Analytics Accelerator

Getting you started on your analytical journey
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.

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?”

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

Tailored to your needs, this will be a functioning analytics capability that can be ramped up, demonstrating the value of analytics.

Providing a clear operating model and plan for delivering value from analytics.

A prioritized list of analytical opportunities alongside their associated benefits.
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**

<table>
<thead>
<tr>
<th>Data science</th>
<th>Technical architecture</th>
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<tbody>
<tr>
<td>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.</td>
<td>Designing technical solution for end-to-end services. Technical knowledge required to ensure consistency of solutions and alignment to business requirements.</td>
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<tr>
<th>Agile process</th>
<th>Data architecture</th>
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<td>Leading the agile process, including stakeholder management to support prioritisation, capturing requirements and facilitating the development team.</td>
<td>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.</td>
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<tr>
<th>Business analysis</th>
<th>Data engineering</th>
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<td>Liaising with business stakeholders to identify solution requirements and analysis of business-level data to produce relevant insights.</td>
<td>The application and technology skills (e.g. writing, packaging and deploying code) to create the finished software product and design appropriate application architecture.</td>
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<th>Data analysis</th>
<th>Business case</th>
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<td>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.</td>
<td>Experience of creating business cases and clear understanding of the benefits and costs associated with designing, building and implementing analytics solutions.</td>
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<th>Strategy and operating model</th>
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<td>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.</td>
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**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:

- **Build a bespoke environment**
  A long term, strategic solution that provides the basis for advanced analytics and high performance data processing for years to come. Large organizations have taken this approach with us for their enterprise data needs, but there are quicker ways to get started to demonstrate the value through proof of concepts.

- **Existing Client Platform**
  A low cost method to get started quickly would be to use existing space on your legacy infrastructure. However, some of our clients have found that this option does not provide the necessary flexibility or performance without compromising existing services.

- **Capgemini Platform**
  This option gives you the flexibility to get started immediately with minimal lead times, providing you with a method to develop proof of concepts whilst building the roadmap and business case, until you are ready to move to an in-house solution.

- **Use the commercial cloud**
  Examples of this include Amazon Web Services and Microsoft Azure. This option gives you the flexibility to rapidly scale up and down the amount of storage you require and may eventually replace the in-house infrastructure in many organizations.

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**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.

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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 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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