

# Information Strategy Development

**A Capgemini Business Information Management (BIM) offer using the “Intelligent Enterprise” methodology to help clients unlock the real value of their business information**

## The Challenge

Many organizations have yet to fully realize the benefits of their investments in business information systems. They have users who are either frustrated that they can't get the information they need or that their information conflicts with other sources. A holistic view of key business information across the organization that can be trusted is hindered by a lack of standards and a culture that does not exploit information as a strategic asset. Today's leading organizations are information driven and a strategic approach to handle information is an imperative.

## The Solution

Fundamental to making business information work for you is having a clear strategy of how information is managed in the organization; who owns data, is it clean and consistent, which information do people need and how do they want to interact with it? Our Information Strategy service uses structured interviews with information

users and key stakeholders as the basis to establish a solid foundation on which a truly successful Business Information landscape can be built.

## The Benefits

In the “Information Opportunity Report”, Capgemini established that organizations that use their business information successfully can be as much as 27% more effective.\* Capgemini's “Intelligent Enterprise” methodology provides a comprehensive understanding of the current business information environment and opportunities for improvements. These insights enable organizations to achieve optimal information usage with the right technology, culture, education and organizational set-up to maximum business performance and effectiveness. With an information foundation in place the true benefits of any investment in BIM technology can be achieved.

\*The Capgemini Information Opportunity report (2008): A survey of senior executives stated they believed that a 27% improvement in business performance was achievable through successful exploitation of Business Information.





### Enabling the Intelligent Enterprise

To become an Intelligent Enterprise, organizations must address and combine the four core streams of Business Information:

- A Business Performance Management framework;
- An Information Strategy;
- A Business Intelligence (BI) Competency Center led approach to managing and deploying information;
- A Business Intelligence (BI) Technology program.

This integrated approach ensures that the insight derived from your technology infrastructure maps perfectly to evolving business needs, delivering increases in both performance and effectiveness.

### Next Steps

Let us help you make your business information count and achieve significant performance improvement, to become an Intelligent Enterprise.

### Capgemini Enterprise Delivery Model & Rightshore

**Capgemini has a unique approach which industrializes the delivery of BIM, based on a BI Competency Center led approach, which engages both business and IT in managing information assets. This is supported by a BI Development Center, usually located at a low cost offshore location. This approach draws heavily from our Rightshore® methodology to deliver comprehensive yet affordable solutions.**

## Information Strategy Engagement

### The Methodology

An Information Strategy project starts with a rapid assessment that focuses on user requirements and captures the As-Is situation. Central to the approach is a series of focused interviews with key stakeholders from both business and IT. As part of the Intelligent Enterprise methodology, Capgemini has developed an information diagnostic tool to support the capture and analysis of this information.

This phase identifies “burning platforms” and an assessment against best practice identifies quick wins and opportunities.

The future state is designed based on input from the diagnostic tool. Workshops are used throughout the whole engagement to involve the client and ensure business buy-in and commitment.

The future state definition describes the information needed, data ownership, business intelligence capabilities and technology. It addresses the governance model and organization required for the client to achieve the strategic objectives.

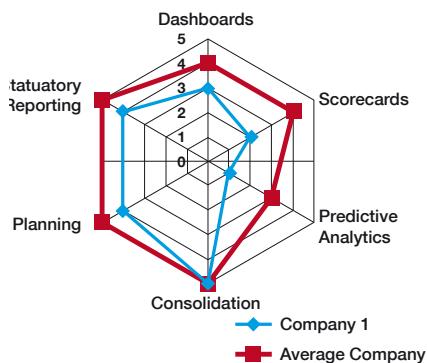
The engagement results in a robust information strategy and a roadmap for implementation, supported by the business case.

### Why Capgemini

Capgemini provides access to globally based BIM skills and resources, combining expertise of information strategy, business consulting and deep technology understanding to ensure seamless and effective implementation. Capgemini has over 4000 skilled BIM practitioners of which 1000 belong to our BIM Center of Excellence in India as part of our Rightshore® model.

To find out more about Business Information Management, visit us at [www.capgemini.com/BIM](http://www.capgemini.com/BIM)

### Intelligent Enterprise Diagnostic



### About Capgemini and the Collaborative Business Experience™

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies.

Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery

model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients.

Present in more than 30 countries, Capgemini reported 2009 global revenues of EUR 8.4 billion and employs 90,000 people worldwide.

More information is available at [www.capgemini.com](http://www.capgemini.com)