



**Capgemini Contacts:**

Mary-Ellen Harn (North America)  
[mary-ellen.harn@capgemini.com](mailto:mary-ellen.harn@capgemini.com)  
+1 704 490 4146

**Salesforce Contact:**

Annie Meenan  
[ameenan@salesforce.com](mailto:ameenan@salesforce.com)  
+1 415 536 4960

Benjamin Pfeffer (EMEA)  
[bpfeffer@webershandwick.com](mailto:bpfeffer@webershandwick.com)  
+44 (0) 207 067 0461

## **Capgemini Brings the Power of Salesforce Financial Services Cloud to Wealth Management Clients Worldwide**

***New cloud-based Financial Services offering provides fully integrated capabilities for improving wealth manager productivity and firm-wide agility***

Paris, March 8, 2016 – [Capgemini](#), one of the world’s foremost providers of consulting, technology and outsourcing, today announced it is extending the reach of Salesforce Financial Services Cloud by bringing its extensive industry expertise and insights from the [World Wealth Report](#), and long history of successfully implementing Salesforce solutions, as a Systems Integrator, to the financial services industry.

At a time when the wealth management industry is undergoing significant disruption, the Salesforce Financial Services Cloud platform is a critical tool to support wealth managers and firms in delivering value to their clients by accelerating their digital transformation, integrating third-party data and enhancing wealth manager productivity. Financial Services Cloud is available for purchase today, empowering wealth managers to build deeper, 1-to-1 client relationships to be more productive and engage more holistically with clients anywhere and on any device.

“Global high net worth individual (HNWI)<sup>1</sup> wealth is at an all-time record high and is up over 70 percent since 2008”, according to [Wealth Management in the Digital Age](#), a white paper published today by Capgemini and Salesforce. “However, this wealth growth has not translated into profitability for firms, with a significant business challenge being the need to build a digitally-enabled organization leveraging leading platforms for clients and wealth managers alike.”

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<sup>1</sup> HNWIs are defined as those having investable assets of US\$1 million or more, excluding primary residence, collectibles, consumables, and consumer durables

## **Firms Need to Act Now on the Digital Agenda**

Forty-seven percent of wealth managers globally are not satisfied with the digital tools provided to them by their firms, according to Capgemini's research. This dynamic is compounded by the finding that a majority of high net worth individuals will leave their wealth management firm for the lack of an integrated channel experience.

*"Beyond retaining existing clients and wealth managers, the ability to leverage digital technology to attract new clients and revenue through data-enabled propositions for clients will be critical to firms' profitability in the future,"* said Anirban Bose, Global Head of Banking and Financial Services, Capgemini. *"Digital transformation with solutions like the Salesforce Financial Services Cloud will give wealth management firms the agility to rapidly adapt to the evolving needs of wealth management clients."*

## **Building a Next-Gen Digital Platform is Critical for Success**

One of the most critical dimensions to building digital capability is the ability to tap into new data possibilities as well as the rapid evolution of third-party FinTech firms in order to bring the best capabilities to clients. With Capgemini's capabilities as a Systems Integrator, we help clients to rapidly access and take advantage of third-party FinTechs. The Salesforce Financial Services Cloud offers immediate enablement of wealth manager productivity and efficiency gains, while also serving as a future-proof and scalable platform to keep up with the fast pace of technological change, especially within the evolving FinTech ecosystem.

## **Leveraging the Power of Co-innovation**

*"The future is here, and it's advice, not administrative tasks. Salesforce is transforming the advisor-client relationship for the digital age,"* said Simon Mulcahy, GM of Financial Services, Salesforce. *"Capgemini is supporting Salesforce in its mission to deliver a new era through proactive, personalized and goal-based collaborative advice."*

*"In the 'age of the customer', the combined strengths of Salesforce and Capgemini will help wealth managers connect with their customers in a whole new way, run their business through their phones, create 1to1 customer journeys and get smarter and more predictive about their customers' behavior"* said Jean Lassignardie Capgemini Corporate Vice President and Group Head of Salesforce Expert & Transformation Services.

## **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.

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Serving two-thirds of the world's largest financial services institutions, Capgemini Financial Services helps banks, capital markets firms, and insurers meet today's industry disruptions with innovative business and IT solutions which create tangible value. A team of 31,000 financial services professionals around the world collaborates across geographies, domains, and technologies to deliver the best tailored solutions to its clients. Capgemini Financial Services brings award-winning industry expertise, leading market insights and over 25 years of global delivery excellence to client engagements.

Learn more about us at [www.capgemini.com/financialservices](http://www.capgemini.com/financialservices)

Connect with our wealth management experts in the Financial Services section of Capgemini Expert Connect at <http://www.capgemini.com/experts/financial-services>.

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