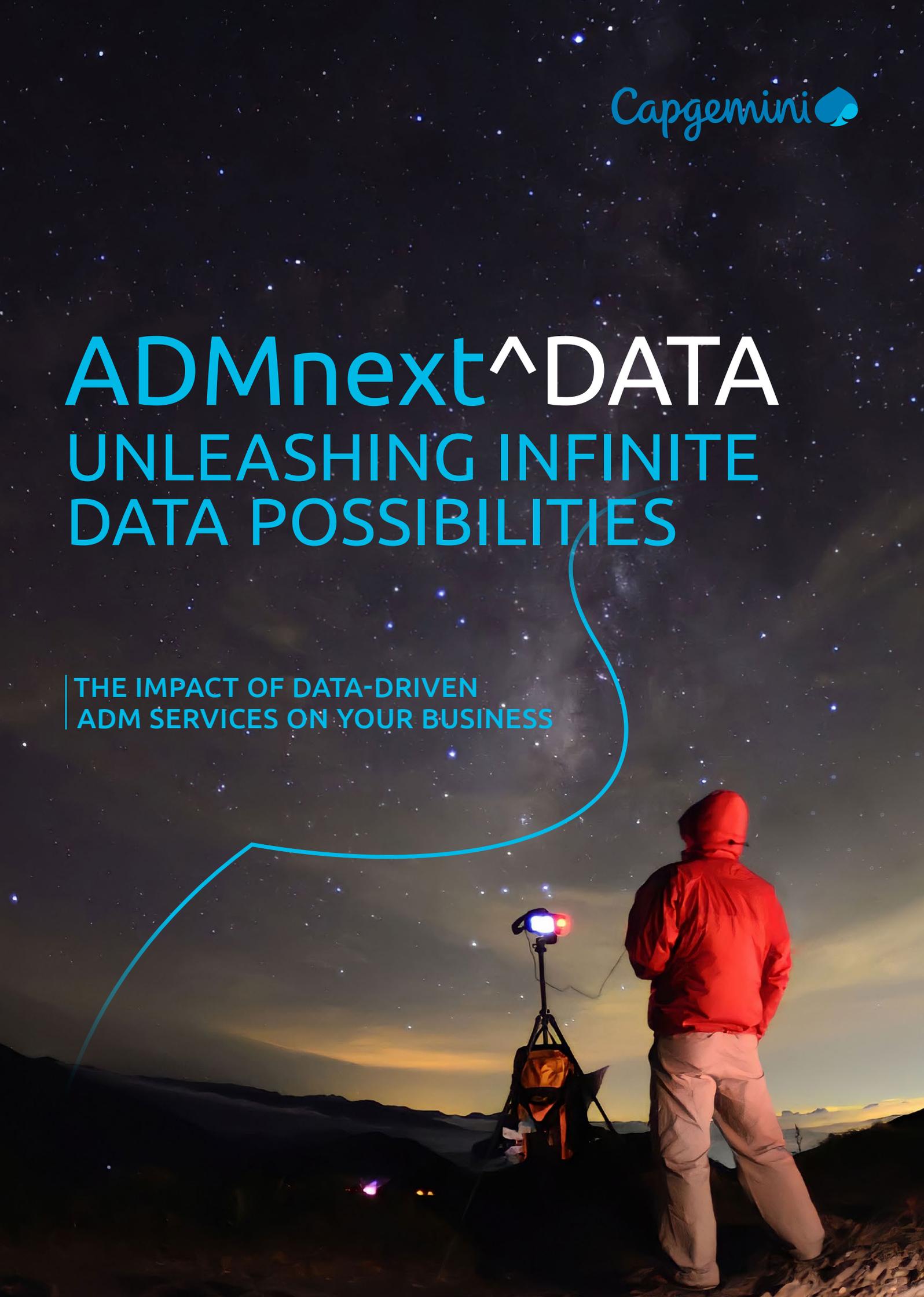


# ADMnext^DATA

## UNLEASHING INFINITE DATA POSSIBILITIES

THE IMPACT OF DATA-DRIVEN  
ADM SERVICES ON YOUR BUSINESS





Currently, there are over 40 trillion gigabytes of data in the world – and this number is only growing.<sup>1</sup> In many ways, data functions as the currency of leading digital businesses – and those who can effectively utilize this currency stand to reap big dividends by deriving actionable, profitable intelligence as data-powered enterprises.

