Enabling Data-Driven Decisions to Unlock the True Value of Your Business

Solutions for Healthcare, Banking & Finance, Oil & Gas and Retail

By now we're all familiar with the concept of Big Data: the ever-growing tide of information pouring into our businesses from multiple sources and in a wide variety of formats. It can be tricky to manage, but it can also provide deeper insights and drive more valuable business decisions than have ever been possible.

Sogeti offers a cloud-based Data-Driven Decisions solution designed to meet these challenges from end to end.
Across industries, geographies and employee roles and responsibilities, real-time predictive analytics can help you make faster, more impactful decisions to grow your business today

and in the future. The resources are in your hands to enable you to make
really smart, targeted decisions for your business, decisions which could drive significant growth. It's just a case of making sure you have the right tools in place to find them.

The challenge that many organizations now face in truly making decisions that are data-driven is carrying out effective analytics to cut through the data noise and form the insights that will drive success.

### Barriers to More Robust Business Intelligence
Whether it's inflexible legacy systems or employees reluctant

to be pushed out of their comfort zone, all businesses face challenges when implementing IT change, such as moving towards a data-driven decision making model. Some of the most common pain points include:

• Too many sources: Aggregating data from an increasingly complex range of sources – including company databases, email, social media, and even Internet of Things (IoT) devices – and in many different formats, can be challenging and makes reporting on overall trends difficult.

• Volume, variety, velocity: A side effect of this increase in data sources is the accelerated growth in data

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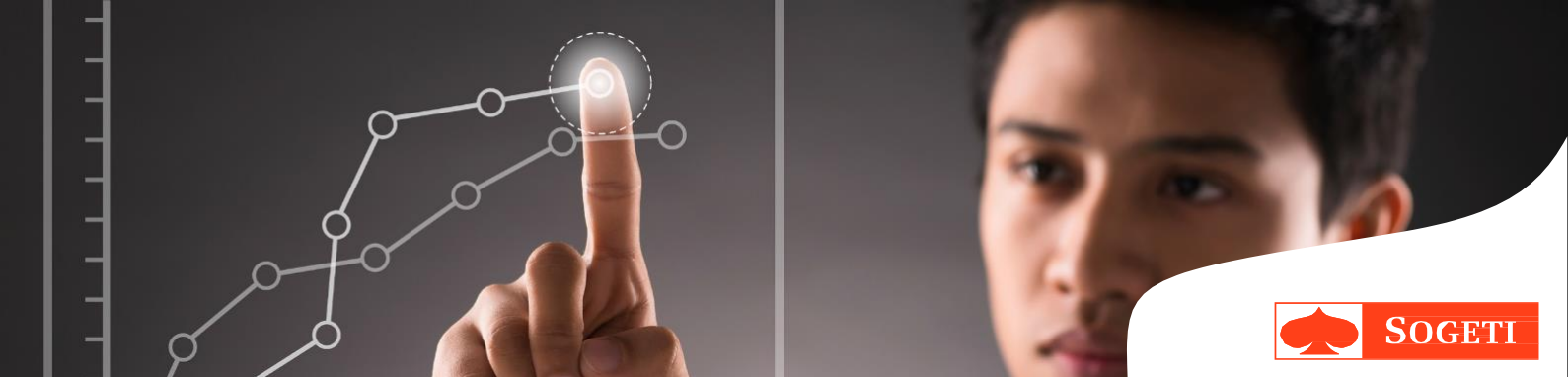
volume facing every organization. It's important you don't miss anything important, but keeping track of it all using old methods is no longer feasible.

• Rapid response: The business landscape can change at the drop of a hat, so it's essential that you have the visibility you need to identify new challenges or opportunities, and respond to them, as fast as you can. Wading through masses of data can slow you down, and while you may be tempted to go with your gut instinct, this could mean missing out on that one vital insight that will put you ahead of the competition.

• Power to the business: IT is no longer a specialized resource within the company, accessible only to the qualified few. Business users need and expect direct access to the tools that will help them understand the data relevant to their roles. They don't want to submit an IT ticket each time they need to run an analysis, and nor should they--it's inefficient. Meanwhile, the IT team's time is limited and should be spent on projects that add real value to the business.

• Experience is king: As the consumer places more and more emphasis on differentiation by delivering the best possible customer experience, enterprise users are starting to expect the same quality of service. Business application users demand an easy-to-use interface that integrates seamlessly with their chosen device and operating system, and other core applications.

An Integrated Solution

Sogeti's Data-Driven Decisions solution is designed to meet these challenges from end to end. This cloud-based solution, developed in conjunction with Intel, HP and Microsoft, enables business users to share insights, collaborate and access reports from anywhere and through a familiar interface that draws on a range of components. These include:

• Full integration of data, both structured and unstructured, including internal and external sources such as social media and public online data sources.

• The Microsoft Analytics Platform System, a turnkey big data analytics appliance that combines Microsoft's

massively parallel processing (MPP) data warehouse technology (also called Parallel Data Warehouse, or PDW) with HDInsight, Microsoft's 100% Apache Hadoop distribution. The single hardware platform offers scale-out capabilities up to 6 Petabytes and greater energy efficiency. It's pre-tuned and configured to handle Hadoop or relational data using T-SQL skills and native BI tools.

• Microsoft Power BI, an analytics tool that transforms your company's data into rich visuals for you to collect and organize so you can focus on what matters to you, whatever your role.

• Full compute, storage and networking capabilities through Intel® Xeon® processor-powered HP ConvergedSystem servers provide an efficient, flexible and scalable platform with the agility to adapt to changing business and customer needs.

