



# TRUSTED DATA AS A BUSINESS ASSET

Capgemini's Data Trust value proposition  
July 2022



# OBJECTIVE 1: THE DATA- & AI-POWERED ENTERPRISE



A new breed of enterprises has emerged that is built on the activation of data, both bricks-and-mortar companies such as Domino's Pizza, Zara or Sephora as well as fundamentally digital ones such as Netflix or Amazon.

These data-powered organizations win market share by:

- Delivering better and more personalized products & services
- Leveraging data to make faster and better decisions

Industrialize your data journey from acquisition to activation in order to liberate your full enterprise power



# ORGANIZATIONS MASTERING DATA & AI ARE OUTPERFORMING THEIR PEERS

Data & AI are a pillar of our clients' Performance

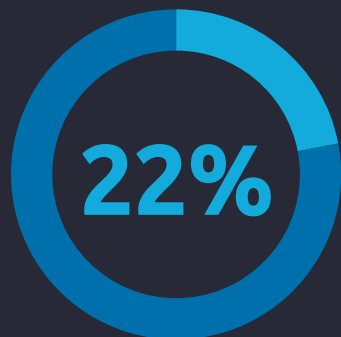
Data-powered organizations win market share through

Better engaging customers with respectful, personalized and engaging experiences

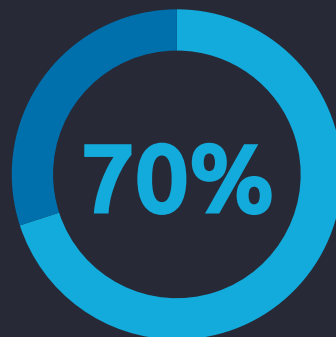
more personalized products & services to consumers and businesses

faster and better decisions to drive operational excellence and competitiveness

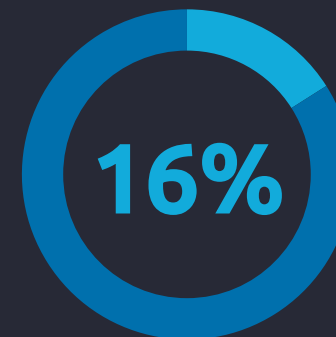
Data-powered public institutions also aim to offer better citizens services for an optimized cost to serve thanks to Data & AI.



Data & AI powered organizations are **22%** more profitable



Data & AI powered organizations generate **70%** more revenue on average per employee



But only **16%** of organizations fully master Data & AI



## OBJECTIVE 2: COLLABORATIVE DATA ECOSYSTEM



Data ecosystems are partnerships between organizations to share and manage relevant data and insights, **creating new value for all participants** that they wouldn't be able to create by themselves

New products, services & experiences you can't provide with only "your own" data

Augmented insights on how to better run your business that you couldn't get looking only at "your own" data



# THE NEW TECTONIC SHIFT IN DATA AND AI IS COLLABORATION

Data ECOSYSTEMS create new foundation for business expansion

9%

BAU revenue impact from data ecosystem-based sharing\*\*

2x

Market Capitalization for strong collaborators\*\*

14x

Fixed Asset Turnover\*\*

30% OF GLOBAL REVENUE

WILL COME FROM COLLABORATIVE DATA ECOSYSTEMS BY 2025\*





# TRUSTED DATA AS A BUSINESS ASSET

You can't become a data-powered enterprise  
and create a Collaborative Data Ecosystem...

**...without trusted data  
and without Business ownership**

So what are the building blocks of a Trusted Data foundation?