# THE DAWN OF THE DATA-EMPOWERED ENTERPRISE

## ARE YOU A DATA MASTER – OR DROWNING IN DATA?

The future belongs to data-powered enterprises – or those forward-thinking companies that can create, process, and leverage data proactively to fulfill their corporate purposes, achieve their business objectives, and drive innovation.<sup>2</sup>

We call these data-powered enterprises “data masters.” A true data master can set themselves apart by utilizing data to secure business outcomes, enabling data through deploying the necessary foundations and behaviors to achieve heightened decision-making, and carving out a data advantage by leveraging external data.<sup>3</sup>

Essentially, data masters can rapidly transform data and insights into concrete actions, as they possess the required infrastructure, governance, and operations.

They also leverage external data and enhance their insights to better collaborate with customers, suppliers, and especially hyperscalers to gain an edge.

Actionable data is the most critical factor in digital transformation and applications development and management. But aside from a few high-performers, Capgemini research shows that data capability is patchy among most organizations today.

Data masters outperform in terms of financial performance, and exhibit marked improvements over multiple metrics – including revenue per employee and profitability – as well as revenue generation overall. They also enjoy a performance advantage of between 30% and 90% across customer engagement, top-line growth, operational efficiency, and cost savings.<sup>4</sup>

## DRIVING DATA MASTERY WITH ADM

### A CATALYST FOR DYNAMIC DATA MODERNIZATION, TRANSFORMATION, ACCESSIBILITY, AND OBSERVABILITY

Application Development & Maintenance (ADM) can help you realize the full potential of your data and AI. As an organization’s data maturity increases and the focus evolves from building a solid data foundation to applying data to exploit business opportunities, the value realized shifts from reducing IT cost to business growth. A true data master excels through comprehensive data estate modernization, thorough data maturity assessments and transformation, insightful AIOps, and heightened business observability.

**Comprehensive data estate modernization** can help you move beyond increasing the efficiency of your current data estate via the transformation and consolidation of legacy data structures – and shift into a more modern, composable data architecture.

**Thorough data maturity assessment and transformation** enables you to understand the current maturity of your data landscape and identify the highest value transformation opportunities to reduce IT

operating costs, improve time to market, and increase the use of insights to drive business value.

**Intelligent AIOps** help you enhance data accessibility to improve applications service delivery, reduce costs, and increase overall reliability.

**Heightened business observability** enables you to analyze and apply insights to the full technology and business stack to drive fundamental business transformation.

#### LIBERATING THE FULL POWER OF YOUR DATA WITH A CAPABLE ADM SERVICES EXPERT

Creating and implementing an action plan for effectively utilizing ADM to completely modernize your data estate and become a true data master is no simple task. This is why so many innovative companies today are partnering with capable ADM services experts to liberate the full power of their data – and lead their markets as truly data-powered organizations.

# ADMnext^DATA:

UNLEASH INFINITE DATA POSSIBILITIES BY MANAGING DATA AS A STRATEGIC ASSET AND BUILDING A DATA AND AI-POWERED ORGANIZATIONAL FRAMEWORK

ADMnext^Data enables you to unleash infinite data possibilities by managing data as a strategic asset and building a data and AI-powered organizational framework.

We help you reap business and customer experience transforming benefits from the huge potential that today's wealth of data holds – and guide you on your development into a true data master on your data modernization journey. This journey includes:



**Crafting a comprehensive business case and roadmap with a complete data estate analysis and strategy**  
**ADVANTAGE ROI**

**01**



**Harnessing business data with intuitive, data-empowered decision-making capabilities**  
**IDEA AND 890 BY CAPGEMINI**

**02**



**Mastering IT data with innovative data industrialization**  
**ENTERPRISE AUTOMATION FABRIC AND CLEAR SIGHT IT DECISION MAKER**

**03**



*The key is to build an enterprise-wide data strategy. This is very important to embark on the data journey. Solid data strategy should comprehend vision and road map for an organization's potential to harness data-dependent capabilities and should be strictly outcome-driven.<sup>5</sup>*

**Nitin Sethi**

Global IT Director for Business Transformation & Engagement, Visteon Corporation



Crafting a comprehensive business case and roadmap with a complete data estate analysis and strategy

# Advantage ROI

01

## ADVANTAGE ROI: PRUDENT DATA AND AI-DRIVEN ESTATE ANALYSIS THAT DETERMINES THE BEST PATH FORWARD BASED ON YOUR DEFINED BUSINESS GOALS

Capgemini's Advantage ROI lays the foundation for your data estate modernization journey with an extensive assessment that measures the current maturity of your data landscape and helps you formulate a prudent data and AI strategy for maximum ROI. Focusing on data and AI drivers, we work with you to set parameters and determine the best path forward that's aligned with your desired goals – and based on delivering heightened value to your business, confidence in data trust and governance, and substantially reduced data cost.



