Capgemini
CONSULTING.TECHNOLOGY.OUTSOURCING

Big Data

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Jeff Hunter, VP, Business Technology Innovation

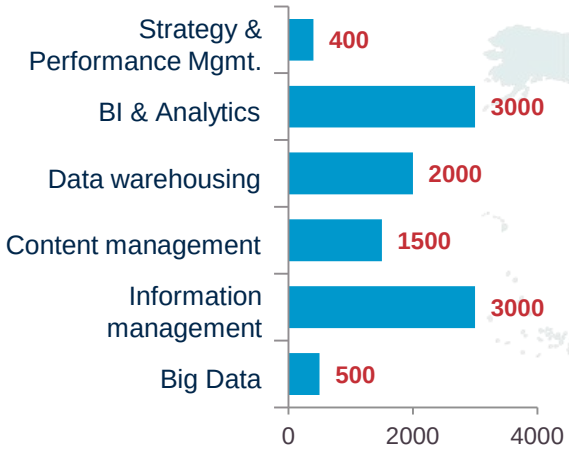
Analyst Day 2014
Holborn, May 22

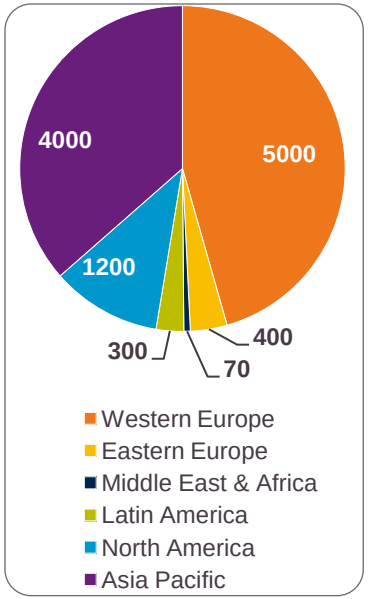
I n n o v a t i o n

People matter, results count.

Business Information Management TLI Overview

Skills





Major Wins 2013

The Coca-Cola Company
BAYER
ERDF
ÉLECTRICITÉ RÉSEAU DISTRIBUTION FRANCE
T-Mobile
Boehringer Ingelheim
ABN·AMRO
Johnson & Johnson
posten
SOUTHWEST AIRLINES
smiths
bringing technology to life

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Partnership with cloudera®

Ask Bigger Questions

Global Partnership: 24th of October 2013

Cloudera proposes the best Hadoop distribution especially in term of :

- **Security** (Manager, Sentry...)
- **Performance** (Impala, Spark/ & Shark)
- **Search** (SolR native integration with Hadoop)

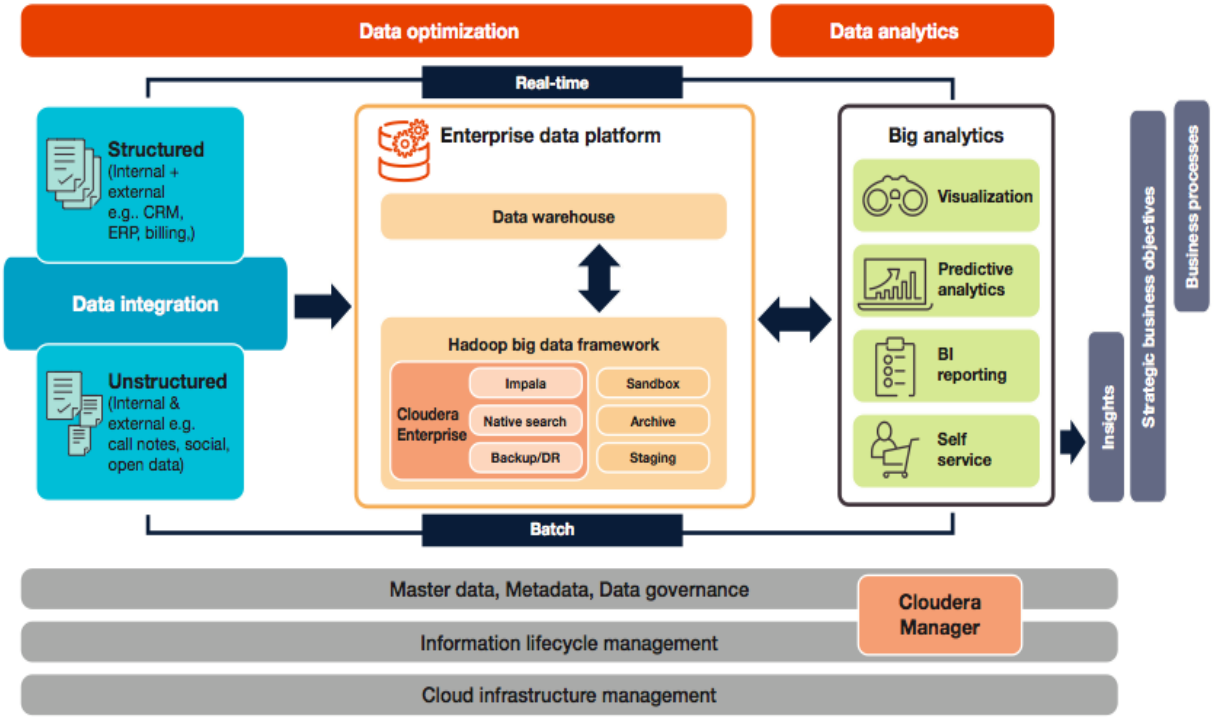
Recent investments (esp. Intel) will help making significant improvements (technical + sales)

