

The journey towards an insights-driven enterprise



Guiding principles for realizing value from data and becoming an insights-driven organization

There are many aspects to consider in harnessing data and becoming an insights-driven organization; it's nothing less than a journey with ups and downs. As a result of our work with clients and research, we have established seven guiding principles for not only driving value from data but also putting insights at the heart of the enterprise.

If an organization is able to rapidly assimilate, integrate and analyze its data and turn that data into insights to inform crucial decisions and actions, it will be able to set the agenda for its market. Achieving this is about harnessing data, both your own internal business data and the growing stream of big data from new internal and external sources. But this is not easy.

Ultimately all organizations revolve around a series of decision points and resulting actions. Empowering people in your organization with timely insights that make each of those decisions and actions better will transform your business.

We have developed our 7 Guiding Principles as a clear approach to drive the transformation to an insights-driven enterprise. Through leveraging these principles, we are seeing our clients generate real value from data.

Principle 1: Embark on the Journey to Insights within your Business and Technology Context



The starting point must be your digital business objectives. Design your roadmap to harness new data sources based on how they will help achieve these objectives. Equally importantly, your journey must be dictated by where you start, not only in terms of data maturity but also technology.

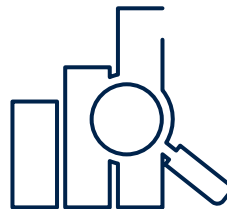
Principle 2: Enable your Data Landscape for the flood coming from Connected People and Things



There are many new technologies that enable the capture and management of the data flood. Your new data landscape should be a mix of these technologies, chosen to provide the

right solution in terms of cost, flexibility and speed to suit each specific data set and meet the insight needs of the business.

Principle 3: Master Governance, Security and Privacy of your Data Assets



Insights from unreliable data are worse than no insights at all. Equally, programs fail and businesses leave themselves exposed if data is not handled securely and with consideration of relevant privacy issues. Maturing and industrializing an organization in its production of value from data, is a key lever to success.

Principle 4: Develop an Enterprise Data Science Culture



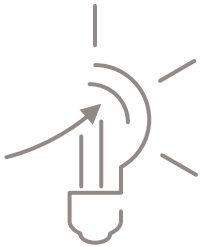
Data science unlocks insights. Appreciating and understanding how value is derived from data needs to become part of the culture of the organization. Only by embedding it throughout the enterprise, and systematically making all decisions better informed, can organizations achieve the transformation to becoming insights-led.

Principle 5: Unleash Data- and Insights-as-a-Service



The demand from business users for information and data-driven insights is ever increasing across all organizations. To harness this, business users must feel that they can rapidly access the insights they need, where and when they need it. Setting up a powerful platform that delivers these insights 'on-demand', is the ultimate goal.

Principle 6: Make Insight-driven Value a Crucial Business KPI



Measure your measurement. Apply data science to your data science to see where you are adding value and where you are not. If data is becoming one of your most valuable assets, then treat it as such – include it in KPIs and business reviews.

Principle 7: Empower your people with Insights at the Point of Action



All functions in an organization are faced daily with a series of decision points and actions, both at the macro and micro level. Whether you are in Supply Chain, Finance, Procurement, Marketing or other parts of the business, empowering your business teams with real-time insights at the point of action makes the crucial difference.

Data – the enabler of Digital Disruption

Through the application of these principles, we are seeing organizations start to generate real value from both internal and external data, structured and unstructured.

Our leading data technology experts, coupled with in-depth industry expertise, are working with a number of organizations from global solutions for Fortune 500 companies, to point solutions for local businesses. For one such company, a large multi-national consumer goods manufacturer, we have partnered with them over many years, pioneering new operating models, providing insights on demand that have a direct real-time impact on market campaigns.

Our visionary approach – as demonstrated in our 7 Guiding Principles – is also embedded in our thought leadership, such as our major report Big & Fast Data: The Rise of Insight-Driven Business¹ – a study of 1,000 senior business leaders. We revealed the extent to which big data sources and technology are being adopted across different sectors and regions of the world, explained the impact on businesses and markets, and outlined how the acquisition of data is breaking down traditional industry boundaries.

Similarly, in our study with MIT², we demonstrated that only when technology adoption is accompanied by transformation management (including vision, business engagement, and organizational change) do businesses realize tangible benefits in terms of profitability and market valuation. This is as true for big data technology implementation as it is for any other technology.

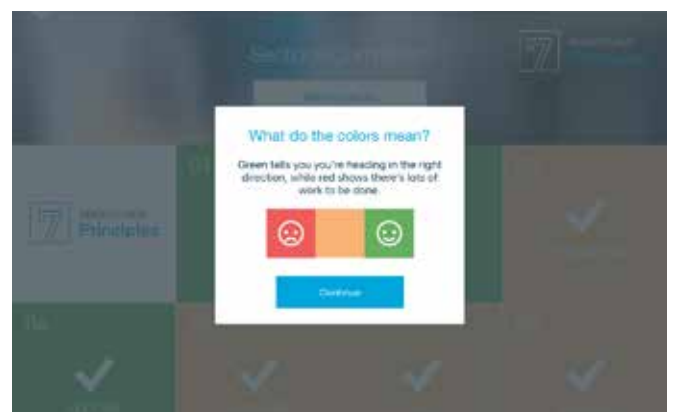
Delivering value

Capgemini's Insights & Data has developed a 7 Guiding Principles app that is designed to help your organization assess its maturity in the journey towards becoming an insights-driven enterprise. Together with your Capgemini contact, you answer a simple set of questions based on the 7 Principles - Context, Landscape, Governance, Culture, Platform, Value and Insights – to generate a snapshot of your organization's current status. From this dashboard, we can provide clear direction and a set of next steps for your organization to achieve an insight-driven culture and architecture.



Unique to Capgemini, the 7 Guiding Principles app provides a structured framework for discussing issues and challenges, with an expert on hand to advise and guide you.

The value generated is in the objective assessment of your organization's insight-driven journey and the recommendations from Capgemini's Insights & Data team.



1 Big & Fast Data: The Rise of Insight-driven Business

2 The Digital Advantage: How digital leaders outperform their peers in every industry

Find out more

With the right approach and techniques, your organization can change in the way that your people leverage insights.

To get more information about our unique 7 Guiding Principles approach, and how they can help your organization or to arrange an **'Insights check-up'** using our app, contact your Insights & Data account manager or email us at insights@capgemini.com.

Visit us online:

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www.linkedin.com/company/bi-big-data-&-analytics,
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Capgemini Insights & Data

In a world of connected people and connected things, organizations need a better view of what's happening on the outside and a faster view of what's happening on the inside. Data must be the foundation of every decision, but more data simply creates more questions. With over 11,000 professionals across 40 countries, Capgemini's Insights & Data global practice can help you find the answers, by combining technology excellence, data science and business expertise. Together we leverage the new data landscape to create deep insights where it matters most - at the point of action.

To find out more visit us online at

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With more than 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2015 global revenues of EUR 11.9 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. 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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