

The background of the entire slide is a close-up, high-resolution photograph of a man's face. He is looking upwards and to the right, with a thoughtful expression. A thin, light blue line is drawn across his face, starting from the top left, curving around his eye, and then extending down towards the bottom left, framing the text.

# COLLABORATIVE DATA ECOSYSTEMS

Succeed beyond your frontiers





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# EXPAND YOUR BUSINESS FRONTIERS WITH COLLABORATIVE DATA ECOSYSTEMS

Today, businesses that explore the infinite possibilities of data, thrive.

Data collaboration is an eye-opener— one that helps you see yourself as the world sees you. Forget your data silos and learn how to expand. Exchange data and you'll find new ways to succeed beyond your frontiers, creating new products, services, or experiences.

Like the Internet did in 1997, data heralds change by 2025. In just 4 years it's expected that Data Ecosystems will be worth 60 trillion, 30% of the global economy\*. This brave new world is already here. Decide where you want to be.

\* <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/how-do-companies-create-value-from-digital-ecosystems>



# THE NEW TECTONIC SHIFT IN DATA IS SHARING

Data sharing is a massive growth opportunity. Our latest Capgemini Research Institute report, [Data-sharing masters: How smart organizations use data ecosystems to gain an unbeatable competitive edge](#), shows that financial benefits of data sharing in ecosystems represent a 9% increase in revenue for a typical organization.

There is a clear trend within organizations to accelerate data ecosystem engagements: 84% of organizations plan to launch new data ecosystem initiatives within the next three years. One in four organizations (25%) will invest upwards of \$50m in data ecosystems in the next 2-3 years.

9%

BAU revenue impact from ecosystem-based sharing

2x

Market Capitalization for strong collaborators

14x

Fixed Asset Turnover

## EXCHANGE TO EXPAND

Unleash the potential of your data by connecting it to the right ecosystem. There's an ocean of business opportunities to create **new intelligent experiences, products, and services** leveraging data from your ecosystem. To do this, organizations must start with laying the foundation of trust, ethics, and regulatory compliance, formulating a robust ecosystem strategy, before kicking off the implementation at a small scale and then scaling it up with a clear roadmap. We help organizations navigate the route to building a sustained competitive advantage from data ecosystems and activate its full potential to drive net new value beyond their existing market.



# IDENTIFY WHERE YOUR DATA ECOSYSTEMS' JOURNEY STARTS

Don't know where to start? Have a look at our graph below to gauge your organization's digital maturity and determine where you should start your data ecosystems transformation journey.

## WHAT MATURITY STAGES TO GO THROUGH

You have the potential to create your own ecosystem – entire new business lines

You collaborate externally as a leading partner able to create new revenue and margin opportunities

Then you are able account for the business value of data

You start by being able to collaborative internally between business areas that take accountability for data

4

**DATA ECOSYSTEM DRIVER**

Data is the business **+\$Bs**

3

**EXTERNAL MARKETPLACES & PRODUCTS DIGITAL**

Data becomes a business **+\$00Ms**

2

**DATA MONETIZATION & DATA AS AN ASSET**

Data has value **+\$Ms**

1

**INTERNAL MARKETPLACE**

Data increases efficiency **+\$000s**

STAGES

**INTERNAL SILOS**

Data is a business cost **-\$000s**





# OUR APPROACH



We build industry specific point of views to increase business collaboration

## BUSINESS MODEL & MONETIZATION

We support you in setting the strategy for data and insights sharing. We design a pragmatic and progressive roadmaps through all design phases: new business models, industry benchmarks and potential market and partners selection, new services and data products embedding user and partners experience. In addition, to fit your market, we design the industry specific strategy of data sharing with a consistent roadmap.

## GOVERNANCE & OPERATING MODELS

In order to support the governance of the partners and secure the trust between stakeholders, we set up operating models and design rules for efficient collaboration. To secure the privacy of data and ensure its quality, we set up foundations of the data governance.

Leveraging our partner network and our partners

## SECURITY & PRIVACY

Our technology enablers allow seamless and secured collaboration through: Homomorphic Encryption and Secure computing, ensuring collaborative working without data access - Differential Privacy enabling access to PII and protected data without risking value leakage - Data Centric Security enabling security models to Follow the data and be controlled even when shared.

## DATA SHARING PLATFORMS

We provide the environment to accelerate in federated analytics and foster new types of collaboration and business models, with data sharing platforms: Data Marketplaces to publish and contractually manage data sharing - Data Mesh architectures and Federated learning capabilities that allow access to federated data and provisioning into purpose driven collaborative

environment. Ultimately, to speed up scaling, we leverage hyperscalers foundations as key enabler of data execution and collaboration.

## GET THE RIGHT TEAM TO SCALE DATA & AI

With 25,000 Data & AI at scale practitioners, working for more than 800 clients worldwide, supported by nine Centers of Excellence in AI in all regions, Capgemini's capabilities are unmatched.

We fulfill your ambition, from the right strategy with industrialization, to operationalization and scale in mind. We ensure you take the right approach to finding actionable, trusted insights for your teams, as well as including them in the transformation journey. And we're capable to build the right solutions for your business and implement them with the right continuous deployment and operations to maximize their positive impact.



"Gone are the days when executives can just look internally to refine their operations. Instead, to successfully drive their business, they must look externally to understand the reality and the context in which they operate.

The key to this new external view is collaboration.

