



Press Kit 2016

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BRANDING



A Bit About Us

Technology Services with a Local Touch—Global Reach™

Sogeti is a services organization focused on helping companies maximize today's latest technologies. At Sogeti, we live by four simple words: Local Touch—Global Reach™. Sure, it's a catchy tagline, but it's so much more than that. Local Touch—Global Reach™ gives our clients the best of both worlds—close, face-to-face accountability and easy communication paired with vast delivery options and a wide network of experts across the globe.

With more than 45 years of experience, we specialize in Business Intelligence & Analytics, Cloud Services, Digital Transformation, Engineering & Product Lifecycle Management, Software Development & Integration, and Testing.

At the heart of our team is a passion for technology, enthusiasm for solving business problems, and readiness to shatter the status quo.



20+ CITIES
* ACROSS THE COUNTRY *

20,000+
SOGETI EXPERTS

15+ COUNTRIES
WORLD WIDE

35+ LANGUAGES SPOKEN

180,000+
EXPERTS STRONG
as part of the Capgemini group

#1 BY OVUM
IN OUTSOURCED TESTING SERVICES

LEADERS QUADRANT
IN GARTNER'S MAGIC QUADRANT FOR APPLICATION TESTING SERVICES

#1 BY NELSON HALL
IN QUALITY ASSURANCE + TESTING SERVICES

3RD LEADING
GLOBAL SYSTEMS INTEGRATOR

salesforce

Microsoft

NEARLY A DECADE OF
TOP HONORS FROM MICROSOFT
FOR OUR WORK IN CLOUD, BIG DATA, DEVELOPMENT, APPLICATION LIFECYCLE MANAGEMENT, AND MORE.

ETHISPHERE
GOOD. SMART. BUSINESS. PROFIT.

45+ YEARS OF EXPERIENCE

FOR FOUR YEARS NOW,
OUR GROUP HAS BEEN RECOGNIZED BY THE ETHISPHERE INSTITUTE AS ONE OF THE MOST ETHICAL ORGANIZATIONS AROUND THE WORLD.

Meet Our Bosses



Navin Goel, *Chairman*

Navin Goel has been the Chairman of Sogeti USA since 2016. With more than 28 years of experience with the company, Navin has held many roles within Sogeti—beginning his career as a software engineer and quickly moving into various roles including National Sales Leader, Vice President of Chicago Operations, and COO. Most recently, Navin served as CEO of Sogeti USA from 2003-2016. Prior to joining Sogeti, Navin’s experience includes creating an IT services company and working in Deloitte Touche Tohmatsu’s Health Care Practice.

Navin holds a MS in Computer & Information Science from Ohio State University and a Bachelor of Technology in Computer Science & Engineering from the Indian Institute of Technology, Kanpur.



Rajnish Nath, *CEO*

Raj Nath has been the Chief Executive Officer of Sogeti USA since 2016. With more than 20 years of experience in IT, Raj has spent his entire post-graduation career with Sogeti—beginning his career in 1996 as a consultant and quickly moving into various roles including Principal Consultant, Business Development Executive, and Vice President. Most recently, Raj served as Regional Vice President of Sogeti, overseeing its Heartland region.

Raj holds a MS in Computer Science from Northern Illinois University and a MBA in Strategy, Marketing, Entrepreneurship, and Healthcare from Northwestern University.



Michael Pleiman, *VP Practice & People*

Michael Pleiman is the Vice President of Practice & People. He works in the US headquarters located in Dayton, OH. He has been a part of the Sogeti family since 1982, holding several sales and management positions. Currently, his responsibilities include managing marketing, practices/solutions, HR and recruiting.

Michael holds a MBA from the University of Dayton.



Satya Sachdeva, *VP Business Intelligence & Analytics*

Satya Sachdeva is the VP for Sogeti’s Business Intelligence & Analytics practice. With more than two decades of experience in all aspects of information management, Satya has been helping clients develop innovative enterprise information management solutions to leverage big data, advanced analytics, and traditional data warehousing.

Satya has a MBA from Kellogg- Northwestern University.



Brian Hammond, *VP Cloud Services*

Brian Hammond is the VP for Sogeti's Cloud Services practice and has more than 15 years of experience in the IT industry. He joined the company in 2000 as a software engineer and has held a variety of positions with the company, including consultant, Regional Microsoft Practice Manager, Account Manager, National Microsoft Practice Manager, Geographic Vice President of Cincinnati, and Regional Vice President of Heartland.

His experience includes Cincinnati Automation, Erlanger City Council, and North American Software. Brian holds a degree in Engineering from the University of Kentucky.



Joo Lee, *VP Digital Transformation*

Joo Lee is the VP for Sogeti's Digital Transformation practice. He is an experienced management and technology consultant with more than 15 years of experience in industry verticals ranging from consumer marketing to entertainment and media. He specializes in all aspects of the digital enterprise, including systems of engagement, experience management, predictive analytics, and the Internet of Things. He also leads architecture, design, and implementation of complex programs to support digital transformation, including mobility, omni-channel marketing, CRM, user experience, and analytics.

