

Trends in Data

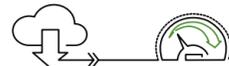
1. My Data is Bigger than Yours



The rise in volume (amount of data), velocity (speed of data) and variety (range of data) gives way to new architectures that no longer only collect and store but actually use structured and unstructured data to create business value.

Integrating distributed data in real time is the big challenge. Look for technology solutions like data warehouse appliances, in-memory analytics, columnar storage and smart software solutions.

2. Inflection Point of Real-time



Even though the size of data is increasing the end users are expecting faster answers from their information environment – whether it is standard reports or navigating through to source data. In-memory technology and distributed messaging systems mark the end of batch and will allow for new business usage where speed (**fast data**) is the first requirement. To store, process and gain insight from Big or Open Data, on-demand or real-time virtualized architectures will replace traditional data warehouses.

3. Do It Yourself



Data exploration once was the field of a limited number of expert users but it has come a long way since. Through

the democratization of information, placing data in the hands of many but still as a separate process, exploration now has become a part of our daily work. With this comes the increased need to **create insights on the fly**, by business users instead of through standard IT centered development processes making business & IT alignment an important topic. Agile techniques like Scrum allow for a quicker go-to-market and will be the default.'

4. Google Fast, Apple Easy



Just like at home, business users are expecting an engine that searches all available data (structured and unstructured, internal and external) to quickly find answers and navigate through the results to find patterns and trends using advanced or even predictive analytics. The result is a **'consumerization'** of enterprise data. The corporate data App Store is just around the corner.

5. Eye of the Beholder



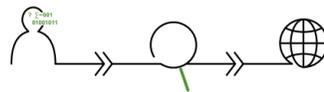
With the increased supply and demand for data it is hard to see the forest for the trees. The numbers are too big for any business user to really understand. This has led to a flood of **visual displays of quantitative information** like infographics or geographic information systems – a completely new way to analyze and communicate your Big Data insights.

6. Supercell of Data



The amount of available data is bigger than ever which causes a need for linear horizontal scalability. **Social media** supplies organizations with essential information about their customers' opinions. Combined with actual customer behavior as captured in transactional systems, a wealth of information emerges. **Cloud** makes this information (hardware, software, intelligence) available as-a-service via the internet on any device. Business users want to access the data anytime and anywhere. This puts increased demand on the information system architecture and information access like **mobile** devices and visualization.

7. 'Analytication' of Data



Crunching the numbers or competing on analytics, data is not about volume. It is about the ability to **analyze and act in real time** using data from sensors, transactions or interactions, both from inside as well as outside your own organization. Data can be used to solve business problems and create a competitive advantage and improve decisions in an interconnected world. The Harvard Business Review even says that: "The data scientist is the sexiest job of the 21st century."



Better Intelligence, Smarter Decisions

Capgemini supports our clients in achieving their strategic business initiatives by developing the reporting, analytical and collaboration capabilities necessary to transform organizations from managing in hindsight to developing forward looking actionable insights. Business Information Management supports a comprehensive range of services and solutions - from strategy to implementation and managed operations- to help our clients on this journey. Capgemini's approach to leveraging big data for competitive and strategic advantages moves away from the traditional approach in which application and process-centric strategies focused on "backwards-looking" reporting rather than future-facing business opportunities and continual value add. BIM combines expertise in areas such as business intelligence, analytics, enterprise content management, online and information management with business consulting and transformation capabilities to help organizations create an "Intelligent Enterprise". Our BIM Global Service Line has over 7000 specialists in more than 20 countries across the globe.



About Capgemini

With more than 130,000 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 EUR 10.3 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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How to navigate your organization's intelligence

Chart your course and leverage your organization's performance.





The BI archipelago consists of five islands that each represent a different position in information management. Which of these islands should be your first or second destination? That depends on your current position and on your information management ambitions. It all starts with the Data Strategy.

Enterprise Information Foundation
On this island you can build a solid information "foundation", e.g. a BI platform or ECM solution or even fix your Master Data Management.

Radical Cost Reduction
Once you have crossed the bridge of productivity you arrive on the island where "industrialization" is king, here you will be able to use standard methods

and processes to make the BIM functions more efficient.

Information-as-a-Service
On this island where "agility" is the leader, the focus is on change and acceleration either based on technology, methodology or delivery model (cloud, SaaS).

Information to Business Value
Standing on this beach, you will no longer see just a sea of big data, but will be presented with actionable "insights" for improved decision making.

Digital Channel Services
The "interaction" on this island offers customized information when you want it, on any device you can think of.

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Working with Capgemini for this solution helped us gain momentum moving forward in our business. Whether ramping up or ramping down teams, in size, in geographical scope and in terms of business knowledge was much easier than what I've experienced in the past in my own IT department. So this worked out well for Provimi.”

Rogier Jacobs
CIO Provimi

Download the case study

bitly.com/provimi

The Deciding Factor: Big Data & Decision Making

The Economist Intelligence Unit surveyed over 600 business leaders, across the globe as well as industry sectors about the use of Big Data in their organizations. The research confirms a growing appetite for data and data-driven decisions and those who harness these correctly stay ahead of the game. The report provides insight on their use of Big Data today and in the future, and highlights the advantages seen and the specific challenges Big Data has on decision making for business leaders.

41%

EXPECTED IMPROVEMENT
in performance due to Big Data in the next 3 years.

Download the report:

bitly.com/bdreport