

# Capgemini's Applied Insights Center





# Introduction

Capgemini's Applied Insights Center (AIC) is a new solution that:

- Adapts readily to individual needs
- Takes advantage of the latest technologies including big data and cognitive/AI
- Makes the most of opportunities for automation
- Readily integrates with digital approaches in different business areas, such as manufacturing, and supports technology concepts such as IoT

- Offers clients simpler commercial models that are easily measurable and output based

To meet needs like these, AIC builds on and replaces NextGen BISC, an earlier framework that's been a big success with clients.

## Clients are already benefiting

- Capgemini's Applied Insights Center has helped a major consumer goods company achieve over 30% productivity gains due to process improvements; and more than 28% cost savings in just 15 months; combined with drastic improvements in customer satisfaction, and better budget transparency and predictability. Machine learning capabilities were enabled for demand forecasting and predictive ordering, applications to come.
- For an insurance company, AIC has reduced the risk assessment time by 70% by implementing an artificial intelligence (AI) application that 'understands' and 'uses' information from 1,600 news feeds.
- A pharma company used the approach to improve its forecasting of the need for vaccines. As a result, vaccines now reach patients up to 32% faster and child mortality has reduced by around 2%.

## What does AIC offer to clients?



## AIC's components are:

### A modular approach

Capgemini's AIC uses a modular approach, which creates a simple and flexible way of creating powerful solutions. While it is available with a set of rich and powerful pre-configured

solutions, it can also be customized to create a model that addresses a specific challenge that you face.

With AIC, you can create a solution incrementally, or jump-start from one that is already available, adding components/services as you go. It

is easy to adopt agile approaches, such as DevOps. You get a range of solutions and services to choose from, each incorporating your choice of prebuilt components to provide quick and easy answers.





## Flexible automation

AIC gives you greater flexibility when it comes to automation. You can choose how much to invest in tools based on your needs and budget – for example you could choose to use Capgemini's tools and free open source ones that might give you 20% automation, go a step further by customizing some of

that open source technology, which could automate a further 10% and up to 30% overall, or invest in premium high-end tools that might give you a total of 50% automation.



## Cognitive by design

At the core of AIC are a variety of AI and machine learning techniques and technologies. These components enable us to increase the depth of the services we offer and also build bespoke business services for individual clients. These can be used in both an IT context (e.g. to help Capgemini support a client's application) and in a business context (e.g. for creating "conversational commerce" capabilities, so that a client's customers can purchase products and services via voice assistants such as Google Assistant, Amazon's Alexa, and Apple's Siri).

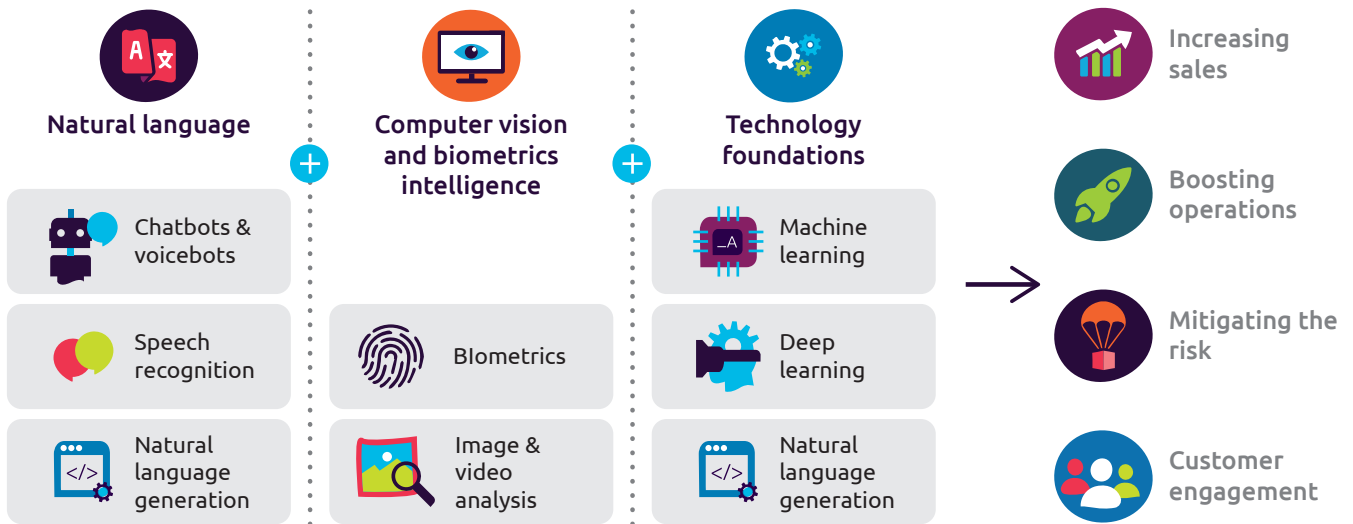
Other applications that we have implemented using AI include:

