ecosystem

## About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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