



# Data-driven digital transformation

Use your data to guide your transition to new business models in the digital age.



## Transform angst into outcomes

For consumers, speculating about the impact of digital innovations can be fun and invigorating. Will the Internet of Things give us the ability to predict earthquakes? Will self-driving cars eliminate the need for auto insurance and garages? Will smart metering systems help us avoid the devastation of droughts?

For business leaders, however, predicting the impact of data-driven, digital technologies can be nerve-racking—because big money, thousands of jobs, and competitive success can all hinge on how the business responds and adapts. The anxiety is magnified for leaders of enterprises with deep-rooted business models, who suddenly find their entire value chain threatened by unfamiliar competitors.

How do you avoid “getting Ubered” by a new market entrant from a completely different industry? How do you morph your business model to exploit the opportunities of big data without risking current revenue and supplier relationships? How do you make the right bets on the right technologies, partners, and start-ups? And perhaps most importantly, what is the best strategy for crossing the chasm between the old world and the new?

Go with a trusted partner with deep expertise in both worlds. A partner that has transformed its own business model. A partner that is willing to take on some of the risk with you. A partner that understands how to transform data into insights that guide business decisions, improve processes, and cut costs. A partner with a track record of helping clients turn transformation plans into superior business results.

Take a close look at the capabilities of Capgemini Data Services. Working collaboratively with your leadership team, IT management, technical staff, and line-of-business executives, our experts will help you build your digital roadmap, your bridge from the old world to the new, and your competitive edge in the data-driven, digital age.

## We're in this together

There is no shortage of service providers eager to assist you on your transformation journey. The problem is that some of them want to take you to the new world of big data and digital innovations using an old-school engagement model: the same old fixed-price, fixed-duration, fixed-resource contracts; the same piecemeal services; the same arm's-length approach to working with your people. They assess your situation, provide advice and services, and then they're off to the next client. They wish you well.

**“Many client references cited strong overall satisfaction with Capgemini. Many stated that Capgemini is flexible with its contract structure and pricing and that they find its account managers to be open to negotiation for change requirements and treat the customer more like a partner.”**

**—Gartner, 2016<sup>1</sup>**

<sup>1</sup>Gartner: «Magic Quadrant for Data Center Outsourcing and Infrastructure Utility Services, North America,» David Edward Ackerman, William Maurer, and Christine Tenneson, July 7, 2016.

Capgemini understands that the new era requires a new engagement model—one that is more collaborative, more integrated, more business-focused, more comprehensive, and more intimate.

That is why Capgemini Data Services has recast the traditional engagement model into a joint-venture, shared-risk approach. We focus our offerings on creating competitive advantages for your business, and we are willing to take a stake in your success, to put skin in the game. We are confident enough in our ability to deliver quantifiable business value that we will negotiate contracts where your success in meeting KPIs, predicted savings, and other quantifiable metrics determines our compensation. We are your partner in the truest sense.

## Broad capabilities, deep expertise in Data Services

Capgemini Data Services has the breadth of offerings and the depth of experience to meet the transformational requirements of enterprises of all types and sizes, on a global scale. Our capabilities fall into three broad categories, each of which includes myriad options in terms of service and support offerings. These include:

### Digital Transformation

The opportunities of the digital age beckon, and there is still plenty of untapped business value in everything from the Internet of Things (IoT) to SMAC technologies (social media, analytics, cloud) to intelligent automation.

Whether your enterprise is looking to transition to “bimodal IT,” accelerate software development cycles via cloud-based DevOps, create a great experience for employees and customers, or extract more business-relevant insights from your vast stores of data, Capgemini has a vast array of data services and capabilities to guide your journey.

With the help of Capgemini Data Services you can increase the speed and agility of your transformation initiative by creating an efficient and reliable project and delivery organization, run by teams of highly skilled and engaged employees. We empower you to consolidate your data centers and increase the agility of resource provisioning, deliver IT as a utility to improve operational excellence, and find the time and budget to increase innovation across the enterprise.

We consider each engagement to be a digital transformation engagement, because we understand how projects evolve, impact other business initiatives, and create new opportunities.

