Insights & Data
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Analyst Day
Paris, 28 May 2015

People matter, results count.
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A Big Market

2014
115 €B
14%

2020
200 €B
20%

65% of organizations acknowledge they are at risk of becoming uncompetitive unless they embrace new data analytics solutions
## Samples Capgemini Insights & Data portfolio

<table>
<thead>
<tr>
<th>Sector</th>
<th>Sample Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Banking</strong></td>
<td>Business data portal and loyalty insights for one of the top banks in the world</td>
</tr>
<tr>
<td><strong>Insurance</strong></td>
<td>Partnering with a major insurance company in its journey to insights</td>
</tr>
<tr>
<td><strong>Automotive</strong></td>
<td>Shaping Insights-aaS as core to face the challenges of the automotive Industry</td>
</tr>
<tr>
<td><strong>Manufacturing</strong></td>
<td>Prediction of rail track failure for major rail infrastructure company</td>
</tr>
<tr>
<td><strong>CPR</strong></td>
<td>Partnering with a top CP company to build a 360° view of the enterprise</td>
</tr>
<tr>
<td><strong>Utilities</strong></td>
<td>Business data lake to allow energy grid balancing for a major utility</td>
</tr>
<tr>
<td><strong>Public Sector</strong></td>
<td>Improved risk assessment for gov. department responsible for immigration</td>
</tr>
<tr>
<td><strong>Telco</strong></td>
<td>Analysis of network &amp; future traffic prediction for a major telco company</td>
</tr>
</tbody>
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45% of organizations feel that the current development cycle for new analytic insights is too long and does not match their business requirements.
## Guiding Principles

### 1. Embark on the journey to insights within your business and technology context
- Insight-driven Enterprise
- Data WARP
- Applied Innovation Exchange

### 2. Enable your data landscape for the flood coming from connected people and things
- Core BI Services
- Enterprise Content Mgmt
- Business Data Lake
- Data Optimization
- Enterprise Data Hub Accelerator
- Insight-driven Operations

### 3. Master governance, security and privacy of your data assets
- Information Governance
- Data Management
- Business Insights Service Cent.
- Cyber Security

### 4. Develop an enterprise data science culture
- Enterprise Data Science
- Analytics Accelerator

### 5. Unleash data and insights as-a-service
- Elastic Analytics
- Insights as-a-Service

### 6. Make insight-driven value a crucial business KPI
- Capgemini Value Mgmt
- Insight 360

### 7. Empower your people with insights at the point of action
- Fraud/Criminal Behavior
- Risk Regularity & Compliancy
- Customer Value
- Anomalous Behavior Detection
- Asset Management/IoT

### Notes

27% of organizations report competition from new players in other industries; while 53% expect to face rivalry from data-enabled startups.
43% of organizations already have or are currently restructuring in order to exploit new Big Data opportunities
A Big Opportunity
A Good Game Plan
\( \times 2 \)
\( \ln < 5 \) Years

10 Advantages Global Practice

- Best global sales team
- Best global delivery teams
- Global supply chain
- One P&L on-shore/off-shore
- Full leverage of SBU sales machines
- Optimal economies of scale
- Superior recruiting capacity
- Global boutique talent climate
- Global portfolio + capabilities cohesion
- Full partner consistency

Insights & Data

56% of C-Suite and senior decision makers say that investment in big data and analytics will outstrip past investment over the next 3 years