

Capgemini



Informatica

# The Modern Digital Estate when AI is in the driver seat

AI-driven Data Management for AI-driven Business



INSIGHTS & DATA

## Purpose driven, trusted Insights from Big Data Lakes born in the cloud

Organizations are experiencing unprecedented disruption in the marketplace. Data has transitioned from a back-office topic to a board room discussion point. With a deluge of data on customers, competitors and internal operations, organizations have enormous potential to harness the power of data to drive faster and more trusted business insights. Data is now the lifeblood of automated decision arteries in organizations powering a new generation of services powered by AI and digital labor.

This moment of digital transformation is not simply a matter of adopting new technologies like Apache Spark or spinning up new environments in the cloud. In fact, so-called “quick hit” projects started in the name of agility have left organizations with significant technical debt and maintenance nightmares. Agility and flexibility are undoubtedly necessary for execution, but without a well-architected enterprise data management strategy in place, the returns on agility can be modest if not even negative as organizations struggle to deal with fragmented data, fragmented processes, and fragmented understanding of truth.

**This is the moment to reimagine your business - the moment to put AI and cloud to work for you.**

### Embrace cloud now

Whether your organization has a cloud mandate or not, the trend towards the cloud is inevitable. You must design data and business processes that can be reused and repurposed through these market and technology transitions. A comprehensive end-to-end approach to data management for enterprise data lakes that **fully abstracts and supports SQL, Apache, Amazon Web Services and Microsoft Azure** shields your organization from the rework and maintenance nightmares of underlying technology changes. The automated deployment and scale provided by **serverless** management eliminates unnecessary administrative labor.

By connecting to any data and processing it in any environment on-premise or in the cloud, an end-to-end approach to data management for enterprise data lakes enables you to be **ready for the cloud** today.

### Embrace the agility and flexibility of technology diversity, while mitigating its risk

New innovations over the last 5-10 years have fundamentally changed the data landscape for organizations and presented diverse benefits of different technologies available on the market. But **no single technology solves every problem**. In addition, new specialized technologies often carry the cost and burden of new development teams and processes for specialized technologies. The opportunity to harness data fully can only come by embracing **a single, common, abstraction layer – an integrated data management solution** that can seamlessly execute across multiple technologies. Moreover, a comprehensive end-to-end approach to data management **eliminates much of the risk** in adopting new innovations.

### Embrace the speed, scale, and flexibility of digital democratization

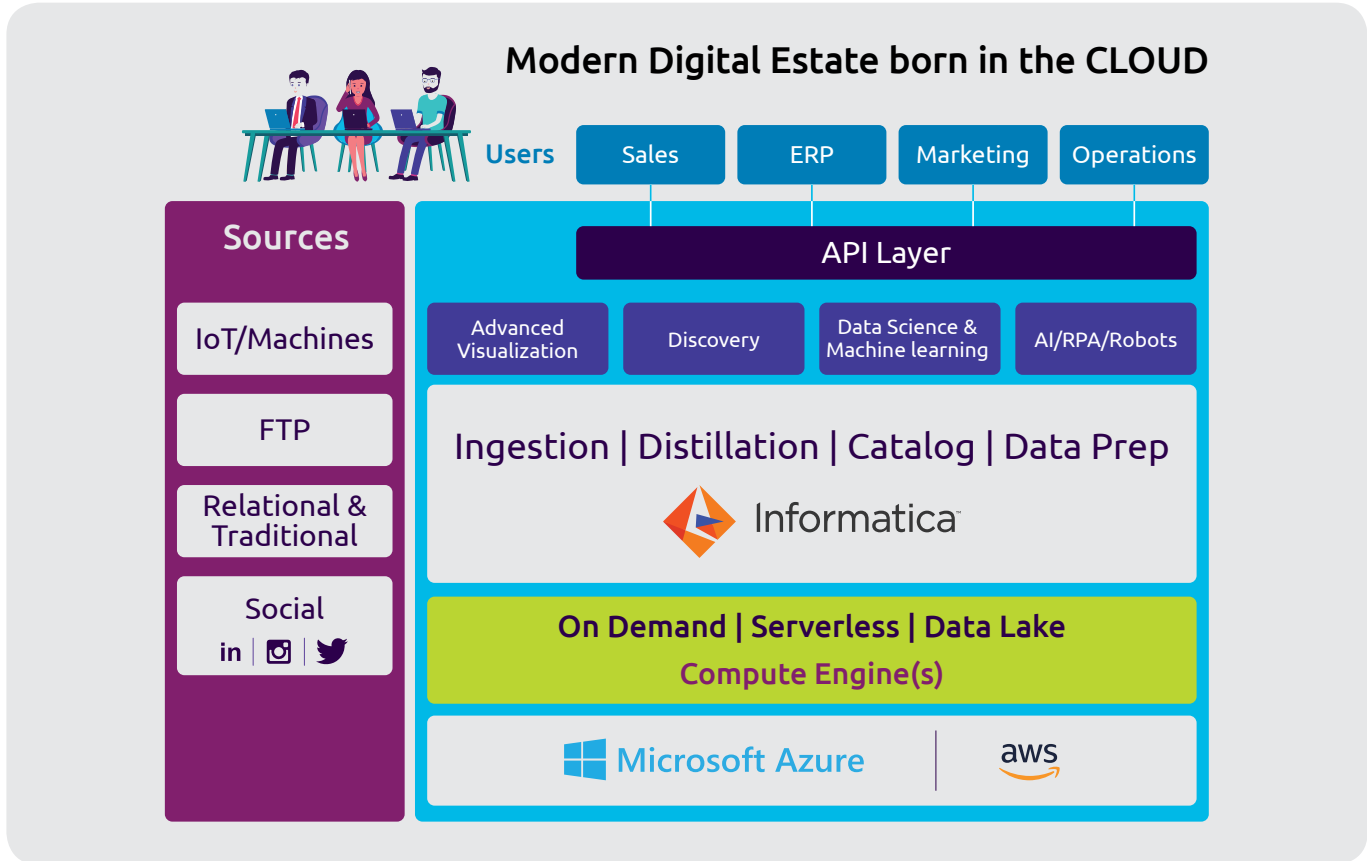
Data is no longer purely in the domain of IT. The days of tightly controlled databases and data warehouses are simply over. Business analysts are increasingly **using self-service data**. Some IT leaders call it shadow IT but **access to data** is paramount to business with or without IT enablement. Ungoverned self-service access around secure and auditable processes can place organizations at risk for **maintaining compliance** with an increasingly **complex global regulatory regime**. Newer artificial intelligence technologies act as smart coordinators for data consumers by providing the right data to the right people at the right time. With the right framework, architecture, tools, governance and approach, the path to **automation and artificial intelligence** can be less fraught and contentious.