That's why we begin each engagement by listening to your teams and gaining a deep understanding the specific business and financial outcomes you're driving toward. Then we put together innovative, end-to-end solutions—harnessing our comprehensive portfolio, our global resources, our technological and industry-specific expertise, our partner ecosystem, and our network of global production centers and security operation centres (SOCs)—to achieve your desired outcomes.

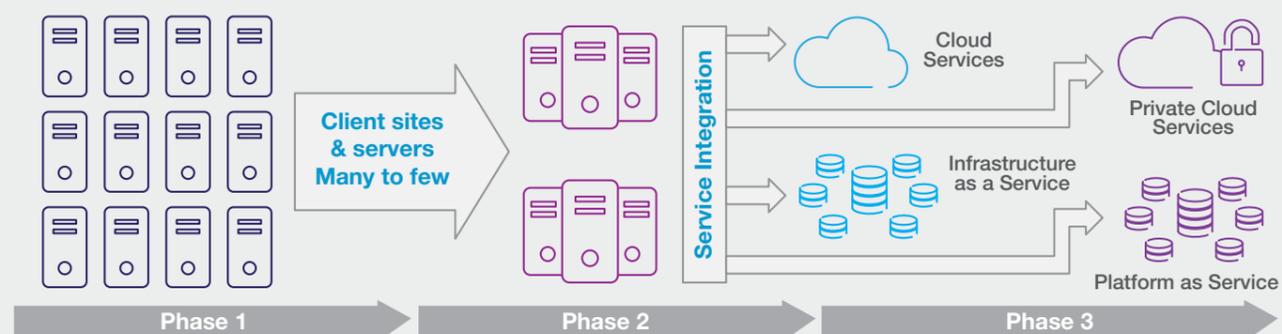
### Example: Data Center Transformation Services

Digital transformation initiatives often begin with data center transformation because the cost savings and efficiency gains they generate can enable and even accelerate the overarching transformation agenda. However, data center transformation is increasingly challenging for clients due to technological complexity; limited staff experience with data center optimization; limited service window availability; and other factors.

A Capgemini Data Center Transformation engagement can help you simplify and expedite data center transformation so you can achieve greater business benefit sooner. We provide full-scale support across the entire process—from strategy and planning to execution and implementation—including business case and benefit tracking, procurement services relating to building new data centers or co-location alternatives, planning tools, and experienced teams for project execution.

Our methodology allows us to consolidate, relocate, and optimize your data centers with minimal disruption, and with the full cooperation of other vendors who are impacted by the process. We enable you to:

- Build and migrate to new operating models
- Develop a new target architecture
- Leverage the benefits of the cloud and XaaS offerings
- Radically and continuously improve core business and IT processes



**Figure 1:** Data Center Transformation services focus on consolidating and optimizing data center resources.

Additional capabilities and offerings include:

