



# AI & DATA ACTIVATE

The fast track to your data-powered business



# Table of **contents**

A world of disruption	03
AI & Data Activate	07
■ AI & Data Mobilization	09
■ Data-powered Innovation	10
■ AI & Analytics Scaling	12
■ AI & Data Academy	13



# Welcome to the world of disruption!

Today's business environment demands superior, new, and differentiated capabilities to respond to the ever-changing needs of the consumers and markets. Traditional enterprises are constantly challenged by the "digital giants" who have perfected the art of applying data and AI at scale with extreme agility to outperform their peers. This is further complicated by sudden and unforeseen disruptions arising out of external shocks such as environmental, societal, or health hazards.

The changing dynamics are forcing organizations to look towards data, analytics, and AI to fine tune their strategic initiatives to lay foundations of growth and compete more effectively. Enterprises can unlock exponential business outcomes by fully harnessing the power of data and AI by seamlessly integrating and orchestrating it across the entire business value chain. Furthermore, the recent health crisis clearly demonstrated that data and AI can empower organizations to limit the impact of disruption and rebound faster in a dynamically shifting environment.

Successful business leaders deploy augmented BI, analytics, and AI at scale to transform their business in awesome new ways to predict and shape future outcomes, intelligently automate decisions, redefine processes and experiences, and shape up new business models. But they recognize that AI is not magic, it takes a thoughtful approach to successfully reap full benefits.

Organizations, in a rush to implement data and AI solutions without a larger vision and strategy in place, are perpetuating siloed initiatives that yield limited ROI and fail to scale. Exploring a selective set of business problems and experimenting with a few potential use cases may be a great starting point, but it won't be enough to deliver a step change in business value creation. Companies aspiring to become truly data and AI-powered, need to fundamentally re-think every human-to-machine interaction by holistically looking at their core business processes and systematically infusing data and AI.

Make your data, analytics, and AI vision a reality by knowing where to start and how to scale. A strong strategy is key when it comes to realizing the full potential of your data, BI, and AI investments. Whether you are just beginning to explore the possibilities of changing your business through or looking for guidance in your transformation, our AI & Data Activate approach designs a vision for where and how analytics and AI will best be applied in your enterprise. It lays out a structured approach for enterprises to activate data and AI and serves as a vehicle to drive your business transformation journey to become a data and AI powered enterprise.

"To Infuse AI across the organization, AI needs to move beyond pilots and be industrialized to deliver in production and at scale"

**85%**

of organizations  
made AI a top  
priority

**Yet...**

**only 13%**

have scaled AI  
across multiple  
teams





# Step into a new era of business value

To create new business opportunities and make better-informed decisions while increasing productivity, improving customer experience, maximizing business outcomes, and shortening time to value, you need to fully realize the power of AI and data.

As AI and data are prominent, pervasive, and perpetual features at the heart of every successful business, the manner in which these strategies are approached and activated must take into account the fundamental cost drivers and value levers of that particular use case. The end goal must be to bring maximum AI-enabled value to the business, improve data quality (through data transformation), and minimize the cost of data leveraging new technologies.

How can this be done? It starts with shaping a competitive strategy and roadmap, facilitating Data-powered Innovation across the value chain, growing the AI and data talent pool needed, and ultimately, establishing a fast-moving, scalable, data-powered culture.

Furthermore, unprecedented business disruptions caused by sudden and unforeseen events in the form of environmental, societal, or health events pose a major threat to business operations and increase the need for more near-real-time data and insights to tackle the crisis head on and rebound faster to the new normal. Organizations must embrace this disruption as a vital opportunity to reimagine their data-powered future.

And the good news is, **technology** is coming to the rescue

Technology waves of analytics, AI, IoT, 5G and blockchain are peaking together to bring about a “combinatorial” effect. Together, they are creating the next wave of “Digital Disruption.” While data continues to open up new opportunities and business models, technologies such as AI, 5G, and blockchain will continue to disrupt the traditional business models and offer plenty of opportunities for value creation.

The pervasiveness of data and AI offers a plethora of possibilities for today's executives – from creating

superior customer experiences, influencing the path to purchase, accelerating business growth, bringing in operational efficiencies, and spotting the next big opportunity. Having built their digital core, leading enterprises are now embracing data and AI to the fullest to deliver exponential business value to their clients. The leaders of tomorrow are balancing operational excellence with business innovation using their data, analytics, and AI to protect their market leadership positions.

# Data and AI defines your path to success

Recent findings from the Capgemini Research Institute confirm that most digital innovations build on the foundations of AI and analytics. AI and analytics are powerful catalysts for digital success enabled by the vast increase in computing power, storage capabilities and the always-connected “network of things.” There is an

opportunity to deploy AI and analytics for the full range of benefits across the front, middle, and backoffice as well as for the customer, partner, employee, and supply chain ecosystem. Competitive advantages are generated by scaling data and AI to the heart of the organization.



