



Smart analytics solutions for big data



With more IoT devices coming online and the growing rise in robotic automation, the global big data technology market size (that stood at \$36.8 billion in 2018) is projected to reach \$104.3 billion by 2026.¹

The Capgemini Google Cloud Smart Analytics solutions enable enterprises to capitalize on the vast influx of data to drive new innovation and derive meaningful insights. This is accomplished using a consolidated and scalable unified analytics sandbox environment built on Google Cloud using industry best practices and a rich vendor ecosystem.

Reap the benefits of big data without risk

Our solutions provide an analytic environment—or sandbox—that is preconfigured with all of the hardware and software your enterprise requires to start big data analysis immediately. You do not need to procure any hardware or have in-house technical expertise to set up and maintain the environment. The provided hardware is dedicated to your organization alone and segregated by a private and unique virtual LAN to isolate it from the larger network and ensure the information is inaccessible to others.

This sandbox can be used for exploratory analysis with no strings attached, so at the end of the proof of concept, your firm can opt to deploy it to production or decide the value isn't worth the investment.



¹ MarketWatch, "[Big Data Technology Market Top Companies Data 2021...](#)," March 17, 2021.

Accelerate implementation with pre-built applications

The Capgemini Analytics Sandbox can help your organization try ideas and deploy to production in a very short time frame using existing accelerators and already-developed proofs of concept. We offer generic and customizable solutions for:



Sentiment analysis

Generate a sentiment score for input data using a taxonomy specific to financial services or insurance along with positive/negative word lists.



Time series analysis

Create time series data patterns based on input data, analyze thousands of combinations, and choose the most profitable or otherwise desirable opportunities.



Elastic search

Lightweight search solution interface to search the stored data sets. Based on the implementation of elastic search APIs, this solution allows multiple pre-configured search queries to constantly monitor the data streams and detect a change in data.