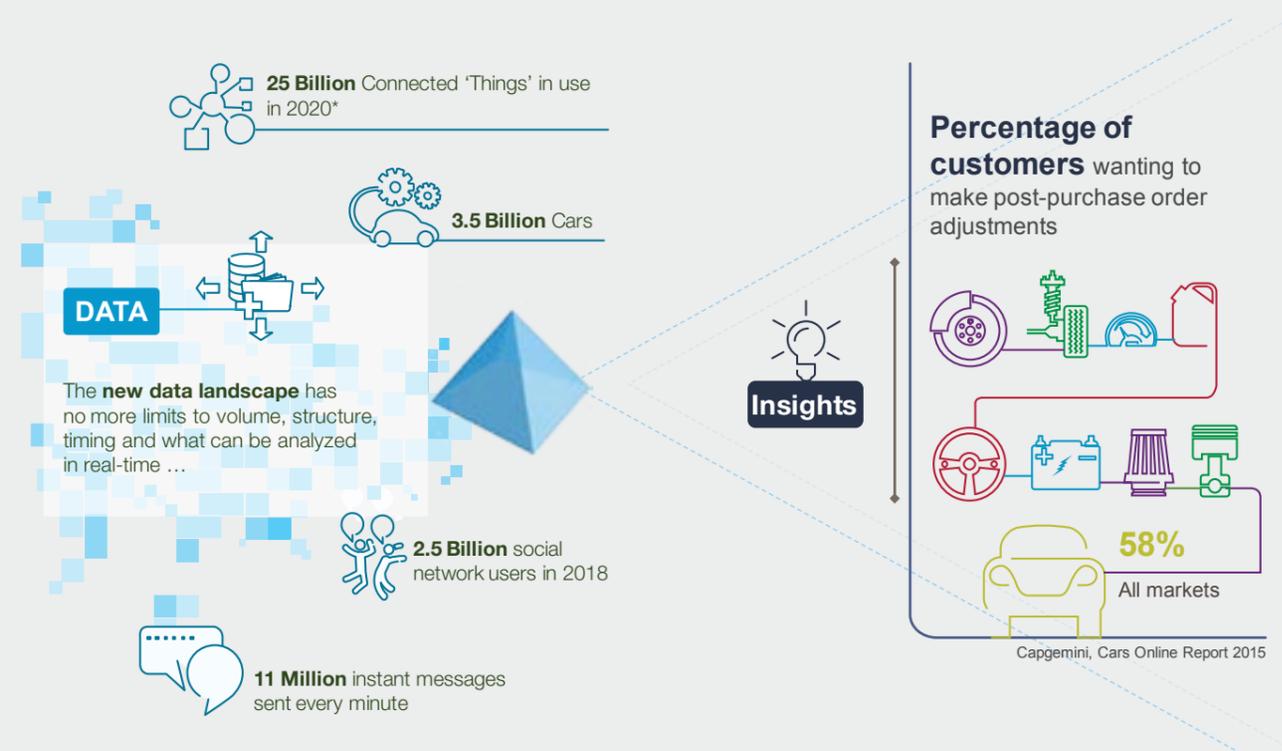
- IT Separation services help to split an entity within an organization from a parent entity, and help establish the new entity with its own identity. For the separated entity, IT separation is a challenging project, but also an opportunity to transform IT.
- Software-Defined X advisory services create a roadmap and blue print for adopting software-defined entities while remaining vendor agnostic.
- Windows 2003 EOL services Windows 2003 entered the end of its support life in July 2015. Using the Capgemini Rapid Assessment Method for Windows 2003, clients are able to navigate through all of the permutations to develop strategies for managing Windows 2003 EOL.



### Internet of Things (IoT) and Data

The common denominator for every digital transformation project today is data. If you can control and manage your data effectively—capture, store, and safeguard all of your business-relevant data, including structured and unstructured data—you can control the destiny of your transformation initiative. You can turn raw data into fresh insights that drive continuous improvement in business processes. You can create new competitive advantages in customer service, product design, marketing practices, and more. You can harness the opportunities of the Internet of Things and other areas of massive innovation.

Capgemini makes it possible to apply advanced analytics to your vast volumes of data to create new sources of business advantage and value. Our Insight and Data portfolio is second to none in the industry.



**Figure 2:** Transforming the “data explosion” into business-relevant, revenue-driving insights.

### Example: Business Data Lake as a Service (BDLaas)

The Capgemini BDLaas offering is a cloud-powered big data and insights service that brings together all of your data in one place, applies analytics and delivers insights at the point of action, and generates differentiated business value.

The BDLaas offering combines a platform that can ingest all structured and unstructured data; applications that can deploy analytics to extract both meaningful and actionable intelligence; and a process to integrate analytics insights into core business processes so action can be taken when it matters most. The service is pay-per-use and easily tailored to each client’s specific requirements. You can get started quickly, and with our platform, tools, and expertise we can support you at any level to manage your data and harvest insights.

## Transformational Outsourcing

For many enterprises, it makes sense to outsource workloads and data to infrastructure service providers so that the IT organization can focus its resources on transformational activities. Capgemini Data Services can assist with world-class data center assets, including:

- **40+** datacenters in **11** countries with **28,000** square meters of data center space
- **130,000+** managed servers
- **80PB+** of storage capacity, **60PB+** managed backup
- **75,000+** managed databases
- A team of **10,000+** IT professionals, including **1300+** Wintel resources, **500+** Unix and Linux resources, **500+** storage systems professionals, **1000+** software services resources, and **1100+** Infrastructure Management Operations Center (IMOC) resources
- A wide range of industrialized services, including Storage Resource Optimization (SRO) as a Service, SAP HANA Cloud (with Virtustream), Oracle Engineered Systems as a Service, Oracle DB Platform as a Service, and more

### Example: Remote Infrastructure Management (RIM)

Capgemini RIM services provide comprehensive, expert, integrated infrastructure management. Our Infrastructure Management Operations Center (IMOC) control room displays the health and status of your infrastructure and networks, and we provide 24/7 operational monitoring, first-line support to address problem escalation, second-line support, base-level technical support, automation, and client liaison services.