## Influencing sales

Three in four organizations implementing AI increase sales of new products and services by more than 10%



## Boosting operations

78% of organizations implementing AI increase operational efficiency by more than 10%



## Engaging the customer

75% of organizations using AI enhance customer satisfaction by more than 10%



## Generating insights

79% of organizations implementing AI generate new insights and better analysis

## Data, analytics, and AI are at the center of digital change

There are opportunities everywhere to discover exponential business value – from data for fact-based decisioning, to more accurate predictions and prescriptions, business growth, and operational efficiency.



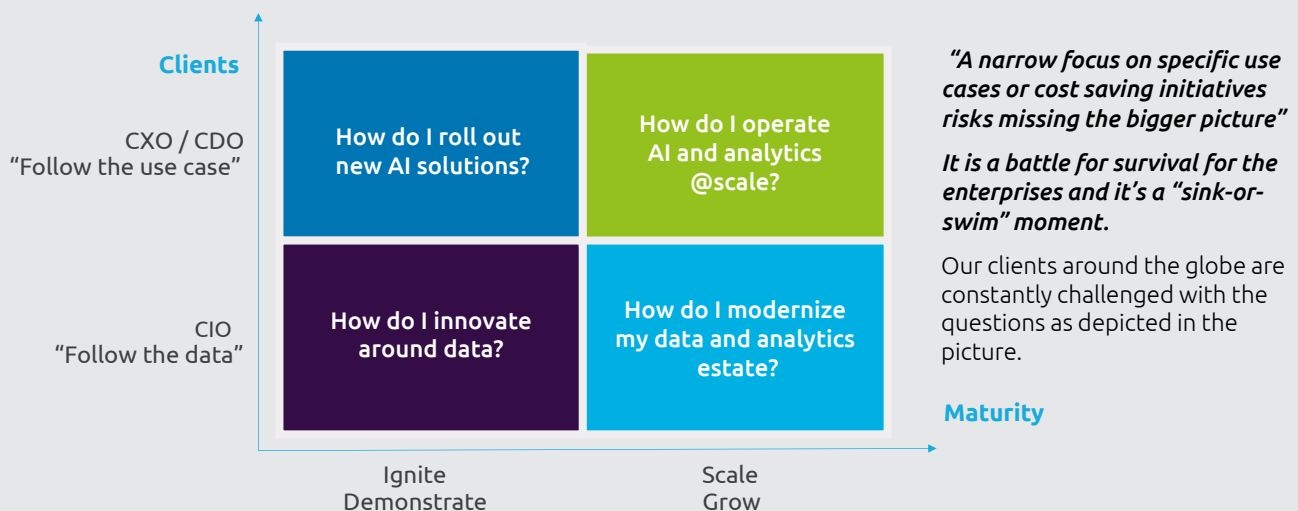


# But, the path to becoming a **truly data-powered** enterprise is still elusive

The reality is that companies still find it difficult to transition from thinking about data and AI as a source of innovation to recognizing it as a critical source of business value. Scaling AI is not just a technological challenge; cultural resistance, talent, governance, and misaligned operating models are constituting roadblocks.



In their quest to harness the potential of data and AI, many organizations explore selective sets of business problems. A one-off and point solution approach to automation is counterproductive, impacts employee buy-in, and consequently slows down enterprise adoption.



## Activate your **data, analytics,** and **AI** journey today!

Building on a strong, industrialized foundation ensures that your AI and data fabric, and your analytics – are enterprise-grade. This means they are agile, flexible, scalable, repeatable, reliable, and secure.

With our AI & Data Activate suite of services, you can prepare yourself for continuous delivery of business outcomes at scale.

### Activate your data-powered business transformation today:

- Kickstart your AI and data journey with AI & Data Mobilization to help discover, prioritize, and execute MVPs that aid in industrializing AI faster without major redesign.
- Upgrade and sustain your competitive edge through our Data-powered Innovation services, which leverage our rich innovation ecosystem to create solutions that solve specific business problems, tapping into the disruptive power of AI and data.
- Embed a data-powered culture with AI & Analytics Scaling – a one-stop shop equipped with leading AI experts, standard tools, and adaptable playbooks for agile collaboration and seamless delivery.
- Build and grow your AI talent through the AI Academy – to upskill your workforce with key competencies for your AI and data-powered enterprise.

# Introducing AI & Data Activate - A practical approach to successfully scale data and AI enterprise-wide

Capgemini's "Activate" approach has been designed, developed, curated, and launched to address the most critical requirements for enterprises to fully utilize data, analytics, and AI for competitive advantage, market impact, and business results. It creates the foundation for executing analytics and AI at scale. Our approach places "business outcomes" as the sole objective to future-proof your investments and power ROI.

