Capgemini's Data Optimization for the Enterprise

An advanced service to rationalize and optimize your data

In this age of big data, new technologies and methods have evolved and matured to the point where organizations are able to store and exploit the increasing volume, variety, and velocity of data economically, at a fraction of the cost of traditional data warehouse technologies.

In addition to traditional data sources such as Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP), business leaders are now increasingly demanding integration with external sources such as social media, the Internet of Things, and data provided by third parties, in order to derive meaningful and actionable insights. Big data technologies are allowing organizations to harness this unstructured and semi-structured data, much of which was previously inaccessible owing to its sheer volume and the structured bias of traditional Electronic Data Warehouse (EDW) systems.

Realizing value from big data

You may be in a highly regulated industry where the archiving of increasing volumes of historical data is mandated by law, or in an industry where near-real time access to all relevant data provides a sustainable competitive advantage. In either case, the ability to obtain greater value from your data assets can be the difference between success and failure. Gartner has stated that the three Vs of big data are volume, velocity, and variety. However, the V that matters most to any organization is value – otherwise you are collecting data for its own sake.

The value derived from harnessing big data defines how organizations need to think today. They must use data to answer questions like:

- What is happening now?
- Why is it happening?
- What are the potential causal factors?
- What will happen next?
- What decision(s) can I make right now to improve results?
- How can I rapidly inform the business and push the results to the PC, tablet, and mobile platforms?

Although they now have access to more mature technology and processes for measuring and creating efficiencies and improving decision-making capabilities, organizations have encountered challenges in adopting and evolving to the "new normal". Before a business can gain deeper insight and competitive edge through information, it must implement tools and techniques for collection and storage of historic data on the one hand, and innovative methods and technologies for deriving value from the data on the other.

Solution Overview

Data Optimization for the Enterprise is a service that helps organizations achieve significant additional value from their data in return for relatively low capital investment. Clients can take full advantage of big data technologies to optimize the ratio between the value of data and its storage costs, while also gaining extended capabilities to handle complex data and providing their users with a richer analytical experience.

Strategic Value Assessment

We begin with a Strategic Value Assessment (SVA) that is specifically about data optimization. By reviewing your current solution landscape through the lens of articulated business use cases and key business challenges, we rapidly determine the potential for data optimization.

An SVA enables your organization to understand how enterprise data collection, storage, and information dissemination can be optimized to address key information gaps and cost-effectively align the information with analytical needs. You will see how you can

manage *all data as a strategic asset*, improve storage utilization, and take advantage of platform modernization. The ultimate goal is to identify opportunities to take out cost while improving the business value of analytics.

Reviewing your data architecture

Big data initiatives have a direct impact on storage costs and infrastructure. Capgemini's approach exploits emerging technologies together with commodity hardware to support the application of near real-time analytics to a wide variety of data. This facility complements existing technology investments and data assets and will, in many cases, help extend the value, reach, and capability of these existing investments.
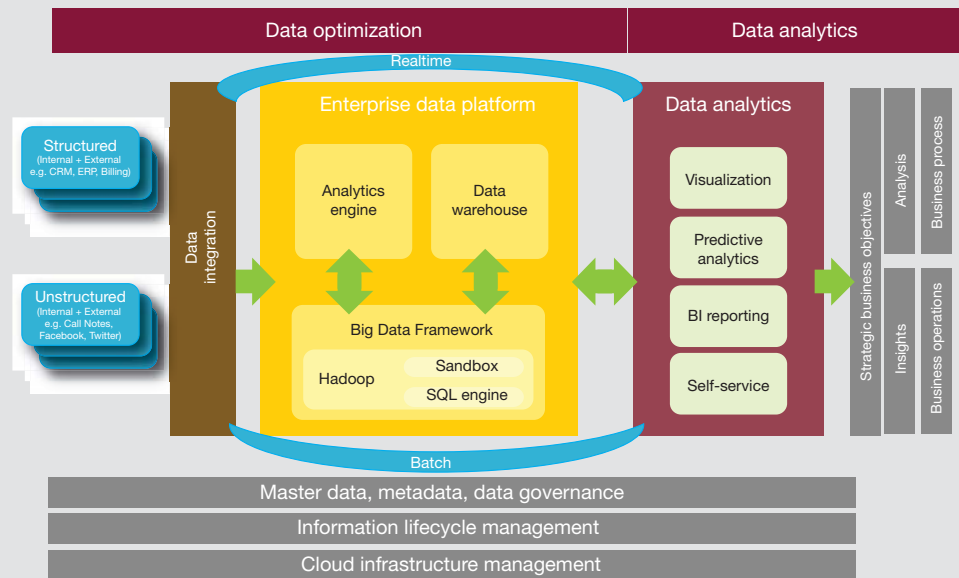

