



DATA ESTATE MODERNIZATION

WITH GOOGLE CLOUD

Could strategic data transformation be a critical challenge and differentiating opportunity all at once?

VALUE OF DATA

Are you prepared to address the evolving types and growing amount of data while navigating fierce competition, evermore-sophisticated cybersecurity threats, and tighter regulations? Does data drive decision-making and innovation in your organization? How you handle, process, monetize, and derive value from data is both your biggest challenge and your biggest opportunity.

In recent years, financial services companies have experienced dynamic disruptions. And at the heart of it is the exponential growth of data.



Global cloud data storage will exceed 200 Zettabytes by 2025.¹



While there are plenty of new valuable data sources available, the financial services industry has not yet fully embraced the opportunity it represents. Becoming a Data Master Enterprise can enable faster development of products and services, deeper personalization of services, accurate identification of market trends as well as identifying suspicious behavior and build predictions of future events. Strategically a data-driven enterprise can help organizations create entirely new business models and markets – it is a dynamic asset.

To realize the full potential of being a data-powered enterprise, financial services

institutions must modernize their legacy data estate to face today's demand and needs. Years of unbridled growth, new sources and types of data, platform divergence, and organizational plus technological silos have contributed to a level of complexity that can stifle even the strongest business ambitions.

That's where Capgemini and Google Cloud can help you transform your data estate into a modernized, future-proof foundation primed to address current challenges plus support new possibilities for your organization.

¹ 2020 Data Attack Surface Report", Cyber Security Ventures Inc.

CAPGEMINI ACCELERATES DATA ESTATE MODERNIZATION

Any successful data strategy needs to be aligned with your business strategy. We combine the power of people, process, domain expertise and technology with our methodology to help you modernize your data estate with Google Cloud while aligning with your business ambition. Beginning with a thorough analysis of your current state data platforms, we will shape your future platform and data strategy incorporating your organizational's goals, growth projections, and industry trends as well as specialized Cloud features to develop a detailed roadmap to create your target data estate.

Based on our extensive cross-industry global delivery teams expertise, premier partnership with Google Cloud, and global experience of supporting cloud transformations for some of the world's most-successful organizations, we developed a

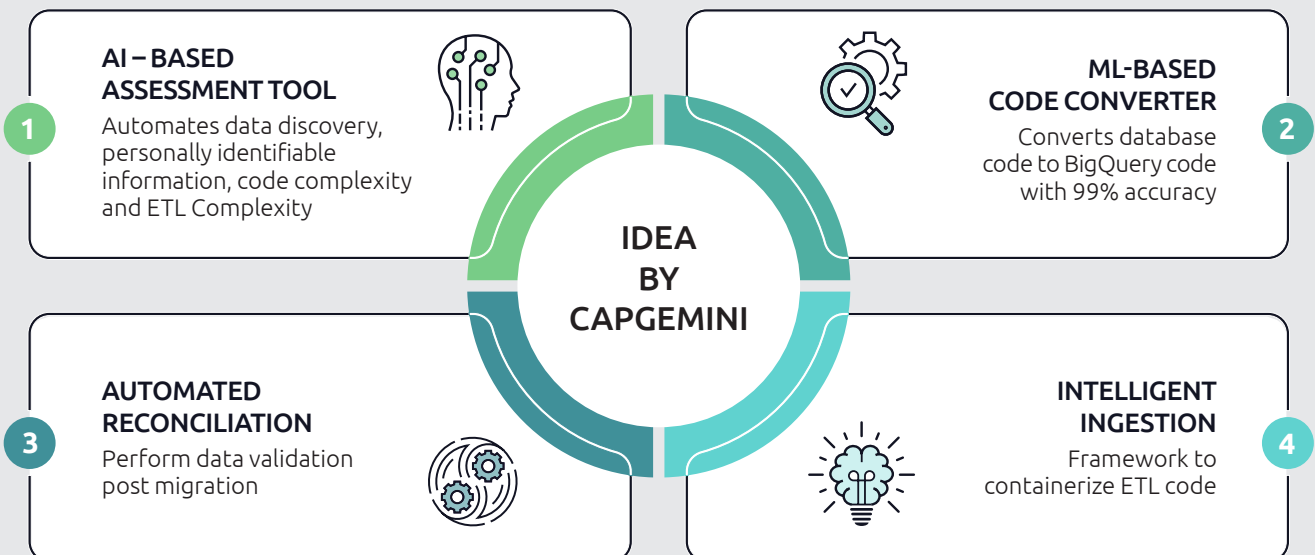
proven suite of tools and accelerators for financials services that can accelerate your journey to become a data-powered enterprise.