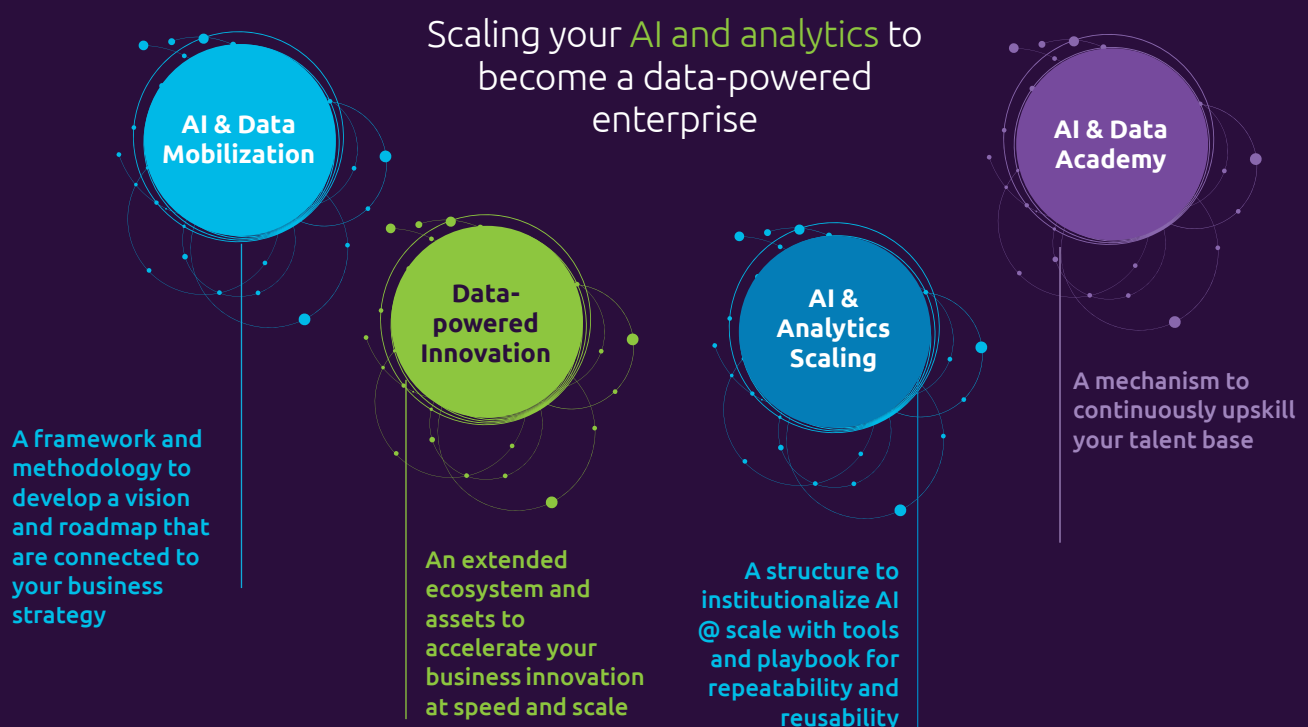
Regardless of where you are in your transformation journey, we help you design a vision to activate data analytics and AI in your enterprise to drive your business transformation agenda and become a data-powered enterprise and maximize business impact by industrializing AI and analytics at scale. From defining the AI strategy and architecture, through people, processes, and data, to prioritizing use cases-"Activate" mobilizes your organization for the data-first future.

Our approach considers all the required foundational elements to scale AI enterprise-wide thereby ensuring that your data, analytics, and AI fabric is enterprise-grade: agile, durable, scalable, and secure. "Activate" is the basis for predictably, confidently, and safely realizing and sustaining the business performance results of the enterprise's AI directions and investments. It provides a critical dimension of the enterprise's AI fabric in terms of industrializing the necessary functional and competency domains for the stable and long-term leverage of data and AI solutions

By infusing data analytics and AI across the organization, **we deliver on our clients' critical imperatives**

