

# Big Data – Finding the Value



**Capgemini helps you capitalize fast on this major business opportunity**

## **Big data is about value**

Big data, the ability to analyze and combine massive data sets, is a growing opportunity for your business. A Capgemini survey of business leaders, undertaken jointly with the Economist Intelligence Unit<sup>1</sup>, has identified significant advantages for companies that leverage big data effectively. Some key findings of the report are that:

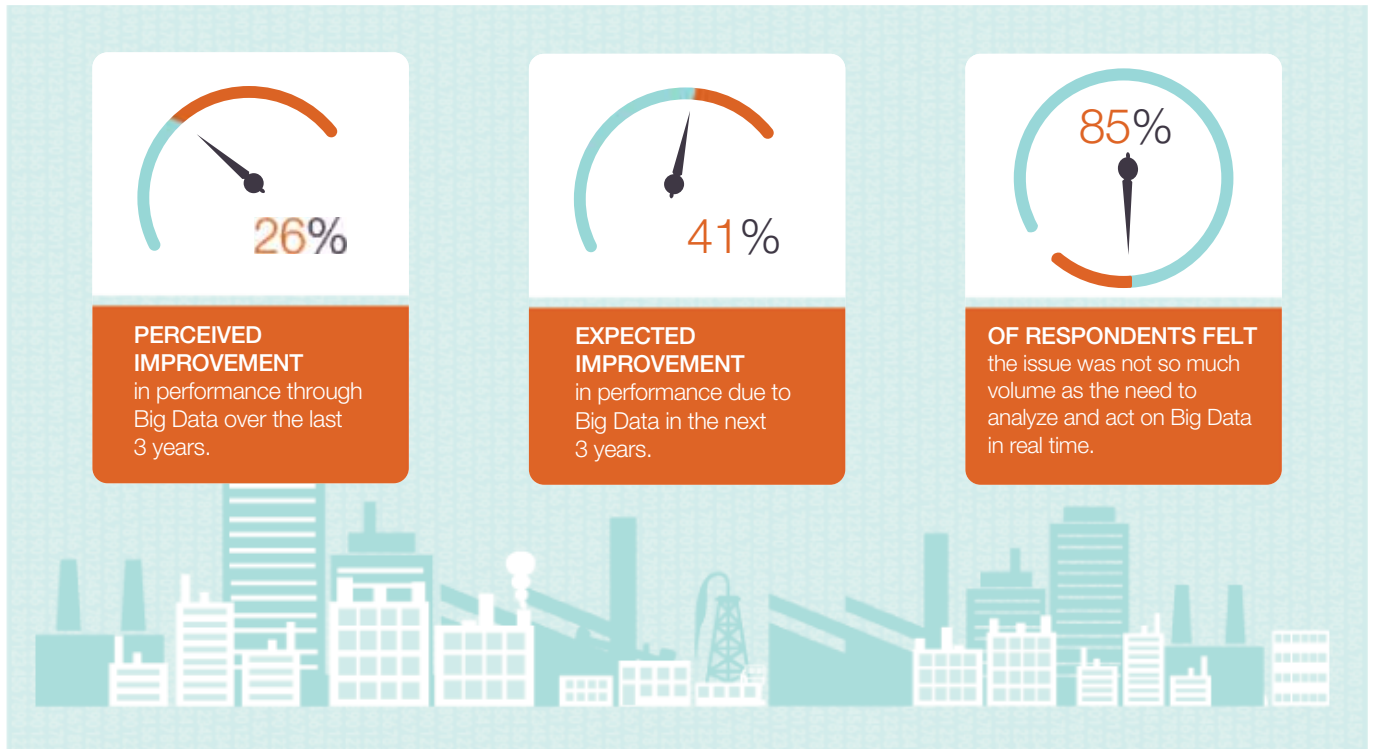
- A 26% current performance improvement has already been delivered by big data.
- A 41% performance improvement is expected to result from big data in the next three years.
- There is a wide range of opportunities, so the challenge is where to focus first.
- Around 85% of respondents say the opportunity is about the ability to analyze and act in real-time, rather than about volume *per se*.

This last finding deserves particular attention. It's not enough to analyze what's already happened. To succeed today, you need insight at the point of action: real-time, forward-looking analysis to inform your next decision.

The report looks in depth at the issues facing any business that is aiming to leverage big data, and at the related business challenges.

<sup>1</sup> The Deciding Factor: Big Data and Decision Making, February 2012.

**Figure 1. The Deciding Factor : Big Data and Decision Making**



Based on this research, and on Capgemini's market-leading approaches to digital transformation, enterprise architecture and business information, we have developed a straightforward approach to deriving value from big data. This approach identifies where big data and predictive analytics will help your business most, and gives you the roadmap to realize that vision.