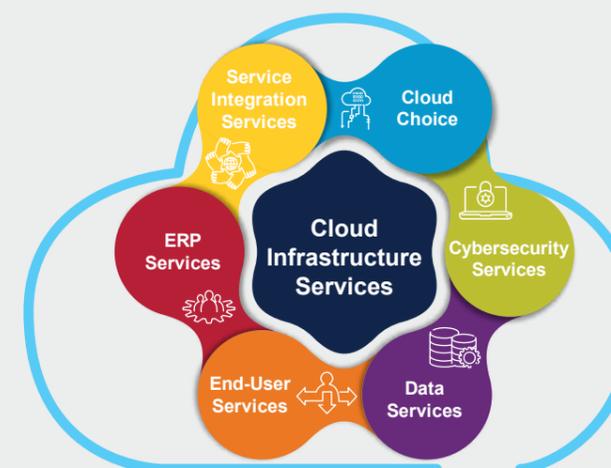
Additional service capabilities include:

- Storage Resource Optimization (SRO) service is a repeatable, rapid deployment, optimization service that provides detailed insight into the enterprise's application storage infrastructure to highlight opportunities for CapEx and OpEx efficiencies.
- Managed Services including Storage, Managed Compute & Server, Managed Mailboxes, Managed LAN/WAN, Managed Network Services, and more.

## The added value of integrated service offerings

Digital transformation depends on integration: connected infrastructure, data, technologies, solutions, suppliers, services, and business and organizational stakeholders across the enterprise. Unfortunately, most service and solution providers today tend to sell piecemeal solutions and disconnected services. For example they can help you migrate workloads to the cloud, but they have no security expertise to keep your data safe. Or they have security expertise, but it's spread across multiple internal organizations.

Capgemini's portfolio of Cloud Infrastructure Services provides a wealth of service options that not only work well individually, but work even better together. Our Cloud Infrastructure Services portfolio includes:



Integrated Infrastructure Services for Digital Transformation

### Cloud Services

Capgemini's Cloud Choice portfolio of cloud services empowers our clients to make cloud the primary way of delivering and consuming IT within their business. This means turning "cloud first" from an intent to a reality—making it possible for clients to innovate and outperform competitors.

### Cybersecurity Services

Capgemini guides clients securely through every phase of their digital transformation. We help you maximize protection across all critical areas of digital identity and users, applications, endpoints, and infrastructure. The result: our services put security at the core of your digital transformation strategy and cover new vulnerabilities as they emerge.

### Digital Workplace Services

Today's end-user services must focus on increasing end-user satisfaction and improving user-related business processes. The My Experience portfolio provides a complete, end-to-end, integrated suite of services aimed at meeting the requirements of the new generation of users.



### ERP Services

Capgemini's ERP services provide the expertise clients are looking for to exceed market-based service levels around availability, reliability, performance, and responsiveness. We're a certified SAP Hosting Partner and a Certified SAP National Implementation Partner, and we have extremely strong partnerships with SAP and Oracle so you can take full advantage of their innovations.

### Service Integration

Capgemini brings a comprehensive approach to service integration, focusing on business results delivered through our uniquely collaborative engagement style. We enable universal adherence to a single operating model, so clients have one version of the truth, one service catalog, one performance report, one financial summary—one integrated service.

## Automation Drive: Automation that's built in, not bolted on

Automation Drive is an integral part of many Capgemini infrastructure service offerings, making it easy to leverage our automation expertise, IP, and resources. Simply put, automation is built into many of our existing services. For example:

- Capgemini can assist you with automation as part of a cloud enablement strategy, allowing you to automate workload allocation among private and public clouds to accelerate your success as a hybrid IT services provider.
- We can help you digitize and automate the service desk, enabling employees and contractors to access a single user experience in the way they access support, empowering IT to expedite the resolution of issues and requests through automation services such as virtual digital assistants and natural language processing.