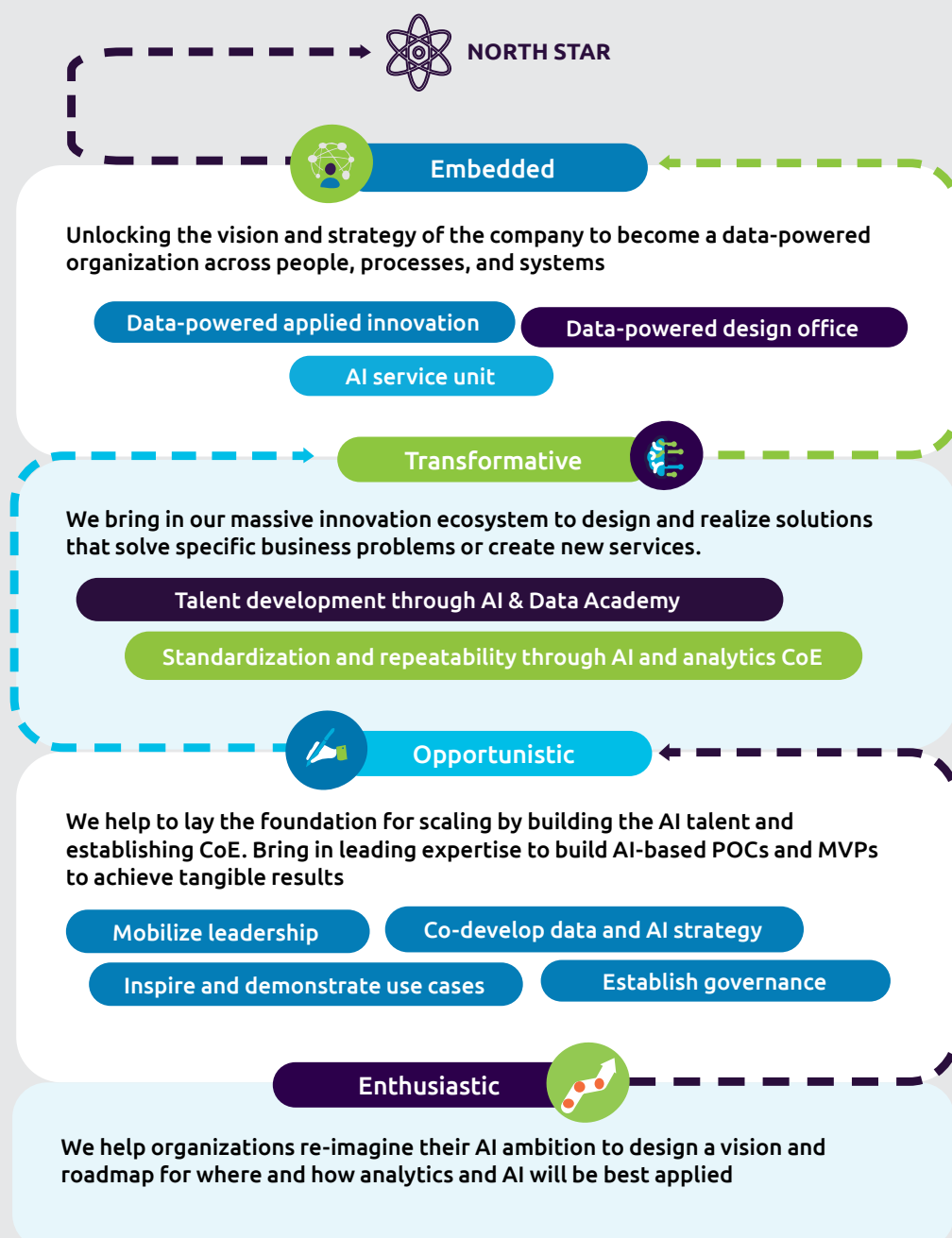
- Trusted data, analytics, and AI infused across the business value chain at scale for decision making
- Powered by data activated at the core of the organization, its processes, its people, and its culture.

Our portfolio comprises **four distinct offerings**, structured to provide playbooks, tools, and accelerators at every step of your transformation journey



# We have developed a **step-by-step** approach to carefully orchestrate your transformation

Becoming a data- and AI-powered organization is all about instituting a cultural change-and cultural change is a long journey. An iterative approach will allow you to regularly review and reprioritize the pace of transformation to reflect the responsiveness of your organization and changing market priorities.



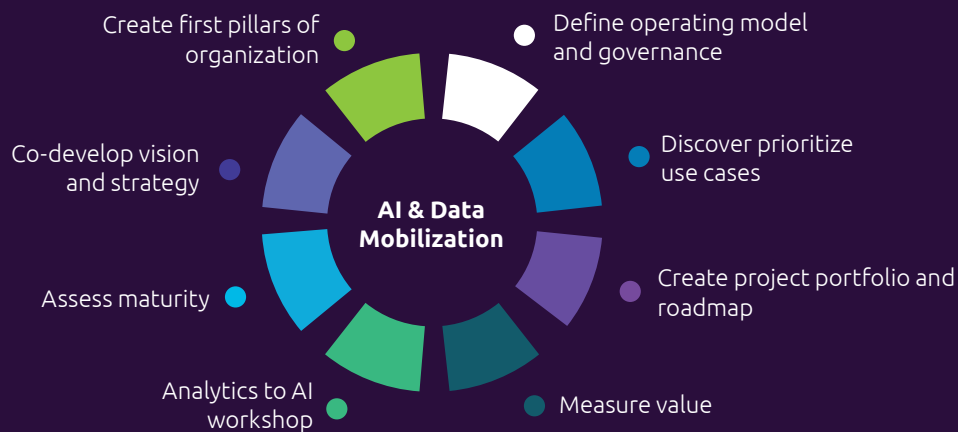




## First steps to build your data, analytics, and AI momentum

Our mobilization approach prepares you to unlock the vision and strategy for industrializing your AI and analytics enterprise-wide to enhance your revenue and improve efficiency. Unlocking the power of data and AI requires a combination of the right capabilities, technology and operating model. We will mobilize your organization to kick-start the journey to help discover, prioritize, and execute MVPs that aid in industrializing AI faster without major redesign.