### **Three dimensions – one starting place**

The new wave of big data and analytics solutions is about the convergence of three key trends:

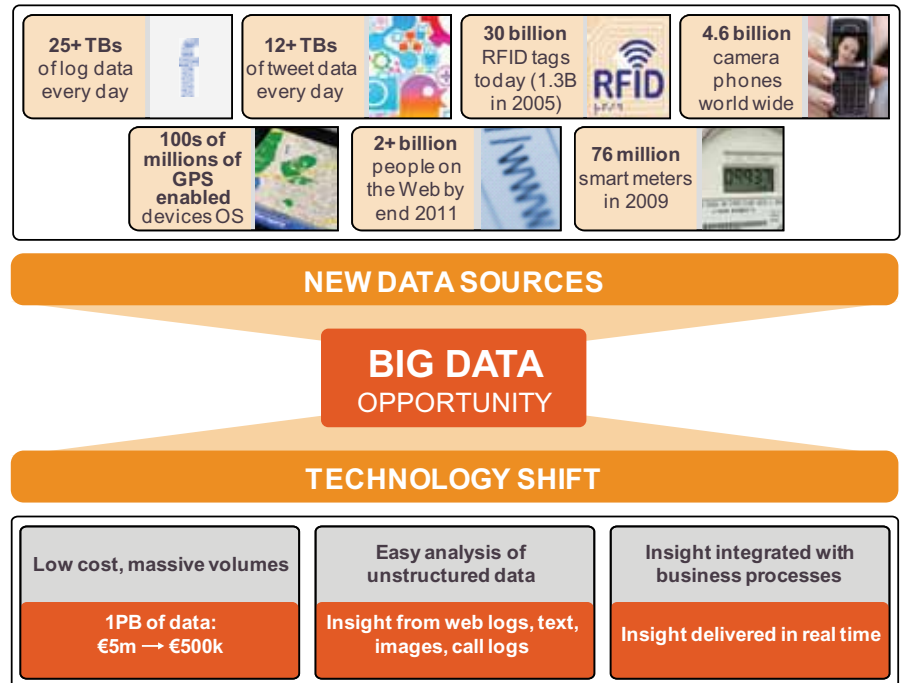
- A new generation of technologies enables cost-effective handling and analysis of large-scale information.
- New, often unstructured, information sources from outside the organization are available, and can be combined with internal sources; both types of data sources can then be analyzed in a unified manner.
- Organizations want to be more information led; the ability to justify, tune and optimize decisions is now at the heart of effective business.

With so many new possibilities, the question is where to start. The only answer, in Capgemini's experience, is with your business, and specifically with the myriad decisions that it takes daily. These decisions relate to everything from the most detailed transactions right up to overall corporate strategy.

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*Whether optimistic or cautious, organizations reveal their growing appetite for data and data-driven decisions.”*

Figure 2. Drivers for big data



**Deciding where to apply “big data” techniques first**

Capgemini has developed a method for rapidly identifying where new analytics technologies and approaches can deliver most value to your business. It draws on our strong industry and business consulting capability and our leadership in business information management.

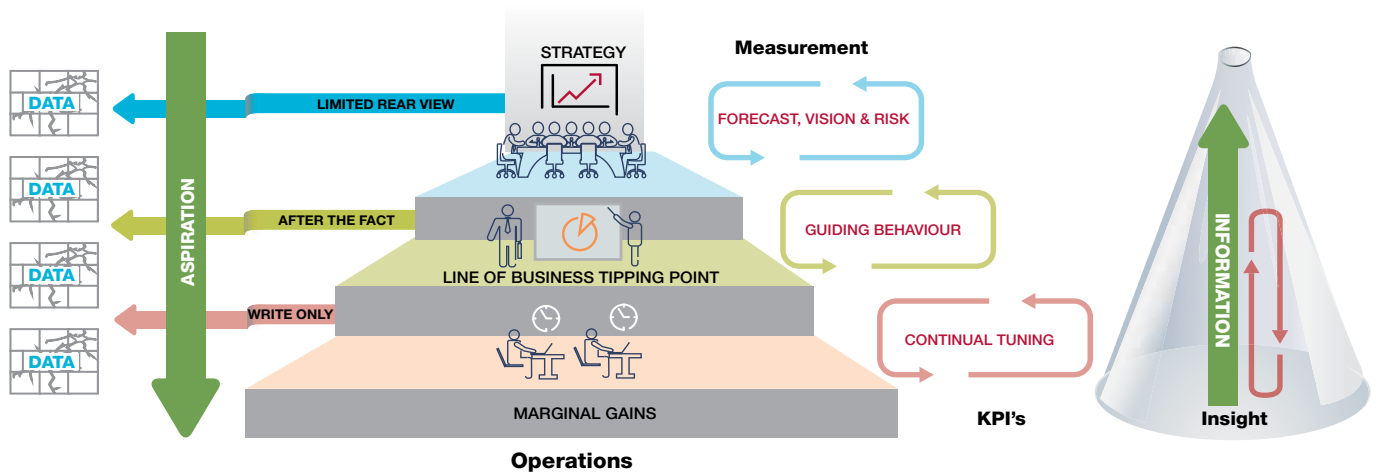
The method combines our decision-led approach to value identification with robust heat mapping. It splits into three broad stages – first, identifying the decisions that drive change in your business and quantifying their impact; second, understanding the questions that should be asked before making those decisions; and finally, understanding how to source and use the information needed to answer the questions.

Figure 3. Deciding where to apply “big data” techniques first



This method builds on the principles of business architecture and on today’s value network thinking to help your business understand how it can operate more efficiently and effectively.

Figure 4. Value at all levels



### Value at all levels

By applying this method, Capgemini will identify the multiple forms of business value available in different parts of your business. Opportunities typically range from rationalizing and automating operations to grounding strategy on auditable insight in order to give shareholders confidence in the board's decision-making processes.

### Understand why, then act

By working with Capgemini, you'll quickly gain a clear picture of how big data and analytics can benefit your business, and an understanding of what it will take to realize the value. As the market leader in big data, digital transformation and business information management, we have the experts to guide you, plus the tools and techniques to ensure a successful transformation into a high-performing, information-centric business.

In a world where competitive advantage depends on insight at the point of action, Capgemini helps you stay ahead.



### 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.

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