# WHAT WOULD IT MEAN TO BECOME A DATA TRUST MASTER?



## THE UNDESIRED NOW

- Data is fragmented, sits in silos, systems are disjointed
- Data is incomplete, inconsistent, duplicate, inaccurate, out of date
- Taxonomies, policies, dictionaries are not harmonized and poorly documented
- The Business is committed to data in theory, but doesn't invest enough and implementation is too slow
- Data is not sufficiently protected, neither internally nor externally
- The data pain is constant



## THE DESIRED FUTURE

- We have learned to master our data
- Our self-service analytics has become reality
- Our decision-making is fluid and faster
- Our collaborative data ecosystems are deepening
- We contribute to / benefit from data product marketplaces
- We have decentralized our data ownership and governance
- Our staff is re-energized



## THE UNWANTED CONSEQUENCES

- Management reports are inconsistent and slow to produce
- Management lacks trust in the data
- Cross-departmental end-to-end business visibility is poor
- Cloud modernization is slowed down
- Digital transformation suffers delays
- Competitiveness is deteriorating
- Staff morale about data management is poor
- The data debt is mounting



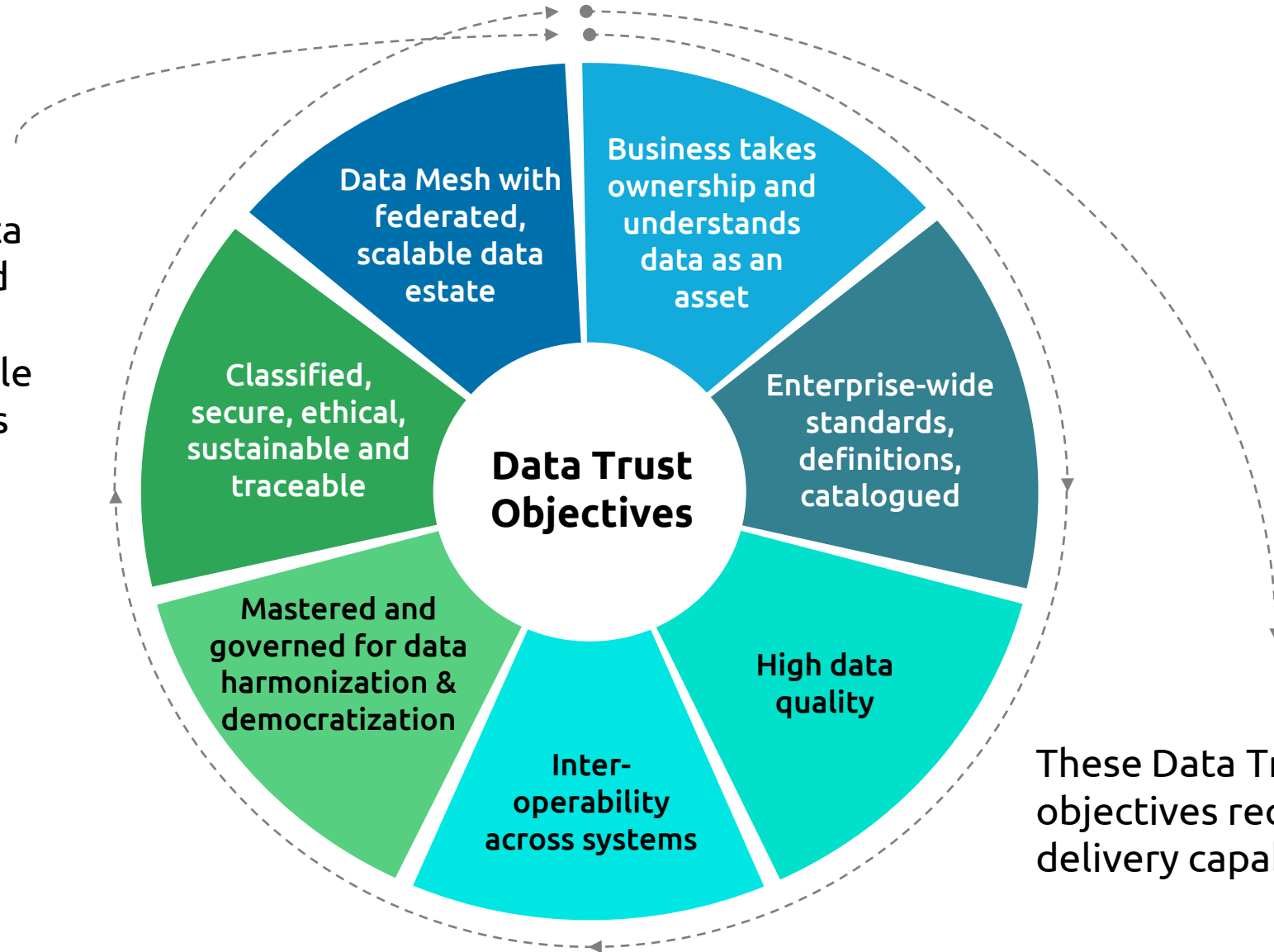
## REAPING THE REWARDS

- Cutting inefficiencies and increasing automation in data-rich business processes has saved a lot of costs
- Our decision-making leads to better results
- We can spot and develop proofs of concept, new products or market opportunities more quickly
- Data productization & monetization has created new revenues
- Our overall business health and growth is improved
- We are low risk of data compliance breaches

# CAPGEMINI'S VISION FOR TRUSTED DATA AS A BUSINESS ASSET



The vision of trusted data that is widely recognized by key functional stakeholders as a valuable business asset translates into several Data Trust objectives



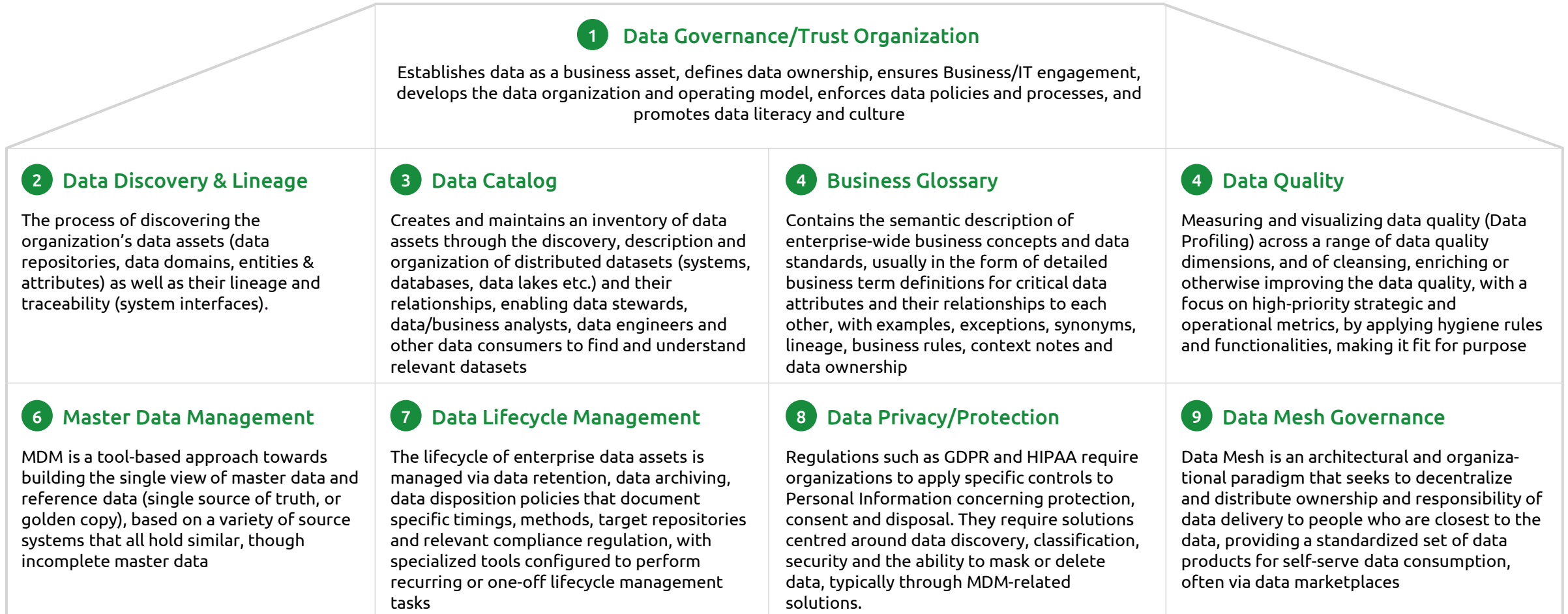
These Data Trust objectives require several delivery capabilities...





