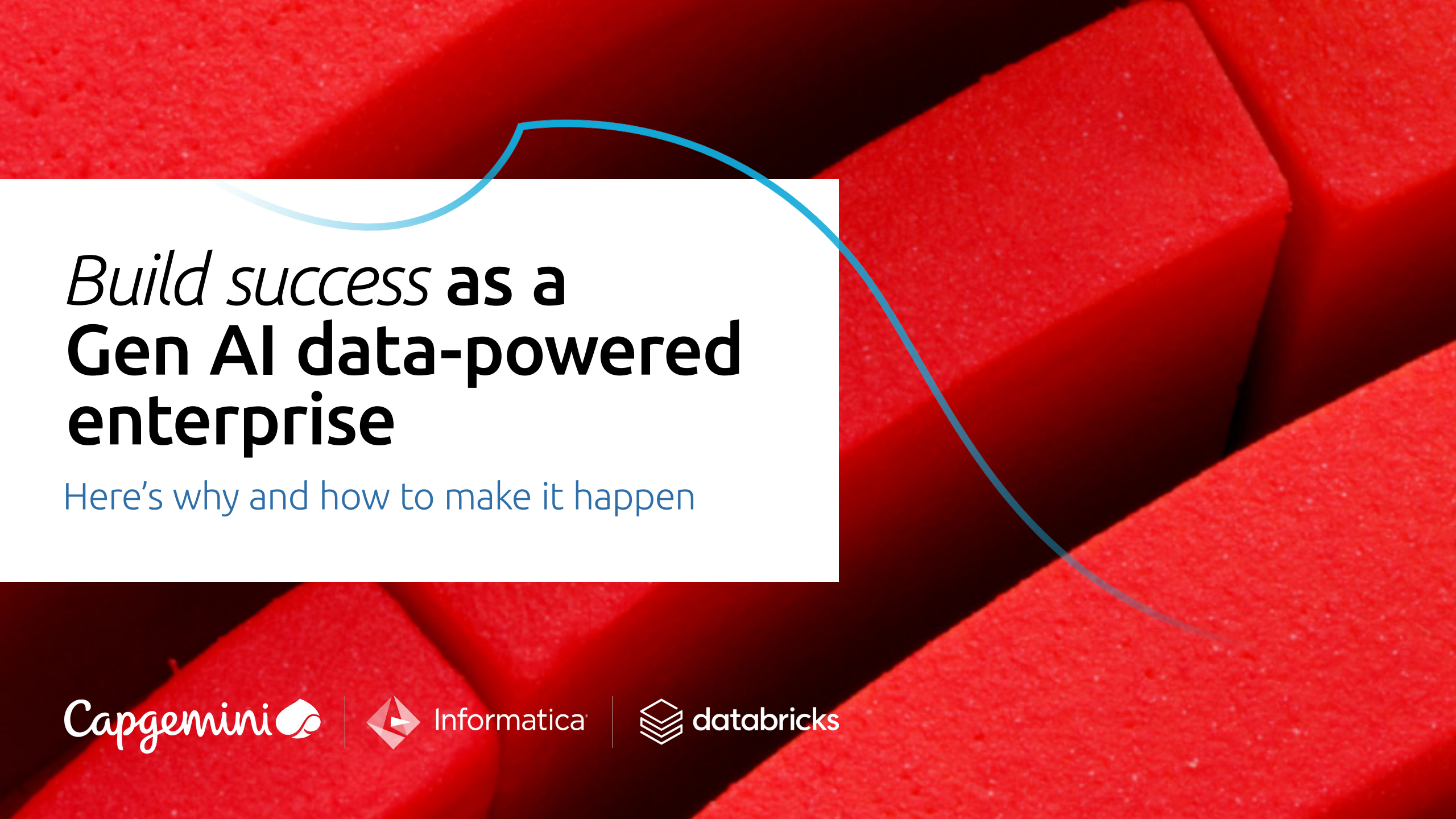


Build success as a Gen AI data-powered enterprise

Here's why and how to make it happen

Capgemini | Informatica | databricks

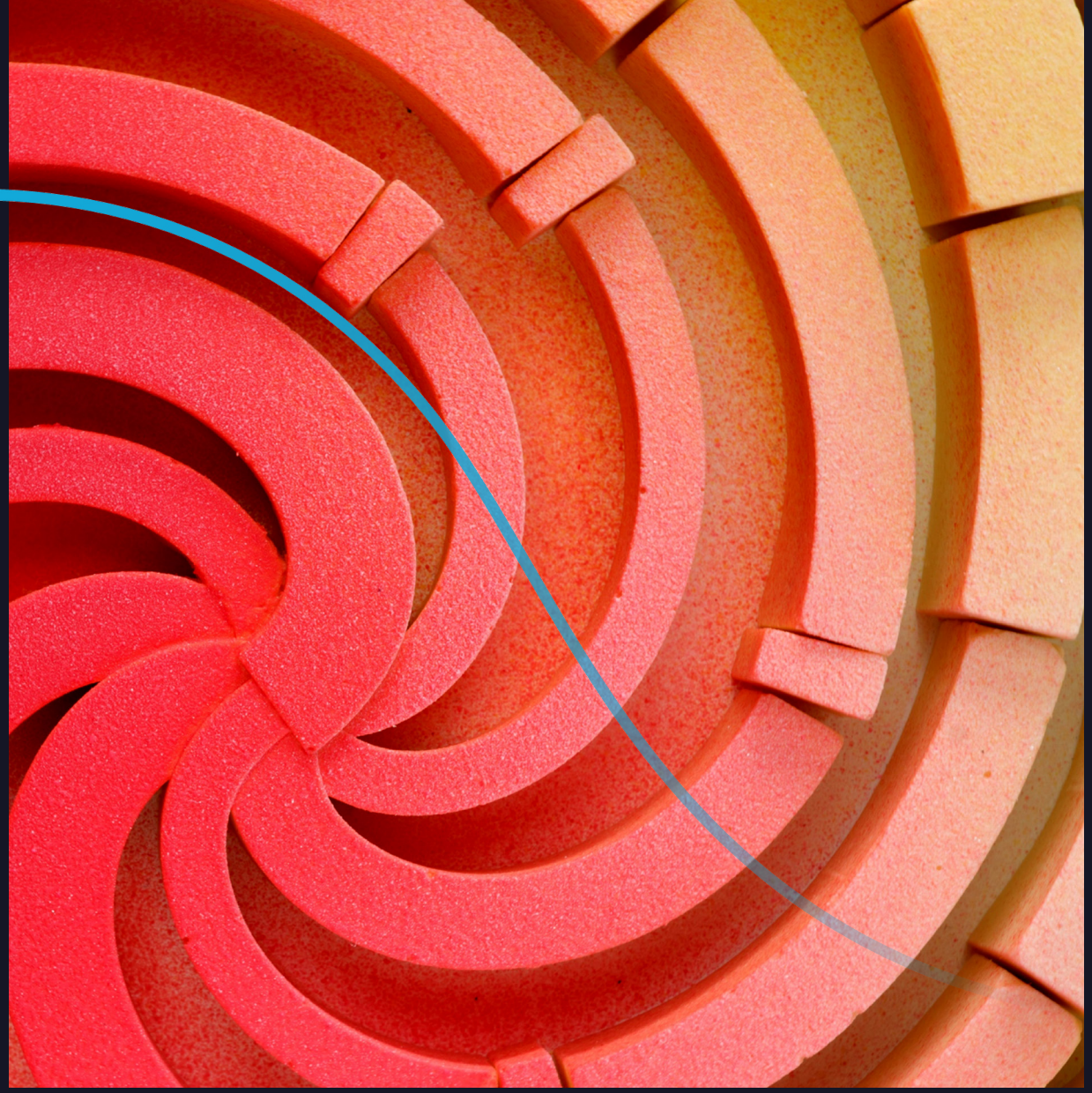
Business leaders are increasingly recognizing generative AI's value as an accelerator for driving innovation and revenue growth. An amazing *91 per cent of organizations* are experimenting with or investing in Gen AI, and *88 per cent of organizations* plan to focus on AI – including Gen AI – in the next 12 to 18 months.

But the majority of organizations that manage to scale up their Gen AI initiatives subsequently struggle to extract significant value from their investments. And often that's because of issues with their data and data-management practices.

