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## **Capgemini strengthens its Adobe partnership globally**

***The expansion is focused on delivering the Experience Economy through the power of data at scale***

**Paris – April 20, 2021 – [Capgemini](#) today announced a reinforcement of its partnership with Adobe that will significantly grow its practice across the globe over the next three years. A key focus of the partnership is to launch more solutions that enable clients to become more data-centric and create value through a better understanding of customer journeys.**

*"We are proud to announce this extension to our partnership with Adobe where we will leverage Capgemini's customer experience, data and analytics, as well as business strategy and design expertise, to create more data centric solutions and experiences for our clients hand in hand with Adobe,"* said Sree Vadakkepat, Global Partner Executive for Adobe at Capgemini. *"Our joint approach enables personalization at scale—using data and analytics to design experiences at the micro level while leveraging AI and automation to execute at speed globally."*

Recently, Capgemini supported [Follett Higher Education Group](#), a US based leader in collegiate retail, with the implementation of an eCommerce transformation with Adobe Experience Manager.

*"Adobe helped us navigate COVID and the results we're seeing today. We finished our fiscal year at the end of March with historic eComm performance: an 81% increase in online gross sales driven by a 40% in site conversion rate and an 80% increase in online orders,"* said Melissa Esquivel, Director of Product Management, eCommerce, Follett Higher Education Group. *"Capgemini was a pivotal, trusted partner in making this transformation a reality. We chose Capgemini based on a 15 year history of working with us on various business and technology initiatives, where they have a strong reputation in our company for understanding our strategic business vision and complexities, as well as delivering on time and on budget."*

Innovation will continue to be at the forefront of the extended partnership. Capgemini was just recognized as the [Adobe 2021 Digital Experience Partner of the Year – Western Europe](#), and it will build on its already developed portfolio of modernized solutions built on Adobe applications, including [Connected Marketing](#), [Commerce Realized](#), and [Customer Data Hub](#) – designed to create meaningful customer engagements – one interaction at a time.

*"Capgemini is a valued partner with deep expertise in helping its clients elevate the customer experience,"* said Justin Merickel, Vice President of Business Development, Adobe. *"As we strengthen our partnership in the coming years, we will work together to create end-to-end business solutions that deliver transformational customer outcomes."*

To learn more about the partnership visit: <https://www.capgemini.com/partner/adobe/>.



### **About Capgemini**

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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