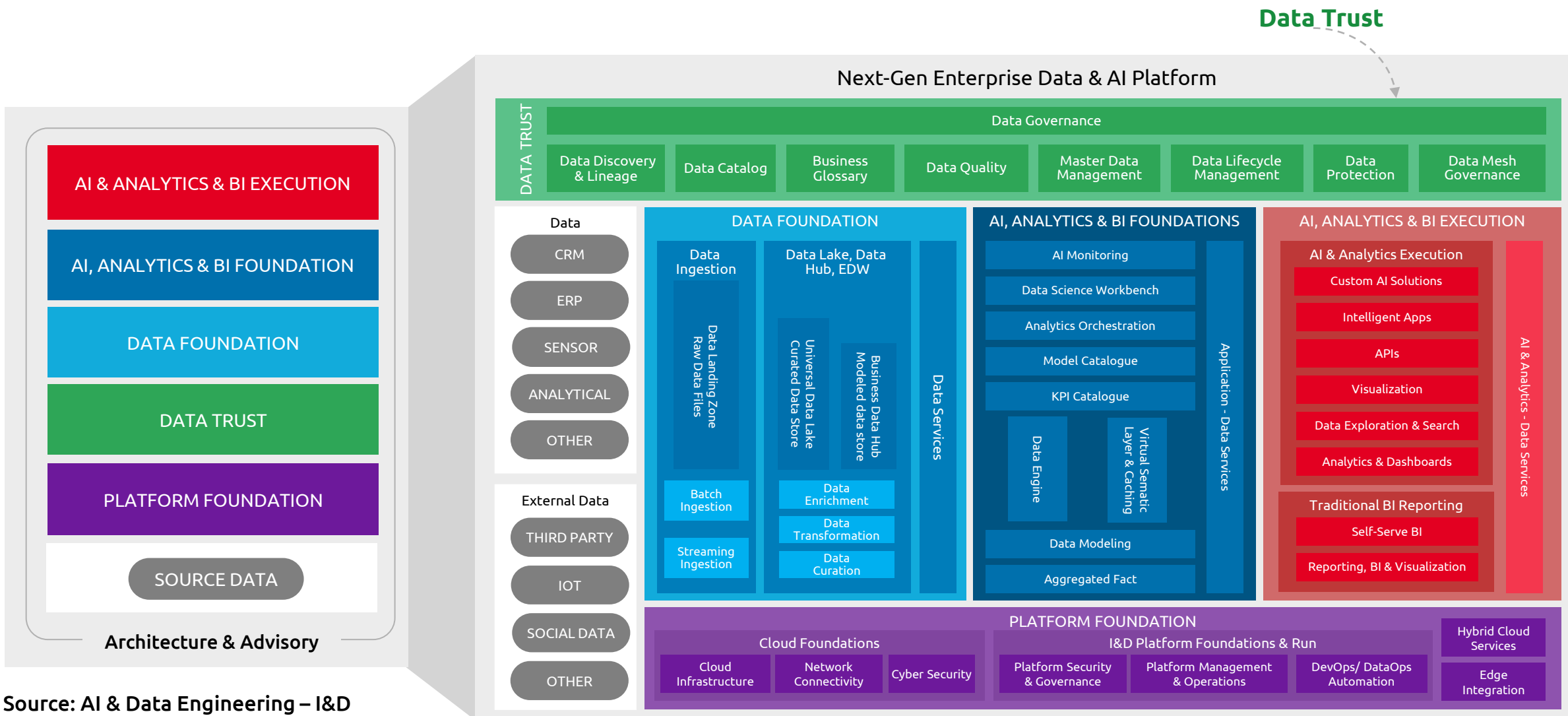
# COMPONENTS OF DATA TRUST

Capgemini's Data Trust propositions, global reach, experience and a powerful combination of business and technology consulting leverages methodologies and tools within our data factory *IDEA by Capgemini*:





