

# Analytics Accelerator

Getting you started on your analytical journey



INSIGHTS & DATA

People matter, results count.

Capgemini's Analytics Accelerator helps organizations make a real difference in their journey to becoming an insights-driven organization. The Analytics Accelerator delivers immediate analytics value supported by a vision and roadmap for driving long term value from your business.

## Need for concise and actionable insights

### **Analytics can excite and scare organizations in equal measure.**

Evolution and growth of data sources along with improvements in technology present new and unique opportunities for organizations to deliver business value. Joint research by The Economist and Capgemini has shown that industry pioneers who embraced the power of analytics and other digital technologies have realised a 26% process performance improvement over the past three years, and they expect it to improve by 41% over the next three years<sup>1</sup>.

However many organizations, though accepting analytics represents an attractive opportunity, do not know how to begin their analytical journey or enhance their existing analytical capability.

### **What we hear from our clients:**

- *"I have a lot of customer-related data but don't know how to use it"*
- *"I have been told to "do something" about big data analytics but don't know where to start"*
- *"I don't know how to drive value from my data"*
- *"I don't seem to be able to drive value from my technology investments"*
- *"I have heard of "big data" but don't know what it means for me"*
- *"I need to understand how to improve my customer interactions?"*

<sup>1</sup> Reference: [https://www.uk.capgemini.com/resource-file-access/resource/pdf/The\\_Deciding\\_Factor\\_\\_Big\\_Data\\_\\_\\_Decision\\_Making.pdf](https://www.uk.capgemini.com/resource-file-access/resource/pdf/The_Deciding_Factor__Big_Data___Decision_Making.pdf)

## Capgemini's Analytics Accelerator

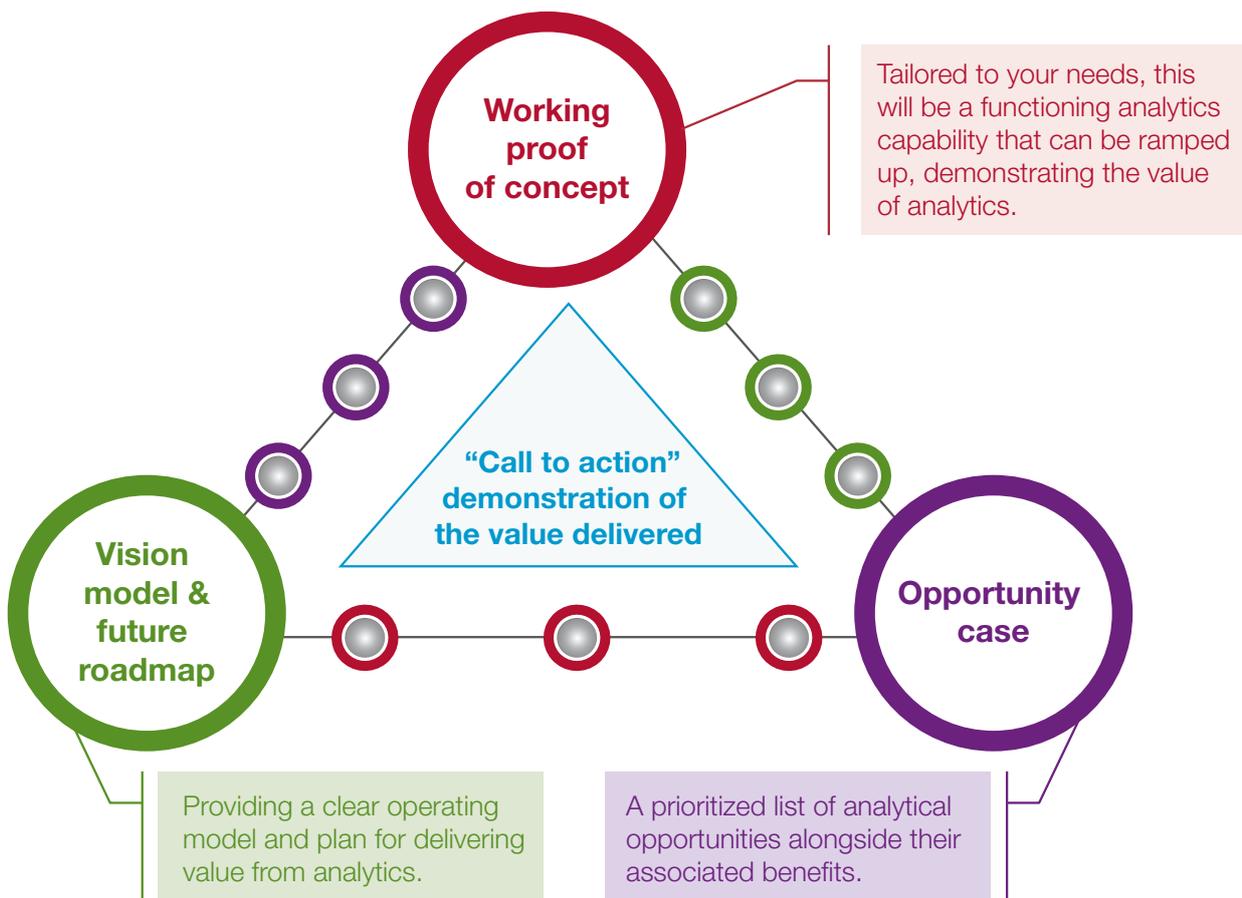
Capgemini's Analytics Accelerator helps organizations to make a step change in their journey to becoming an insights-driven organization. The Analytics Accelerator delivers immediate analytics value supported by a vision and roadmap for deriving long term value from your business.