Google Cloud is the most unified data and AI solution provider and offers the ability to manage each and every stage of your data life cycle from running operational transactions to managing analytical applications across data warehouses and data lakes to rich data-driven experiences that break down silos. AI/ML is a core component of Google Cloud core capabilities, which will help your organization not only build improved insights, but also automate core business processes using data as the core. Google Cloud will bring a unified AI experience to your data scientist, data analyst, and ML engineer to drive business outcomes at any scale.

IDEA by Capgemini

Industrialized Data & AI Engineering Acceleration or IDEA by Capgemini—is a powerful platform that helps organizations migrate data leveraging native google cloud tools. Our capability combines production-ready, out-of-the-box applications and modules that are fully customizable—delivering

both speed and flexibility as you transform your data estate. IDEA by Capgemini accelerates time to value for all types of data and AI legacy platform migration programs by 40% across the project lifecycle (assess, migrate, deploy and operate) with specialized features:



Data Estate Modernization can lay the foundation for dynamic analytical insights that drive to new business possibilities. Efficiencies gained from a Cloud-based solution promote faster implementation and adoption of more advanced use cases such as early fraud detection from empowered Data Governance, Data Security, and Observability capabilities. Cloud-based AI/ML Models enable automated,

intelligent decisioning in many business areas such as Customer Personalization, Risk and Compliance, and Marketing.

From reduced costs and complexity to advancing innovation and new business lines, you can realize all the advantages of a Cloud-based, agile, modernized data estate system to derive optimized value from your data with Capgemini and Google Cloud.

