



DATA SHARING MASTERS

How smart organizations use data ecosystems to gain an unbeatable competitive edge

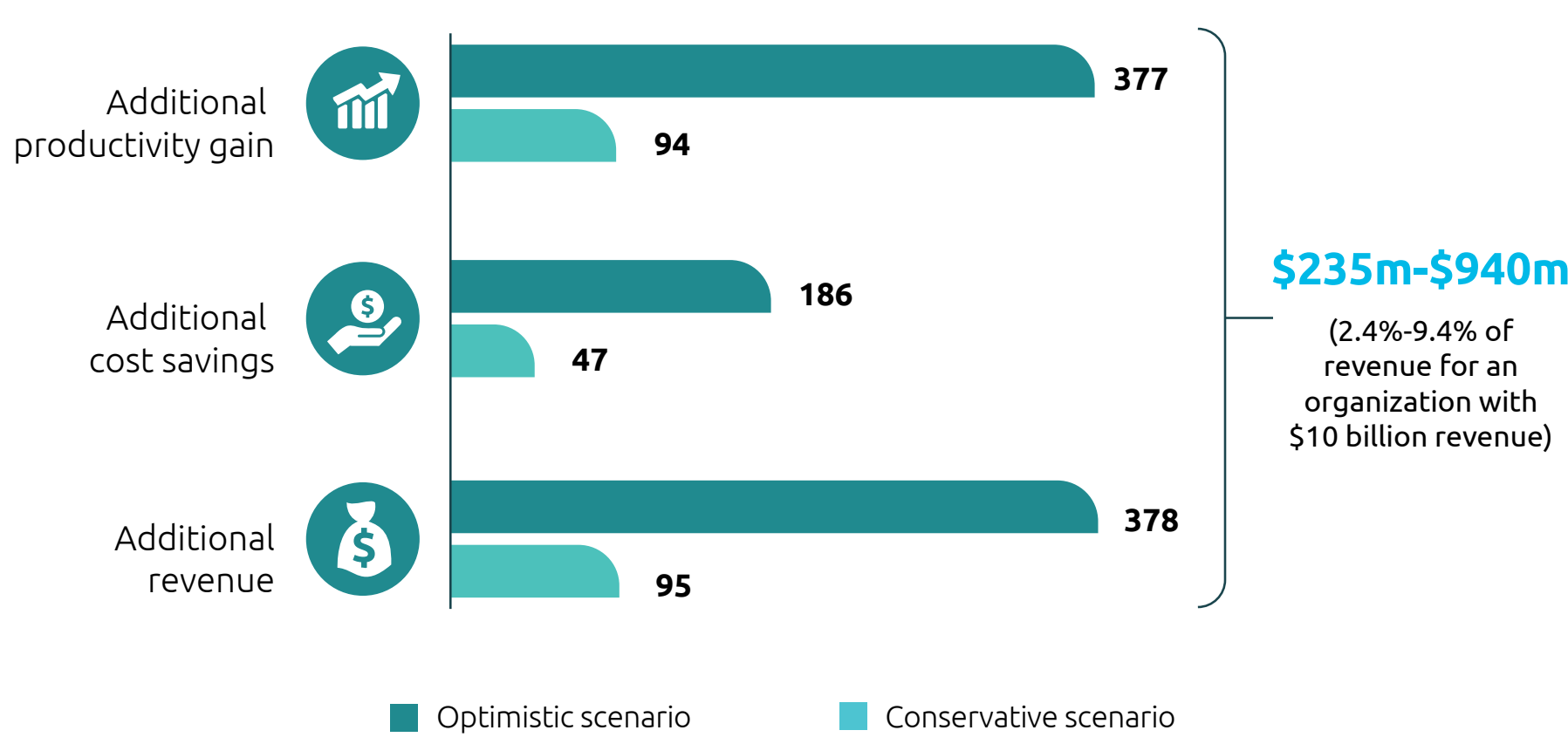
Data ecosystems have led to significant gains in customer satisfaction, productivity, and innovation



Percentages indicate the amount of annualized benefit realized over the level of three years earlier or expected to be realized over today's levels. Source: Capgemini Data Ecosystem Survey; N=750 organizations, April-May 2021. NPS stands for net promoter score – a key customer satisfaction metric.