The Analytics Accelerator is an 8-week programme that delivers immediate analytics value supported by a vision and roadmap for driving out long term value for our clients' business.

As illustrated in Fig 1, Capgemini's Analytics Accelerator delivers:

1. A working analytical **proof of concept**
2. Client specific analytics **use cases** within a formal **business case** for future initiatives
3. A defined **vision for analytics** and future **roadmap** to achieve this
4. A **'call to action'** for your organization to continue it's analytical journey

**Fig 1:** Capgemini Analytics Accelerator



## Collaborating with you

The Capgemini Analytics Accelerator is delivered collaboratively with our clients, using an agile delivery

methodology. We will help you assemble a joint team to meet your unique analytical business challenges.

**Fig 2:** Bringing in the expertise to help achieve your analytics vision

### Data science

Capturing, processing and modelling data to derive insights. Excellent software engineering skills, in languages such as Java, R, Python etc and experience in techniques such as data mining, clustering and segmentation.

### Technical architecture

Designing technical solution for end-to-end services. Technical knowledge required to ensure consistency of solutions and alignment to business requirements.

### Agile process

Leading the agile process, including stakeholder management to support prioritisation, capturing requirements and facilitating the development team.

### Data architecture

Defining data standards and procedures, developing strategies and designs for data implementation, data acquisition, and archive recovery. Focus on the organization and management of the database.

### Business analysis

Liaising with business stakeholders to identify solution requirements and analysis of business-level data to produce relevant insights.

### Data engineering

The application and technology skills (e.g. writing, packaging and deploying code) to create the finished software product and design appropriate application architecture.

### Data analysis

Focus on statistics and building data models to ensure the analytics solutions are accurate and easy to understand. Working knowledge of database and reporting tools, with strong knowledge analytical software packages such as SAS.

### Business case

Experience of creating business cases and clear understanding of the benefits and costs associated with designing, building and implementing analytics solutions.

