Data-Powered
Operations Transformation

Unleashing synergies and outcomes through leveraging data-powered, AI-enabled, and highly-automated business operations

Capgemini

The collection and use of data has evolved on a continuum, beginning as the foundation for gathering insights which are then transformed into actionable business intelligence. The introduction of cloud platforms and scalable infrastructure sped up the pace of change, enabling companies to swiftly shift to a new phase of digital transformation.

Now, to enable a truly connected enterprise involves orchestrating end-to-end, data-driven operations, with advanced analytics, AI, and Gen AI at its core. This type of cohesive solution helps organizations drive sustainable business objectives and outcomes, enhance value, and promote continued innovation that touches all parts of operations like never before.

Operational overhaul

Whatever the sector, every enterprise is composed of distinctive corporate functions, which typically include finance and accounting, supply chain management, marketing and communications, customer support, and human resources. These operations are further supported by critical initiatives with regard to managing and monitoring sustainability, risk, and compliance. Each area is typically led by a global business unit or outsourced to organizations with deep expertise to manage these core responsibilities.

It's not difficult to envision the vast amount of data generated from thousands of transactions and interactions, which creates countless opportunities to uncover deeper insights, develop new solutions, generate new revenue streams, and boost customer satisfaction.

However, continuing to collect and store massive volumes of sensitive information presents significant challenges. It's high-risk, costly and unsustainable. Company leaders recognize they must make smart decisions about the types of data they collect – and their intent to use it. At the same time, they must constantly optimize and

radically transform the efficacy and efficiency of the company's core functions and complementary processes by revising the organization's operating model. By adopting an integrated and purpose-driven approach to using advanced analytics, companies can truly make the data deliver.

From analytics to business outcomes

Capgemini's Data-Powered Operations Transformation (DPOT) approach enables sustainable business objectives and outcomes that can be adapted to any industry or organizational function.

Consider an enterprise's finance and accounting operations, home to a host of crucial functions from budget forecasting to accounts reconciliation and payroll. For many of these key departments, data flow is fragmented. For instance, inaccurate data or unbilled orders and charges lead to an increased risk of revenue leakage in the order-to-cash process. In other words, a business has earned the revenue but hasn't collected it.

This routine loss can represent a significant portion of a company's revenue. Yet many companies don't even know the money is missing. Embedding solutions that leverage DPOT, such as using payables analytics and receivables analytics within these daily processes, helps teams identify and prevent revenue loss. In cases where Capgemini has used advanced data analytics to address this business challenge at the process level, 0.5–1.25 percent of revenue was recovered, moving to a state of revenue leakage to one of revenue assurance.

However, such solutions aren't primarily about plugging an operational gap. They're about orchestrating a larger, more holistic, intelligent, and connected ecosystem of people, processes, technology, and data.

A key feature of DPOT is the ability to build an intelligent, adaptable data and analytics platform that can be enhanced with business monitoring and diagnostics. This provides real-time predictive insights and proactive decision-making, as well as what-if scenario modeling and billing analytics as a service.

The key is for companies to adopt integrated solutions to drive business objectives and outcomes. This includes taking a data-centric approach to everything from established processes such as order-to-cash to the overarching financial planning and analysis (FP&A).

Towards an autonomous, connected enterprise

As artificial intelligence (AI) infuses our everyday lives, there's a tendency to think of the technology as running rampant without checks and balances. With DPOT, there's always a human in the loop to ensure evidence-based predictions for delivering improved processes, mitigating hitches, and achieving optimal results.

The vision of a fully connected and autonomous enterprise powered by AI isn't yet a reality, but significant progress has been made. As technologies like Gen AI and machine learning evolve, they are being increasingly applied to drive tangible and measurable business transformation.

For instance, consider the supply chain operations of a connected enterprise. Our objective with DPOT is to support our clients in inventory management functions. As in the scenario modeling, to achieve working capital optimization, service level improvement, and enhanced risk management and control. The business outcomes addressed in this use case are expansive and significant:

15–22%
working capital improvement

20–30%
reduction in days inventory outstanding

25–35%
reduction in business waste

95–97%
stock availability

Similarly, DPOT can radically improve the customer experience. Forbes reported that in 2024, "50% of customers are willing to share personal information for a more personalized experience." This is another area where smart use of data comes into play to boost customer loyalty.

As noted above, AI and Gen AI technologies are maturing and have been used extensively in customer call centers for continuous improvement, achieving improved results. Business outcomes addressed include:

1 Improved responsiveness rates, including **80% reduction** in transaction time and **35% improvement** in accuracy

2 A boost in customer retention and **20% increase** in customer satisfaction

3 Reduced overall costs, with **40% reduction** in costs-to-serve.

Underpinning improvements in finance, supply chain, and customer experience is the need for reliable and trustworthy data that drives informed decision-making across organizations' value chains. DPOT enables clients to unleash synergies across business functions powered by reliable and trustworthy master data, which can deliver a significant positive impact to the top and bottom lines of the organization.

Likewise, carbon emissions reduction is crucial to ensure organizational resilience in a sustainability-centric world. Yet, they often lack the carbon accounting skills to embed carbon emissions data into decision-making and drive value from that data.

DPOT delivers comprehensive, transparent, and auditable data that enables organizations to drive carbon abatement and compliance and track the progression of their net-zero ambitions.

Technology isn't simply advancing more quickly; it has become much more powerful. The scenarios outlined above show the flexibility and reach of applying DPOT across business functions and industries. And although companies aren't quite ready to run themselves, connected ecosystems are already elevating data-driven decision-making with robust results.

Innovation takeaways

Small is big. When it comes to collecting data, enterprises shouldn't focus on volume but on value.

Holistic, not siloed. For organizational transformation to be successful, enterprises must take an operational approach rather than cherry-picking one-off solutions.

" Leveraging a data-powered operations transformation approach leads to better data foundations, insights, and predictions, which will drive better transformational outcomes for our customers."

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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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