Mastering this new sharing environment enables leaders to make the leap from optimizing processes to optimizing decisions. The result is a clear advantage in an increasingly competitive world."

STEVE JONES, Chief Data Architect at Capgemini



# EMPOWER YOUR BUSINESS BY LEVERAGING DATA & AI WITH CAPGEMINI

## Perform AI Activate data. Augment intelligence. Amplify outcomes.

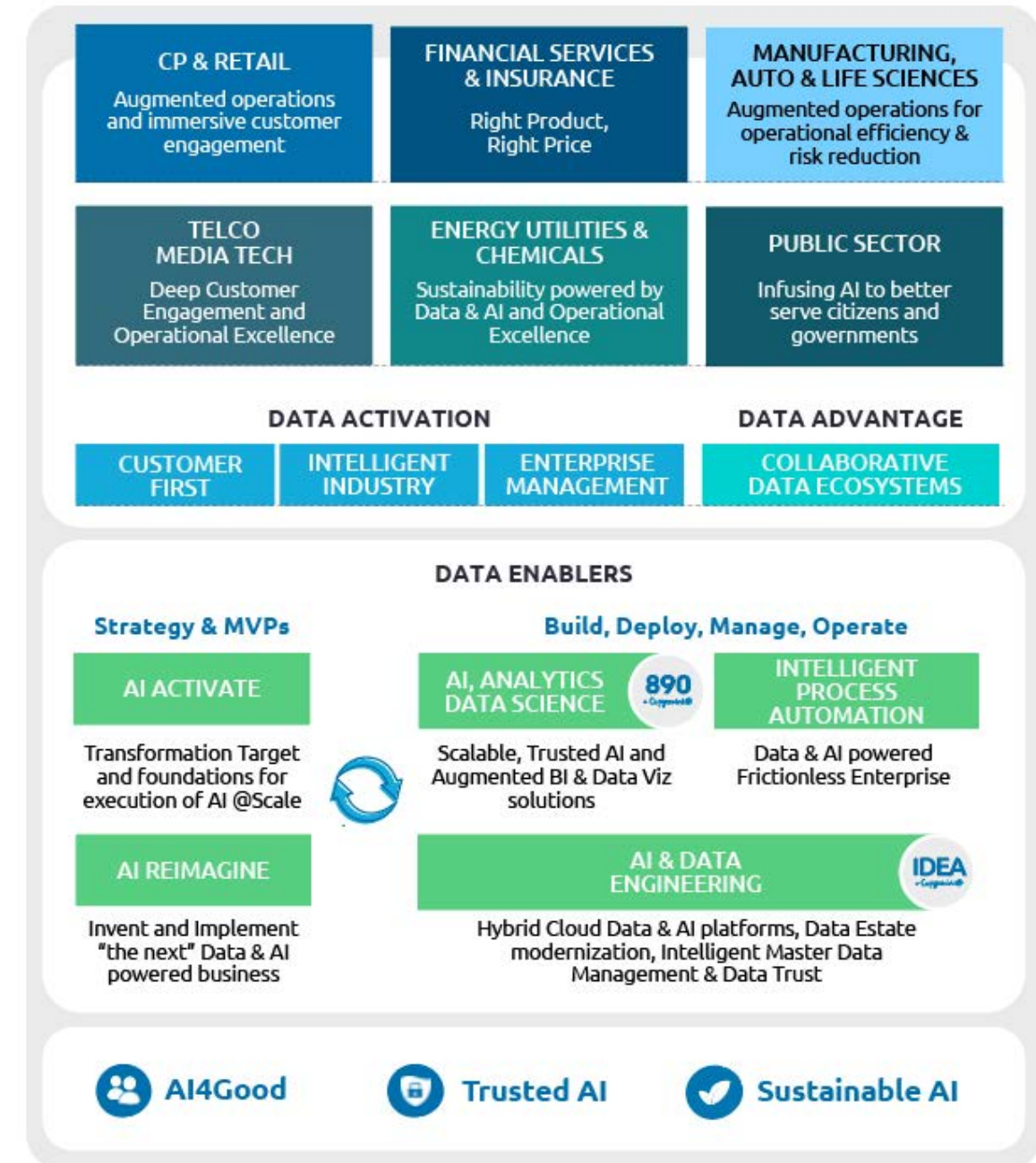
Data promises infinite possibilities. Now, more than ever, those tasked with driving their industry forward, need to activate its full potential. To become a Data Master, you must be at the helm, ready to harness data in critical dimensions, to outperform cohorts on financial performance and make crucial decisions from a qualitative base. A Data Master is a high-performer that has harnessed the full suite of data capabilities in their organization. They have fine-tuned their processes that turn insights into action, and beyond.

We help our clients become Data Masters by managing data as a strategic asset. **Perform AI is a portfolio of Data and Artificial Intelligence services** to help organizations become data masters, take business control of their data as a strategic asset, and transform their business to be a leader in the data economy. Our seamless approach, that connects business strategy and data operations, enable growth, performance, and innovation with trusted data outcomes. We empower some of the largest data & AI transformations at scale in the market – bringing together Data & AI strategy for CxOs. Together, we can improve your organization's business and cultural change, data engineering and data science skills, data & AI engineering industrialization and intelligent process automation, and execute at scale.



## CAPGEMINI PERFORM AI

Accelerated time to value for business outcomes  
with trusted Data & AI at scale





# CONNECT WITH US!



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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 270,000 team members in nearly 50 countries. With its strong 50 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 2020 global revenues of €16 billion.

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