### HEIGHTENED VALUE TO BUSINESS

Bring maximum AI-enabled value to your business by:

- Aligning with your business priorities and key focus areas
- Building a democratized data culture
- Fostering BI/AI maturity



### CONFIDENCE IN DATA TRUST & GOVERNANCE

Improve your data quality through data transformation with:

- Tailored data quality efforts
- Master data management (MDM) implementations
- Complete information governance



### SUBSTANTIALLY REDUCED DATA COST

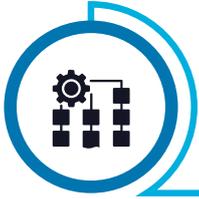
Minimize your cost of data through leveraging migrations to new technologies and platforms such as cloud, open source, storing, etc., by utilizing:

- Cost of data estate analysis
- Dynamic architectures
- Comprehensive operating model implementations



*56% of technology executives believe that their data and analytics strategy is aligned with the overall business strategy ... But, only 38% business executives feel the same.<sup>6</sup>*

**Capgemini Research Institute**



Harnessing business data with intuitive, data-empowered decision-making capabilities

# IDEA and 890 by Capgemini

02



## IDEA BY CAPGEMINI: INDUSTRIALIZING AND REIMAGINING YOUR JOURNEY TO A DATA-POWERED ENTERPRISE AT SPEED AND SCALE

Industrialized Data and AI Engineering Acceleration (IDEA) by Capgemini is an innovative and flexible platform that modernizes, democratizes, and industrializes your data estate journey at speed and scale. This platform combines best-in-class data engineering, analytics, and AI capabilities with Microsoft's cutting-edge Azure Synapse Cloud data services – and enables you to:

- Rapidly introduce new business models
- Launch intelligent new products and services
- Activate insights from all your data
- Facilitate enterprise-wide data sharing
- Monetize data assets

IDEA by Capgemini accelerates migrations with tools for assessment and implementation – from legacy data warehouse and business intelligence solutions to cloud. As a cloud-native, meta-driven, industrialized framework for data ingestion, it also facilitates the implementation of MLOps frameworks and solution patterns, while providing a secure architecture and trusted data that's powered by Capgemini's Modern Enterprise Data and AI Platform Reference Architecture. Essentially, IDEA by Capgemini helps you to:



Unlock new revenue models through high-value, intelligent products and services



Improve customer experience and engagement with personalized, relevant marketing and communication



Leverage data products and real-time insights to enable faster and better decision-making



Optimize business operations across your entire enterprise



*In leading organizations, operationalizing insights is split and coordinated between DevOps, DataOps, and MLOps ... 85% of data masters are deploying DataOps practices to improve the quality and speed of end-to-end data pipelines and 90% are using DataOps and MLOps to deliver analytical solutions quickly.<sup>7</sup>*

**Capgemini Research Institute**

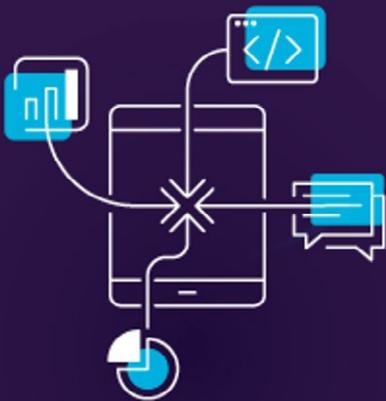


## 890 BY CAPGEMINI: FORWARD-THINKING, DATA-POWERED DECISIONS – DELIVERED WITH CONFIDENCE

After laying out your data estate modernization journey, 890 by Capgemini helps you harness the power of data and insights to realize a data-powered culture, reduce the complexity of stand-alone data, and ultimately make the forward-thinking decisions that bring the business outcomes you want.

### Data, insights, outcomes: Exchanges that bring change and an integrated view that brings clarity

As an activator of data analytics, 890 by Capgemini is a plug and play solution that's available on any cloud. With its data, insights, and outcomes exchanges, users are provided with a transparent, integrated view and are able to make predictive and collaborative business decisions – faster and more intuitively – all from a single trusted interface:



#### 890 DATA EXCHANGE

The Data Exchange enables you to access curated, trusted datasets from internal and third-party providers to combine them, build data-driven insights, and realize the full potential of data.



#### 890 INSIGHTS EXCHANGE

The Insights Exchange empowers you to consume AI and Analytics solutions built by experts or internal teams that leverage internal and external data to power business decisions.



#### 890 OUTCOMES EXCHANGE

The Outcomes Exchange facilitates impact-driven business outcomes by equipping you with powerful analytical solutions to improve operational and strategic decision-making.