- Customer service: Intelligent, cost-effective chatbots used for driving improved service and customer experiences
- Pipeline leak detection: Inline inspection of construction, topographical, engineering, operational, GIS and maintenance

data, enabling faster identification of integrity issues

- Warehousing drones: A solution that automates inventory checks, minimizing manual effort and errors
- Radiology: A system that analyzes radiology reports and medical records to recommend optimal use of CT scans, minimizing radiology exposure

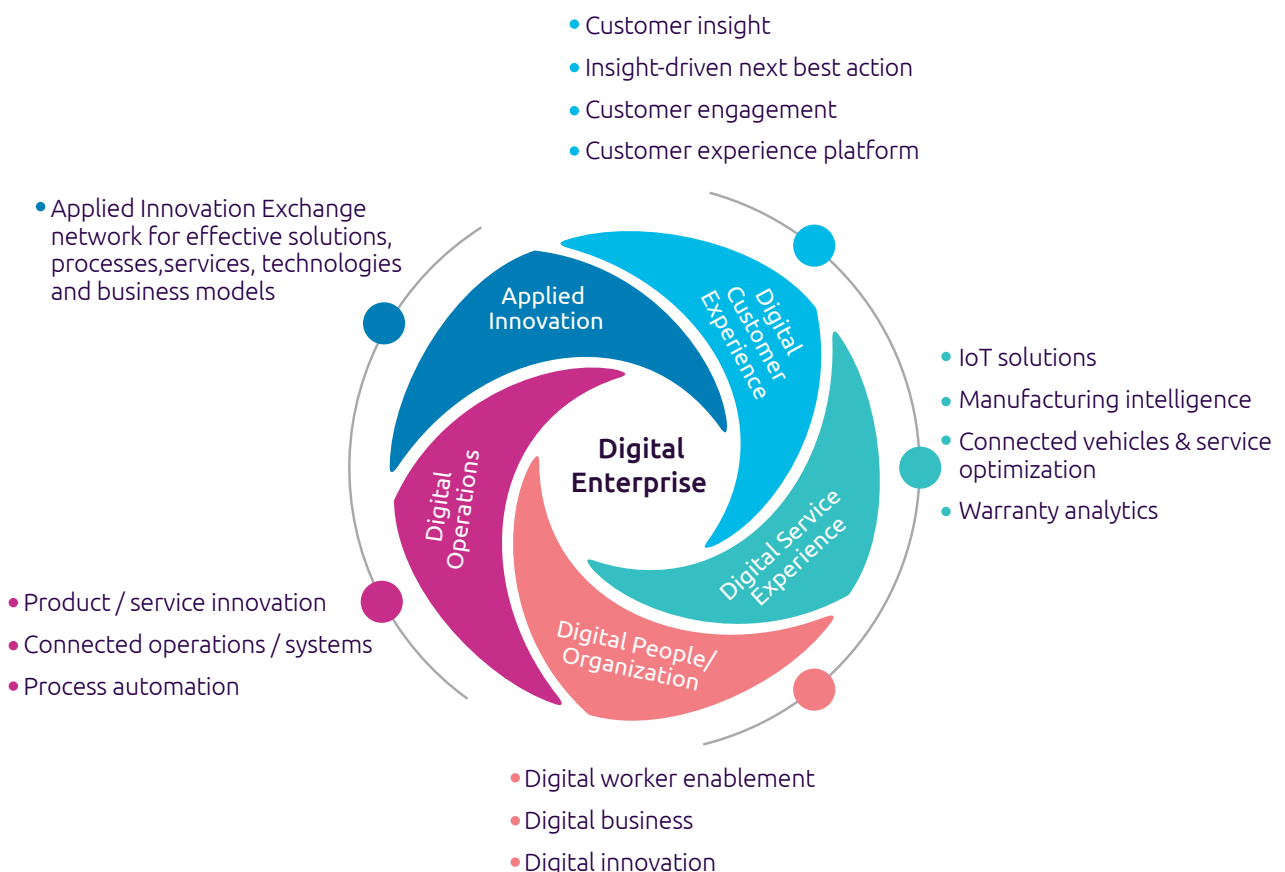
*For a large global car manufacturer, we used these technologies to reduce downtime of hundreds of production robots with failure prediction models and feeding 90%+ accurate insights into maintenance schedules.*



## Extensive choice of digitally enabled services

AIC's services module includes components that deliver a wide range of services, grouped under the headings of customer experience (including social media analytics), operations/process, and business

model. By combining these, we can meet many different business needs with very little development work, thus helping clients rapidly along their digital transformation journey.





## Flexible commercial models

AIC offers a simplified, yet highly flexible, choice of commercial models.

You can opt for a catalogue-based model where you choose services from a menu and the charges are essentially based on work volumes.