250+ trained people on Cloudera

40% of Big Data pipeline is with Cloudera (NA, FS, Europe)

Our first Capgemini-Cloudera joint GTM offer :

Data Warehouse Optimization



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Partnership with Pivotal

Global Partnership: 4th of December 2013

Pivotal proposes a unique complete Big Data software infrastructure stack with:

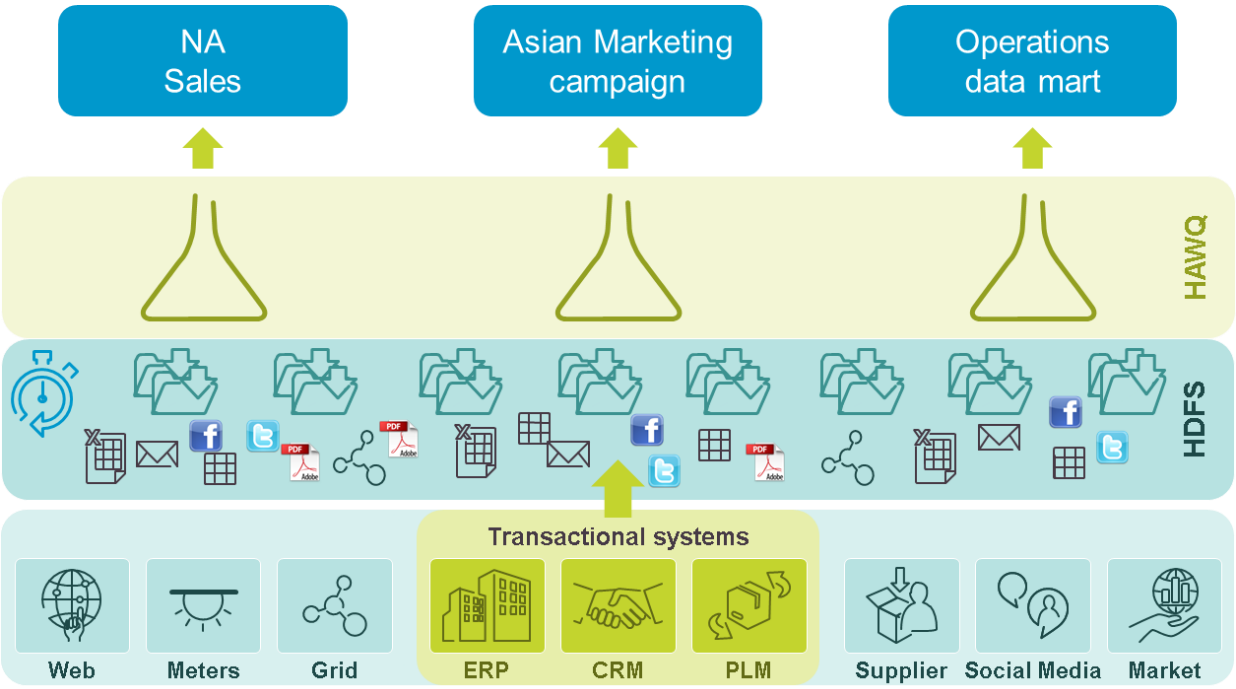
- Pivotal HD (Hadoop)
- Gemfire (event driven + in memory)
- HAWQ & Greenplum (data warehouse with or w/o Hadoop)
- Spring & Cloud Foundry (custom dev)