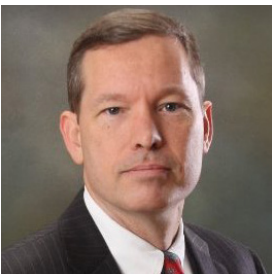
Joo holds a BA from Northwestern University.



Srinivas Datla, *VP Engineering & Product Lifecycle Management*

Srini Datla is the VP for Sogeti's Product Lifecycle Management practice. With nearly 20 years of experience in product engineering, PLM, and IT, Srini has held several roles including strategy consultant, program manager, project manager, and architect. He is currently responsible for partner relations, business development, talent management, IP development, and service line growth for PLM, design and simulation, and embedded software solutions for Sogeti USA.

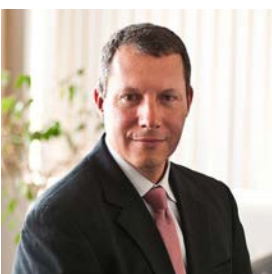
Srini holds a MBA from Purdue University's Krannert School of Management.



John Dial, *VP Software Development & Integration*

John Dial is the VP for Sogeti's largest practice: Software Development & Integration. With more than 25 years of experience in the IT industry, John has started, operated, and sold several businesses, held VP level positions in both publicly traded and venture-backed organizations, and he's been involved with domestic and global operations.

John holds a BS in Chemical Engineering from Florida State University.



Steve Hughes, *VP Testing*

Steve Hughes is the VP of Testing for Sogeti USA. Steve began his career with Sogeti in 1993 as a consultant and has more than 20 years of experience providing information systems leadership and expertise, particularly in large complex projects and programs. Prior to his current role, Steve served as Sogeti's Vice President of Delivery.

Steve holds a Bachelor of Science degree in Computer Science.

Hot Off the Press

Sogeti Appoints Rajnish Nath as Sogeti USA Chief Executive Officer

Coverage:

<http://www.bizjournals.com/dayton/news/2016/03/22/exclusive-sogeti-usas-new-ceo-talks-growth-work.html>

<http://www.daytondailynews.com/news/business/new-ceo-taking-over-at-sogeti-usa/nqrCm/>

Sogeti USA announces plans to hire more than 200 recent college graduates in next seven months

Coverage:

<http://www.bizjournals.com/cincinnati/news/2016/04/21/blue-ash-tech-firm-hiring-200.html>

Sogeti Partners with the Allied Pilots Association to Provide Pilots with Unified Mobile Access to Real-Time Trip Data

Coverage:

<http://www.bizjournals.com/dayton/news/2016/03/16/locally-based-it-company-builds-app-for-pilots.html>

Sogeti Gives Back

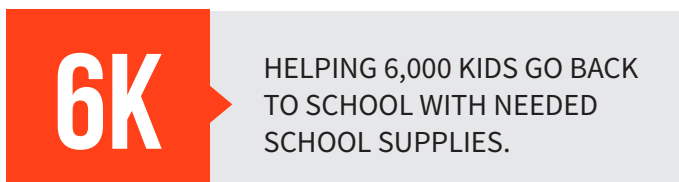
Each year, Sogeti USA hosts Summer of Service—a program in which individual units compete to win money for the charities of their choice by completing acts of community service.

In the US, our team has helped to support nearly 90 worthy organization including the American Cancer Society, American Heart Association, Big Brothers Big Sisters, Habitat for Humanity, Make-A-Wish, National MS Society, Ronald McDonald House, Special Olympics, and many more.

OUR TEAM HAS CONTRIBUTED TO:

