

Enterprise Performance Analytics

Increasing enterprise value through better-informed decisions



People matter, results count.

The opportunity

Improving performance is increasingly difficult at a time when most readily available efficiencies have already been realized, and when competitors can quickly replicate innovations in products and services.

Finding further performance improvements depends on having detailed insights across the entire enterprise, and an understanding of the impact of key decisions. Businesses need to be able to answer questions like:

- What are the core value drivers of the business, and what is their impact on profitability?
- Which products and services are most profitable?
- What is the most profitable use of our resources across the enterprise?
- What makes our customers spend more?
- Where can we reduce our own spend?

Intelligent use of analytics allows CEOs and CFOs to answer all these questions quickly – and speed is of the essence in today’s environment of aggressive competition and ever-increasing customer expectations.

The Solution

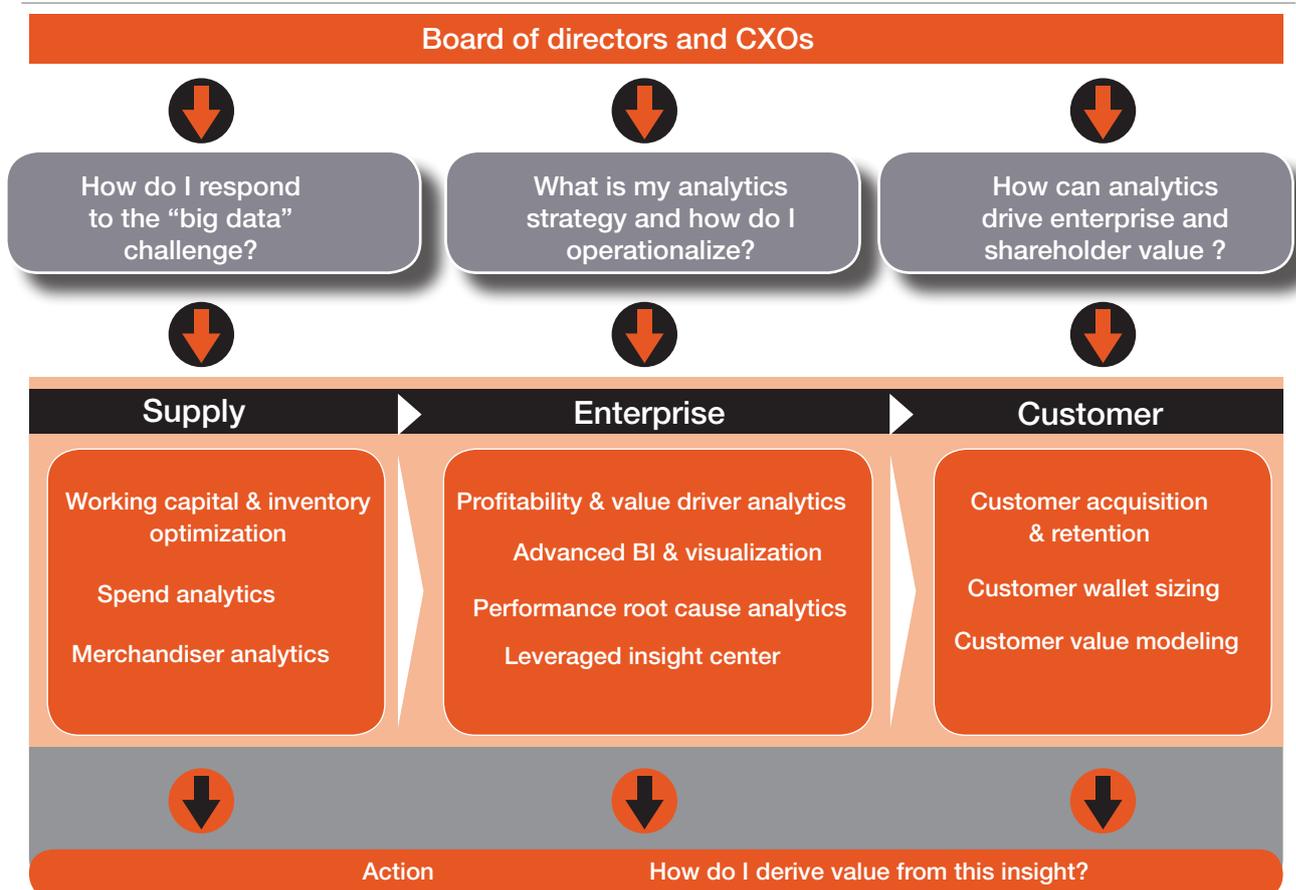
Cappgemini’s Enterprise Performance Analytics approach delivers the insights that organizations need, when they need them. It provides the CEO and CFO with the evidence to make better, more informed decisions, both strategic and operational. If Business Intelligence gives managers the “what”, Enterprise Performance Analytics gives them the “why”, so that they understand how to change the business to improve performance and increase enterprise value. Analytics can be embedded into core business processes to ensure that performance improvement is sustained.

