

Sogeti main sponsor for the 2nd Microfinance & New Technologies Summit 2010

Sogeti, a leading provider of professional technology services, is an active contributor and participant at the 2nd Microfinance & New Technologies Summit taking place in Marrakech, Morocco, on March 11-12.

Paris, France, 23/02/2010 – A strong provider of technology solutions Sogeti also engage in Corporate Social Responsibility (CSR) initiatives, both globally and locally. At Group level, Sogeti has worked with PlaNet Finance since its creation in 1998. Sogeti is now a vital support to the organization, helping it grow and concentrate on its core mission also co-organizing PlaNet Finance events such as the upcoming 2nd Microfinance & New Technologies Summit (MFNT Summit). The MFNT Summit aims to be an international forum for decision-makers in the technology and microfinance fields.

During the event Sogeti will present the recently published French version of *Me the Media* (www.methemedia.com). This book from VINT – Sogeti’s research institute – tells the story of how we are all able to both consume and produce texts, images and audio, using such devices as our mobile telephones, which have developed along with the PC into the most prominent forms of internet hardware. This third media revolution means: even more communication and socialization, as individuals can become personally involved at any moment that they wish. They can also organize themselves into non-traditional associations. Menno van Doorn, Director of Sogeti’s research institute VINT and co-author of *Me the Media* is one of the keynote speakers during the MFNT Summit.

“We are happy to support yet another PlaNet Finance event. For us, working with CSR, is not just about giving money, but about offering our know-how, providing technological expertise and critical IT systems support, saving money and time, and so enabling PlaNet Finance to invest even more money in microfinance initiatives. In addition, we are creating opportunities for our people to fulfill an IT auditing mission, enabling them to witness first-hand the valuable work that PlaNet Finance does ‘in the field’”, said René Speelman, Group CSR Director for Sogeti.

Today IT is everywhere in the microfinance process. Bills can be paid using a cell phone; we can create a direct link between the lenders and the beneficiaries using the internet platform. The increased use of technology forces the micro finance institutes to rethink their business models.

“We have not yet discovered all the possibilities. IT, in combination with creative use, will keep surprising us in the near future. Sogeti not only provides technological expertise but also wants to inspire people with its possibilities”, concluded René Speelman.

About Sogeti and CSR: www.sogeti.com/theothersogeti

About MFNT Summit 2010: www.mfntsummit2010.com

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About Sogeti

Sogeti is a leading provider of professional technology services, specializing in Application Management, Infrastructure Management, High-Tech Engineering and Testing. Working closely with its clients, Sogeti enables them to leverage technological innovation and achieve maximum results. Sogeti brings together more than 20,000 professionals in 15 countries and is present in over 200 locations in Europe, the US and India. Sogeti is a wholly-owned subsidiary of Cap Gemini S.A., listed on the Paris Stock Exchange.

For more information please visit www.sogeti.com.