All this using commodity/VM hardware

Gold Member of Cloud Foundry

200+ trained people on Pivotal

40% of Big Data pipeline is with Pivotal (NA, FS, Europe)



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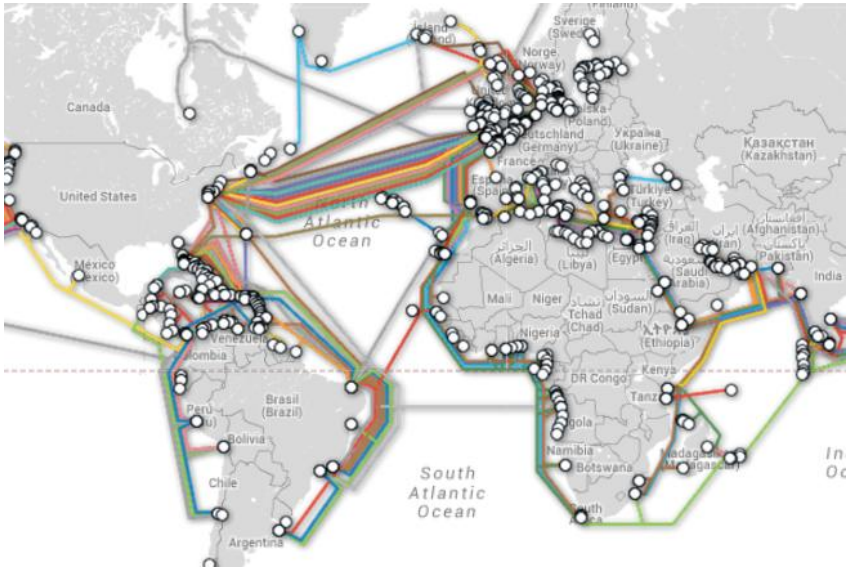
Network Usage Analytics

Telefonica

In order to plan and justify inter-continental fiber deployment

- Broadband connectivity, and voice, satellite, corporate, IP interconnection and mobility services, operating in 30+ countries
- Analyzing granular network data with 5 years of history
- Identify new opportunities by taking into account socio-economic indicators into the predictive analysis of network usage
- Using socio-thermodynamic models for analyzing and generating predictions on network usage on internet traffic in underwater cables
- Vibrating models has revealed links between countries and population



- Cloudera CDH platform on Amazon Web Services Cloud (IaaS) using Impala for SQL querying
- Tableau for reporting
- R for Analytics