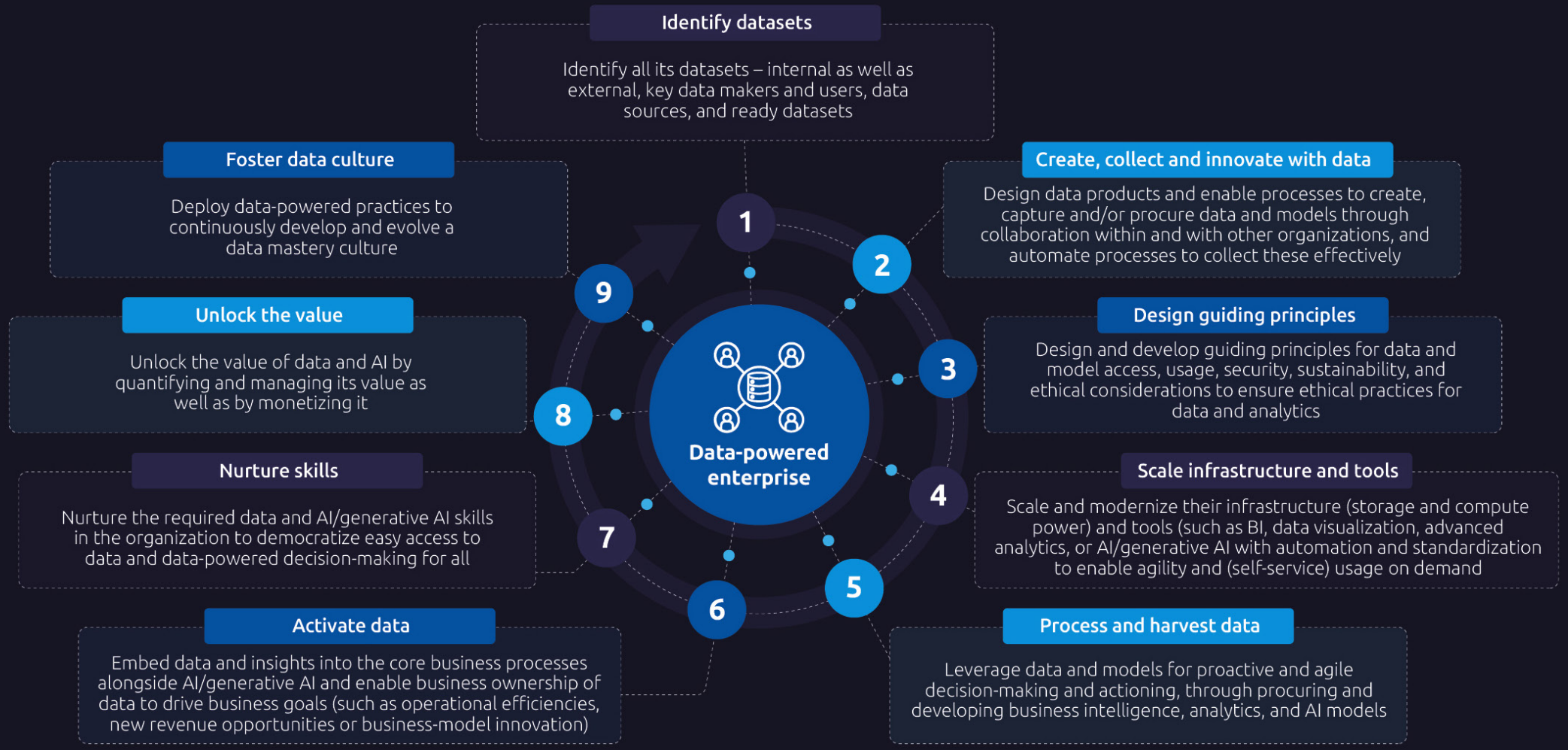
Data is an asset that requires investment, management, and governance as Gen AI applications need a solid foundation of clean, accurate, and usable data to deliver meaningful results. A data-powered enterprise has a strong foundation that reduces the complexity of the ecosystem, understands the difference between proof of concept and scaled projects, connects data processes and policy, and supports the agility needed to move quickly.

Data-powered **defined**

We identified nine key attributes in the Capgemini report *Data-powered enterprises: The path to data mastery.* These dimensions collectively empower organizations to create, process, and leverage data to achieve business objectives, increase operational excellence, improve customer experience, and drive innovation.