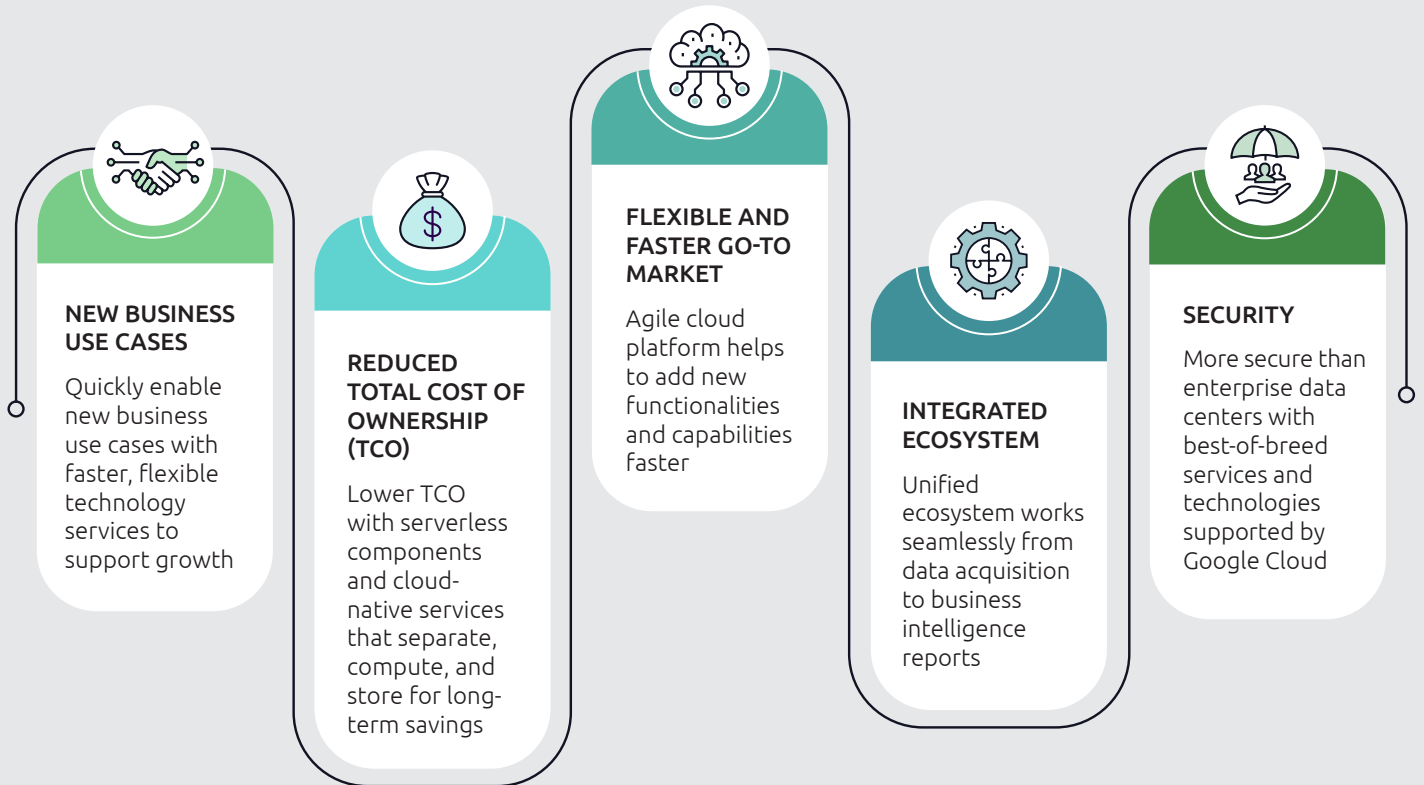
HOW FINANCIAL SERVICES DECISION-MAKERS PLAN TO USE DATA

- **85%** will drive deeper customer engagement by differentiating customer experiences.
- **76%** aim to make better use of data assets to make resources more productive and improve business efficiencies and effectiveness.
- **70%** want to monetize data assets as a third-party data provider or use data to create products.
- **33%** intend to better manage risk across the enterprise given growing concern like climate change.

Source: Forrester Analytics Business Technographics Priorities and Journey Survey, 2021.

BUSINESS INNOVATION AND VALUE

The Capgemini Data Estate Modernization solution accelerates how you can create business value, consume data, and go to market.



MODERNIZATION BENEFITS

- Accelerate time to value while reducing technical debt
- Increase agility and efficiency
- Democratize data and analytics with leading Google Cloud AI & ML tools and Capgemini services
- Reduce TCO, complexity, and carbon footprint
- Achieve compliance goals, quickly and cost effectively
- Future-proof your data platform

FINANCIAL SERVICES USE CASE

Data warehouse modernization to Google Cloud

A global bank sought to migrate from legacy on-premise data warehouse to Big Query (cloud data warehouse) on Google Cloud Platform (GCP). The cloud adoption journey was planned as a part of their platform simplification strategy. After a thorough assessment process, Capgemini proposed a lift and shift re-platforming approach, along with a custom ingestion framework solution for managing historical and incremental data pipelines.

The data re-platform is a great success story for our banking client and Capgemini. The resulting solution aligns with the strategic priorities of the bank. It will advance their journey towards moving to cloud, with a common data layer which can act as an authorized distributor of existing and future data marts, and also retire the on-premise data warehouse in a timely manner. The bank was also able to optimize cloud migration operating costs and improve availability of its regulatory reports by hosting their sources in the cloud data warehouse.