At Cappgemini we fully understand the value that Business Analytics can contribute to an organization as a whole, and to its constituent parts. We offer analytics advisory services to support clients in harnessing the value of analytics tools and techniques to drive better decision making. We have also developed a set of analytics solutions which we tailor to each client’s needs. Our solutions are action-oriented and focused on improving profitability. We describe each of these elements below.

Analytics advisory services

We advise our clients on:

- **Business Analytics strategy:** using analytics to make better, more informed strategic choices that improve enterprise profitability
- **“Operationalizing” analytics solutions:** embedding analytics in business processes to ensure they generate value



Cappgemini’s Enterprise Performance Analytics approach

- **Driving value from analytics:** understanding how to deploy analytics tools and techniques throughout the organization to improve decision making

We also provide advisory services on analytics vendor selection, operating model design, and capability development.

Analytics solutions

Our range of analytics solutions is designed to help you make sense of the mass of data now available, both from within the organization and externally. Our solutions are designed to handle not only conventional enterprise data but also the many newer types and sources, characterized by high volume (hence the term “big data”) and diversity: an increasing proportion of data, particularly from outside the organization, is unstructured.

The solutions target the key components of the value chain – supply, enterprise, and customer.

Supply analytics

- **Spend analytics:** developing a better understanding of spend across the organization and identifying opportunities for efficiencies and cost reduction
- **Working capital and inventory optimization:** reducing capital tied up in inventory and semi-finished goods while maximizing availability and service levels
- **Merchandising analytics:** developing optimal merchandising strategies to ensure in-store availability, agile supply, and optimized inventory

Enterprise analytics

- **Value driver analytics:** understanding the true drivers of cost, revenue, and profitability across the organization, and the bottom-line impact of making changes to these drivers, to provide evidence for making better strategic choices
- **Profitability analysis:** understanding true profitability

across geographies, customer sectors, industry segments, and operational business units, together with the causes of variations in profitability

- **Data visualization and advanced BI:** combining operational information with financials to understand business outcomes; bringing numbers and data to life through visualization
- **Performance root cause analysis:** gaining insight into the factors underlying performance in order to make better decisions
- **Leveraged Insight Center (LInC):** transforming the way information is delivered to the business through a pool of skilled resources dedicated to planning, strategic analysis, and performance analytics

Customer analytics

- **Customer acquisition and retention:** understanding true customer profitability and what attracts customers to your products and those of your competitors, so that you can better target and retain profitable customers
- **Customer wallet sizing:** understanding customers’ overall spending profiles and your current share of their spend; determining how to increase revenue through cross- and up-selling

Action

Capgemini’s Enterprise Performance Analytics approach focuses on delivering commercial value. Having developed greater insight into enterprise performance and profitability, organizations must be able to act on those insights daily by making better, more informed decisions.

From the outset of an engagement, our analytics consultants will help you to define where analytics will add value, for example by facilitating growth or cutting costs. We will ensure that you get the outputs you need: forward-looking intelligence that will help solve



specific problems and improve core business activity. We also show you how to act on this intelligence, so as to extract every last element of value from your core processes.

Capgemini Business Analytics

Capgemini’s Business Analytics global practice network is a core unit within the Business Information Management (BIM) global service line and operates in 25 locations across the world, drawing on a database of over 100 analytics client credentials and analytical models. It provides high-function analytics-based solutions to all major industry sectors and business functions.

Capgemini has over 7,000 consultants working in BIM across the world. We work with all the leading big data and analytical technologies, and provide services to support business analytics, from high-level strategy to managed outsourced services. We recognize that analytics are specific to industry sector and sub-sector, and have experts and solutions for each one.



About Capgemini

With around 120,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 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.

Rightshore® is a trademark belonging to Capgemini



More information about our services, offices and research is available at

www.capgemini.com

Contact us at : bim@capgemini.com or visit www.capgemini.com/bim