

Becoming an Insights-Driven Organization

Demands and expectations have changed, necessitating new approaches to business insights



Customers' expectations about products and services have increased exponentially, leading to a corresponding rise in business users' demands for speed and agility – which means that organizations need ever more rapid insights to drive decisions. While cycle times for implementing data warehouses and reporting solutions may have reduced, most organizations have a growing portfolio of demands for insights, as well as a need to modernize a data landscape that is constantly changing.

Business users' requirements regarding insights include:

- **Agility.** With an ever-increasing need to identify opportunities and quantify risks quickly, the ability to gain and deploy insights rapidly is key to success. Organizations that can do this will differentiate themselves from their competitors and ride the wave, not follow it. If the processes they create to deliver these insights are not set up correctly, though, they can strangle innovation and deliver too little, too late
- **Improved customer experience.** Many users now expect to receive their reports and analyses seamlessly, managing and interacting with their data at the same time. Technologies and tools have emerged to make this possible, with varying success. Getting the delivery, governance and consistency right is critical to controlling IT investments
- **Innovation.** Businesses want to be able to work with any data from any source. Users expect to have access to all relevant enterprise and external datasets, squeezing out all the insights and competitive advantage they can for their decision-making. Implementing new strategies, such as the Business Data Lake (BDL) and big data analytics, makes even highly complex analysis possible. However, managing these implementations and scaling demands requires robust processes and innovative approaches to value realization.

Many organizations are struggling to find the best model to satisfy all these expectations while keeping costs low.

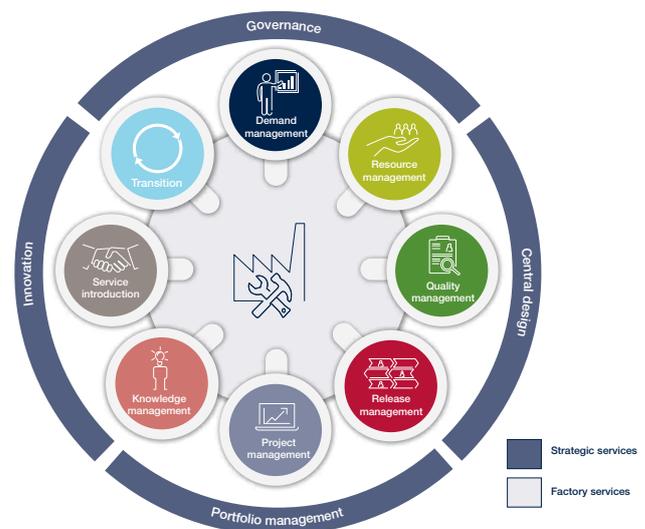
The solution: NextGen Business Insights Service Center

To overcome these challenges, Capgemini has developed NextGen Business Insights Service Center (BISC). It's a scalable, flexible, high-performance model, which fully aligns IT delivery with the business's needs for timely, accurate insights that enable faster time-to-market and profitable growth. It also creates processes for delivering real-time insights and analytics with reduced costs and enhanced efficiency, quality and business satisfaction.

By leveraging Capgemini's NextGen BISC, your organization can directly tackle the task of modernizing the way it delivers complex data-driven programs and analytics. Whether you need automation of insights delivery, application-specific support, demand management, or complex data migration, NextGen BISC gives you the tools to provision services across the full value cycle of data, improving both individual

processes and the organization's overall capabilities. It enables those who know the data best to innovate and to realize strategy through a next-generation framework, illustrated below.

NextGen BISC framework: factory and strategic services



NextGen BISC features include:

- Highly modular design – so you can start with tactical BI projects and move to complex global rollouts
- Service catalog – a standardized commercial model offering a predefined service set or a set chosen by your organization
- Capgemini's platforms and IP – leveraging readily available solution accelerators and environments to implement analytics or big data applications
- "As-a-service" model – delivery of insights-on-demand, covering anything from data quality to advanced analytics.
- Multiple methodologies – higher levels of flexibility to adapt to your preferred delivery approach
- Tangible benefits – productivity gains, cost reduction, and potential savings that you can use to build a business case for scaling the portfolio.

