

# Leverage Cloud Innovations and Intelligent Data Management Solutions to Boost Your Digital-First Journey with Capgemini and Data Dynamics

There has been a significant shift in how people use their finances and banking systems, especially for payments and transfers. Today banks generate a great deal of unstructured data from digital media and other communication platforms. It contains a wealth of information, such as pictures, videos, customer details, transactions, investments, etc.

- 80%<sup>1</sup> of banking data is unstructured.
- 70%<sup>2</sup> of banks lack the resources necessary to process and analyze data.
- Less than half of an organization's structured data is used in making decisions, and less than 1%<sup>3</sup> of its unstructured data is analyzed or used.
- 95%<sup>2</sup> of executives think their current, old legacy systems and technological capabilities prevent them from optimizing their data for customer-centric growth initiatives.

Source: <sup>1</sup>Analytics Insight, <sup>2</sup>World Retail Banking Report 2022,

<sup>3</sup>Harvard Business Review

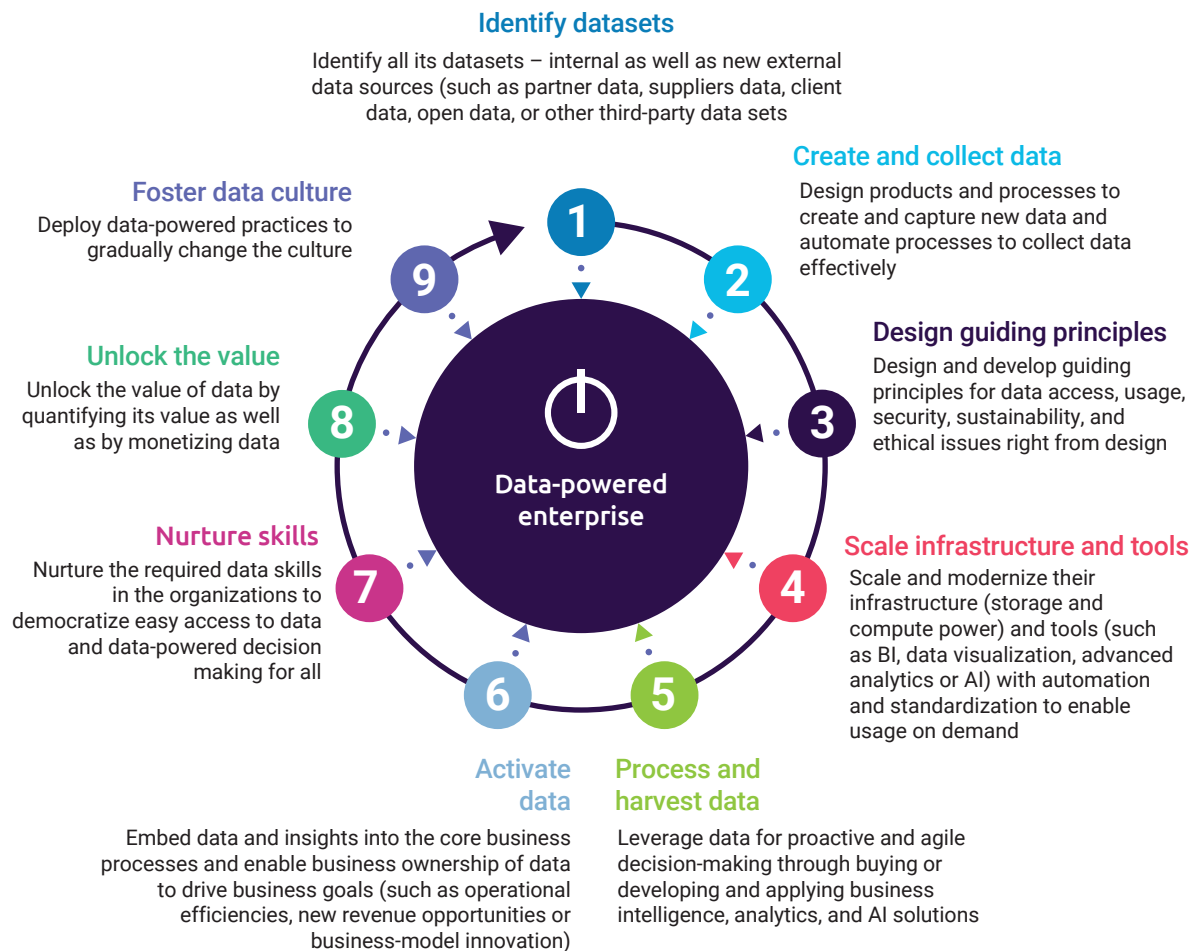
## ► Structuring the Avalanche of Unstructured Data is the First Step towards Efficient & Effective Data Management

Unstructured data is an enormous sprawl of sensitive, cold, hot, and ROT data (redundant, obsolete, and trivial). By understanding what, where, and why of data, financial institutions can optimize storage and ensure robust security and governance. For instance, intelligent data analysis enables financial enterprises to analyze and identify different data types and efficiently store cold, non-sensitive data in cost-effective object storage, whether in the cloud or on-premises. Similarly, by classifying and tagging sensitive customer data, enterprises can quarantine it and grant role-based access, ensuring data security and governance.