• Capabilities to work across a range of device types, including Intel® Atom™ and Intel® Core® processor- powered tablets, notebooks, laptops and desktop PCs, and mobile.

• Compatibility with all Microsoft Windows application portals, and the ability to tailor the live tiles shown
to each user depending on their role within the organization.

• Integrated management with Microsoft System Center provides improved management and access to HyperV virtualization that covers both PDW and HDInsight data processing.

Driving Business Value Across Industries

Whichever industry you work in and whatever role you play, these real- time predictive analytics, enabled by Sogeti's Data-Driven Decisions solution, can help you make faster, more insightful decisions that positively impact your business and guide you into the future.

Healthcare: Pressure is mounting on healthcare providers to optimize costs and minimize the demand placed on emergency departments.
At the same time, a shortage of doctors in the US, and more
demanding expectations from the public around the patient experience mean providers must do more without increasing resources. This means it is becoming increasingly critical to predict trends that are likely

to affect payers and providers, and take preventative steps wherever possible.

Value: A hospital administrator may use the solution to get a quick update on admission numbers for the day, or she may want to get more detail on the trends in cardiac arrest patient admissions to all the hospitals and clinics in her county over the last month. This could help her and her team spot possible demand increases and offer proactive outpatient care before they create a bottleneck in   the hospital emergency room (ER), which is the most costly form of treatment.

Banking/Finance: Faced with one of the largest Big Data deluges, the financial industry is challenged with getting the right information into the hands of the right business user at the right time. One mid-west US bank used the Microsoft Analytics Platform System to integrate data from different lines of business into   a single management dashboard to track key performance indicators not previously readable.

Value: Meanwhile, its fraud analysts used the tool to get real-time trend visibility and update their fraud detection models faster to   minimize

losses. The customer experience was also increased as analysts could gain a better understanding of   each customer's behavior and likely needs, creating a better customer experience   and   enhancing customer loyalty.

Oil & Gas: Health and safety is a primary concern for organizations in this industry. For example, oil and gas pipelines, which can run for thousands of miles over tough terrain, must be kept in peak condition. Any breakage could result inserious environmental damage and significant costs.

Value: Sensor devices along the pipe may monitor conditions like pressure and temperature and send the data to the engineering team in real time, enabling them to analyze   changes over time, or track anomalies to identify potential issues or areas of risk and   deal with them proactively, preventing down-time and minimizing risk.

Retail: Keeping the customer happy in today's customer-centric world is an increasingly demanding challenge for retailers who are battling an extremely competitive landscape.
Consumer expectations and behaviors are constantly changing due to their reliance on technology
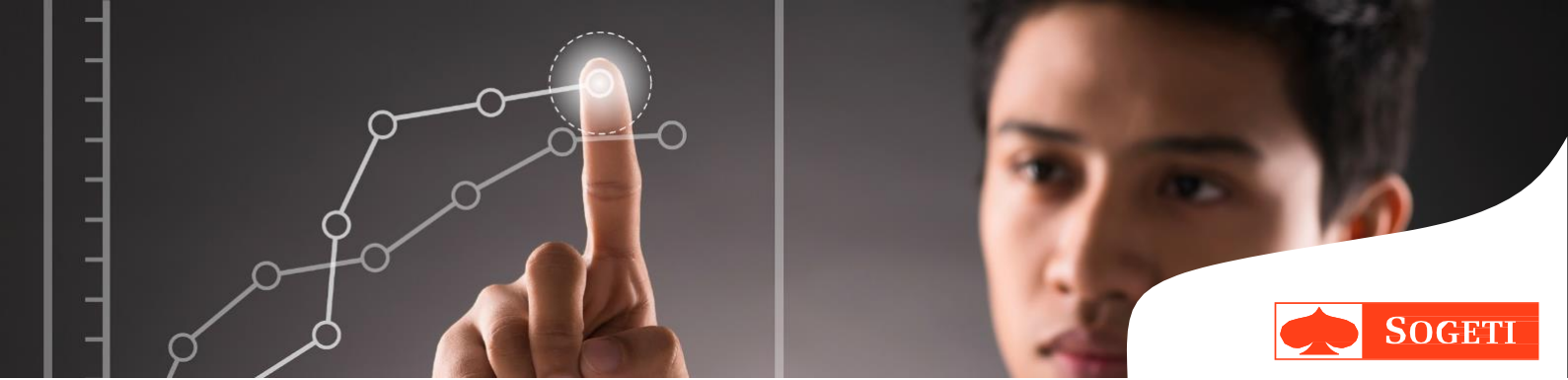
to become a more informed shopper. Retailers must create a seamless experience between online and in-store shopping, improve quality of service, have a greater depth and breadth of choice on-demand, and empower employees to meet these demands.

Value: With Data Driven Solutions, retailers can use analytics to improve real-time insight into customer behavior and wants; empower employees to provide the customer with what they want at the right time; increase dwell time and basket spend, while enhancing customer loyalty by giving customers a seamless experience. For example, in one

scenario a customer may approach a store while logged in to the store app. Their email address is then sent to the API app, which sends a notification to the store assistant's tablet that the customer has just arrived and provides her with details about that customer's profile and recent purchases so she can provide a more informed service during the customer's visit.

Driving Business Value Across Industries Across industries, Sogeti's cloud- based Data-Driven Decisions solution is designed to provide real-time predictive analytics that can help you make faster, more insightful decisions that unlock the true value of your business.

Learn more about how Data-Driven Decisions can transform your business by contacting Sogeti today at:
info@us.sogeti.com

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