RAISING \$170,000

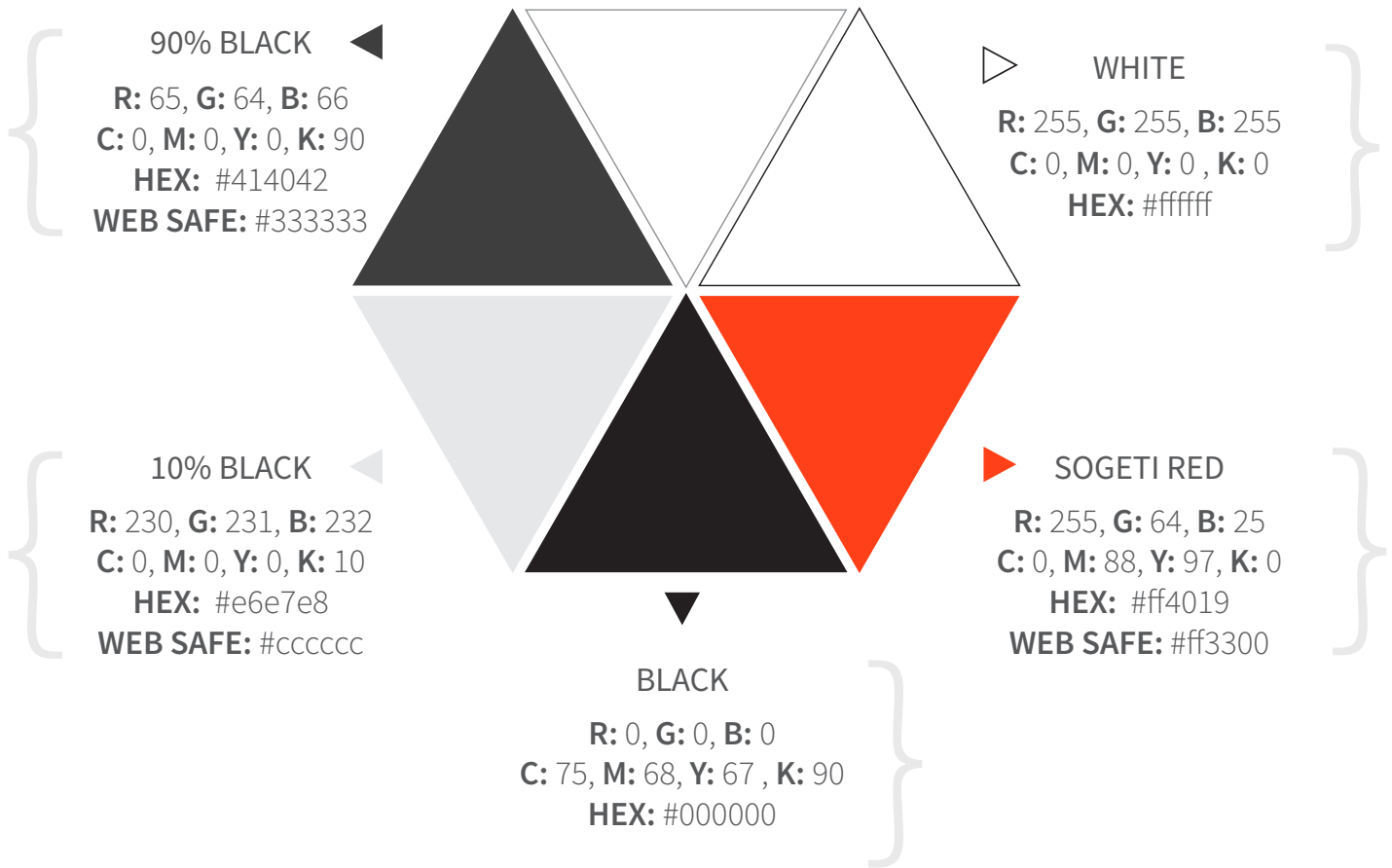
FOR DESERVING CHARITIES.



Branding

BRAND COLORS

Use **ONLY** these colors in all marketing: both internal and external facing.



BRAND IMAGERY

Use a 40% black overlay on top of all images.



ICONS

Use the icons provided in the kit to add visual interest to your presentations.
DO NOT stretch or skew icons.



Pantone Warm Red C Icon



90% Black Icon



White Icon



White Icon on 90% Black Circle



White Icon on Pantone Warm Red C Circle

TYPOGRAPHY

*Within Sogeti, there are different typefaces depending on the use—
if it's for print, office documents, or the Web.*

Print-Based Designs

*Flyers, brochures, Word docs, etc. that
will be printed and distributed.*

BEBAS NEUE

Regular

ABCDEFGHIJKLMNPKRSTUVWXYZ
ABCDEFGHIJKLMNPKRSTUVWXYZ
0123456789&”(\$!ç)-,;:?!

*Always Use in ALL CAPS

Source Sans Pro

Regular

ABCDEFGHIJKLMNPKRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
0123456789&”(\$!ç)-,;:?!

Bold

ABCDEFGHIJKLMNPKRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
0123456789&”(\$!ç)-,;:?!

Digital-Based Designs

*Microsoft Programs: Power Point presentations,
Word docs, etc.*

TW CEN MT CONDENSED - in place of Bebas Neue
Calibri - in place of Source Sans Pro

Web-Based Designs

Online resources, live type, etc.

Avenir - Helvetica when Avenir is not available
Trebuchet MS - Banners and Online Adverts

LOGOS & USAGE

DO NOT use the logo in any colors other than these. | DO NOT stretch or skew the logo. | DO NOT modify the logo.



Sogeti Red Logo
(used as default)



90% Black Logo
(used on light backgrounds)



White Logo
(used on dark backgrounds)

Questions?

Contact the Sogeti USA Marketing Team @
sogetimarketing@us.sogeti.com



us.sogeti.com