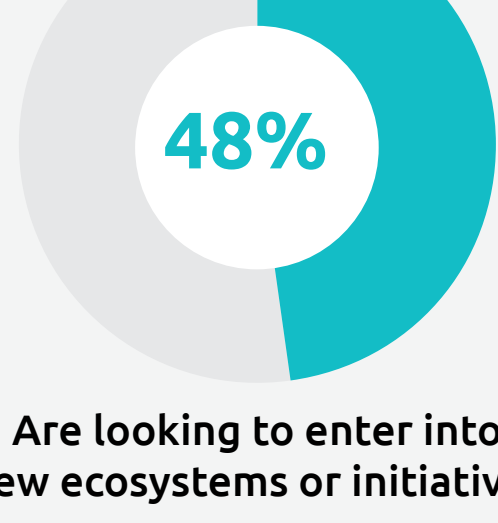
Organizations participating in data ecosystems have the potential to gain financial benefits up to \$940 million or over 9% of annual revenue over the next five years

Additional benefit from data ecosystem per company, cumulative in five years (USD M)

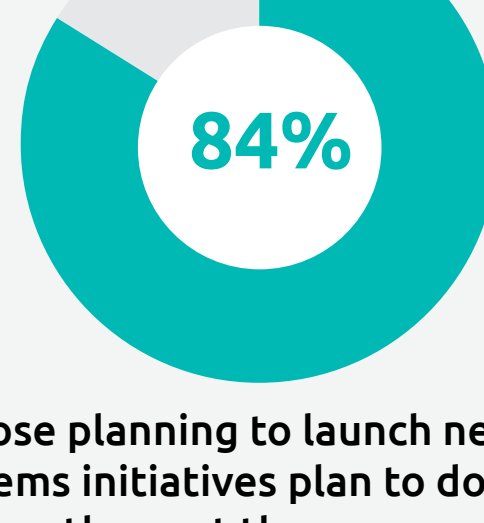


Source: Capgemini Data Ecosystem Survey; N=750 organizations, April-May 2021. Capgemini Research Institute analysis.

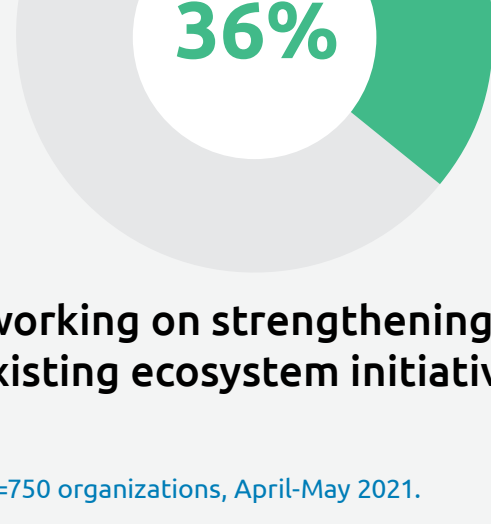
Organizations are planning to accelerate their data ecosystem engagements



Are looking to enter into new ecosystems or initiatives



Of those planning to launch new data ecosystem initiatives plan to do so within the next three years

