



Capgemini Big Data and Analytics Services

Vendor Assessment
Report Abstract

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By Dominique Raviart
IT Services
Practice Leader
NelsonHall

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research.nelson-hall.com





Who Is This Vendor Assessment For?

NelsonHall's Big Data & Analytics Services Vendor Assessment for Capgemini is a comprehensive assessment of Capgemini's big data, analytics, enterprise data warehousing and BI offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of IT services and identifying vendor suitability for big data & analytics services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the big data & analytics services sector.

Key Findings & Highlights

Capgemini rebranded and re-launched its former business information management (BIM) unit as its Insights & Data (I&D) practice in 2015. The brand change was driven by the company's intent to realign the business beyond the traditional core BI service offering and to showcase its:

- Capabilities based on new technologies, e.g. in-memory, big data
- Investment in new accelerators and their consolidation into a platform, Insights-as-a-Service that would systematically address automation gaps within organizations.

The re-launch had an organizational change element too: whereas BIM grouped internal capabilities within Capgemini and was a center of excellence, Insights & Data is a fully-fledged horizontal line with its own delivery and P&L.

Insights & Data is part of Capgemini's digital initiative. It is, therefore, developing offerings that encompass digital and is taking a business approach, thanks to its analytics consulting capabilities, rather than a purely technical approach to big data and analytics services. Because of this shift, Insights & Data has also expanded its sales focus from the IT department to the wider business.

As part of this alignment on digital, Insights & Data is, along with other units, a member of the Capgemini Applied Innovation Exchanges (AIE). AIE has nine "Exchanges" (centers) for providing workshops, developing prototypes, and for building with clients, business and use cases.

Scope of the Report

The report provides a comprehensive and objective analysis of Capgemini's big data & analytics offerings, capabilities, and market and financial strength, including:

- Analysis of the company's offerings and key service components, accelerators, and "platforms"
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's customer base including the company's targeting strategy
- Analysis of the company's strengths, weaknesses and outlook.



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Report Length

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Report Author

Dominique Raviart

dominique.raviart@nelson-hall.com

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