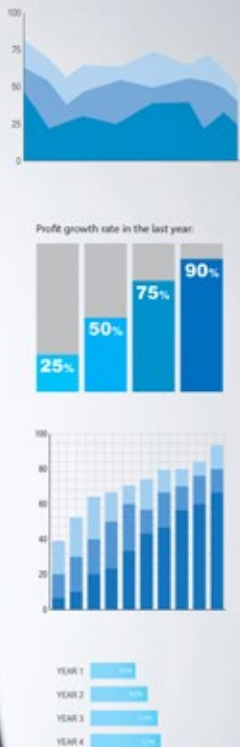# Data Visualization Solutions for Financial Services

Visualize your critical data and make faster, better business decisions

The pace of change in the financial services industry is increasing rapidly and organizations must move quickly to respond to market needs and customer demands. To support timely, accurate decisions and innovation, financial institutions must have access to the right information at the right time. Banks, insurers, and capital markets firms are facing data overload as social media and advanced technologies are producing more data points for analysis. How can executives make the right decisions in a timely manner?

This ever-increasing speed and complexity of data has forced a change in traditional business intelligence and reporting practices among financial services organizations. With advances in visualization techniques, visual business intelligence has emerged as a way to simplify and synthesize complex data so it is easier to present to line managers and executives.

People matter, results count.

How Can Data Visualization Help Your Business?

Business intelligence is the discipline that helps financial firms manage data to make decisions. With the emergence of specialty data visualization tools from new and established business intelligence vendors, enterprises are adopting more visual reporting practices. However, with many new technologies and techniques to chose from, financial services firms are finding it difficult to define a data visualization-centric information strategy.

To meet today's market challenges, it is essential to have an enterprise data visualization program. Companies that have successfully implemented such programs have been able to:

- Empower their business managers with visual insights
- Increase knowledge discovery like analysis
- Make impactful decisions collaboratively across all business functions
- Reduce efforts on data management
- Increase self service
- Improve operational efficiency
- Establish management by exception practices
- Support performance management based on role specific KPI

Capgemini has helped banks, capital markets firms, and insurance companies make the transition to more visual reporting, enabling decision making that is simpler, quicker, smarter and more collaborative. Regardless of the current state of your business intelligence road map, Capgemini can provide the strategy, solutions, and services for a complete data visualization initiative.

Step 1: Assess

We start by analyzing business processes and interview stakeholders to gain an understanding of roles, goals, performance indicators and the enterprise story. This step feeds the "Create" process after determining the usability objectives and technical requirements.

Step 2: Create

During the creation process, we use rapid visualization techniques to develop the right visualizations that reflect the enterprise story.

Step 3: Design

We realize the importance of user interface design in the process and use experts in user interface and user experience to provide the impactful visualization.
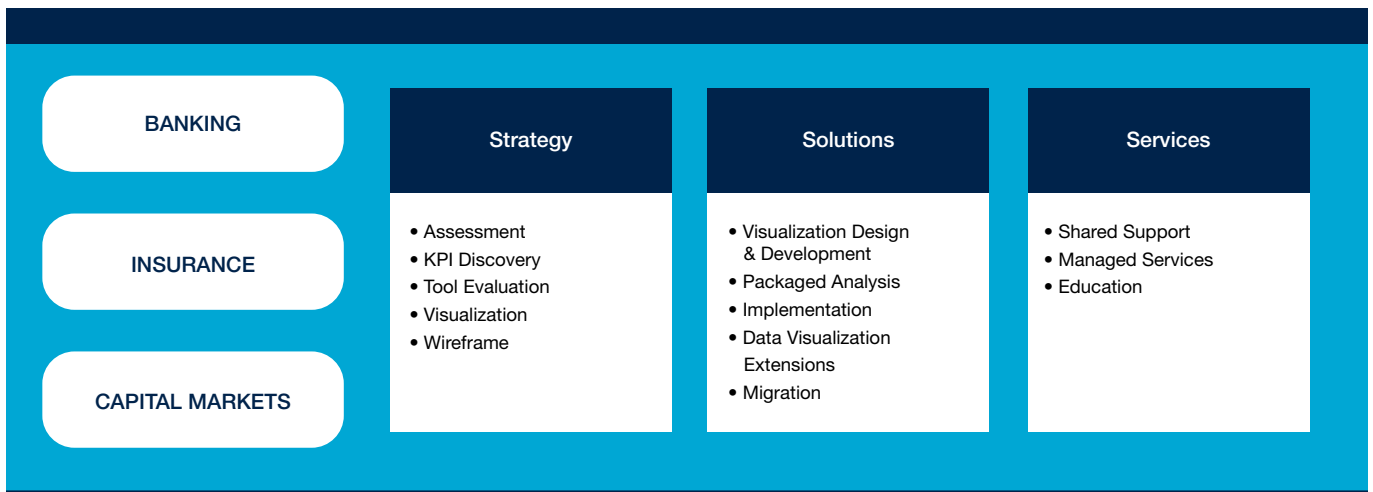
Step 4: Execute