# CAPGEMINI ARCHITECTURE BLUEPRINTS REFERENCE ARCHITECTURE FOR ENTERPRISE DATA & AI PLATFORM

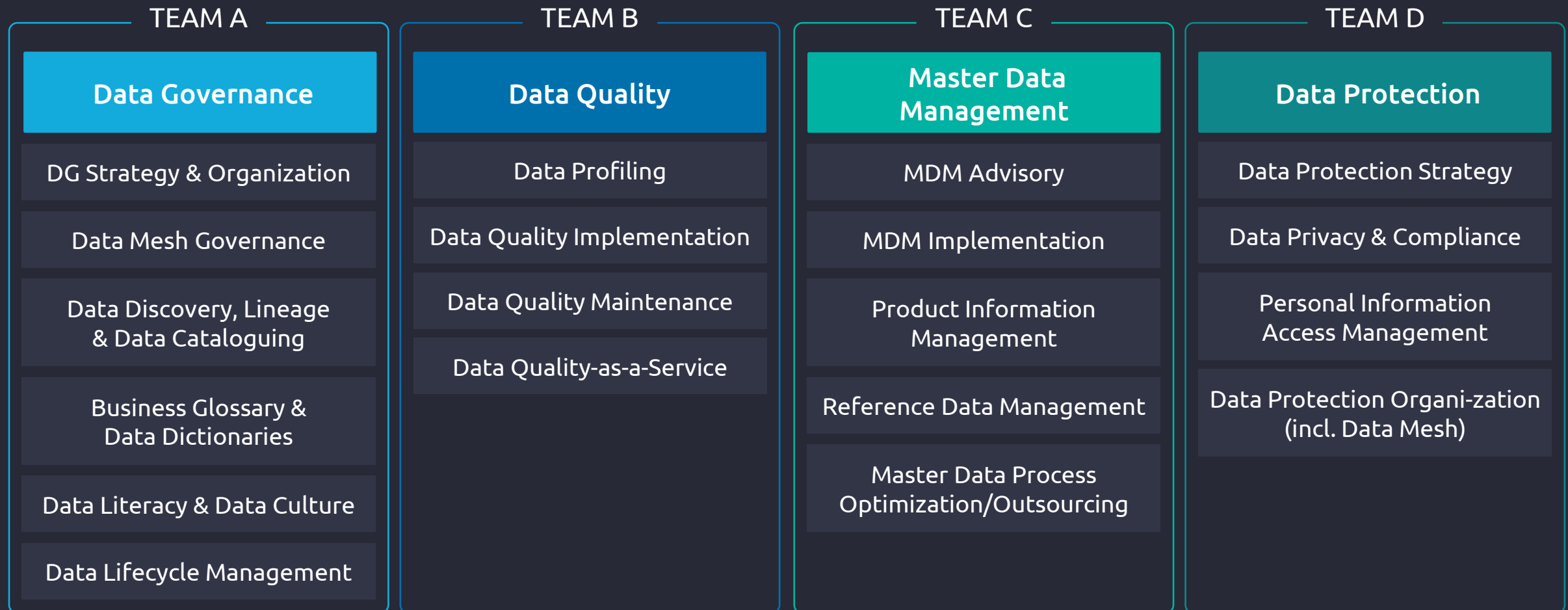


Source: AI & Data Engineering – I&D



# THE BUILDING BLOCKS OF TRUSTED DATA – VIA 4 DELIVERY TEAMS

The data-powered organization needs to be underpinned not just by modern Data and AI platforms, but also by trusted data. Capgemini offers suitable frameworks and accelerators for all required building blocks.





# DATA GOVERNANCE OFFERING & SERVICE LINES

Data needs to be clearly understood as a business asset, with the Business empowered to take on ownership and accountability. Data domain governance will be federated, but follow corporate standards.