cloudera® Ask Bigger Questions

amazon web services™

tableau SOFTWARE

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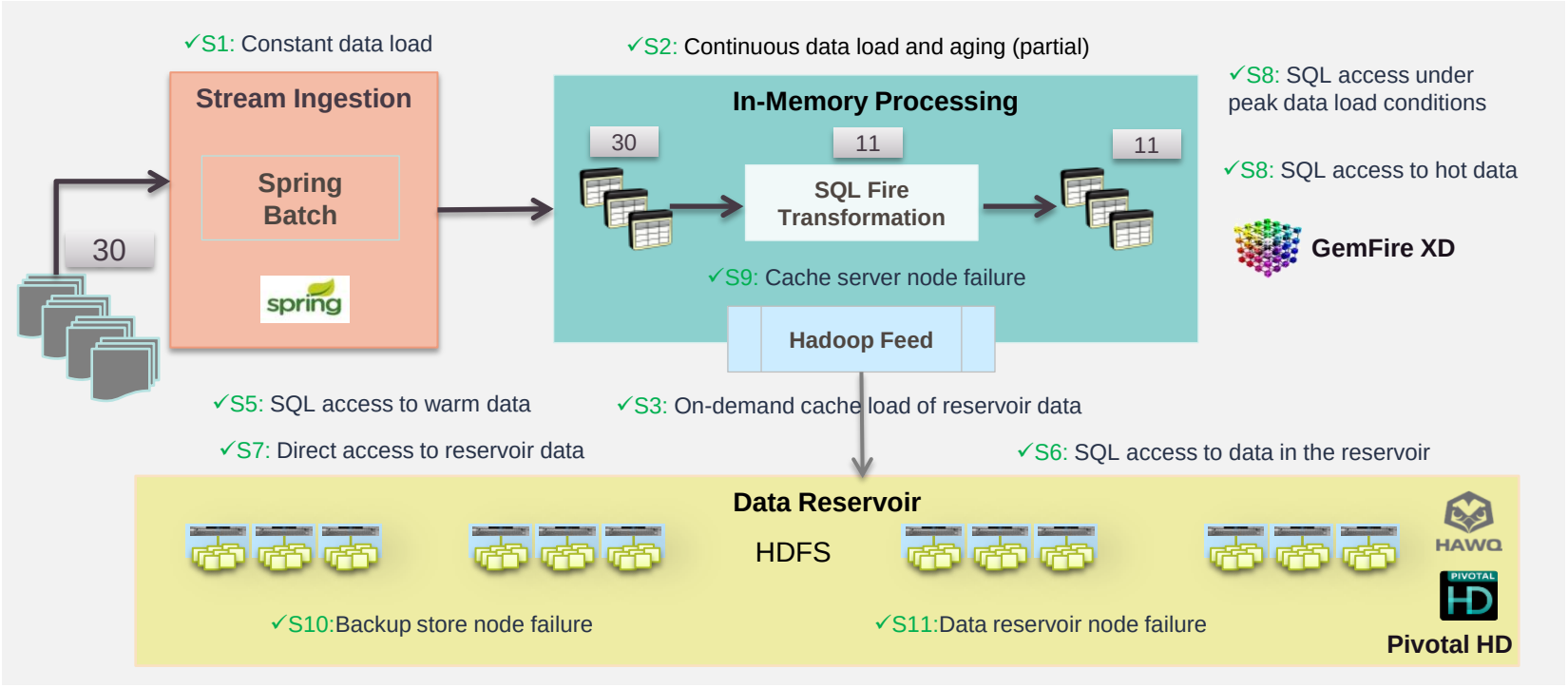
Being aware of the real level of risk exposure in real-time

Investment Banking

- Increased regulatory demand and market forces demand retention of large scale granular data and quick access to it
- They desire to move from the current 'brittle' DW architecture to a Data Reservoir, with a 'minimalistic' model
- Load data relating to trades, positions, valuations, etc – and classify hot, warm and cold data according to latency of access desired (e.g., hot data represents most recent 5 days data and will reside in memory)
- Real Time Risk assessment
- Warm and cold data will be accessed from the Reservoir via a SQL-like interface.