The Capgemini team worked as a trusted partner with the bank's team providing thought leadership, design, and data re-platform geared to take full advantage of the elasticity and scalability of Google's cloud services. Managing all phases of the migration, Capgemini delivered and effectively used automation to reduce expected effort by 25%, increase code conversion from an initial 30% to 80%, achieve target milestone in the migration journey, and mitigate risks by preserving the business and consumption layer.

Capgemini created more than 30 facilitators and accelerators to help increase the code conversion ratio to 80% and new features were incorporated with speed. It not only helped in the conversion of unsupported patterns, but also aided in the early detection of data type issues and the speed in the problems resolution. Capgemini also improved the validation methodology to identify and validate similar cases to accelerate conversions and reduce errors, whereby 45 patterns were identified.



25%

reduction in
expected effort

80%

code conversion rate

**Hit target
milestone**

in migration journey

WHY CAPGEMINI AND GOOGLE CLOUD?

THE CAPGEMINI AND GOOGLE CLOUD Platform Partnership

- 7+ years Premier Partnership
- 40+ Expertise on various GCP products and services
- Data Analytics Specialized Partner of Google
- Well-defined GCP Global Center of Excellence for financial services sector
- Partnership governance across five continents
- 2020 Google Cloud Industry Solutions Partner of the Year
- 2021 Google Cloud Services Partner of the Year – EMEA

Together, Capgemini and Google Cloud have helped organizations innovate and evolve for future growth and new business models for more than seven years. As a Data & Analytics Specialized Partner of Google, the Capgemini global Google Cloud center of excellence is constantly advancing best practices. Innovative tools including IDEA by Capgemini ensure optimal delivery of the latest insights for a competitive edge. Our powerful industry and cloud expertise provides dynamic solutions with Google Cloud's leading technologies in AI/ML, data, security, and multi-cloud strategies. We deliver tailored, scalable platforms that help clients realize the full potential of their Cloud investments.

Google Cloud provides a class-leading suite of Data and Analytics products, tools, and services that can help you accelerate transformation and improve business performance through better insights derived from better analytics. Google Cloud features scalable data platforms, simplified data management and an AI/ML suite of products at up to 60% lower TCO than legacy on-premise data centers. This powerful Data & Analytics ecosystem can also contribute to your sustainability goals as it is 100% powered by renewable energy and twice as energy efficient compared to typical data centers.

Get the future you want with a modernized data estate that empowers your growth. Let Capgemini help you accelerate your migration journey to the transformative Google Cloud.

CONTACT US

gcp.financialservices@capgemini.com



Ashvin Parmar
VP, Global Solutions Leader
Financial Services Insights & Data
ashvin.parmar@capgemini.com



Raghu Chandrasekharan
VP, Cloud Data Platforms
Financial Services Insights & Data
raghuraman.chandrasekharan@capgemini.com



Hemendra Purohit
VP, India Head of
Cloud Data Analytics for BFSI
hemendra.purohit@capgemini.com



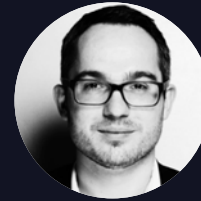
Shuvadeep Dutta
VP, Cloud Capability Leader
for Continental Europe
Financial Services Insights & Data
shuvadeep.dutta@capgemini.com



Vikram Bhanot
Senior Director
Financial Services Insights & Data
vikram.bhanot@capgemini.com



Dan Wolff
Senior Director, Global Head of
Google Cloud Platform COE
Financial Services
daniel.wolff@capgemini.com



Tangi Le Noc
Alliances Lead, Google Cloud
Financial Services
tangi.le-noc@capgemini.com

About Google Cloud

Google Cloud accelerates every organization's ability to digitally transform its business. We deliver enterprise-grade solutions that leverage Google's cutting-edge technology – all on the cleanest cloud in the industry. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

www.google.com

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 325,000 team members more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

www.capgemini.com