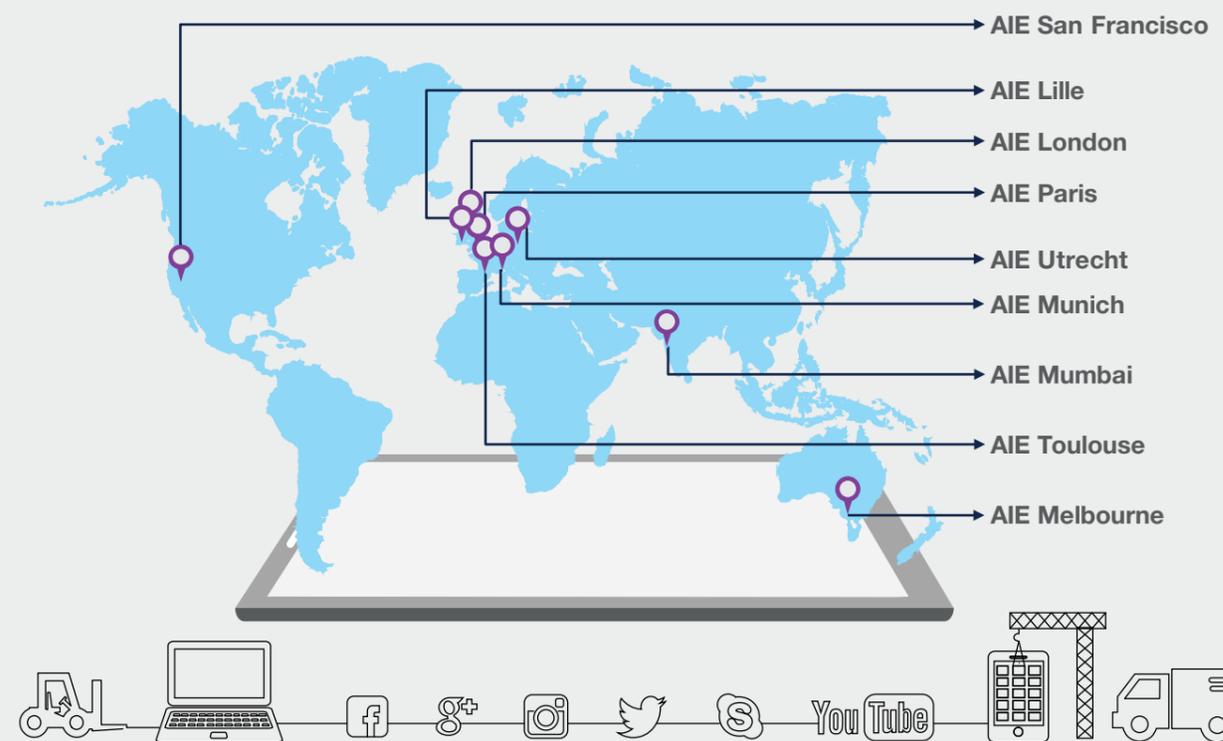


- We can bring together separately contracted and supplied IT service providers to ensure they consistently work together, and can also orchestrate complex interactions among multi-vendor services—so that your enterprise can automate service delivery, manage the complexities of multi-sourcing, convert data into intelligence that drives business process improvement, and more.

## Applied Innovation Exchange(AIE):Bringing innovation to your business

Capgemini's AIE is a global platform designed to enable our enterprise clients to discover, experiment, contextualize and apply the most relevant innovations.

One of the core components of the AIE is the cohesive network of Exchange spaces designed to provide an immersive and transformative environment for the exploration, discovery, testing and application of innovation. Each Exchange provides a structured and secure environment to enable you to understand and apply emerging technologies. Also, the Exchanges offer deep sector expertise to enable you to apply these innovations to your specific business context. These Exchanges provide exposure and access to the portfolio companies of selected venture capital and private equity partners, while enabling the immersion in and application of the vast sources of industry-specific innovation Capgemini has access to.



