Capgemini press contact:
Tara Marion
Capgemini
Tel: + 1 469 878 8384
E-mail: tara.marion@capgemini.com

Myriam Levy
Capgemini
Tel.: +33 1 47 54 50 76
E-mail: myriam.levy@capgemini.com

Capgemini Launches Elastic Analytics, an End-to-End Business Intelligence and Big Data Analytics Solution, on Amazon Web Services

Paris, New York, August 22 2013 – Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, today announced, 'Elastic Analytics', a new end-to-end Business Intelligence (BI) and Big Data Analytics solution, is available via Amazon Web Services (AWS).

Elastic Analytics is an enterprise-ready, integrated solution that includes the infrastructure, management, security, support, and maintenance to run analytics solutions on a cloud environment. Elastic Analytics offers maximum flexibility, supporting most of the leading BI software packages, with the ability to expand and contract with customers' business needs. This allows customers to take full advantage of the most powerful aspect of cloud computing, the consumption-based model, while maintaining the same look and feel to applications as if it was running in customers' own data centers.

"*Capgemini is enabling global enterprise organizations to rapidly scale out BI and big data solutions in the cloud, and we're excited to be working closely together with them to bring these benefits to customers via AWS*," said Terry Wise, Director, Worldwide Partner Ecosystem, AWS.

Scott Schlesinger, Senior Vice President for Business Information Management (BIM) at Capgemini commented: "*Organizations are continuously looking for optimized solutions that deliver shorter 'time-to-value' advanced analytics. AWS is a highly adaptable and extensible platform that rapidly offers organizations the ability to launch and sustain their advanced analytics initiatives.*"

Elastic Analytics provides clients with an easily adaptable mix of technologies, sources and solutions that can be enabled for them, in a fraction of the time and cost of building a traditional Business Intelligence or Big Data solution. The solution is able to combine large source sets of structured and unstructured data, using existing ETL

Capgemini News Alert

technologies and the AWS Hadoop-based solution, Amazon Elastic Map Reduce (EMR), to extract and merge the data into highly optimized analytics engines. Capgemini customers will then be able to leverage this environment to gain immediate business insights from their data.

"Organizations are struggling with the deluge of data and the ability to rapidly respond to new demand for insight from their business users. Cloud offers a way to deliver solutions quickly but BI and big data infrastructure is complex to set up," explains Lanny Cohen, Global Chief Technology Officer at Capgemini. *"Capgemini partners with the leading cloud providers globally, and most recently has worked closely with AWS to create 'Elastic Analytics', a new end-to-end Business Intelligence and Big Data Analytics solution available via AWS, to directly address this need."*

The Capgemini team has worked with a broad range of customers across multiple industry sectors to address a myriad of business objectives. From a large life sciences company that chose to leverage AWS to demonstrate the capabilities and advantages of using visualization tools, to create a Competitive Intelligence portal for its executives, through to a U.S.-based telecommunications firm, that used the solution to address significant data loading and performance problems, which were impeding the 'time-to-value' for analytics reporting. Using the AWS cloud gave these clients the ability to rapidly develop their respective solutions at a far lower cost and faster timeframe than traditional development methods.

About Capgemini
With more than 125,000 people in 44 countries, Capgemini (www.capgemini.com) is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion (more than $13 billion USD). 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[TM], and draws on Rightshore[®], its worldwide delivery model.

Rightshore[®] is a trademark belonging to Capgemini.

Capgemini News Alert