Scaling data and AI helps you build a data-powered culture and acts as a one-stop shop equipped with leading AI experts, standard tools, and adaptable playbooks for agile collaboration and seamless delivery.



We start by assessing the current state and benchmark it with the industry leaders. Subsequently, we assess the maturity of analytics capabilities within your organization across three key dimensions: People, Processes, and Technology. We conduct a data, analytics, and AI workshop, bringing your key stakeholders enterprise-wide to create data and AI literacy, understand your current business priorities and potential roadblocks, and inspire the “art of possible” with the data-powered future state. This workshop will lead to co-developing your vision and strategy and design the direction, people, operating model, governance, leadership, and measurements for

transporting your enterprise, key stakeholders, and your primary constituencies towards an “AI-and-data-powered” future state.

Harnessing your enthusiasm to go further and achieve more data, analytics, and AI mobilization takes you beyond MVP to deliver augmented BI and data visualization, analytics, and AI at scale for maximum impact. We help build your momentum by defining and planning the foundational capabilities that accelerate data and AI opportunities both inside and outside your organization to discover and prioritize use cases using collaborative brainstorming and horizon model mapping techniques.



## Accelerate your innovation leveraging our applied innovation framework and global innovation ecosystem

Having **Data-powered Innovation** at the core is key to realizing exponential ROI and enable businesses to thrive on their data AI.

**Data-powered applied innovation:** It builds on Capgemini's Applied Innovation Framework to discover, devise, deploy, and sustain data-powered innovation opportunities at our client's organization. Built on a comprehensive platform for curating and applying innovation from problem statement to business outcome, it helps identify trends and accelerate innovation through data with host of innovative offerings.

This includes a curated set of ready-to-implement industry/domain AI solutions; an applied innovation exchange with global network of 18 innovation centers to discover, devise, and scale innovations; strong, established partnerships with 2,000+ innovative scale-ups and academia and a vast pool of industry experts.

Our Applied Innovation Framework is fueled by thriving open innovation ecosystem to accelerate your "time-to-value" cycle

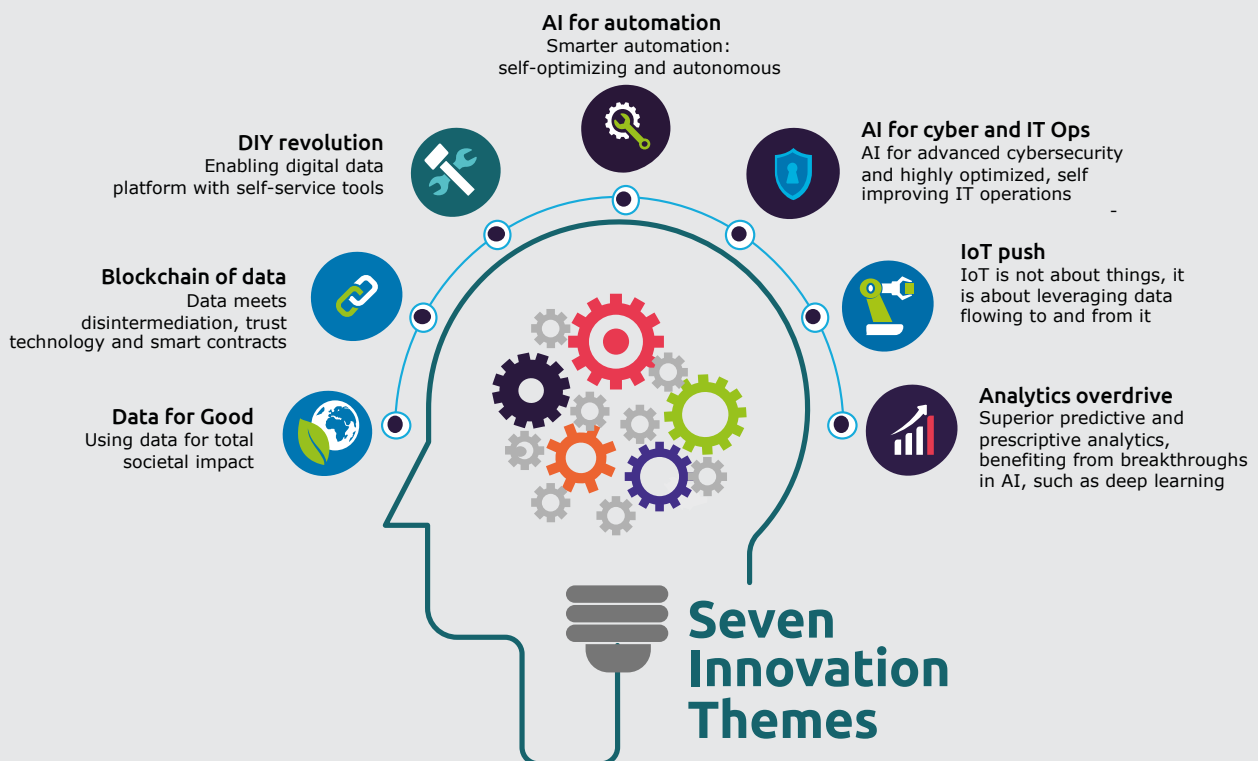


Through our Applied Innovation Exchange ecosystem, we engage with business and technology stakeholders to help translate their innovation roadmaps into scalable use cases.