### Strategy and operating model

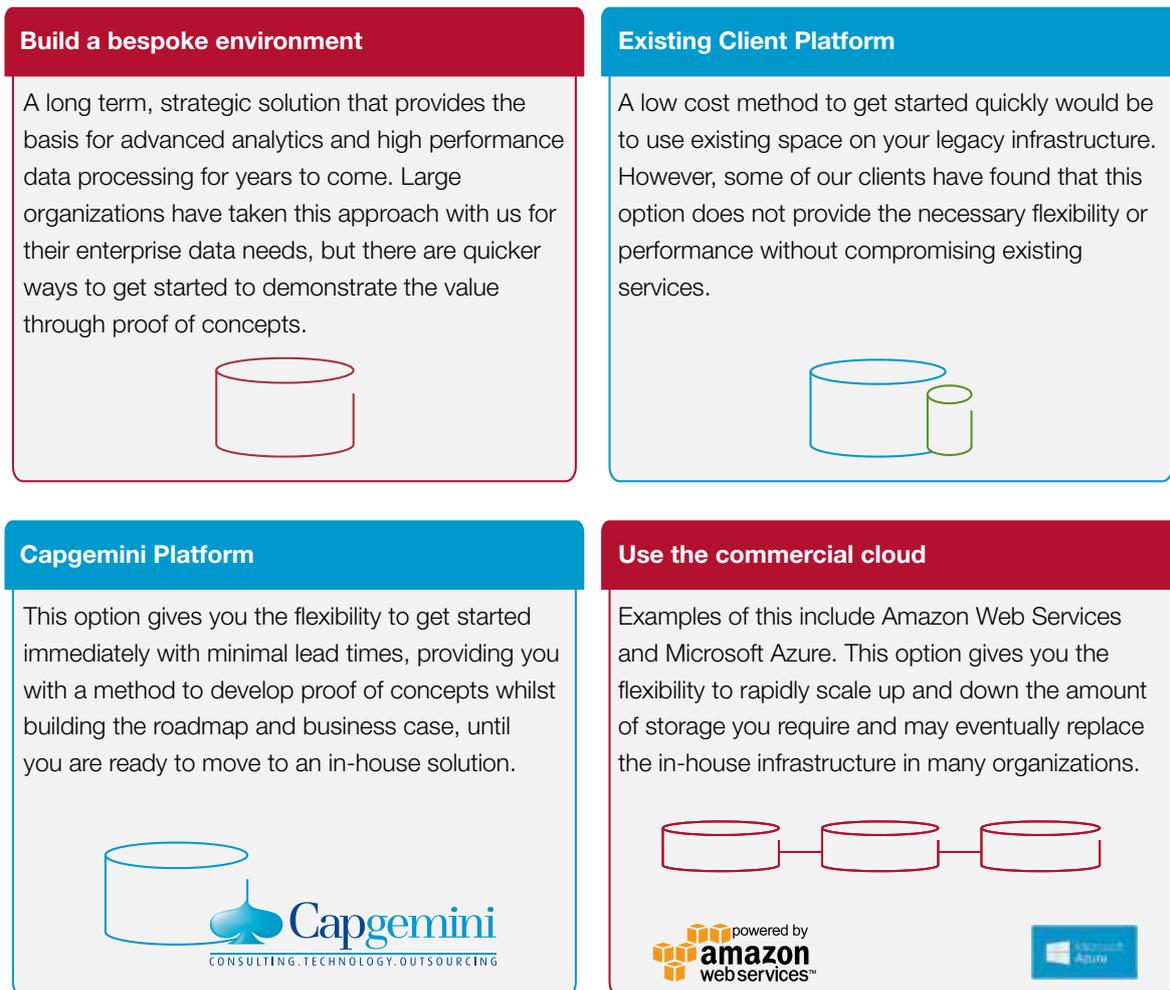
Understanding of embedding analytics within organizations and design of operating models. Understanding of cultural change within and delivery in organizations and delivery of business benefits from analytics.

## Technological flexibility

The agile nature of Capgemini’s Analytics Accelerator ensures flexibility in technology considerations, allowing work to start quickly and value to be delivered at pace.

The Capgemini Analytics Accelerator can be delivered using a range of data technologies:

**Fig 3:** Bringing in the expertise to help achieve your analytics vision



## Business value delivered in 8 weeks

Capgemini’s experience in delivering large scale analytics will:

- Embed a “micro” analytics capability: deliver a tangible proof of concept that is able to grow and demonstrate the value of analytics for the organization.
- Quantify the future opportunity: deliver client specific analytics use cases and a formal business case to define the value and benefits of future analytical initiatives.
- Define an analytical vision & roadmap: a clear direction for analytics within the organization and the roadmap to achieve the vision.
- Deliver a ‘call to action’: so your organization continues its analytical journey beyond the Analytics Accelerator engagement.

## Find out more:

Capgemini's Analytics Accelerator will help you make the "step change" in your analytics capability and accelerate the business value through affordable real-time analytics and insights.

### Contact us:

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## 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.

To find out more visit us online at [www.capgemini.com/insights-data](http://www.capgemini.com/insights-data) and <https://www.linkedin.com/company/bi-big-data-&-analytics> or follow us on **Twitter @Capgemini**



## About Capgemini

With more than 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2015 global revenues of EUR 11.9 billion.

Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. 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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