Pivotal

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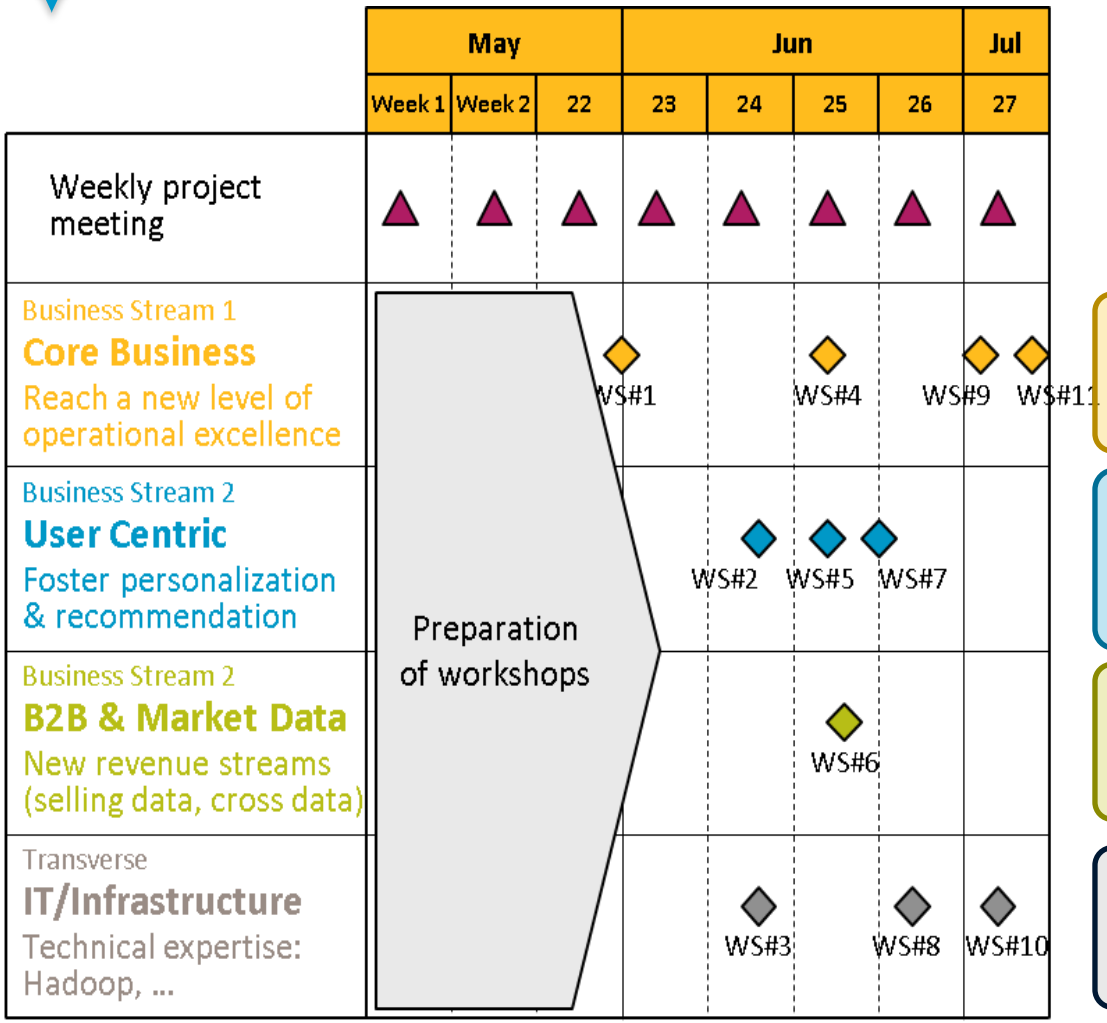
Helping our customers in identifying Big Data opportunities and Key initiatives to be taken



- Customer Experience Management
- Social CRM
- Predictive Maintenance
- Social Listening
- Data API offer
- Open Data
- B2B2C services
- Data selling
- Data reports selling
- Cross data / value creation (3rd parties)
- Hadoop Expertise
- Analytics services
- Target Big Data reference architecture for Telco
- Privacy Management

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Data Driven Customer Experience

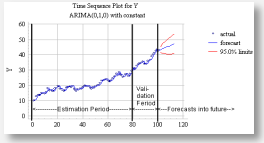
Car Manufacturer

- ***Data Driven Customer Experience in Automotive***

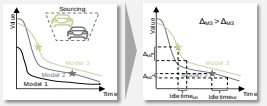
OEM functions | **Importers** | **Dealers**

Social profiling

Demand Prediction



Price Prediction



PRICING & DEMAND PREDICTION

Repurchase Impulse

PROFILING & TARGETING

Micro-targeting

LOYALTY

Franchise Dealer Loyalty

SERVICE DELIVERY **INNOVATION**

Analytics Service Unit

Analytical Solutions

Data integration

Retail
Vehicle
Connected Car

Online sales
Social
External data providers

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Predictive Modeling for Corporate Planning and Forecasting

FERRO

Predictive Sales Forecast Model Based on External Market Indicators

Situation

- Client had significant issues with the accuracy of sales forecasts
- This led to credibility concerns when providing guidance to equity analysts and in business decision making

Objective

- Client desired a demand forecast model based on external market indicators
- The goal was to improve ability to derive insights and provide longer-term visibility into strategic direction of key markets

Capgemini Approach

1 Interviewed Business Stakeholders to Define Demand Drivers

End Market Applications	Potential Indicators	Sample Indices
▪ Water Heaters/Tanks ▪ Barbeques & Grills ▪ Oven Interiors	▪ Per capital disposable income ▪ Demand for semi-durable goods ▪ Consumer Confidence Index	▪ IPI Microwaves ▪ IPI Non-Durable Goods