TEAM A

## Data Governance

Delivery frameworks:

Active Data Governance (banking)  
QuickStart Data Governance (other industries)

### DG Strategy & Organization

Define and prioritize critical data domains ⚙️ Prioritize workstreams ⚙️ Set up operating model and organization structure with Data Trust Board and domain-centric data working groups

### Data Mesh Governance

Develop Data Mesh / Data Fabric strategy ⚙️ Identify and define data products ⚙️ Develop Data Mesh op model with clear data ownership in hybrid multi-cloud scenarios ⚙️ Enable collaborative data ecosystems

### Data Discovery, Lineage & Data Cataloging

Gather requirements for a Data Catalog (DC) ⚙️ Conduct DC vendor evaluation & selection ⚙️ Implement and populate the DC ⚙️ Discover data assets across multiple sources ⚙️ Visualize data lineage/knowledge graph

### Business Glossary & Data Dictionaries

Identify which concepts require definitions ⚙️ Develop detailed business term definitions ⚙️ Log and cross-reference definitions within Business Glossary tool/module, incl. relationships and knowledge graph

### Data Literacy & Data Culture

Develop Data Literacy strategy across Business and IT ⚙️ Develop training and awareness-raising program ⚙️ Develop Data Culture strategy with executive board

### Data Lifecycle Management

Develop policies and processes for data retention, data archiving, data disposition ⚙️ Implement tools to manage data lifecycle interests



# DATA QUALITY OFFERING & SERVICE LINES

Important data assets need to be of high completeness, conformity/validity, consistency, uniqueness, accuracy and timeliness. Measuring and improving Data Quality is an important component of any Data Governance or MDM project.

TEAM B

## Data Quality

Delivery frameworks:

DQ-as-a-Service, ProfillIT

### Data Profiling

Determine systems, data attributes and DQ dimensions to measure in collaboration with the Business • Build DQ scorecard • Use profiling tool to measure relevant DQ metrics • Conduct proactive profiling

### Data Quality Implementation

Select, implement and configure DQ tool • Use tool to deliver ad hoc and continuous DQ improvement requirements • Quantify business benefits of DQ improvements

### Data Quality Maintenance

Host regular reviews • Set up formal Issue Management structures, workflows and processes

### Data Quality-as-a-Service

Contract and host DQ tool on client's behalf • Deliver DQ improvement services from Capgemini-hosted tool environment



# MASTER DATA MANAGEMENT OFFERING & SERVICE LINES

The Business and IT collaborate in a tool-based approach towards the single source of truth for all data sets, esp. where critical master data elements originate from disparate sources.

TEAM C

## Master Data Management

Delivery frameworks:

Intelligent MDM, I&DENT, MDMsure, MDM-as-a-Service

### MDM Advisory

Develop MDM strategy for Party data (Customer, Supplier, Employee data), Thing data (Product, Part, Asset, Equipment data), Location data or multi-domain scenarios ⚙️ Develop Product Information Management (PIM) strategy ⚙️ Develop MDM strategy for/in cloud and decentralized Data Mesh scenarios

### MDM Implementation

Design and build MDM (or PIM) architecture ⚙️ Select, implement and operate MDM (or PIM) tool ⚙️ Contribute extensive domain knowledge ⚙️ Ensure alignment with Data Mesh structures

### Product Information Management

Configure PIM solution for effective online search, multi-channel catalog management, regulatory compliance, agility to respond to consumer demands, omni-channel experience, process Improvements ⚙️ SKU data management

### Reference Data Management

Understand and define reference data ⚙️ Identify reference data and domain restrictions ⚙️ Define processes to manage reference data throughout the organization ⚙️ Define Data Products (for Data Mesh)

### Master Data Process Optimization/Outsourcing

Identify MDM processes ⚙️ Optimize MDM processes ⚙️ Business process optimization ⚙️ MDM outsourcing (business process outsourcing)



# DATA PROTECTION OFFERING & SERVICE LINES

To comply with data protection, privacy and security regulation, organizations need to apply controls and processes, supported by data discovery, classification, masking and security solutions.