We help you interpret, refine, enhance, and provide a continuous insightful enterprise story which helps business managers make impactful decisions.
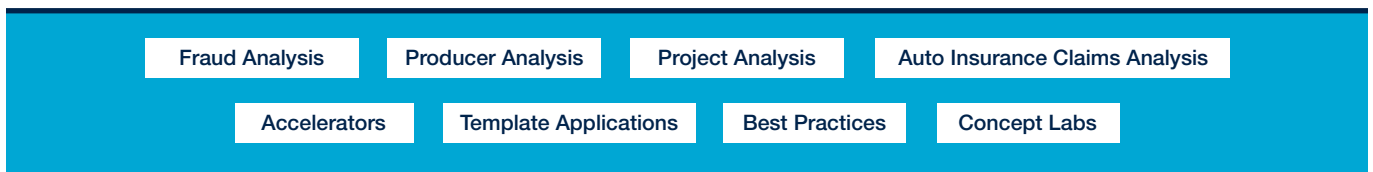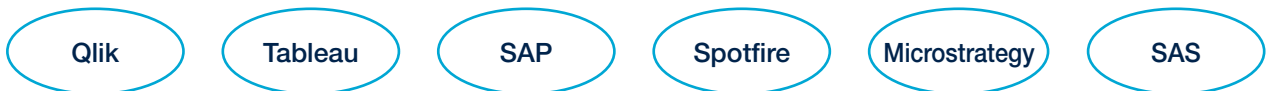
4 Steps **to visualizing your data**

With investments in people, process and tools, Capgemini has created mature FS-specific assets to help jump start any data visualization initiative. We have focused on the following critical components to support successful data visualization efforts:

- Tool evaluation
- Integration with enterprise business intelligence tools
- Enterprise deployment
- Data access integration
- Packaged analysis
- Management information content migration
- Certified consultants

BANKING	Strategy	Solutions	Services
INSURANCE	• Assessment • KPI Discovery • Tool Evaluation • Visualization • Wireframe	• Visualization Design & Development • Packaged Analysis • Implementation • Data Visualization Extensions • Migration	• Shared Support • Managed Services • Education
CAPITAL MARKETS			

Data Visualization

Qlik Tableau SAP Spotfire Microstrategy SAS

Fraud Analysis   Producer Analysis   Project Analysis   Auto Insurance Claims Analysis

Accelerators   Template Applications   Best Practices   Concept Labs

Get started today by visiting us at: **www.capgemini.com/fsinsightsdata** or
contacting us at **businessinfo@capgemini.com**

About Capgemini

With almost 145,000 people in over 40 countries, Capgemini is one
of the world's foremost providers of consulting, technology and
outsourcing services. The Group reported 2014 global revenues of
EUR 10.573 billion.

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.

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People matter, results count.