Business Information Service Center

Transforming business information delivery through innovation, industrialization and a focus on business outcomes

Better management of business information can differentiate you from your competitors. With the right insights, you can become more efficient, understand customers better, and exploit business opportunities faster. However, today's organizations face a deluge of data from which they increasingly struggle to extract useful intelligence to meet an ever increasing demand for business insight.

To be effective, business information management (BIM) must be put on a new footing, aligned with business needs and outcomes, and combined with embedded industrialized processes. This way, it becomes possible to deliver a systematic, controlled program of development around a coherent roadmap for change.

Our Business Information (BI) Service Center model is designed to support this holistic approach. It provides well-defined, proven processes, methodologies, templates and accelerators covering all aspects of transformational BI management. It takes a new approach to transforming BI delivery in order to provide better, faster, more reliable, more business-relevant information and insight.

With our Rightshore® approach, you can move up to 85% of BI development either offshore or to a local low-cost center, resulting in cost savings of up to 50% and faster, more agile, more reliable BI.

How top companies are already benefiting

Our Rightshore® model, BIM know-how, and industrialization capability make our BI Service Center model unique. With it, we have helped make many world-leading organizations into the 'intelligent enterprises' of tomorrow.

- For a global beverage company, we delivered process improvements resulting in an almost 30% improvement in productivity.
- For a major global telco we are delivering cost savings of over 40% during the life of the contract.
- For a global consumer and packaged goods company, we helped to transform access and use of information, bringing enhanced insight and worldwide consistency.

Capgemini's BI Service Center model enables you to:

- Deliver complex BI work at ever faster rates.
- Manage and align multiple streams of BI development.
- Start to tackle the new big data agenda.
- Take advantage of the latest technology innovations.
- Continuously improve efficiency and quality of BI delivery.
- Deliver more at lower cost.

How a BI Service Center can help your business

A BI Service Center is a new way to deliver BI: rationalizing and aligning to business strategy and scaling to meet business needs. It includes both a local component engaging with your business to ensure you achieve desired outcomes, and a 'BI factory' component – a Rightshore® BI development capability in a low-cost location with the ability to scale to meet demand.

We have implemented this model for many clients, always customizing it to their needs. As a result, they enjoy innovative, high-performance BI services with industrialized delivery and support.

Resources that scale to meet your needs

The model incorporates an intelligent, responsive demand management process. Together with our Business Information Management (BIM) Center of Excellence resource pool, this process enables services to be scaled up or down as demand varies: we can handle hundreds of BI development tasks. So you get virtually infinite capacity on our side with zero commitment on yours.

An easy way to see costs

Our proprietary estimating tool, GREAT BI, provides a clear, auditable basis for costing work on any BI project. You instantly see what you will get, how much it will cost, and the savings you can expect. Once we understand your systems, processes and methodology, we prepare a menu card to give your business users a quick view of the effort and price associated with new BI service requests.

Coordination of multiple BI vendors

If yours is a multi-vendor environment, the BI Service Center provides a common framework for coordinating many workstreams across multiple partners. It manages shared functions for you while individual vendors focus on their own projects.

Consistency in design and project management

We have a template-based approach for setting up a central design authority to ensure the design and information structure is consistent across multiple development streams. Our DELIVER BI methodology provides consistency in project and program management.

What's involved in migrating to a BI Service Center?

Define your strategy

Your first step is to develop an information strategy. This means understanding where your organization can gain most value from information. How can you use intelligence to drive the right business outcomes, and what data do you need to obtain (or clean and organize) to get that intelligence? Your strategy will also define the BI platform and configuration needed to industrialize your BI. We can help you develop this strategy, and an 'information roadmap' for achieving it.

Set up your business engagement and competency framework

This framework gets business and IT people working together to ensure BI is developed and deployed effectively, using an enterprise-wide, centralized process for managing data and information. With the framework in place, Capgemini operates the factory but you are in charge. Capgemini has process templates to help you set up your framework, but it is vital that you own it, and that it becomes an integral part of your organization.

		Key Responsibilities	Characteristics
Client/Demand Side	**BI Competency Framework**	• Manages BI direction, strategy and governance. • Identifies and propagates leading practices. • Drives compliance to data standards. • Promotes exploitation of BI capability. • Directs BI developments. • Manages BI Service Centre to agreed service levels.	• Likely to be existing or can be established with help from Capgemini. • Lean, light and flexible—core team augmented with Capgemini resources as required. • Capgemini supplies specific expertise as needed for new projects and technologies.
Supply Side	**BI Delivery Engine**	• Manages BI factory to agreed SLAs. • Will balance supply to meet demand. • Manages functional and technical design. • Provides Bluser support as an information center.	• Typical outsourced capability. • Balance of on- and offshore. • Strong customer-facing communication skills.
Supply Side	**BI Factory**	• Manages cost-effective build, test and deployment services. • Transfers knowledge to client's operational support groups. • Provides platform support as needed.	• Outsourced capability. • Typically offshored.

Introduce the service and start realizing benefits—seamlessly

Our phased approach means that moving to a BI Service Center will not disrupt your business operations.

Phase 1. **Efficient transition:** A wide variety of proven processes, templates, standards and guidelines are associated with our Service Center model. Having understood your desired business outcomes and information roadmap, we tailor the model for you. Our BI factory managers will come onshore and work alongside our local team and your key business users for four to eight weeks to establish the right relationships, and to ensure that they understand your business and, conversely, that your people know how to get the best out of the Service Center.

Phase 2. **Realized transformation:** With the BI Service Center up and running, we help you adjust your processes and skills to make the best use of the information you are getting. At the same time, we adjust our way of working to make sure it suits your business environment.

Phase 3. **New world:** Within six to nine months, your organization will be seeing substantial benefits. The BI Service Center will be delivering business insights rapidly through an industrialized process, and your business will have moved to an innovative, efficient and agile way of working, informed by these insights.

Achieve continuous improvement and innovation

Once the BI Service Center is established, we work with you to make sure your benefits continue to grow. For example:

- As we get to know your business our productivity grows. The benefits are passed on to you—our estimating tool is continuously re-calibrated.
- Our experts highlight new BI technologies and thinking that could be relevant to your business, for example through innovation workshops.
- You can try out new solutions in our CUBE lab containing more than 25 different BI technologies and over 100 virtual machines.
- Our rapid design and visualization (RDV) techniques help you prototype new reports to get feedback from your users, speeding up delivery and reducing rework.

About Capgemini

With more than 125,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of €10.3bn.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

For further information visit
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