Creating a data-powered financial services ecosystem requires intelligent data management. The way businesses interact with their clients is fundamentally altered because of data-powered banking. Nowadays, companies can answer questions related to customer behavior and everyday business operations within seconds instead of days and, at times, years. As a result, several financial institutions have seen an increase in efficiency and a decrease in expenses.



## ► A Data-Powered Enterprise is Able to:



Source: Capgemini Research Institute analysis.

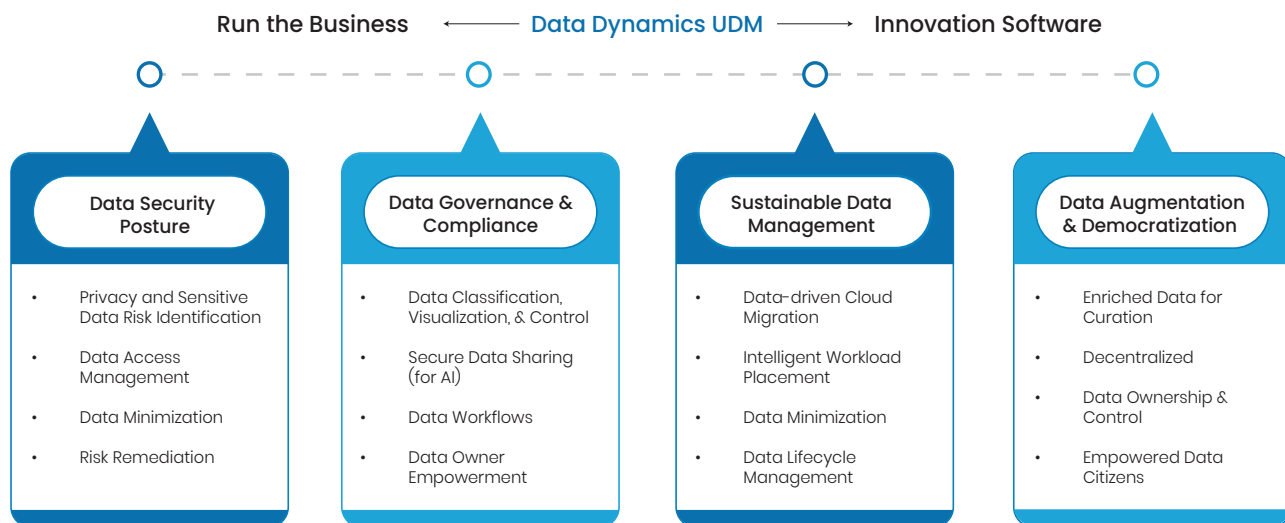
## ► The Craft of Managing Unstructured Data with a Powerful Team - Utilize Data Dynamics and Capgemini to Enrich the Value of Your Data

Digital is disrupting business models across all industries, fostering the emergence of new market leaders and making it difficult for traditional enterprises to keep up. With Capgemini and Data Dynamics, businesses can gain value from intelligent cloud solutions and data management solutions that will give them a competitive edge, meet trending demands and remain profitable.

Capgemini offers three categories of cloud services to maximize business outcomes: Cloud for customers first, Cloud for enterprise management, and Cloud for intelligent enterprises. In addition, Capgemini has strong partnerships with the world's leading hyperscalers, which means financial enterprises can harness the power of these hyperscalers to engine their business growth. The company also provides a portfolio of cybersecurity services to build a strong immunity for financial enterprises. By partnering with Data Dynamics, Capgemini empowers enterprises to take control of their data, master it, and transform it into a competitive advantage.

Data Dynamics is a leading provider of enterprise data management solutions, helping financial organizations structure unstructured data with an Unified Unstructured Data Management Software. Proven in over 28 of the Fortune 100, the Software uses a blend of automation, AI, ML, and block-chain technologies and scales to meet the requirements of global enterprise workloads. With Data Dynamics, enterprise customers can eliminate the use of individual point solutions with siloed data views. Instead, they can utilize a single software platform to structure their unstructured data, unlock data-driven insights, secure data, ensure compliance and governance and drive cloud data management.