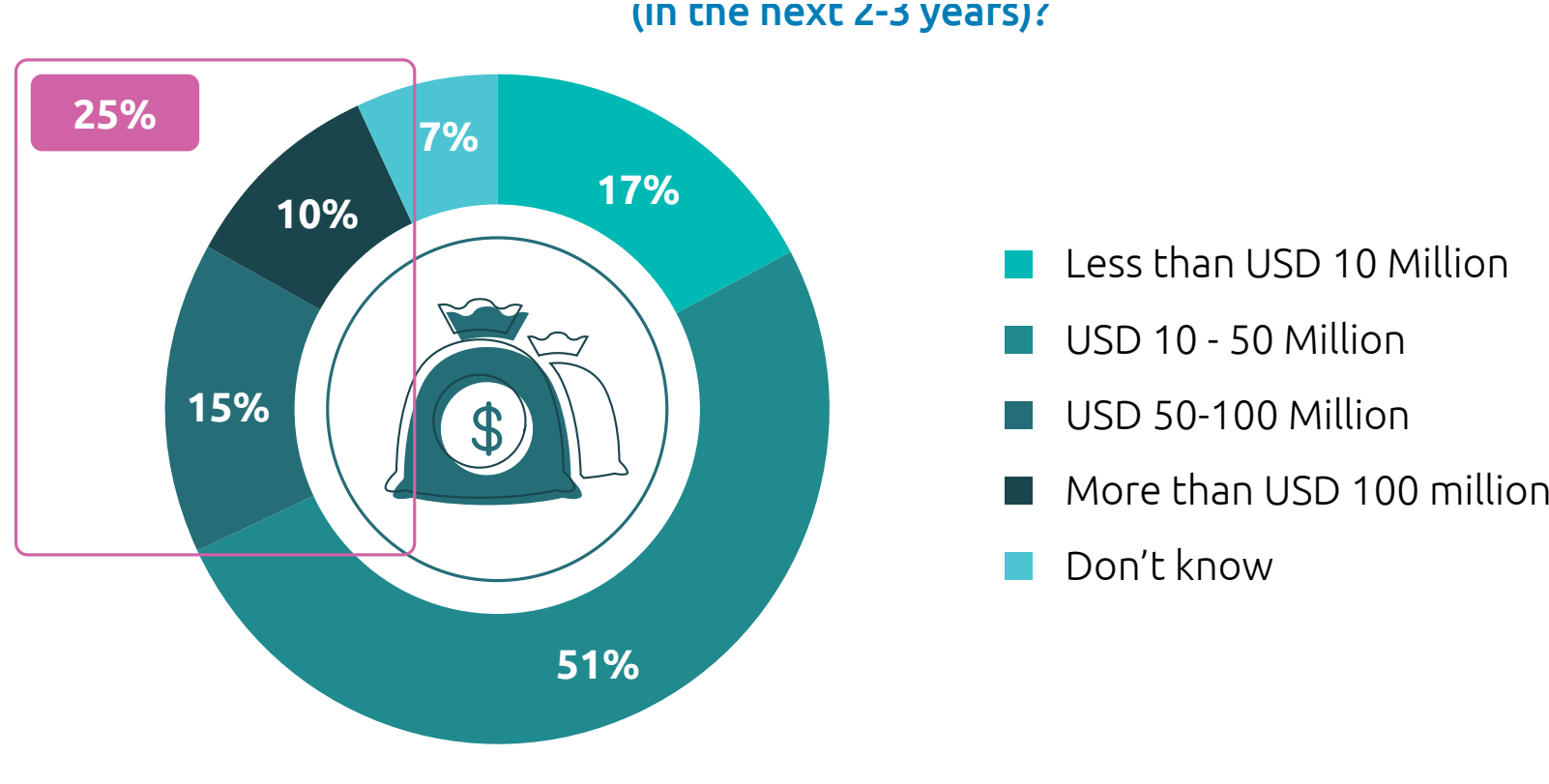


Are working on strengthening their existing ecosystem initiatives

Source: Source: Capgemini Data Ecosystem Survey; N=750 organizations, April-May 2021.

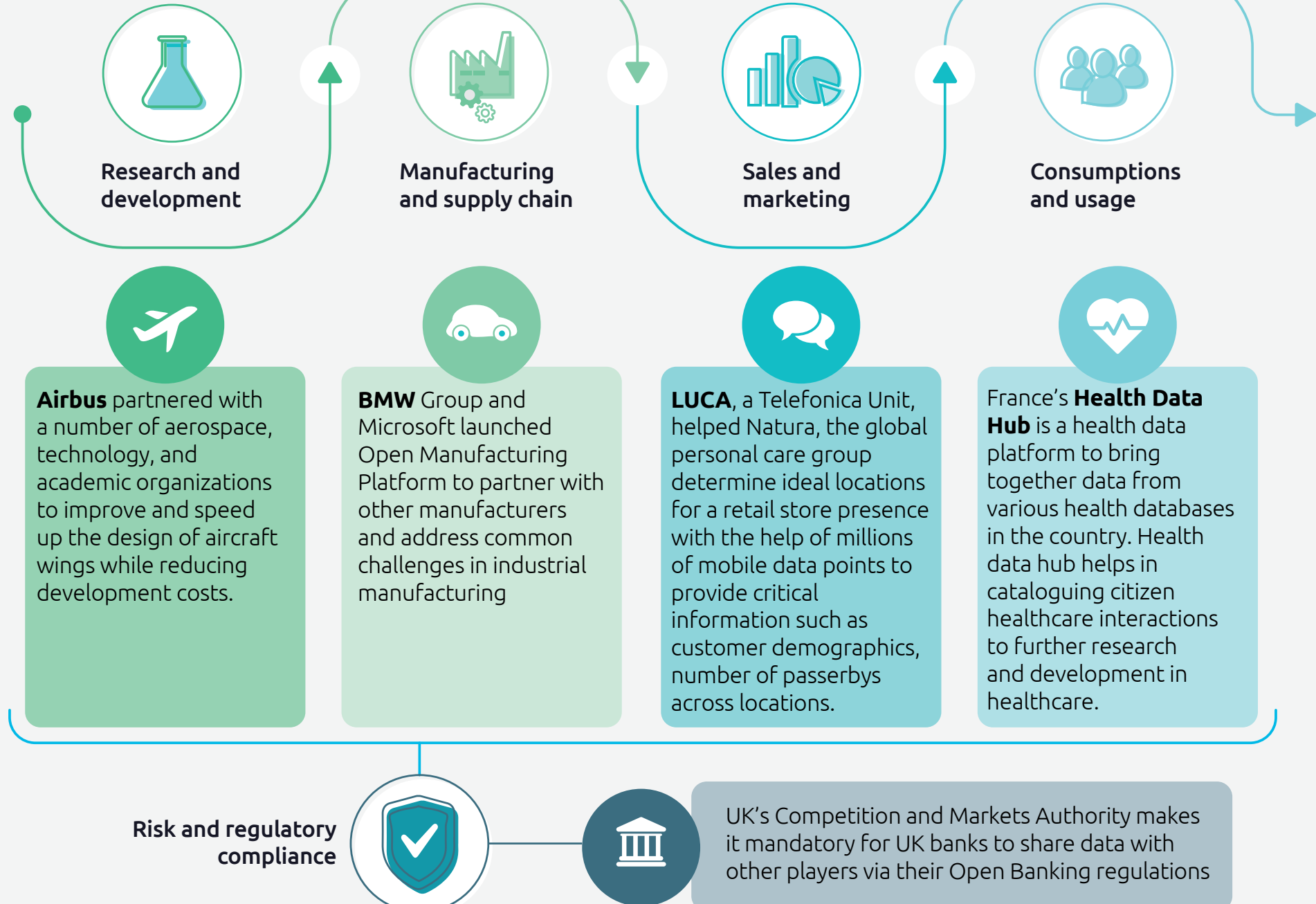
One in four organizations to invest more than \$50m in data ecosystem initiatives in the next three years