Defining the data-powered enterprise



Data-powered enterprises: The path to data mastery, Capgemini Research Institute 2024

The same report found that, over the past four years, almost two-thirds of executives state their organizations use activated data, which is information that has been embedded within core business processes. However, the data maturity progress made to unlock the value of data in these nine areas indicates otherwise.

While 80 percent of global organizations increased their Gen AI investment this year, only 54 percent of data executives are aware of the data trust and guiding principles required to succeed with AI adoption. That means the majority of organizations that manage to scale up their Gen AI initiatives subsequently struggle to extract significant value from their investments. That's often because issues with data and data-management practices impede success.

Only

54%

of data executives are aware of the data foundations required to win in the AI era

In 2024,

80%

of global organizations increased their investment in Gen AI from last year

The irrefutable value **of data**

Enterprise businesses already understand the value of information, as leaders who say their organization is cashing in on data has doubled since 2020 – up to two-thirds in 2024. But data quality is often an issue in achieving AI at scale, as much of it typically consists of unstructured emails, videos, images, social media posts, and HTML content. These data types make identifying, collating, analyzing, and extracting insights a challenge. If an organization's data is low quality, poorly governed, siloed in disparate systems, or laden with security issues, or if an organization is hampered by limited access to the right technology skills to effectively leverage it, they won't be able extract the most value from Gen AI.

Here’s how organizations can effectively unlock and supercharge their data.

1 Start strong

Build a data foundation that can unlock timely, accurate, and relevant insights to drive real outcomes. This is the first step toward becoming a data-powered enterprise.

2 Avoid excessively complex ecosystem

Data is often siloed into disparate technologies and software products. Much of the data is unstructured or low quality, and vetting it and restructuring it to analyze, compare, and generate insights requires time, skill, and budget.

3 Create the ability to scale

Companies often see success with proof-of-concept Gen AI products but success rates can drop dramatically when they move to production. The key is quality data and the capacity to create a clear, shared enterprise-wide data taxonomy. Engineering teams need strong, coordinated data security and compliance policies and procedures as well as the capacity to orchestrate a multiple-vendor purchasing strategy.

4 Remove obstacles to efficient delivery

Organizations must move fast and keep costs down to deliver on their commitment. Without managing complexity and scalability, this becomes challenging and costly.

Ultimately, driving results and returns means data must be accessible, structured, trustworthy, and mature.

Working together on *data enablement* to create an advantage

Most Gen AI maturity journeys start in the same place: businesses want ChatGPT-like experiences and they encounter thousands of open- and closed-sourced Gen AI models. Accessing trust, cost, and scale controls in a single toolkit is therefore invaluable.

That's why Capgemini is working with Databricks and Informatica to provide a solution for enterprise organizations that enables them to mature and leverage data more effectively to drive business results. Our approach looks at data as a product hub. By combining the best capabilities of enterprise data management platforms on the cloud, along with the capabilities of the best Gen AI solutions and capabilities from the *Databricks Data Intelligence Platform*, and with *Informatica's Intelligent Data Management Cloud*, we're simplifying the data-management process within one tool as an efficient, interoperable, and scalable Gen AI development platform and framework.

Capgemini *RAISE*, our Reliable AI Solution Engineering solution, includes key capabilities from Databricks: training and serving (Mosaic AI and AI/BI), data warehousing Databricks SQL and UniForm) and machine learning (MLflow) capabilities, all using open standards and complemented by key Informatica capabilities including data integration, data quality, no-code AI application development and trusted master data; comprehensive data governance is provided by the combined solution of Databricks Unity Catalog and Informatica's Cloud Data Governance and Catalog. This makes data usable on multiple clouds across hybrid environments and reduces the complexity of managing an end-to-end platform. And it's available to be deployed on existing data platforms including Microsoft Azure, AWS, and Google Cloud Platform.

Capgemini RAISE works on multiple platforms including Microsoft Azure, AWS, and Google Cloud Platform.