TEAM D

## Data Protection

### Data Protection Strategy

Conduct Data Protection (DP) Impact Assessment ⚙️ Prioritize DP domains, activities and technologies ⚙️ Develop DP operating model ⚙️ Align departments on common DP processes ⚙️ Establish DP compliance governance (monitoring & assurance) ⚙️ Develop data and document classification policies

### Data Privacy & Compliance

Locate personal data assets (data discovery) ⚙️ Develop data subject rights, processes and tools ⚙️ Develop consent management processes, incl. privacy notices, policy updates, cookies ⚙️ Embed Privacy-by-Design principles into IT policies ⚙️ Amend vendor contracts to comply with third-party requirements

### Personal Information Access Management

Develop controls and solutions to protect systems against unauthorized access ⚙️ Develop breach management and reporting processes ⚙️ Develop policies for data retention, archiving, disposition, minimization, tokenization, encryption and masking, with a focus on cloud scenarios ⚙️ Develop training and awareness programs ⚙️ Personal Information Lifecycle Management

### Data Protection Organization (incl. Data Mesh)

Implement DP organization and stewardship ⚙️ Develop DP policies tailored to complex, federated data environments, e.g. Data Mesh or Data Fabric scenarios ⚙️ Identify and maintain record of cross-border flows of personal data ⚙️ Manage data residency requirements



# MDM/DATA QUALITY VENDORS

## Master Data Management



### Additional MDM vendors:

- Salesforce MDM
- Winshuttle
- Viamedici
- PiLog
- Tamr
- Syniti

Microsoft Azure includes Profisee  
 Talend has stopped supporting its MDM solution  
 Riversand now part of Syndigo

## Data Quality Management



### Additional DQ vendors:

- Syncsort
- Pitney Bowes
- Experian
- Information Builders
- Ataccama
- MIOsoft
- RedPoint Global
- Innovative Systems
- BackOffice Associates

Microsoft Azure includes Profisee





# DATA CATALOG VENDOR LANDSCAPE

This Capgemini deck provides a pro's and con's analysis of 30+ Data Catalog tools

## Tier 1 – Strategic partnership, global footprint



## Tier 3 – Local, opportunistic (only partially profiled in this deck)



## Tier 2 – Global/local, partnership or working relationship



Precisely includes Infogix, Datum, Data3sixty — Profisee now part of Microsoft Azure — Riversand now part of Syndigo — Waterline Data now Hitachi Lumada

# PRIME EXAMPLES / 'MEGA' CASE STUDIES ACROSS DG, DQ AND MDM



**GDPR Assessment Services**

Microsoft NYMITY VERITAS usoft privacy perfect

**GDPR Program Services**

OneTrust collibra klaxoon Capgemini Microsoft GOAnimate loop ai

**Data Discovery Services**

ELINAR IBM SAS opentext Datameer loop ai  
 Microsoft SPIRION M-Files MICRO FOCUS ORACLE  
 REDGLUE Informatica DATAGUISE IMPERVA

**Consent & Individual's Rights Management Services**

Microsoft welcome opentext  
 PRIVITAR trunomi FORGEROCK  
 IBM PrivacyCheq Informatica  
 SAS

**Pseudonymizing Services**

ORACLE DATAGUISE IMPERVA Hewlett Packard Enterprise protegrity  
 SAS IBM MICRO FOCUS BlueTalon Informatica

**Data Lifecycle Services**

Informatica Microsoft opentext IBM Hewlett Packard Enterprise  
 SAS proofpoint.

**Data Protection Services**

Ping Identity SailPoint CYBERARK DATAGUISE welcome RSA  
 FORGEROCK Microsoft IBM gemalto IMPERVA ORACLE BlueTalon