(in the next 2-3 years):



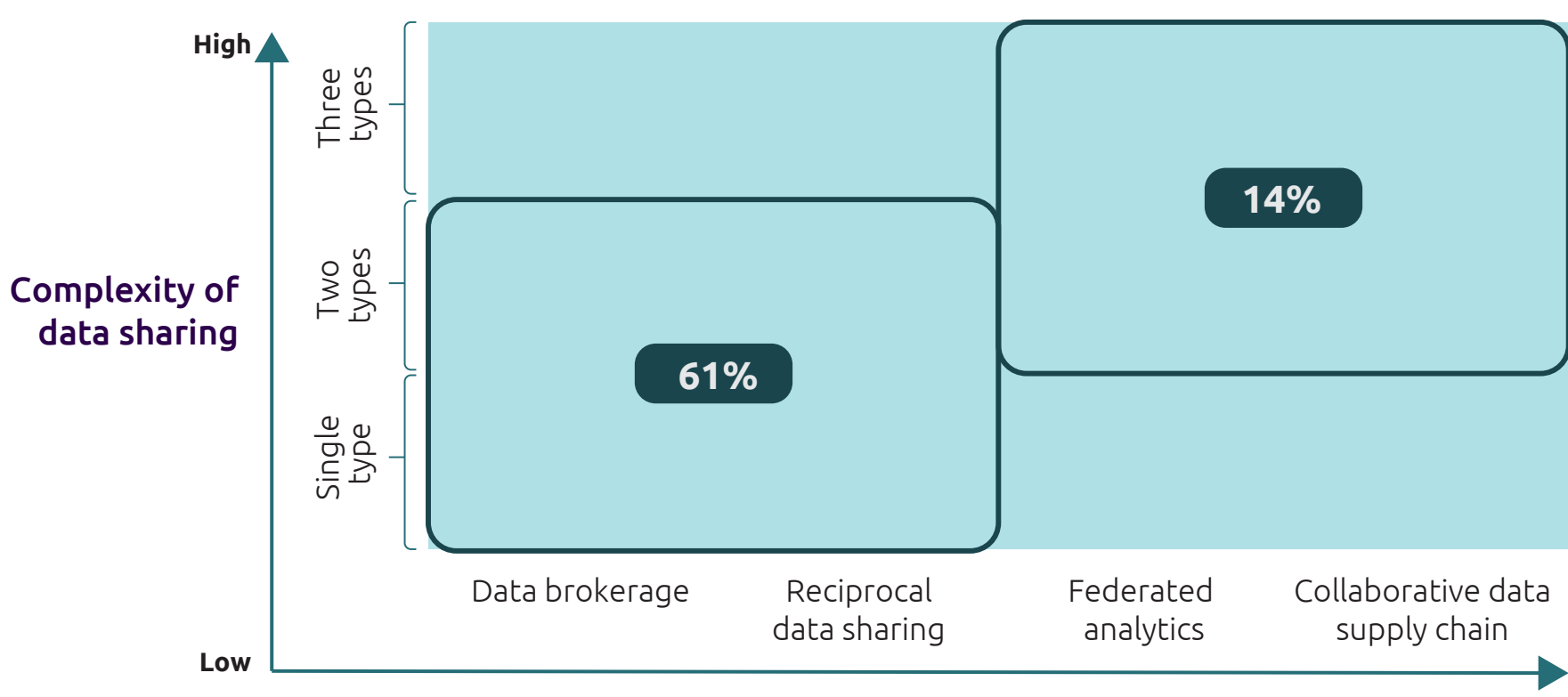
Source: Capgemini Data Ecosystem Survey; N=750 organizations, April-May 2021.