More than just factory services

Factory services are at the core of the framework, and enable industrialization. They include demand, resource, quality, release and knowledge management, along with service introduction and transition management.

However, we believe that the reason why so many current information initiatives fail is that, while they aim to industrialize processes with factory-based approaches, they lack the strategic underpinning needed to complete the transformation into an insights-driven organization.

That's why NextGen BISC includes services to help you define and adopt the right strategies, both internally and when working with partner organizations. We can also help you set up the right organizational structures, including centers of excellence, addressing disciplines such as governance, portfolio management, innovation and central design. All of these disciplines complement the factory services, providing the business vision and governance to drive business change. The result is a model that manages your end-to-end data pipeline and ensures your data's value is realized.

NextGen BISC has transformed global organizations into insights-driven enterprises

Our NextGen BISC framework is unique because it is based on a model that focuses on business processes as well as technology. It is supported by our expertise in insights delivery and our industrialization capability. With it, we have helped transform many global organizations into the insights-driven enterprises of tomorrow.

- For a global beverage company, we set up a unified and comprehensive BI platform. This serves all business users of BI, enhancing stakeholder collaboration and managing packaged solutions, with all functionality accessible through web and mobile channels. Our work has delivered a **30% increase in productivity**
- For a major European telecommunication company, we "productized" innovation to realize a greater rate of ROI, and tied BI to specific business KPIs. As a result, we provided **cost savings of 20% in 24 months**, together with a substantial **reduction in time-to-market**
- For a global consumer and packaged goods company, **we reduced the time to insight by 80%**, and transformed information access and use across 120 countries. At the same time, we improved global category management and positioned the client to take advantage of the latest trends in big data and analytics.

Seamless implementation, rapid value

Implementing your NextGen BISC will not disrupt your business operations. Our proven 100-day transition plan is designed to ensure a smooth implementation, with the following phases:

- **Set-up:** Having understood your required business outcomes and BI roadmap, we tailor the NextGen BISC model to your specific needs. Our BI factory managers work alongside your key business users for 8-10 weeks to deepen their understanding of your business needs and establish the right relationships. Our comprehensive portfolio of proven processes, templates, standards and guidelines helps ensure that your people know how to get the best out of NextGen BISC
- **Business transformation:** With your NextGen BISC now in place, we spend the next 4-6 weeks helping you adjust your business processes and your teams' skills to make the best use of the information you are now generating. At the same time, we align the NextGen BISC's way of working with your business environment. Your NextGen BISC will be fully up and running by the end of this phase
- **New world:** Within 6-9 months, your organization will be seeing substantial benefits. NextGen BISC will be delivering business insights rapidly through an industrialized process, and your business will have moved to a more innovative, efficient, agile and measurable way of working, informed by these insights.

Achieve continuous improvement and innovation

Once your NextGen BISC is live, we'll work with you to keep growing the benefits. For example:

- Our experts will highlight new ways of addressing business demands and growing requirements, for example, through automation, implementation of data labs, or introduction of DevOps
- Before you make further technology investments, we'll invite you to try out new ideas and solutions in our CUBE lab, which contains more than 100 strategic technologies and over 150 virtual machines
- Our rapid design and visualization techniques will help you prototype new reports and get user feedback, speeding up delivery and reducing rework
- As we get to know your business, our productivity will grow and the benefits will be passed on to you. We'll use our experience with you to continuously refine the estimation models and service catalog.

Find out more

In the current cost-conscious environment, investments in information management programs are liable to be challenged, no matter how critical they may be to an organization's speed and agility.

To help you respond to these challenges, we offer Data WARP for NextGen BISC. This short, time-bound (6-8 weeks) landscape assessment delivers a business case and transformation roadmap for implementing NextGen BISC in your organization.

Contact our **NextGen BISC team** today to see how our NextGen BISC capability can help maximize your investment in your insights journey.

NextGen BISC team

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About Capgemini

Now with 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 2014 global revenues of EUR 10.573 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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