



Accelerating your journey to a data-powered enterprise

It's no secret that data has emerged as the new competitive differentiator, helping inform and guide virtually every decision across the enterprise. Many organizations, however, are held back by aging legacy systems that keep data scattered and siloed. Every function has its own distinct way of gathering, storing, and governing data, based on application, initiative, or project, making it difficult or impossible to gain a holistic view of the business and customers. Becoming a data-powered enterprise means not only embracing modernization, but simplifying and streamlining the way organizations collect, manage, and govern their most valuable asset.

Industrialize your data journey

While the thought of migrating an enormous and complex legacy infrastructure that has been woven together over many years can seem daunting, the benefits gained from a modern, industrialized data estate are undeniable. Cloud not only offers greater efficiency and flexibility, but opens the door to advanced digital technologies that accelerate time to value and enable a data-first approach across the enterprise. Organizations with a strong command of their data enjoy performance advantages between 30 and 90 percent in various metrics across customer engagement, top-line benefits, operational efficiency, and cost savings.¹

A modern data estate delivers the strategic advantage and critical business capabilities necessary to

thrive in today's increasingly competitive and rapidly changing environment, including:

- Agile scalability and flexibility to respond to changing demands and avoid disruption
- Lower total cost of ownership (TCO) with consumption-based pricing and improved resource management
- Greater access and democratization of data to enable data-driven decision making across the enterprise

Realize the true promise of the cloud

- ✓ Minimize cost, risk, and disruption
- ✓ Benefit from flexibility, scalability, and micro services
- ✓ Achieve new capabilities and deliver new services and experiences that propel you ahead of the competition

- Rich analytics powered by artificial intelligence (AI) and machine learning (ML) to amplify business intelligence
- Leverage microservices to bring new apps and services to market faster
- Reduced risk with robust data protection, digital security, and compliance

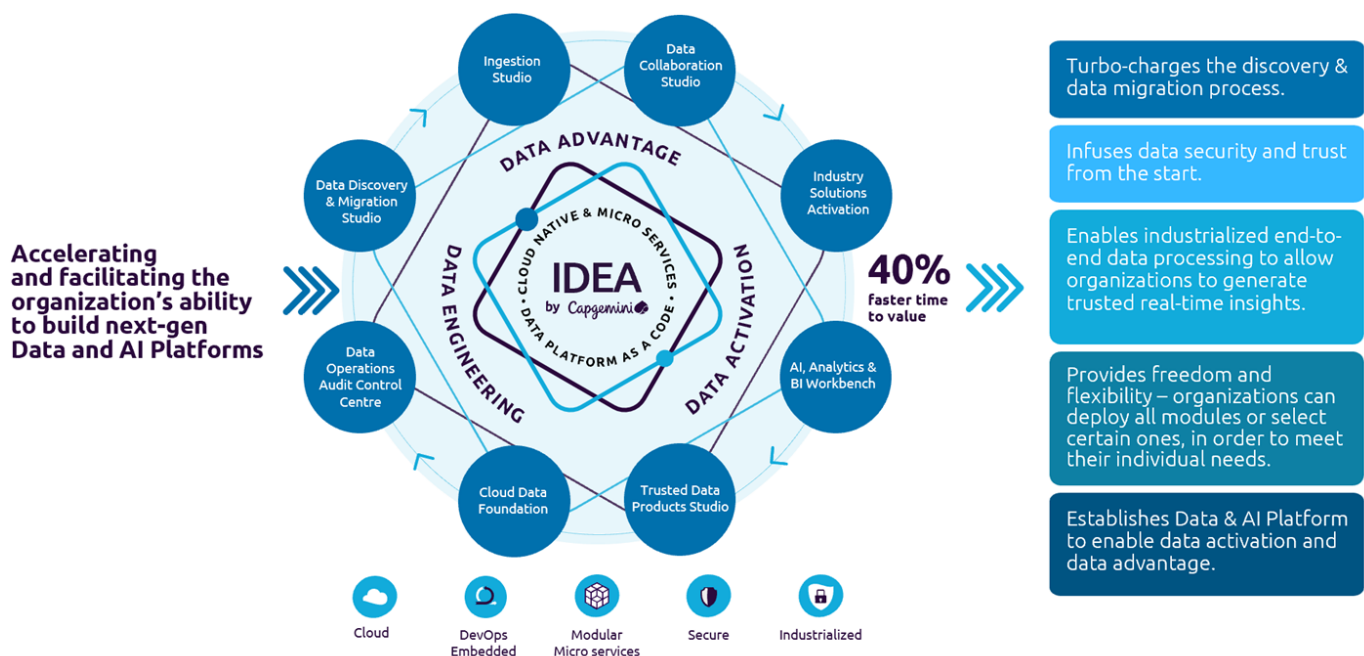
Reimagine your data-powered enterprise with IDEA by Capgemini

Industrialized Data and AI Engineering Acceleration (IDEA) by Capgemini is an innovative and flexible solution to help organizations modernize, democratize, and industrialize their data estate journey at speed and scale. The platform combines best-in-class data engineering, analytics, and AI capabilities with Microsoft’s cutting-edge Azure Synapse cloud data services to enable organizations to:

- Introduce new business models
- Launch intelligent new products and services
- Activate insights from data troves
- Enable enterprise-wide data sharing
- Monetize data assets



With the necessary tools and frameworks for engineering acceleration, organizations can worry less about migration and return their focus to achieving business value and goals. IDEA by Capgemini **reduces migration time by up to 40 percent** while delivering **process improvement of 30 to 90 percent**. Leveraging the latest DataOps, DevOps, and MLOps features, the platform helps minimize the effort required by developers, increases the quality of their work, and automates the testing, deployment, and scaling of apps and APIs.



Through a modular design and platform-as-code, IDEA by Capgemini provides organizations with a flexible and customizable approach to data estate modernization. IDEA by Capgemini delivers a clear, fast, and scalable path from innovation to industrialization, shrinking the data estate modernization timeline while enabling enterprise-wide AI & analytics adoption to accelerate business value.

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Next steps

To learn more about IDEA by Capgemini and how we can help make data your competitive edge, visit www.capgemini.com/ideabycapgemini or contact:

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