## Why work with Capgemini and Informatica?

**Capgemini** is a market leader in delivering data management strategies and implementations across the data landscape. With over 5000+ trained Informatica professionals, clients have worked with Capgemini to not only evolve their legacy information architectures to exploit massive data volumes and new data types but also embark on new and innovative projects exploiting the latest evolution of technology. **Informatica** is the only Enterprise Cloud Data Management leader that accelerates data-driven digital transformation. Informatica enables companies to fuel innovation, become more agile and realize new growth opportunities, resulting in intelligent market disruptions. Informatica powers modern applications and analytics for IT and business users through cloud, on-premise and big data solutions.

**Delivering projects together that no one has done before**  
 The days of multiple Enterprise Data Warehouses, each promising to be the sum of all enterprise knowledge, are over. **The modern data architecture from Capgemini and Informatica forms a center of gravity of data with purpose driven distillations.** We have developed a **globally federated Data Lake Template** that is fully customizable and GDPR certified. This template is ready to use and **entirely supported by Amazon Web Services and Microsoft Azure.** Multi-level security, Master Data Management, Data Quality, and Data Catalogue are part of the foundation, built from ground up. **We have successfully deployed over 20 projects on this template.** Capgemini and Informatica **engineering teams are in lock step**, ready to support any product evolution that is required. **Ephemeral computing** and **serverless architecture** are at the heart of our projects, allowing our customers to scale easily and pay per use. Our emphasis on delivering value through **AI and cognitive capabilities** puts us ahead of the game.

**“Digital. The beast with many heads.”**  
**“There is no Digital or AI without good, clean, complete Data.”**





Informatica™



## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

Visit us at

[www.capgemini.com](http://www.capgemini.com)

<https://www.linkedin.com/showcase/bi-big-data-&-analytics/>  
follow us on Twitter @Capgemini

## About Informatica

Informatica is the only Enterprise Cloud Data Management leader that accelerates data-driven digital transformation. Informatica enables companies to unleash the power of data to become more agile, realize new growth opportunities, lead to new inventions resulting in intelligent market disruptions. Over the past 25 years, Informatica has helped more than 9,000 customers unleash the power of data.

For more information,  
call +1 650-385-5000 (1-800-653-3871 in the U.S.),  
or visit [www.informatica.com](http://www.informatica.com)  
Connect with Informatica on [LinkedIn](#), [Twitter](#) and [Facebook](#).

## Contact us to see how we can help you Unlock the Power of your Data

### Goutham Belliappa

VP, AI Cognitive and Big Data. North America  
[Goutham.Belliappa@capgemini.com](mailto:Goutham.Belliappa@capgemini.com) | + 1 678 457-4355  
[www.linkedin.com/in/gouthambelliappa/](http://www.linkedin.com/in/gouthambelliappa/)

### Bob Markese

SVP, Big Data  
Office: +1 630.858.4823 | Mobile: +1 312.560.2534  
Email: [rmarkese@informatica.com](mailto:rmarkese@informatica.com)

## People matter, results count.

The information contained in this document is proprietary. ©2018 Capgemini.  
All rights reserved.