Alternatively, instead of paying for services on the basis of how much effort they take, you can pay on the basis of **the outputs that you want** (e.g. the volume of data that you need to analyze or the complexity of the insights you need). This is similar to the familiar pay-per-use model associated with cloud services, but adapted to the type of services AIC offers. Many of our clients are moving to this model at present.

In the future, we will increasingly charge on the basis of the **business outcomes that you need**. For example, if you want to increase marketing effectiveness by 5%, the pricing of AIC could be based on achievement of that outcome. We work with our clients to define the desired outcomes and map these to the initiatives we undertake.



Catalogue



Output-based



Outcome-based

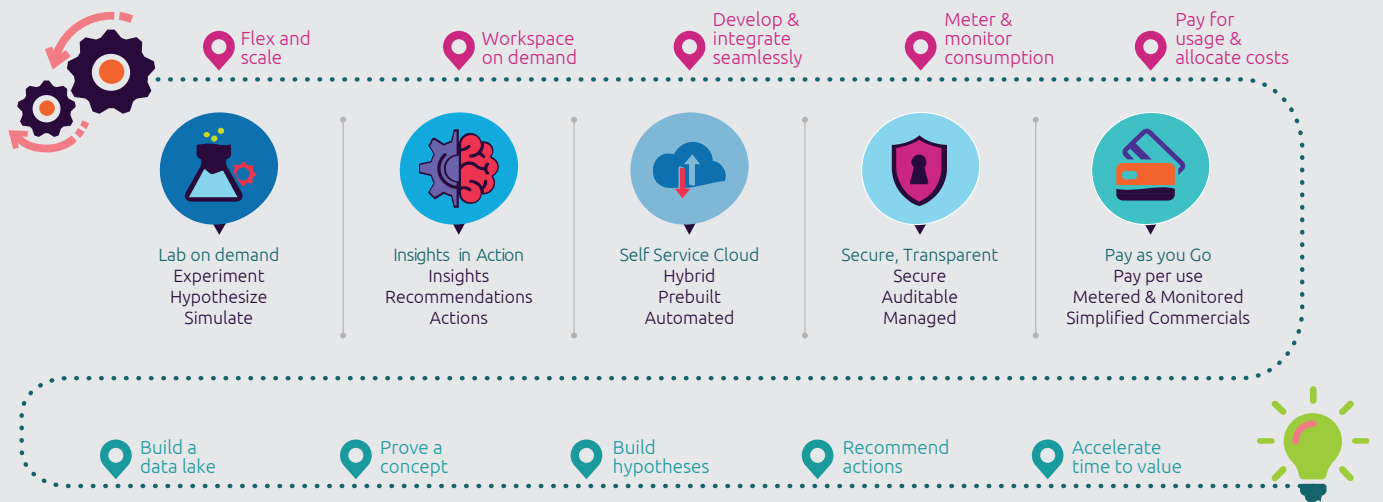
## How does Capgemini deliver AIC?

Incorporates a platform from which AIC can be delivered as-a-Service, using prebuilt solutions for domains like procurement and HR to provide higher business value, faster.

The infrastructure we use depends on your preference – it could be your infrastructure or Capgemini's, or cloud, or a combination of these. Alternatively, we can deliver AIC as-a-Service.



Figure 1: AIC - Delivered as-a-Service



We also offer our Smart Solutions, a set of preconfigured solutions available as a service. These can be implemented quickly to solve a standard business problem such as pricing. By using these solutions you can focus your attention on solving business-specific problems.

## Why Capgemini?

With AIC, Capgemini has packaged its deep experience and expertise in Insights & Data into a highly customizable and commercially simple

model that we believe is unique in the industry. AIC delivers higher business value faster, while streamlining operations and reducing cost (AIC can often replace multiple existing solutions).

For a major aircraft manufacturer, our operational intelligence analytics has increased its market share in aircraft servicing and decreased time-to-market for new aircraft.

By adopting the AIC's factory model, the client has implemented an

enterprise data warehouse resulting in process standardizations and resource usage improvements. Being able to gain insights efficiently now and applying them, the client has achieved significant improvements in customer service process as well.



A client providing services to the energy sector needed to aggregate satellite-streamed data from remote field equipment at oil wells and combine it with enterprise asset information in order to gain clear, up-to-date picture of asset performance, reliability and maintenance requirements. We implemented a hybrid cloud solution based on a Business Data Lake hosted on

Capgemini's Insights as-a-Service platform, with integration to downstream applications hosted on the AWS public cloud. This provides near real-time data ingestion from IoT devices. The client can now derive business value from a huge volume of data: 2,000 oil wells each generate 80TB of data annually. Applying data science, including several of our prebuilt components, to this data has

rapidly provided the client with a wide range of insights, presented in a variety of ways: real-time charts of streaming data, alerts when parameters exceed predetermined thresholds, thermal visualizations of equipment, and so on. Relevant information is fed back to field staff via hand-held devices.

## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

Learn more about us at

[www.capgemini.com](http://www.capgemini.com)

**People matter, results count.**

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