**Breach Management & Reporting Services**

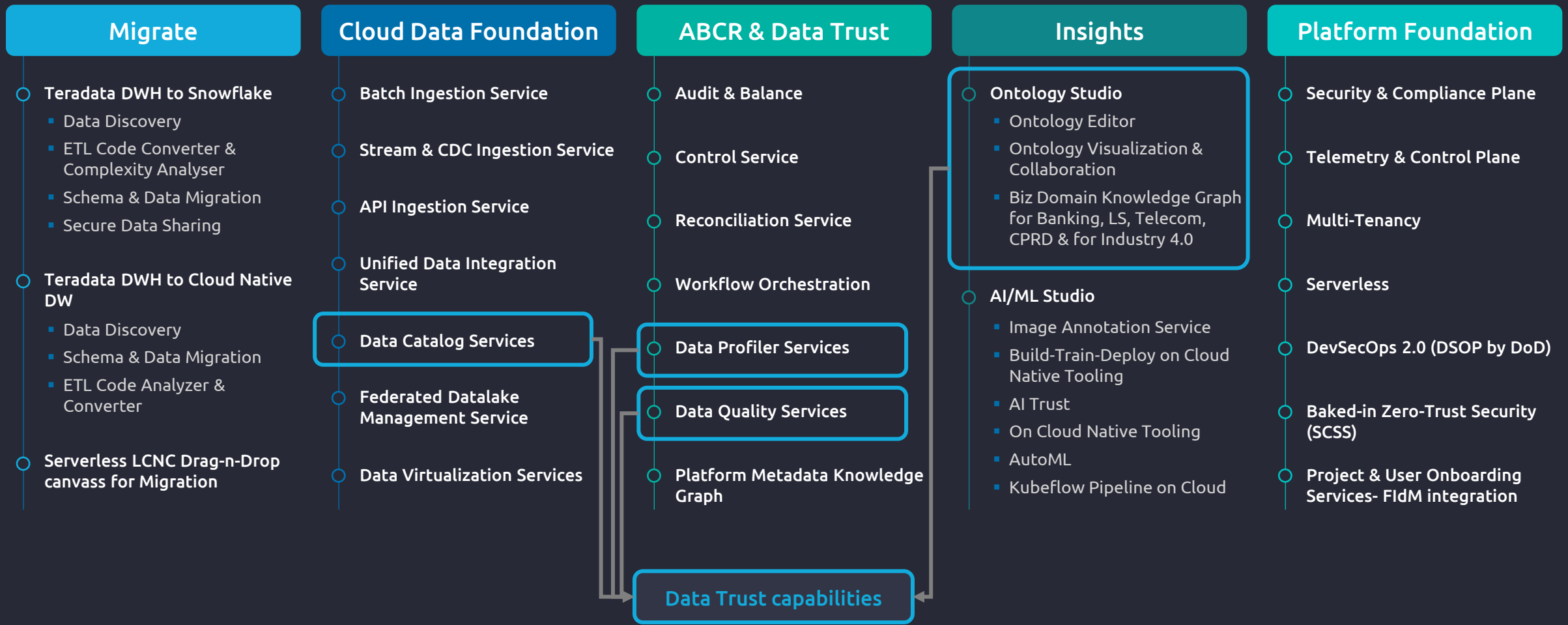
RSA Symantec TREND MICRO TITUS Nessus vulnerability scanner PRIVITAR Microsoft Hewlett Packard Enterprise IBM

**GDPR Assurance Services**

Microsoft naris SAS IBM usoft Nasdaq BLACKDUCK RSA OneTrust MICRO FOCUS NYMITY

THALES Building a future we can all trust  
 AWS Google McAfee DIGITAL GUARDIAN Forcepoint BigID

# IDEA MODULES & MANAGED SERVICES TO DO SDLC FOR DATA PRODUCTS (AVAILABLE ON AWS, AZURE, GCP)





# DATA TRUST IN DATA MESH SCENARIOS

*Data Mesh addresses the common failure modes of the traditional centralised data lake or data platform architecture, hinging on modern distributed architecture and self-serve data infrastructure*

**→ It is core to enabling data collaboration & data products ←**



## ***IDEA Features to implement Data Mesh in our Data Platform as Code***

### **Data Governance Methodology**

- 3-step prioritisation process
- Data Domain Criticality Assessment
- Workstream Prioritisation Matrix
- Iterations process with sprints and sprint cards

### **Data Product Templates**

- with the integrations to Data Trust & Infra/Financial Monitoring

### **Accelerators**

- to help abstract the technical difficulties of doing SDLC on Analytical Data Products



## 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 325,000 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, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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