

Insights & Data

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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

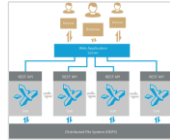
Banking

Business data portal and loyalty insights for one of the top banks in the world



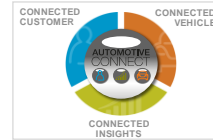
Insurance

Partnering with a major insurance company in its journey to insights



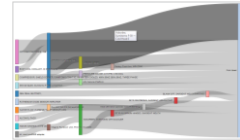
Automotive

Shaping Insights-aaS as core to face the challenges of the automotive Industry



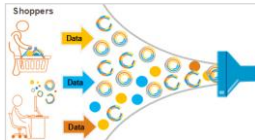
Manufacturing

Prediction of rail track failure for major rail infrastructure company



CPR

Partnering with a top CP company to build a 360° view of the enterprise



Utilities

Business data lake to allow energy grid balancing for a major utility



Public Sector

Improved risk assessment for gov. department responsible for immigration



Telco

Analysis of network & future traffic prediction for a major telco company



45% of organizations feel that the current development cycle for new analytic insights is too long and does not match their business requirements

7 Guiding Principles

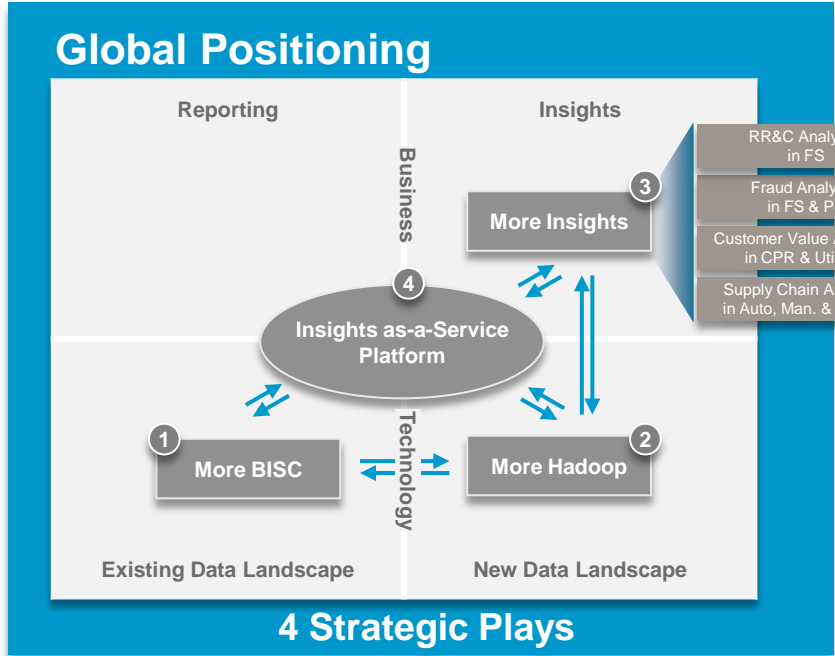
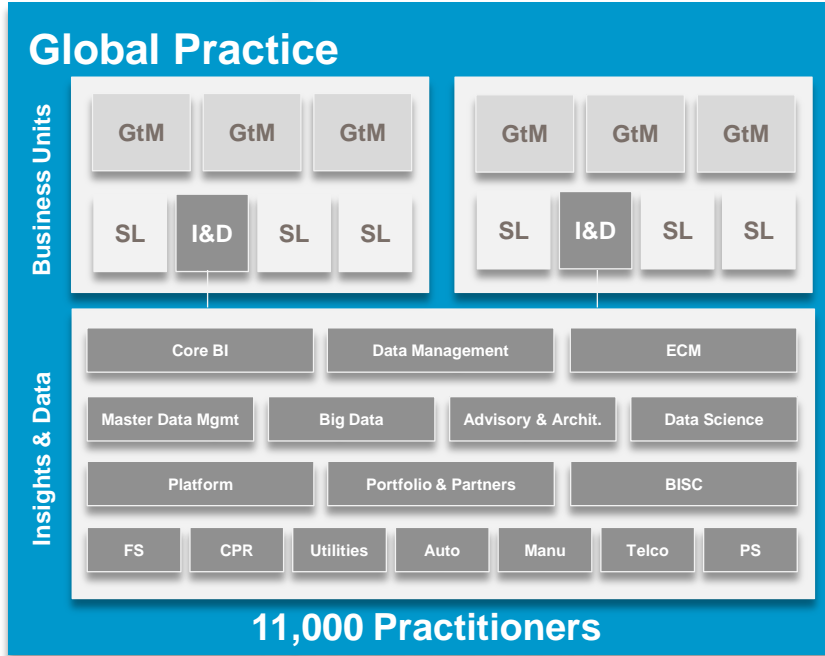


100% Transformation

Guiding Principles	Solutions for the Journey to Insight-driven Business					
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	

27% of organizations report competition from new players in other industries; while 53% expect to face rivalry from data-enabled starts up

Capgemini positioning for market leadership



43% of organizations already have or are currently restructuring in order to exploit new Big Data opportunities

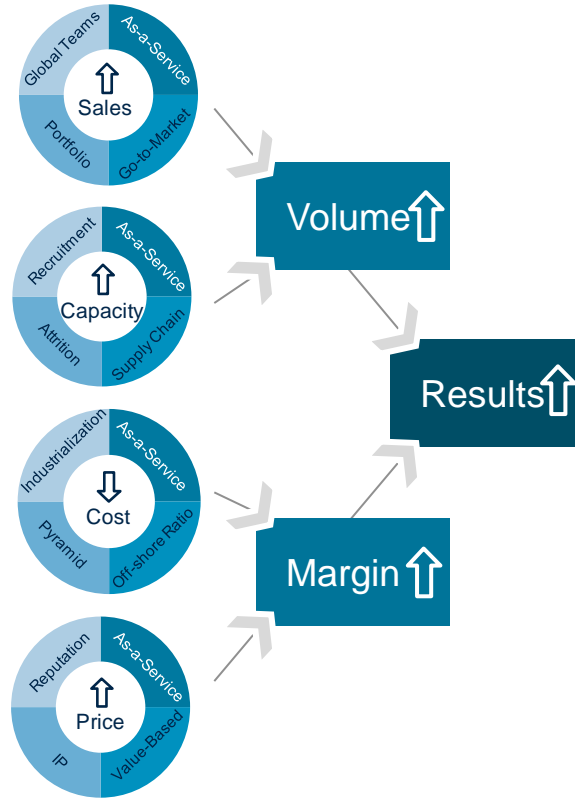
A Big Opportunity

A Good Game Plan



x 2

In < 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



Capgemini

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