The most common use cases across sectors span from research and development to consumption of products and services



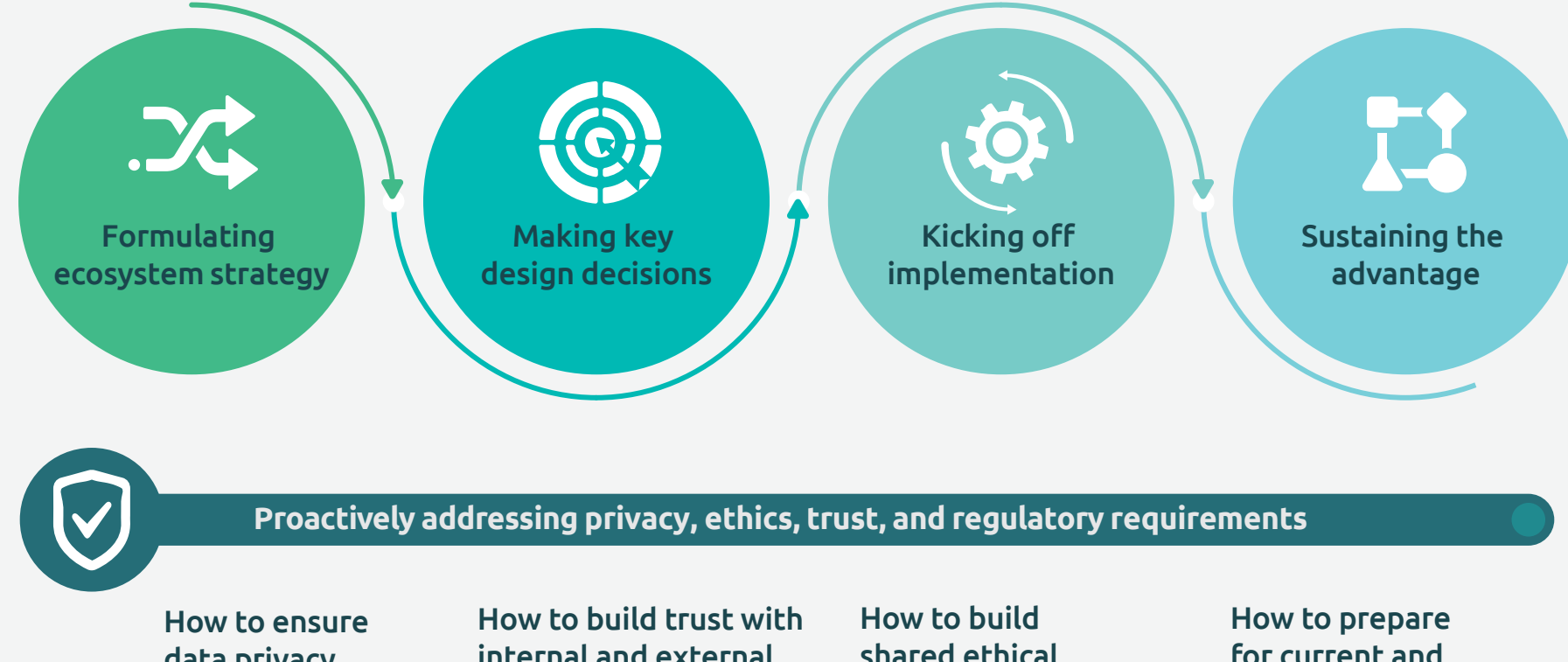
Despite the commitment to data ecosystems, their full potential is still untapped

61% of organizations engage in low complexity/low collaboration initiatives, while only 14% engage in more collaborative models that offer up to 10pp higher financial benefits



Percentages within boxes represent the share of organizations that adopt the given collaboration model and data sharing complexity. Source: Capgemini Data Ecosystem Survey; N=698 organizations, April-May 2021.

How organizations can design, implement and sustain a winning data ecosystem strategy



Source: Capgemini Research Institute analysis