- A framework for discovery, proof of value, deployment, and sustainability of innovative solutions – including hands-on applications and the technology foundations for rapid development
- Data-powered innovation solutions: curated set of ready-to-implement industry/domain innovation solutions across seven innovation themes
- Applied Innovation Exchange (AIE): global network of 18 innovation centers to discover, devise, and scale innovations
- Innovation experts: strong team of domain and sector experts to accelerate your innovation agenda
- Emerging scale-ups: partnerships with innovative scale-ups (2,000+) to address your business challenge

Our innovation ecosystem offerings focus on seven themes driven by key trends and technology drivers



Data-powered design office: our design office aims to continuously inject Data-powered Innovations into your IT ecosystem. It helps to instill a culture of sustainable innovation and transformation and equipping the delivery team with all the tools and framework to drive continuous improvement mindset.

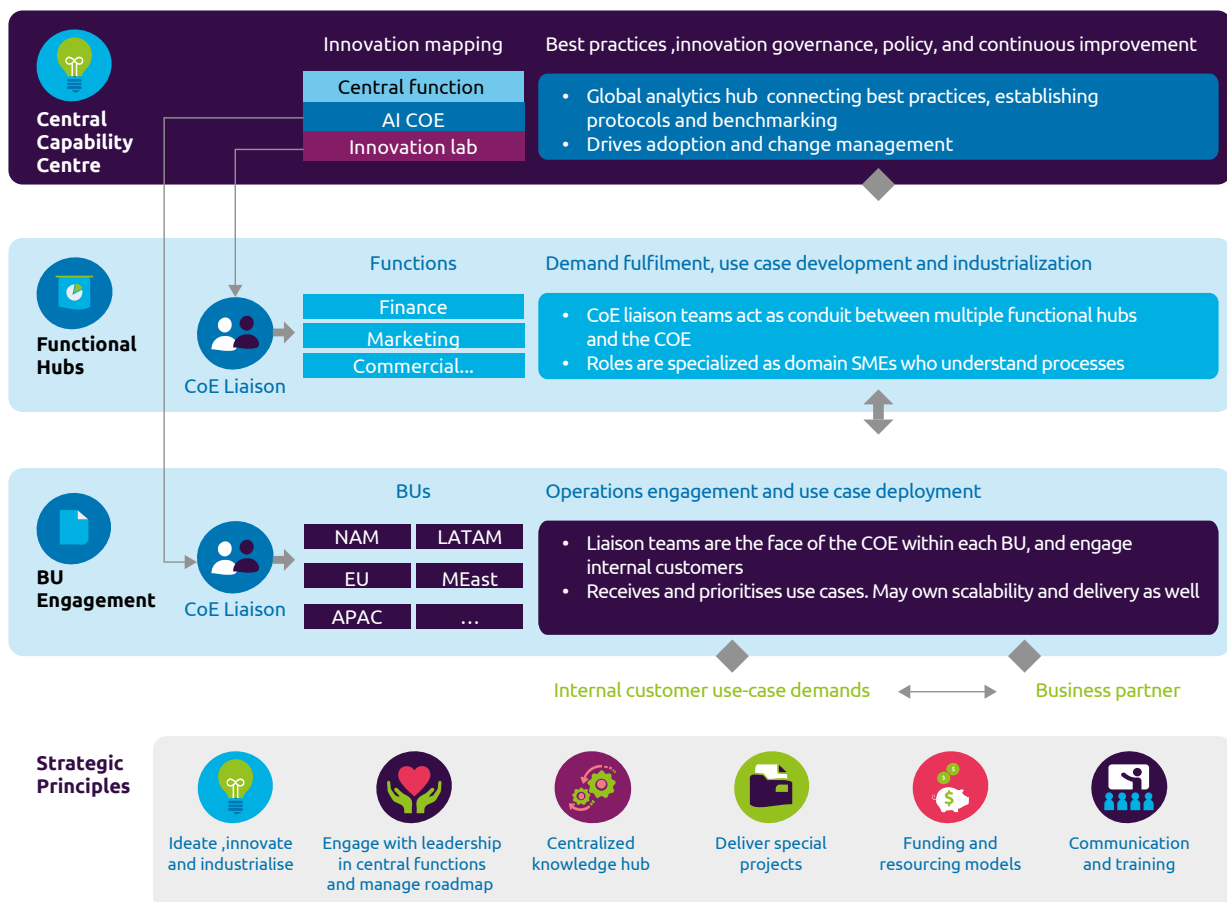


# Institutionalize your capabilities to scale

Building data, analytics, and AI at scale requires enterprise-wide capabilities and talent. It requires alignment of people, governance, and technology. Our AI & Analytics Scaling Framework is created to guide businesses to institutionalize and sustain business value-creation and innovation through a structured and agile way of working.