Figure 1: Sample high-level architecture

Outputs from the SVA

On completion of the assessment, clients will have a clear understanding of any gaps in their data and analytical capabilities, recommendations as to the most valuable improvements they could make, and a roadmap that takes into consideration their unique business and technology requirements. Other recommendations cover:

1. Strategic SWOT alternatives on available options

2. Practical solution scope and requirements

3. Information future state architecture and roadmap

4. Data asset architecture and roadmap

5. Global standards and process recommendations

6. Resource and project plans

7. Business case for data optimization and investment

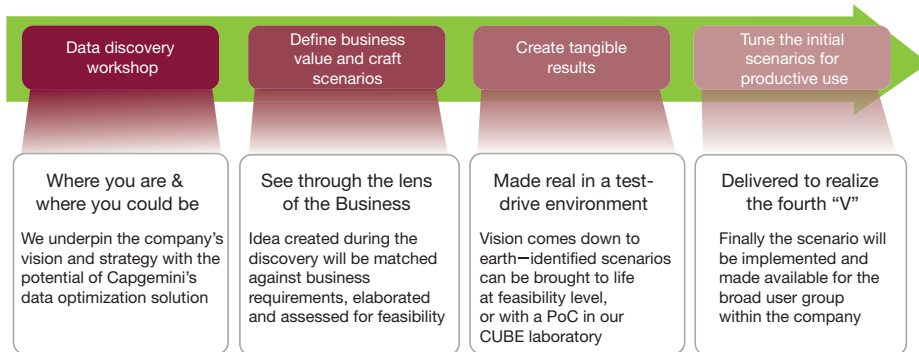8. Sizing, configuration scope, and licensing suggestions (as applicable)

Figure 2: Data optimization assessment and harnessing value

The big data journey

Your journey starts with a Data Discovery Workshop where Capgemini helps the business and IT community agree on how big data and analytics can help achieve the company's vision and priorities. We then drill down into key objectives and discuss their feasibility.

You can then "test-drive" your ideas in a sandbox or with a Proof of Concept (PoC) to help demonstrate tangible value in a limited environment. PoCs can be constructed in Capgemini's CUBE lab environment, where big data and analytic technologies are available for clients to try out.

CUBE is our Customer BIM Experience showcase, where you can experience innovative BIM solutions. You can interact with subject matter experts, examine solutions created to address specific client issues, and review PoCs, technology innovations, and productivity tools. Everything in CUBE focuses on helping clients realize the value of information management and become Intelligent Enterprises.

Once we have identified the value you want to achieve and agreed on the path forward, Capgemini can help you deliver that value through a mature, managed approach to implementation. We will partner with you to achieve the right project prioritization, funding, and Rightshore® resourcing to deliver identified initiatives.

Capgemini guides you from data to insight

Data Optimization for the Enterprise is the fast, cost-effective way to start getting full value from data. Through the process outlined above, we will help you design and implement a robust reporting and analytics infrastructure that will transform big data into intelligence and intelligence into action.

We have already helped many clients evolve their legacy information architectures to exploit massive data volumes and new data types, taking advantage of the rapid evolution of technology. Contact us today to find out how we can do the same for you.

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 (approximately $13.5 Billion U.S. Dollars).

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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People matter, results count.