Matched demand drivers to market indices

2 Assessed Data Providers and Recommended Data Vendor

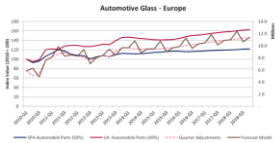
Data Provider	Breadth	Depth	Frequency	Cost
Oxford Economics				Setup - $3,000 Recurring - $15,000
IHS				Recurring - $60,000
FactSet				$35,000 per year

Compared data providers to select vendor

3 Ran Multivariable Regressions

Synthesis of historical sales and economic data

4 Developed Predictive Forecast Formulae and Values



Generated granular and consolidated forecast views

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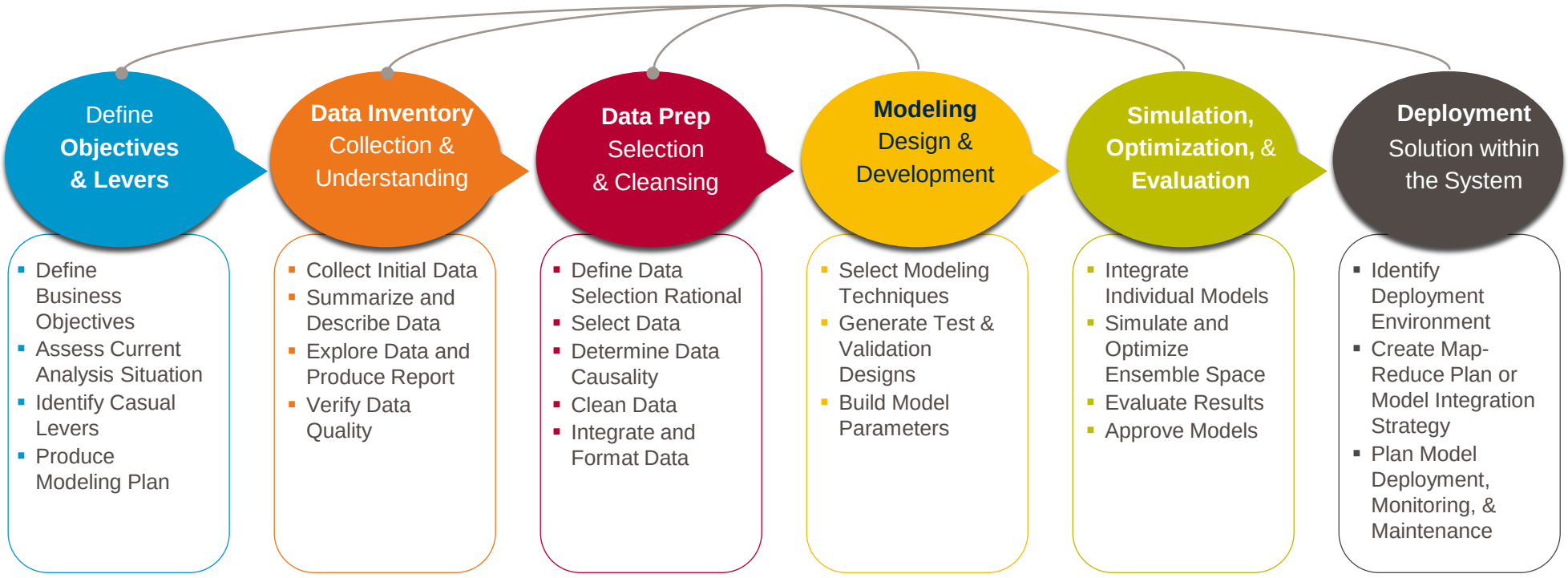
Data Science as a Service

"Data Science is the organic and systematic practice of transforming hypotheses and data into actionable predictions"

Capgemini's **Data Science & Analytics as a Service** provides many options for identifying and realizing value from your enterprise data. These services range from providing seasoned data scientist with **deep data exploration and visualization** experience within specific industries, to providing management consultants capable of defining effective data monetization strategies and value realization roadmaps.

Since enterprise information management is critical to enabling an efficient **data monetization strategy**, Data Scientist Insights can also assist you in growing your existing enterprise architecture and information services to be inclusive of those capabilities needed for enterprise-level, and **data science-based value generation**. Due to our deep expertise in extracting value from disparate data sources (enterprise, IT, and social), proven enterprise architectural capabilities, and ability to program manage the integration of new complex capabilities into existing organizations, we are able to provide an end-to-end source for realizing tomorrow's value from today's data.



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People matter, results count.

About Capgemini

With more than 130,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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