This model enables sustainable evolution of services and capabilities by putting data and innovation at the center of your organization and deliver use cases at scale and sustainable speed. This framework is designed to share the essential data and insights to ensure that the business adapts to insights for their decision making

## Analytics and AI scaling puts data and innovation at the center of your organization and enable sustainable evolution of services and capabilities



# Leverage our academy to scale your AI and data talent

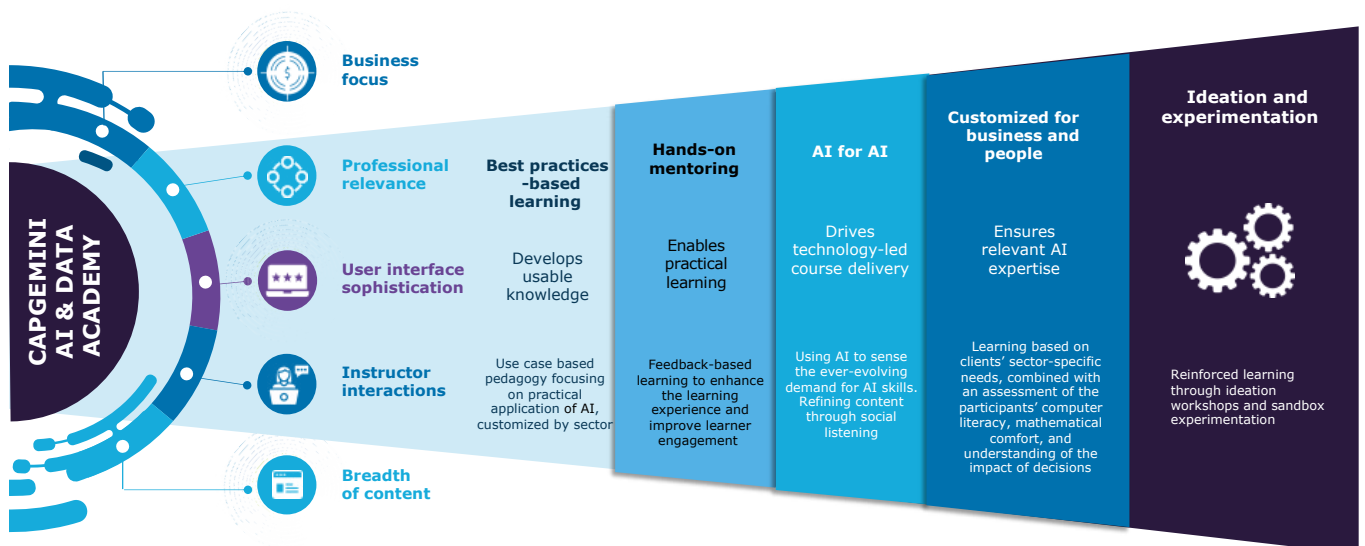


Up-skilling in AI and data is a key strategic imperative for a AI and data-powered organization. AI and data transformation require new skills and new mindsets and organizations need to upskill their workforce to scale its adoption. Today's fast paced data environment makes meeting the AI related talent challenge very difficult to manage. Through our own quest to tackle this challenge, we have developed a highly insightful training program augmented with intelligently crafted features. We are helping our clients tackle the same challenge more efficiently through our own learnings.

The Capgemini AI & Data Academy practitioner's program helps you to upskill your data, analytics and AI talent base. Delivered by our practitioners, to your practitioners- this dynamic program offers business-relevant, hands-on learning curricula, tapping into state-of-the-art industry insights, technology expertise, leveraging community learning and real-life case studies. Our AI & Data Academy will transform your workforce to enable transition towards a data-powered enterprise.