In combining these three exchanges, we help you fast-track your AI and analytics journey, integrate a meta-driven architecture, minimize software licensing costs, automate APIs for data and models, and deploy with flexibility through on-prem or cloud-native options. Essentially, 890 by Capgemini enables you to speed up decision-making, flex and grow at scale, increase efficiency, automate processes, and make products and services that truly connect with your customers.



Mastering IT data with innovative data industrialization

# Enterprise Automation Fabric and Clear Sight IT Decision Maker 03

## EAF: VISUALIZING AND LEVERAGING YOUR DATA TO AUTOMATE AND TRANSFORM HOW YOUR IT AND BUSINESS THRIVE TOGETHER

Enterprise Automation Framework (EAF) is a top-down data visualization and automation solution that improves your IT and business performance, creates meaningful insights for your business, and increases competitiveness. EAF identifies where newly unlocked insights can be applied to automate and accelerate your IT and business processes.

It applies an assumption-free approach to process management – for both business and IT processes – and leverages newly unlocked data to provide visibility into how business performance is driven by technology and process efficiency. EAF also heightens data insights and increases the ability of your IT function to respond to opportunities and challenges in the business environment.

## CLEAR SIGHT IT DECISION MAKER: SEEING A SMARTER PATH FORWARD WITH VISION, DATA, AND ANALYSIS

Capgemini’s Clear Sight IT Decision Maker is a ground-breaking data aggregation, visualization, and AI-enhanced decision-making platform, which enables our clients to make fact-based decisions and accelerate their transformation.

Within weeks of implementing Clear Sight IT Decision Maker, the complex becomes simple. We know how to collect and aggregate the right data for the right decisions. While the creation of a digital twin brings you a 360° view of your data and IT landscape. As a new source of insights using multiple dimensions – technology, business, and costs – Clear Sight IT Decision Maker brings your data to life to unveil new perspectives through:

A smarter path forward with transformation scenarios, recommendations, and high-level business cases

Building a unique digital twin that offers a single source of truth, and a comprehensive decisioning platform and AI engine



Delivering rapid aggregation as well as dynamic visualization and benchmarking with Clear Sight IT Decision Maker Studio



*53% of technology executives say that their organization has a complete picture of all the data inventory ... However, only 25% of business executives agree.<sup>8</sup>*

**Capgemini Research Institute**

# ADMnext^DATA IN ACTION:

## PUTTING REAL-TIME CONSUMER INSIGHTS AT THE CENTER OF DECISION-MAKING

When a British multinational consumer goods leader was seeking to put consumer insights and analytics at the heart of its decision-making and inspire, provoke, and turn insights into impactful results, they reached out to Capgemini.

Utilizing ADMnext^Data, Capgemini was able to deliver significant and unique business value on a global scale – bringing the client fully into the era of hyper-personalization with dynamic AI and analytics capabilities. Some of the most notable results included:



€30M in annual savings



Over 12,000 insight services delivered



Provision of more than 100,000 integrated data sources



*The thing I love most about Capgemini is it is not a single capability they are offering. It's a whole suite from end-to-end, from product engineering services to business process innovation to disruptive innovation and game boarding to determining the next frontier. It's really nice to work with a company that can get to know you so well and be able to bring all of those facets to their business to our benefit.<sup>9</sup>*

**President**

Major Automotive Technology Company

# WHY ADMnext^DATA...

## YOUR KEY TO PROACTIVELY MANAGING YOUR DATA AS A STRATEGIC ASSET AND FLOURISHING AS A TRUE DATA MASTER

In supporting you in crafting a comprehensive business case and roadmap and mastering your business and IT data with ADMnext^Data, Capgemini offers a complete data estate analysis and strategy, intuitive, data-empowered decision-making, and innovative data industrialization. We help you generate new revenue with intelligent products and services that bring better engagement with your customers through personalized marketing for a more relevant brand.

We're committed to optimizing your enterprise management, core business processes, IT, and security. Additionally, we embed intuitive insights into your processes, products, and services to help you make more rapid and accurate decisions while delivering high-value services and products.

Ultimately, ADMnext^Data ensures that you proactively manage your data as a strategic asset and flourish as a true data master – so you can deliver the insights you need to better serve your customers and attain the business outcomes you desire. To learn more about how ADMnext^Data can help you on your journey to becoming a data-powered enterprise, **contact us now.**



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### References:

<sup>1</sup>Capgemini Research Institute, "The data-powered enterprise: Why organizations must strengthen their data mastery," November 2020

<sup>2</sup>IBID

<sup>3</sup>IBID

<sup>4</sup>IBID

<sup>5</sup>IBID

<sup>6</sup>IBID

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## About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 360,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2022 global revenues of €22 billion.

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