Insight-driven Operations with SAP HANA® and Cloudera Enterprise

From 'knowing' to 'acting': Connecting the dots between big data insights and business operations

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> *By bringing the power of Cloudera Hadoop to the SAP HANA ecosystem, we can enable Capgemini's clients to expand the amount of data they have within their SAP HANA environment in a cost-efficient manner."*

Tim Stevens
Vice President, Corporate and Business Development
Cloudera

To cope with the data deluge generated by people and devices becoming increasingly connected, and to prepare for the wave of Internet of Things (IoT), organizations are launching big data initiatives to acquire a sharper knowledge of their market and customers. Big data architectures are helping organizations with the known challenges of data volume, speed and complexity. The next stage is to take the insights generated from big data solutions and implement them as part of your core business operations. Enabling this link from insights to operations is critical to making tangible and positive impacts, whatever the sector.

Tangible impacts for your business

Big data technologies are bringing new solutions and tools to take your information landscapes to the next level. As organizations progressively move to these technologies, it is critical to focus not only on the **new insights** you can create and choices you can make, but also on the new actions you can take. For example:

Just-in-time next best offer: Push automatically personalized promotions to a customer's phone while in-store, using an integrated, constantly updated view of their history: purchases, recent online navigation activity or recent visits in other stores of the brand;

End-to-end asset optimization using IoT insights: Enhance the entire value chain of your manufactured assets (eg. automotive, medical equipment, etc), through a complete, connected view of production, operations, maintenance and services;

Audience-optimized store operations: Optimize store layouts and ensure a smarter presence of your employees on the floor based on a time and geo-based view of the customers most likely to visit your store using historical purchase data, public data, and 3rd party data;

Capgemini's Insights-Driven Operations Solution

Taking advantage of the latest innovation of its partners – SAP®, Cloudera and Intel® - Capgemini Insights & Data is focused on enabling end-to-end, insights-driven transformation, from leveraging data as a strategic asset, to putting insights to work at the point of action. We have designed an innovative reference architecture that:

- Enables real-time integration with business processes and operational systems through SAP HANA's link with SAP® Business Suite
- Benefits from high-performance computing, combined with optimized total cost of ownership (TCO) and scalability
- Provides an integrated data governance and security management framework
- Offers an implementation framework for the Intel® IoT Platform reference model
- Ingests, distill and process heterogeneous types of data (internal or external, SAP or non-SAP, structured or unstructured),
- Supports a wide variety of analytical workloads: real-time event detection,pattern detection, agile data exploration, visualization, and search
- Will be continuously updated with upcoming additional features brought by SAP, Cloudera, and Intel (Spark, model self-optimization with Cloudera Navigator, performance optimization).

High-level building blocks of Capgemini's Insights-driven Operations solution

> "With IoT becoming an increasingly powerful part of the big data landscape, this is an important and powerful architecture for the future."

Ron Kasabian
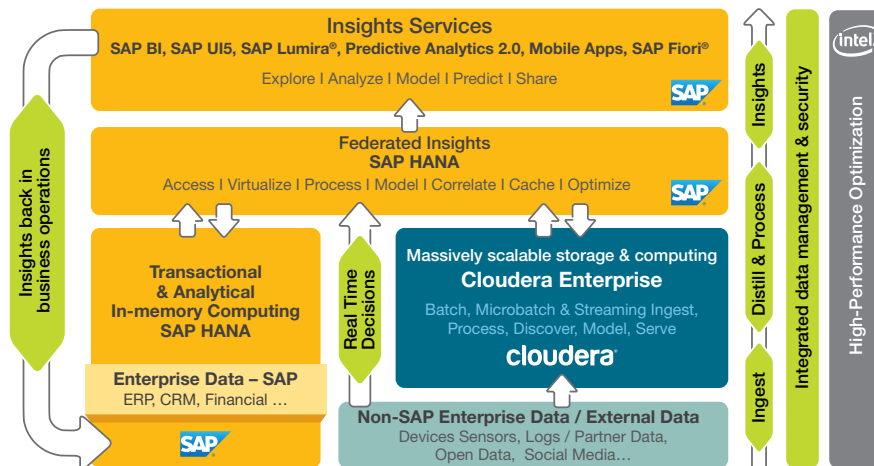Vice President, General Manager, Big Data Solutions, Intel Corporation

> "With this unified reference architecture for SAP HANA with Hadoop, SAP customers can turn instant insight on massive amounts of data into reality."

Matthew Zenus
Vice President, SAP HANA Platform Solutions Group, SAP

Putting it into practice with Capgemini and its innovation partners

Together with SAP, Cloudera and Intel, we believe that the first critical step to bridging this gap is to define the business drivers of your big data initiatives. An Innovation Workshop to identify the key business use cases that will create the best tangible value to your organization is the best place to start your Insights-driven Operations journey with Capgemini.

Over 10,000 professionals across 40 countries, Capgemini's Insights & Data global practice can help you find the answers, by bringing together technology excellence, data science and business expertise. Together we leverage the new data landscape to create deep insights where it matters most - at the point of action.

About Capgemini

With more than 145,000 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 and technology solutions that fit their needs and drive the results they want. 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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