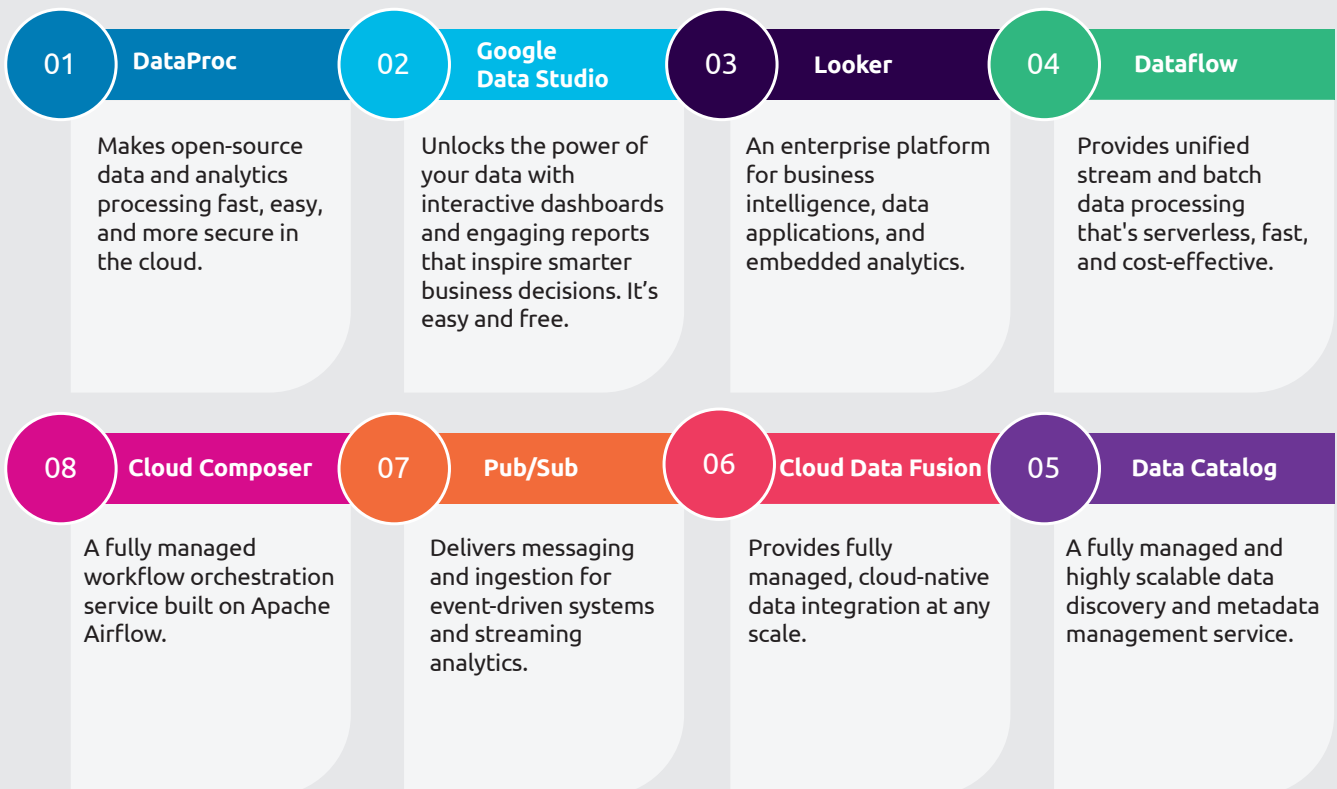


Big data visualization

Generate visualization on large, non-homogenous, and hard to interpret data, providing a qualitative overview useful for further quantitative analysis. This solution allows multiple dimensions to be represented with simplicity and elegance, especially geo and chronology.

Our analytics sandbox is full of tools

At the heart of the Capgemini analytics platform is Google Big Query, an enterprise data warehouse that provides a serverless, highly scalable, and cost-effective multi-cloud data warehouse designed for business agility. And while it enables super-fast SQL queries using the processing power of Google's infrastructure, it's also supported by other tools and applications in the Google Product Stack, including:



Analytics increase your business' value and performance

The Capgemini Analytics Sandbox helps your enterprise improve their efficiency so it can build new business solutions and get them to market faster.

Business value:

- Accelerate time-to-value with serverless analytics.
- Run analytics cost-effectively with built-in machine learning (ML) capabilities that won't break the IT budget.
- Lower total cost of ownership (TCO) up to 52% by modernizing with Google Cloud.²
- Secure data and operate with trust with BigQuery's data security, replication, and governance.
- Enable regulatory compliance by providing data lineage, governance, and privacy capabilities.
- Reduce dependency on third parties using an agnostic environment that lets you develop more advanced capabilities in-house over time.

Performance benefits:

- Reduce data fragmentation with a unified data environment for internal and third-party data.
- Use data assets more effectively by providing easily discoverable and curated data assets.
- Support a diverse user community, allowing users to rapidly stand-up sandbox environments that enable analytical discovery and experimentation.
- Remove capacity planning cycles with BigQuery's serverless architecture and start projects in seconds.
- Safely migrate without performance disruptions.

² Google Cloud, "[Data warehouse modernization](#)."

Case Study: Implementing an EDAP on Google Cloud Platform

The business problem

The client engaged Capgemini to meet its vision of enabling enterprise insights for business efficiency and customer personalization by providing scalable data analytics and ML capability.

The project required migrating approximately 31 terabytes (24 billion records) of corporate and sensitive/PII data from their existing on-premises solution.

The solution

Capgemini built a large-scale enterprise data analytics platform (EDAP) on the Google Cloud Platform and migrated the data using a Capgemini-built, robust, event-driven, automated data ingestion pipeline.

In developing the data migration pipeline, Capgemini adopted a collaborative stakeholder engagement plan to understand the client's technical, ISO, and governance landscape/processes to support the analytics platform. In the process, we were able to:

- Enable key Google Cloud services to meet the client's vision.
- Develop an automated event-driven pipeline to migrate and cleanse terabytes of data in a fast, secure, and cost-effective way.
- Work closely with internal cybersecurity to ensure that the migration, handling, and storage of PII/sensitive data in the cloud was in line with client security requirements and ISO security standards.
- Develop governance processes to support operations and then hand them over to operational teams in Hypercare to ensure all teams were comfortable managing the solution.

Despite short implementation timelines, Capgemini was able to deliver a solution that leveraged the right services from capabilities in a cost-effective way while meeting the Australian Govt. Enterprise's stringent business, technical, and security requirements.

The results:

A short time after implementation, the client was already realizing significant performance and productivity improvements along with significant cost savings that included:

- Real-time insights into internal facilities (current information compared to end-of-day processing), enabling real-time decisions with reduced analytics runtime by a factor of 10+
- No more need for asset lifecycle investments with no CapEx spend on analytics—saving \$12.1 million over the next three years, enabling a pay-for-use model with full cost transparency and charge back built in
- Access to Google market leading analytics and ML/AI capability (including voice, image, and video analytics)
- No infrastructure requirements and zero cost maintenance due to PaaS and SaaS

Ready to start making your data work for you?

The Capgemini Google Cloud Smart Analytics solutions bring together the right technology and processes to help your organization derive meaningful insights from its customer data. Our broad portfolio of cloud and data services and accelerators in a single cloud management platform enables enterprises to build and achieve a sustainable competitive advantage in a fast-paced digital world. Together, we can build a strong foundation for the transformation of your data estate to a modernized cloud platform with the power of Google Cloud Smart Analytics solutions.





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 270,000 team members in nearly 50 countries. With its strong 50 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 2020 global revenues of €16 billion.

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