Microsoft Azure aws Google Cloud

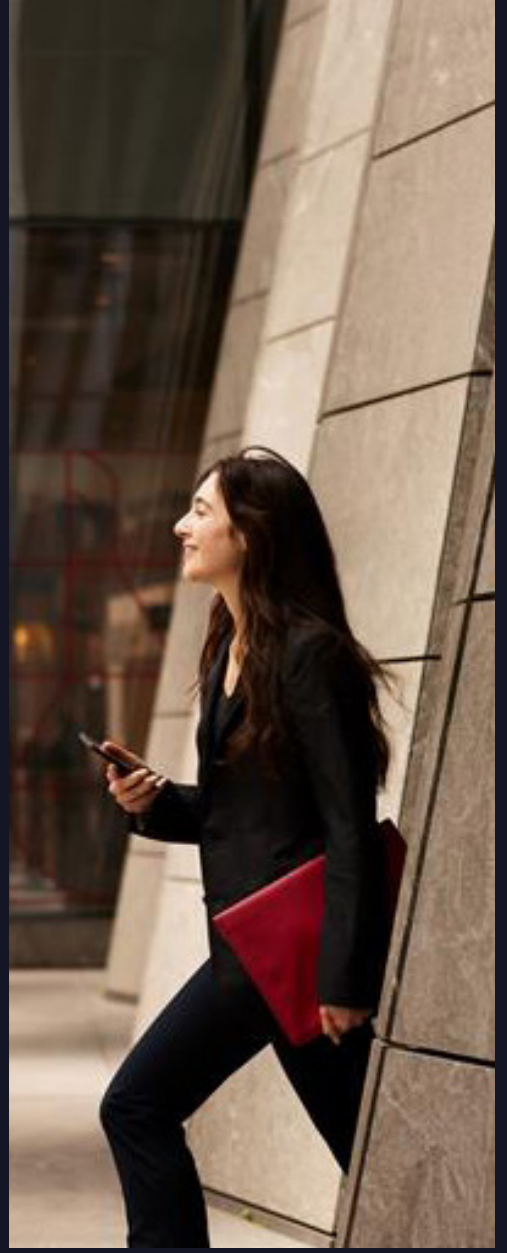
As a Gen AI value cases operational accelerator, Capgemini RAISE delivers tangible business results, enabling organizations to industrialize custom Gen AI projects with the right guardrails, and addresses the issues of data complexity, trust readiness, and scalability by creating the unified data governance and AI risk framework required for Gen AI data pilots. It equips organizations for Gen AI scaling with a focus on business priorities.

Capgemini RAISE is not a one-size-fits-all product. It can be built in modules, with the flexibility to meet unique needs while delivering an end-to-end value chain for enterprise-wide data management for Gen AI.

Pilot, scale, and industrialize Gen AI to deliver business benefits.

Working seamlessly with existing infrastructure, Capgemini RAISE also enhances data synergy and democratization across the business with the data foundation necessary to implement and scale Gen AI and other innovations powered by data. The accelerator can identify and industrialize data products for AI models consumption, and ensure democratization of data through a data mesh, which is a decentralized data architecture designed to improve data access, security, and scalability by distributing ownership and management across business domains. This effectively gives data-powered organizations an advantage, and the ability to pilot, scale, and industrialize their Gen AI applications and services to achieve the desired results.

Generative AI holds great promise for enterprises in any sector but there are substantial challenges to building effective systems at scale. Capgemini *RAISE* and our partnership with *Databricks* and *Informatica* solve those issues today. Contact us to learn more.



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Please reach out with questions or to schedule a conversation about this paper's content and our capabilities to assist your organization.

