

Power to the People



A lack of specialized skills, the need to activate the data as close to the business as possible - and some powerful AI and automation - are igniting the self-service data revolution

In a hyper-adaptive, data-powered organization, everybody needs to be a bit of data scientist and data engineer. The best insights are created in close proximity to the business and to do that that, data must be discovered, prepared, analyzed, and visualized right there. But real skills are rare; and secure, high-quality access to the right data is far from a given. AI and automation fuel a new category of easy-to-use, augmenting tools that provide the power of data to a much wider range of people. It offloads the pressure on central delivery while democratizing access to data and algorithms. Data for all, right on.



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Mukesh Jain

Expert in Residence

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WHAT

- Within any Technology Business, insights need to be created and used in real-time, in the nearest proximity of the business, possible through DIY tools.
- This requires an automated, AI-augmented, factory-style data pipeline to ingest, select, transform and prepare data – making the right data available with a minimum of specialized human intervention.
- Creating business intelligence, analytics, or AI – also benefits from automation and AI-augmentation (e.g. Automated Machine Learning - 'AutoML) putting data power in the hands of more users, even if they lack the deeply specialized skills typically needed.
- Tiny Machine Learning (TinyML) moves towards the computing edge, where even the smallest devices can be equipped with advanced, easy to manage AI algorithms.
- Augmented Intelligence and Knowledge systems – equipped with cognitive capabilities – provide business users with highly personalized, timely external and internal insights.

USE

- A European bank standardized and automated their client's asset allocation insights on Microsoft PowerBI, making them available as self-service to both investment advisors and their clients. With clients being able to view and manipulate the data, it drove higher engagement and client satisfaction.
- A manufacturing company empowered its business users with self-service procurement insights, demand sensing and supplier risk assessment solutions. The business users were provided with the power to connect to the right data sources using a data exchange, create insights and scenarios themselves, and drive their inventory management more successfully.
- A bank's marketing department identified a surprisingly interesting wealth management segment using a plain AutoML studio, with other business users built algorithmic models that reduced loan defaults in microfinance by 5%.

IMPACT

- Cost effective production of BI and analytics results, reducing manual effort and increasing quality.
- Better and faster access for the business to more relevant data from various internal and increasingly, also key external sources.
- Speedier availability of new insights to the business, improving responsiveness and adaptability.
- Increasing cultural and practical awareness on the business side of the potential for turning data into insights, algorithms and AI.
- Dealing with the scarcity of specialized resources in data engineering and data science.
- Freeing up time for specialized data scientists and data engineers to work more on the highest priority models and business outcomes.

TECH

- Data Exchange: [AWS](#), [Snowflake](#), [DAWEX](#)
- Self-service tools: [AWS QuickSignt](#), [Tableau](#), [Microsoft Power BI](#), [Qlik](#), [SAS Visual Analytics](#), [Dataiku](#), [Saagie](#), [Google](#), [TIBCO](#)
- Augmented Information Intelligence: [EdgeFlow](#), [HIPSTO](#)
- AutoML: [DataRobot](#), [Google](#), [H2O](#), [IBM Watson Studio AutoAI](#), [Microsoft AutoML research](#)