**Figure 3:** The Applied Innovation Exchange is Capgemini's global platform designed to enable you to discover relevant innovations; to contextualize and experiment with them within your specific industry.

## The business value of transformative Data Services

The new dimensions of connectedness and choice delivered by Capgemini Data Services lead to significant business advantages, including:

- **The ability to accelerate digital transformation.** By removing the barriers to data center transformation and providing the ability to translate your data into insights, Capgemini allows your key business initiatives to move ahead rapidly.
- **The ability to cut risk and cost simultaneously.** We are willing to negotiate contracts where our revenue depends on your success in meeting pre-agreed metrics. Moreover, through our innovative engagement methodologies your costs come down because technologies and suppliers can be more effectively aggregated, integrated, and managed.
- **The ability to increase service levels.** Your service levels improve—for IT services, employee services, and customer services—because they are benchmarked and monitored more consistently and effectively.

## Capgemini Data Services: Distinct advantages

Capgemini is your partner of choice for data-driven digital transformation because we are uniquely capable of helping you:

- **Create and benefit from operational excellence.** This is the backbone of Capgemini Data Services because it not only guarantees successful transformations, business continuity and Quality of Service, but also market-conforming TCO combined with the right level of agility. Simply put, operational excellence is the key to competitiveness, and no one delivers like Capgemini.
- **Explore new-world business models without compromising old-world capabilities.** Capgemini has extensive expertise with both traditional and innovative digital business models. Equally important, by extracting cost, complexity, and delay from transformation initiatives, Capgemini makes it easier to find the budget and staffing resources needed to explore new technologies, solutions, and business models that deliver new competitive advantages. You have the agility to move traditional IT assets and capabilities into new realms at your own pace, without making expensive or risky trade-offs in terms of new vs. legacy systems, deployment options, and technology choices.
- **Harness the latest innovations quickly.** Capgemini's vendor-agnostic approach gives you access to the best solutions from the leading suppliers and enables you to harness them without vendor lock-in. We ensure that you can fully exploit the innovations of leading-edge technologies and implement them as quickly as possible.
- **Scale up and down freely.** Capgemini does not require volume commitments, so you have the resources you need when you need them without about pre-set limits or excessive costs.

- **Benefit from our cross-industry expertise.** Capgemini has extensive expertise in virtually all vertical markets and can tailor Data Services offerings to industry-specific requirements—for example Big Data Lake as a Service (BDLaaS) for the auto industry provides insights that are uniquely business-relevant to auto OEMs and partners. Capgemini Data Services also customizes services to meet the needs of aerospace & defense, banking, consumer products & retail, financial services, healthcare, transportation, insurance, life sciences, manufacturing, oil & gas, telecom, government & public sector, and utilities.
- **Harness the efficiency of eco-efficient, “green” data center facilities.** Capgemini sets a new standard for green technologies in its state-of-the-art data centers. For example, our Merlin data centers deliver an industry-leading Power Usage Effectiveness (PUE) rating, significantly lower running costs than comparably sized data centers, and strict adherence to sustainability, resilience, modularity, and recyclable resource usage.

Moreover, Capgemini integrates **all of the elements** that are required to deliver on your business objectives, including:

- **The “what” and the “how”:** Capgemini can provide expert advice and assistance in both what needs to be implemented to achieve your business goals and how to actually build and deploy it—and we can implement and manage it for you. We are a single source for comprehensive, end-to-end solutions that incorporate multiple solutions, services, and suppliers.
- **Global production centers:** With almost 180,000 people in over 40 countries, we are one of the world's foremost providers of consulting, technology, and outsourcing services, and Capgemini maintains an extensive network of delivery centers.
- **Service and supplier integration:** Capgemini is a recognized world leader in Service Integration because Capgemini is the one partner that can deliver truly holistic Service Integration solutions.
- **Expert, collaborative teams:** Our uniquely collaborative approach and collaborative tools help you overcome resistance to change. Channeling the expertise of thousands of global professionals and our leading technology partners, we put the right tools in the hands of your teams.



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## About Capgemini

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With more than 180,000 people in over 40 countries, Capgemini is a global leader in 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.

Learn more about us at

[www.capgemini.com](http://www.capgemini.com)



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