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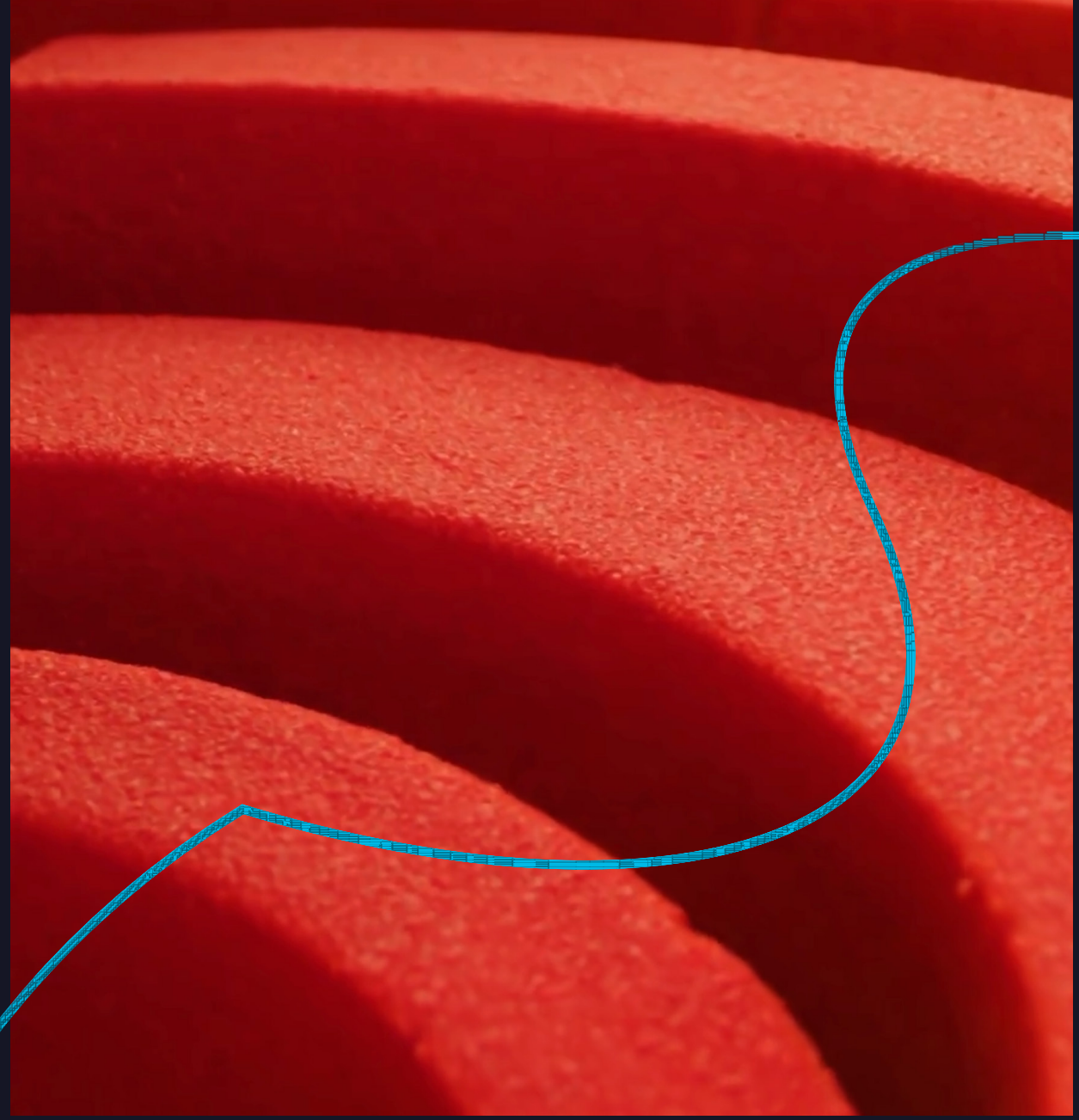
About Databricks

Databricks is the Data and AI company. More than 10,000 organisations worldwide — including Block, Comcast, Condé Nast, Rivian, Shell and over 60% of the Fortune 500 — rely on the Databricks Data Intelligence Platform to take control of their data and put it to work with AI. Databricks is headquartered in San Francisco, with offices around the globe, and was founded by the original creators of Lakehouse, Apache Spark™, Delta Lake and MLflow. To learn more, follow Databricks on *LinkedIn*, *X* and *Facebook*.

About Informatica

Informatica (NYSE: INFA), a leader in enterprise AI-powered cloud data management, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We have created a new category of software, the Informatica Intelligent Data Management Cloud™ (IDMC). IDMC is an end-to-end data management platform, powered by CLAIRE® AI, that connects, manages and unifies data across any multi-cloud or hybrid system, democratizing data and enabling enterprises to modernize and advance their business strategies. Customers in approximately 100 countries, including over 80 of the Fortune 100, rely on Informatica to drive data-led digital transformation. Informatica. Where data and AI come to life.



About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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