

Information to Competitive Advantage

Better Decisions, Smarter Intelligence

“In a drive to streamline our costs while maximizing our capacity... Capgemini’s scale and capability in Business Information Management enables us to manage our business information to achieve better overall quality and productivity.”

Vince Kelly, Chief Information Officer,
Orange Business Services

The market has changed and new dynamics are in play. Now more than ever, the ability to act with informed agility will set you apart from the competition.

Capgemini’s Business Information Management (BIM) service is a holistic, end-to-end approach to corporate intelligence. Through it, we can help organizations devise a practical information strategy that intimately links data availability with business demand. Across the information lifecycle, powerful data management, reporting and analysis tools enable accurate and timely intelligence to be available at the point-of-need to initiate a step-change in operational responsiveness.

Thirsting for Knowledge

Information is the foundation upon which effective decision support and corporate agility are built. Organizations keen to understand and improve business performance recognize the intimate connection between accurate operational intelligence and their ability to make informed business decisions.

Drowning in a Sea of Data

The challenge is to deliver meaningful insight from the huge volumes of data stored across business units. Many organizations are simply overwhelmed by the scale and complexity of the information residing in their business applications. An inability to manage the information lifecycle leads to performance stagnation as critical information and insight is simply not available.





Enabling the Intelligent Enterprise

To become an Intelligent Enterprise, organizations must address and combine the four core streams of Business Information:

- A Business Performance Management framework;
- An Information Strategy;
- A Solution Center approach to managing and deploying information;
- A Business Intelligence (BI) Technology program.

This integrated approach ensures that the insight derived from your technology infrastructure maps perfectly to evolving business needs, delivering increases in both performance and effectiveness.

Next Steps

Let us help you make your business information count and demonstrate how by becoming an Intelligent Enterprise you achieve performance improvements of up to 27%*.

*The Capgemini Information Opportunity report (2008): A survey of senior executives stated they believed that a 27% improvement in business performance was achievable through successful exploitation of Business Information.

To find out more about Business Information Management, visit us at www.capgemini.com/bim

Making Information Work for You

The need to retain, organize and make sense of data assets, as well as the need to satisfy regulation and compliance, has led enterprises to adopt various business intelligence capabilities. These investments have provided analytics and reporting, but have often failed to deliver the expected returns as they are not part of a wider information strategy.

Capgemini's BIM services help enterprises secure and exploit business information through its entire lifecycle. Our holistic approach treats information as a critical business asset. The BIM services model comprises three complementary layers:

Core Capabilities Layer – optimizing your underlying information infrastructure to ensure the data management, content availability, reporting and analysis tools are seamlessly integrated and aligned to operational demand

Business Engagement Layer – formalizing your information strategy by defining and implementing industrialized processes that directly support business output, including services for supply chain, risk management and regulatory compliance

Industry Solution Layer – the deep sector knowledge that transforms the technological and service excellence into a solution that addresses your unique requirements and delivers quick time-to-value

Central to Capgemini's approach is establishing an "Intelligent Enterprise"

roadmap, which is designed to analyze how customers use information, and to help them put in place the core elements of governance, architecture and information access. With this in place organizations can fully exploit BIM services to support enhanced business performance.

Enterprise Delivery Model & Rightshore®

Capgemini has a unique approach to industrializing the delivery of BIM, based on a Center of Excellence concept that engages both Business and IT in managing information assets. To support the rapid delivery, cost-effectiveness and quality of the BIM solution, we have developed a range of solution accelerators that draw upon the accumulated experience of our business, technology and service delivery experts, gained on numerous strategic projects. The approach also takes advantage of our Rightshore® model using a balance of local and offshore resources to deliver a comprehensive but affordable solution.

Why Capgemini?

No other professional services provider links your information strategy so clearly and intimately to your business strategy. Capgemini has brought together key disciplines within BIM to deliver technological expertise and service excellence. Our sector knowledge, tools and accelerators, and the depth and breadth of customer engagements, make us a leader in the field of business information management.



About Capgemini and the Collaborative Business Experience™

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies.

Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on

its global delivery model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients.

Present in more than 30 countries, Capgemini reported 2009 global revenues of EUR 8.4 billion and employs 90,000 people worldwide.

More information is available at www.capgemini.com