

# Turning Big Data into Big Opportunities

**Demands from end users and the business are sky-high for data access and analysis in real time. How can you meet these demands in a cost-effective way?**



## Overview



As the value of information skyrockets, so too does the business's thirst for more. Despite the growth of big data, the adoption of tools to manage it remains quite low. And industry analysts aren't predicting a rapid acceleration, for two primary reasons: Business leadership far too often fails to see the true value in big-data-specific tools, and there is a noticeable analytic skills gap for managing information.

Unfortunately, lines of business rarely get involved in ways to manage big data, leaving IT leaders scrambling for makeshift solutions that ultimately fail to deliver real business value. This business-level lack of participation also often means that organizations place less emphasis on the need for analytical talent.

### Big Data = Big Challenges

Also, when IT strikes out on its own, it faces some significant challenges, including the need to make data more accessible and to meet flexible user requirements while maintaining governance. In addition, given technology silos and data sprawl, it's difficult to react quickly to data management issues in real time. Most IT-driven approaches concentrate too much on restricting and controlling information and too little on enabling business collaboration, further alienating the business.

And then there's the competition factor: Truly progressive enterprises are pursuing digital transformation of their data assets. Challenging the traditional model, these organizations see big data as a key enabler of complete business transformation. They are moving to the Third Platform—which is based on big data, mobile computing, the cloud and social media—providing a new foundation for business innovation. Companies that take advantage of these trends with the most agile data platform now will gain agility and shorter time to market. Those that do not make this move will find themselves at a competitive disadvantage.

## Solution Spotlight



Taking center stage amid these digital challenges is the business data lake, a unified data landscape in which organizations can efficiently evolve and gain value.

The business data lake is the first big, fast reference architecture capable of providing governance and delivering insight at the point of action. Available hosted in the cloud or in an on-premises private cloud, it enables organizations to consolidate historic data marts, provide data to all users

effectively and subsequently increase agility. With integrated processing capabilities making it more than a simple storage repository, this solution infuses predictive analytics and the integration of analytics back into source systems by applying the right technology and capabilities to the required operational use case.

### Improving Governance

The availability of information that makes data lakes so valuable means that organizations must embrace new governance tactics. After all, businesses cannot wait for insights to go through an IT governance process, which would strip out the time value. Clearly organizations need to guard customer-specific and financial data. However, a marketing department should be able to slice and dice data to develop and support new campaigns with minimal governance.

Governance comes through distillation with metadata and master data management (MDM), creating specific views according to the business purpose. The distilled view can be as large as a corporate enterprise data warehouse or a subset of that warehouse or as specific as an Excel spreadsheet. The point is that a business data lake provides managed access to all the information and concentrates on all business information requirements—not simply those that fit within the enterprise's data model.

The Capgemini/Pivotal co-innovated business data lake removes the technical and financial constraints of data storage and movement and enables companies to:

- Store all data
- Accelerate processing
- Simultaneously provide the local views that each component of the business needs

For end users, this means that desired data is integrated and analyzed on demand; they no longer must always engage with IT to leverage the data. For IT, it offers the ability to achieve speed, cost reduction and increased security while providing a new, more business-centric approach to data governance.

### A Lake Full of Benefits

With a business data lake in place, it's easy for business leaders to see its value. The ability to provide customers with a positive online experience serves as a prime example. Simply offering fast transactions is not enough today. Instead, customers expect an intuitive shopping experience. This is where being able to rapidly reason across large pools of data demonstrates value. With a data lake, it's possible to quickly determine the next product a customer may logically want to buy and then instantaneously add insights into customer-facing applications.

The Internet of Things movement is also benefiting from business data lake environments. Consider the example of

a giant electricity-generating turbine. The data lake makes it feasible for the turbine manufacturer to help its utility customers avoid catastrophic failures. By accumulating and analyzing real-time data, the manufacturer can notify its customer that the turbine is about to fail, enabling the utility to shut it down normally. The manufacturer can, in parallel, have the repair crew onsite with the necessary parts to fix it and minimize the outage.

The data lake also bridges the skills gap, empowering users to leverage business technology they already understand, no matter what tool they are using. For instance, many lines of business have their favorite business tools—meaning that users can get immediate access to all the data they need by simply pointing their Excel spreadsheets to the data lake.

The key to success: The business data lake enables organizations to govern what matters while delivering value to the business with insights at the point of action.

## Why Capgemini?



Simply put, Capgemini brings the tools and experience necessary to deliver big data insights to the point of action. Leveraging Capgemini's business data lake means that the focus is on putting insights into action in a timely manner to move the needle toward true digital transformation.

Beyond the technology, Capgemini helps deliver its business data lake “as a service” to empower end users to directly request data from the architecture. Capgemini makes this happen by doing the following:

### Delivering proofs of concept

Capgemini can help build a roadmap in a time frame that demonstrates effectiveness. This is crucial as businesses focus on identifying and leveraging high-value opportunities.

## Serving as a change agent

Having a partner that can help with the change process is crucial to big data success. Capgemini's collaborative approach and years of experience help companies navigate the necessary cultural change. And Capgemini can help IT with the analytics and data science. The Capgemini data science team has the experience and skill set to facilitate the knowledge transfer needed for in-house professionals to consistently deliver business value down the road.

## Embracing an agnostic approach

Although Capgemini will point out its vendor preferences, the company will embrace any vendor that presents clear business value.

## What's Next?



There is a reason why Fortune 1,000 organizations turn to Capgemini when they need help with leveraging data and analytics to improve business performance. Now is the time to join them to advance your journey toward digital transformation.

Capgemini has helped hundreds of organizations across all industries distinguish market noise from valuable business insight by bringing together leading data technology experts with business and industry sector expertise to help organizations gain better value from both corporate and external data.

## Capgemini Insights & Data

In a world of connected people and connected things, organizations need a better view of what's happening on the outside and a faster view of what's happening on the inside. Data must be the foundation of every decision, but more data simply creates more questions. With over 11,000 professionals across 40 countries, Capgemini's Insights & Data global practice can help you find the answers, by combining 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.

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