

Better Intelligence, Smarter Decision With Analytics from the cloud



With the explosion of data, contributed largely by transactional data (like point-of-sale or ERP), sensor data (from machines or applications) and interaction data (like social media, smartphones and digital content in general), businesses and organizations face new challenges to be able to harness and manage data to help make more informed, intelligence-led decisions. Big Data is now a game changer and its potential is just starting to be realized. The key to making the most of Big Data is effective business analytics.

For a while now we have been seeing a plethora of reports on how many Twitter accounts have been opened, how many mobile phones are out there, how many people are on Facebook and so on. There is now a lot of data floating around that is highly valuable to organizations, to individuals and governments.

Benefits to organizations

With the use of Big Data organizations can have the benefits of a more holistic view of data related to their customers or citizens, where they can not only manage risk exposure far more effectively, but also manage customer relationships and behavior in a more informed way. This enriched data view can then inform all sorts of decisions such as when to create a new offering or make other forms of customer management intervention through the right channels and at the right time.

Analytics as a Service

Capgemini can help organization both in public as well as in the private market by creating a complete environment that can be persistently updated by internal data, external data, unstructured data made structured, and media messaging and so on. It's about creating a technology environment that can consume that level of data in real-time, based on the IBM pure Data for Analytics platform.

It's also about being able to look across different sectors, different geographies and peer groups and then drive out benchmark reports or indicators as to where a particular organization compares to the norm or to other best practice industries.

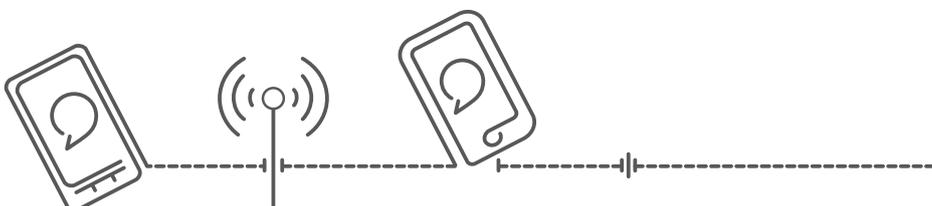
Beyond that, Capgemini has the ability to maintain a center of excellence approach that allows analytics outcomes to be delivered back online and in real time, rather than in static reports. Capgemini can provide both business expertises with an infrastructure that can very easily scale up.

Capgemini's strengths

Capgemini has an optimum mix of capabilities and skills that can actually help organizations address this problem end-to-end. Our Business Information Management (BIM) community is skilled in all of the relevant analytics technologies. We can match that to specialist technology capability and have the ability to leverage our infrastructure to host customer data within our own secure data center. From the consulting point of view, we can work with an organization from advisory and strategy through to execution in terms of their Big Data and analytics approach.



*Analytics as a Service (AAAS)
Faster insights from your data
Lower total cost of ownership
Improved analytical
competence”*



Customer Benefits

BI as a managed service has proven to be a Business Transformation Enabler. We see many benefits such as:

- Reduced complexity
- Improved speed to market, flexibility and scalability through re-use, standard industry data models and advice from our industry experts
- Benefit from business content (and Capgemini best practices)
- Collaboration & sharing within the cloud (secure!)
- Benefit from Capgemini global resources
- Enables Agility (on any device)
- Managing BIG data & Innovation

But it has also proven to be a **Cost Effective IT Delivery Model:**

- Provide stable and trusted IT services with strong security
- Eliminate up-front, capital intensive purchases
- Shared Infrastructure & resources means lower costs
- Less hassle for monitoring and maintenance
- No worries about back-up, recovery and availability
- Flexibility, scalability for development
- Industrialized approach leading to more efficiency
- Overall lower TCO

Our solutions

We can provide Big Data and Analytics as a Service, combining technology, processes and people. Many clients have on premise, custom developed, often complex and outdated Business Intelligence or Analytical solutions. For these clients Capgemini created Analytics as a Service. This offering delivers analytics from the cloud. The only thing we need is source data. There is no need to buy or build software, to procure hardware, or to employ resources. All that is needed is an internet access. It is like having a state of the art BI factory (**IBM Pure Data for Analytics platform**) in the cloud. We make BI (hardware, software, and data) available via the internet and on any device (desktop, laptop, mobile device, and tablet).

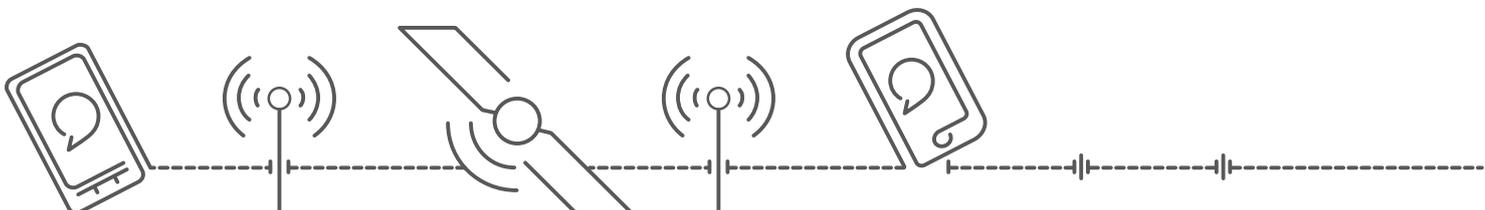
More information about how you can leverage your business analytics from the cloud? Please contact:

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About Capgemini

With more than 125,000 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.

Learn more about us at

www.nl.capgemini.com

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