

Big & Fast Data: The Rise of Insight-Driven Business

France



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Capgemini view

In France, it is often business departments that express interest in using big data in the transformation of their business and for better performance. The most mature sectors in this regard are telecoms and distribution/consumer products, but transport and energy/utilities organizations are also very interested in the arrival of big data technology among their information systems. The public sector is investing in big data as part of the fight against terrorism, fraud and other crime, as well as to improve their service to citizens.

In our experience, most companies are playing a waiting game with respect to big data. Delaying factors can be psychological, strategic, organizational and technological, and apply throughout the operational value chain for data – including collection, security and data protection, data analysis, and overall strategy of the company.

Once the doubts are resolved, however, we see great potential for big data in France. French companies tend to be good at using data to measure and understand their business and the environment in which they operate. However, they are far from systematic about using data to obtain detailed analysis of the behavior of their consumers and underlying correlations – much less to anticipate and predict the future. Therefore, they stand to gain considerably if they can successfully apply big data techniques.

Perception of big data as a disruptor

French respondents reported past disruption relating to big data at about the same level as the international average; however, there were signs that they anticipate increasing disruption in the future (only 34% of French businesses in our study said that they were not anticipating any disruption over the next three years, compared with an average of 38%). This is likely to be a combination of current economic uncertainty and increased awareness of the opportunities. It should be noted that the French Government is particularly active in supporting big data; in July 2014 it announced a plan aimed at positioning France as a world leader, with a range of measures to strengthen the supply of big data technology and services, accelerate their use, and modernize the loi informatique et libertés (French data protection act).

Awareness of big data opportunities

Along with the UK, French respondents were more inclined than other European respondents to see big data as providing new business opportunities – those from the two BRIC countries, China, Brazil, and the US felt more strongly about this. French respondents were also more likely than most other Europeans to agree strongly that decision-makers increasingly require data in real time.

However, as noted above, it is often specific sectors that have the strongest awareness of the possibilities of big data (for example, industrial engineering companies are interested in the Internet of Things and in new business operational capabilities) while the market overall is at a lower level of maturity and adoption.

Implementation approach

About 68% of respondents said that they had implemented or were in the process of implementing big data technology or would be implementing it in the next 12 months. This is close to the international average (71%) and is the highest percentage out of the European countries we surveyed (the UK figure was also 68%).

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