## Capgemini's AI & Data Academy Practitioner's Program

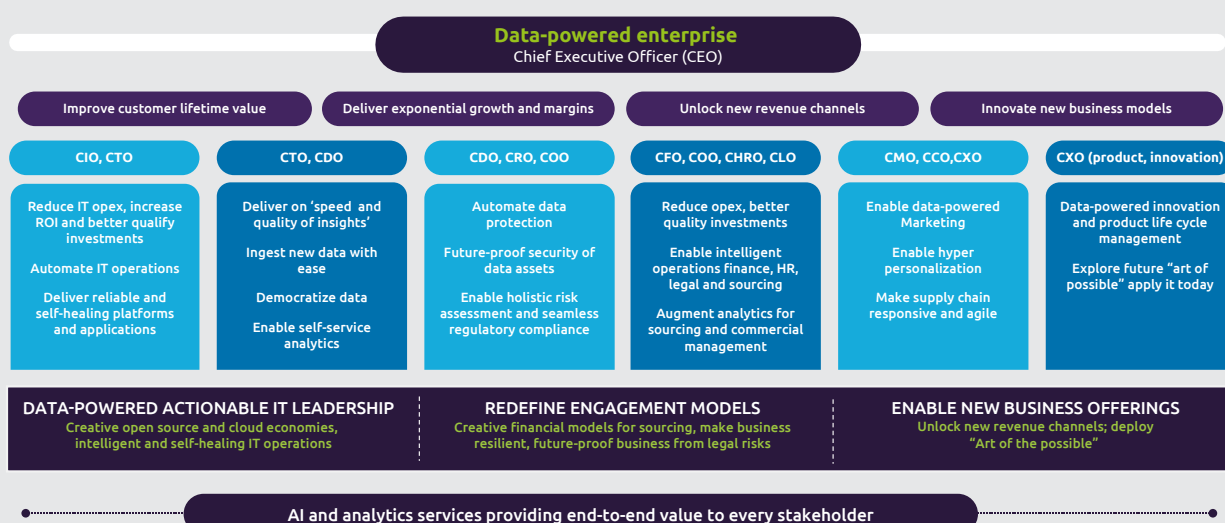
The route to ensuring you have the best talent to deliver real-world AI and Data solutions at scale



# Bringing all this together to inform, infuse, and drive your **AI and data-powered** business

Our AI & Data Activate offering is designed and developed with the expectation that data and AI will inform, infuse, and drive what the enterprise markets and sells, how the enterprise operates in its front, middle, and back office, and how all stakeholders engage with the enterprise. It will also place heightened demands and expectations on how the enterprise addresses its trust, social good, sustainability, and market performance expectations. While use-case-driven process transformation is key, industrializing the enterprise for its AI future state and

rethinking what it offers, how it engages, and its operating and commercial models are now essential as well. This creates a much broader, strategic, and transformative approach to enterprise data and AI. At the same time, more is at stake than perhaps ever before when it comes to disruption, opportunity, and challenge especially when considering the impact data and AI will undoubtedly have. And it is from this vantage point, that infusion of data and AI across the enterprise must be considered and addressed.



## Let us help you to realize your vision of a **AI and data-powered enterprise**

Implementing data analytics and AI solutions requires both a solid understanding of your industry as well as an in-depth comprehension of state-of-the-art technologies. As AI and analytics solutions will have a tremendous impact on your organization, we will help you engage your entire team to quickly reach your business goals.

From improving customer experiences, uncovering new business models, new products, or new services and improving operations performance, AI is the key to help you extract the maximum value from your data. And, activating that data at scale will enable you to pioneer your industry and reap the full benefits of the AI revolution.

Capgemini has extensive experience of delivering AI and data transformation programs for the world's leading brands – programs that are always driven by business outcomes. Drawing on this knowledge, Capgemini can help you activate your journey, fully addressing every aspect: people, processes, and technology. Our global footprint and service capabilities makes us a go-to AI and analytics partner for our clients, and a market leader across sectors and domains. The AI & Data Activate suite of offers is an integral part of Perform AI, Capgemini's unique, holistic AI service portfolio.

Our solutions will harness your enthusiasm to activate your data analytics and AI transformation journey today!



# We structure **transformation journey** for market leaders...

Capgemini's AI & Data Activate delivers the tangible impact our clients expect from their AI and analytics investments

## Data and AI Transformation

We have helped a world leading hospitality provider to transform People, Process, Platform Foundations for execution of AI@Scale



## Data and Analytics Services

We have helped a major global financial services group to scale their idea and AI journey across 4 continents and 25 countries



## Data and AI Digital Transformation Hub

We established a Data and AI transformation hub for a global tier manufacturer to transform their operations and services with data and AI



## AI and Analytics Scaling

We helped a Leading global consumer product company to define a vision and strategy, build and scale a Global industrialized insight center enabling them to identify consumer trends and market sentiments for all its major brands covering 2.5 B+ consumers worldwide



## New and renewed opportunities in the AI and data-powered future state

### Customer experience

- Customer insight and scoring
- Data-powered marketing
- Hyper-personalization
- Sentiment analytics
- Direct customer acquisition
- Brand strategy
- Immersive experience

### New business

- New activities/open data
- Strategic partnership
- New products
- New services
- New channels
- New business models

### Operational efficiency

- Intelligent operations
- Workforce efficiency
- Predictive maintenance
- Cognitive sourcing
- Provider insights and scoring
- Network analytics

### Corporate function

- Security and fraud detection
- Legal and privacy management
- Augmented finance and HR analytics
- Supply chain analytics
- Self-service IT analytics



# Start your journey

The way forward depends on where you are in your data, analytics, and AI transformation journey. We have carefully crafted our offering to cater to different stages of organizational maturity by providing multiple entry points.

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## About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group 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. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17billion.

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