## ► Unstructured Data Management with a Dynamic Software



## ► The Software Encompasses Four Modules:

Module	Mobility	Analytics	Security	Compliance
<b>Capability</b>	<ul style="list-style-type: none"> <li>► Migration</li> <li>► Data Pipeline</li> <li>► Copy and Archive</li> </ul>	<ul style="list-style-type: none"> <li>► Data Discovery</li> <li>► Classification</li> <li>► Index and Search</li> </ul>	<ul style="list-style-type: none"> <li>► Data Sharing</li> <li>► Risk Discovery</li> <li>► Risk Management</li> </ul>	<ul style="list-style-type: none"> <li>► Privacy</li> <li>► Governance</li> <li>► Audit Log</li> </ul>
<b>Benefits - Finance</b>	Policy-driven intelligent data mobility to support consolidation and divestiture	Identify personal and business sensitive data to ensure PII protection	Ensuring customer information in banking documents have appropriate access permissions	Immutable audit reporting for SEC, EBA, and other regulatory financial authorities

## Data Dynamics' Data Management Software Vs. Conventional Data Management platform: A comparative study

[Click to view](#)

## ► Business Value Delivered: Capgemini and Data Dynamics

Providing enterprises with a wholistic Data Management Software to extract the greatest value from data stored in a governed, secured, and optimized manner



**10X Higher Productivity:** Unstructured data analysis through data classification, visualization, risk identification, and downstream automation results in higher overall productivity. It elevates operational efficiency and positions enterprises at the pinnacle of innovation, driving sustained success and a competitive advantage in a dynamic business landscape.



**60% Lower Total Cost of Ownership:** Consolidating multiple data lakes through advanced data analytics significantly reduces the total cost of ownership (TCO) and strengthens the overall security posture. This process empowers data owners and positions enterprises at the forefront of cost-effective, secure, and agile data management practices.



**80% Risk Mitigation & 50% Data Sprawl Reduction:** Intelligent data lifecycle management for dark data marks as a pivotal advancement in data sprawl reduction, driving substantial data optimization and fortifying governance against cyber threats and unauthorized access. It enhances organizational resilience and positions enterprises at the forefront of data-driven security, ensuring continued growth and innovation.



**Data Democratization:** Empowering enterprises with a strategic approach to achieve data democratization. This enables data owners to swiftly access, comprehend, and extract optimal insights from expansive unstructured data landscapes in a governed, secure, and optimized manner.



**200% Faster Cloud Migrations:** Sustainable data modernization needs data-driven cloud adoption, blending data analytics, optimization, policy-based automation, & data lifecycle management. This enhances overall efficiency & accelerates net-zero goals. Enterprises, by transcending traditional boundaries, position themselves as transformation leaders in the dynamic era of AI advancements.



**In-year ROI on Software Investment:** Aligning storage optimization and risk mitigation initiatives culminates in a sub-12-month ROI, maximizing resource efficiency & financial prudence. By enabling data owner empowerment, enterprises are poised to accelerate the realization of tangible returns and foster a culture of control, innovation, and trust.



**99.64% error rate reduction and 280X reduced cost of error recovery:** Data-driven, policy-based migrations that reduce errors and enable intelligent, fast, and secure petabyte-scale unstructured data migrations across heterogeneous environments.

## ► The Secret to Modern Enterprise Success is Hybridity!

Cloud services are popular among bankers because of their virtually unlimited scalability, and 86% <sup>4</sup> cite a change in transaction behavior as a primary reason for adopting them. Buying now and paying later, open banking and contactless payments systems have transformed how people use their banks, making financial management more efficient and easier. As a result of the cloud's scalability, flexibility, and computing power, traditional banks can modernize quickly and keep up with the technology introduced by 'born-in-the-cloud' challenger banks. IDC forecasts that cloud spending in banking will increase by 16% <sup>5</sup> annually through 2024, to \$77 billion <sup>5</sup>, compared with a 4.5% <sup>5</sup> annual increase for overall IT budgets.

Source: <sup>4</sup> GFI, <sup>5</sup> IDC

Migration to the cloud is the first step towards cloud adoption; however, banking & financial services companies are facing the below top three challenges:



**Sprawl of unstructured data**



**Risk associated with sensitive data**



**Surpassing the budgeted amount**

Enterprise unstructured data must be effectively analyzed, secured, ensured compliance, and then migrated - not the other way around. The key is to break free from traditional lift-and-shifts, adopt a data-driven approach, and build a strong Cloud foundation to benefit from IT cost savings, productivity gains, business agility, and operational resilience.

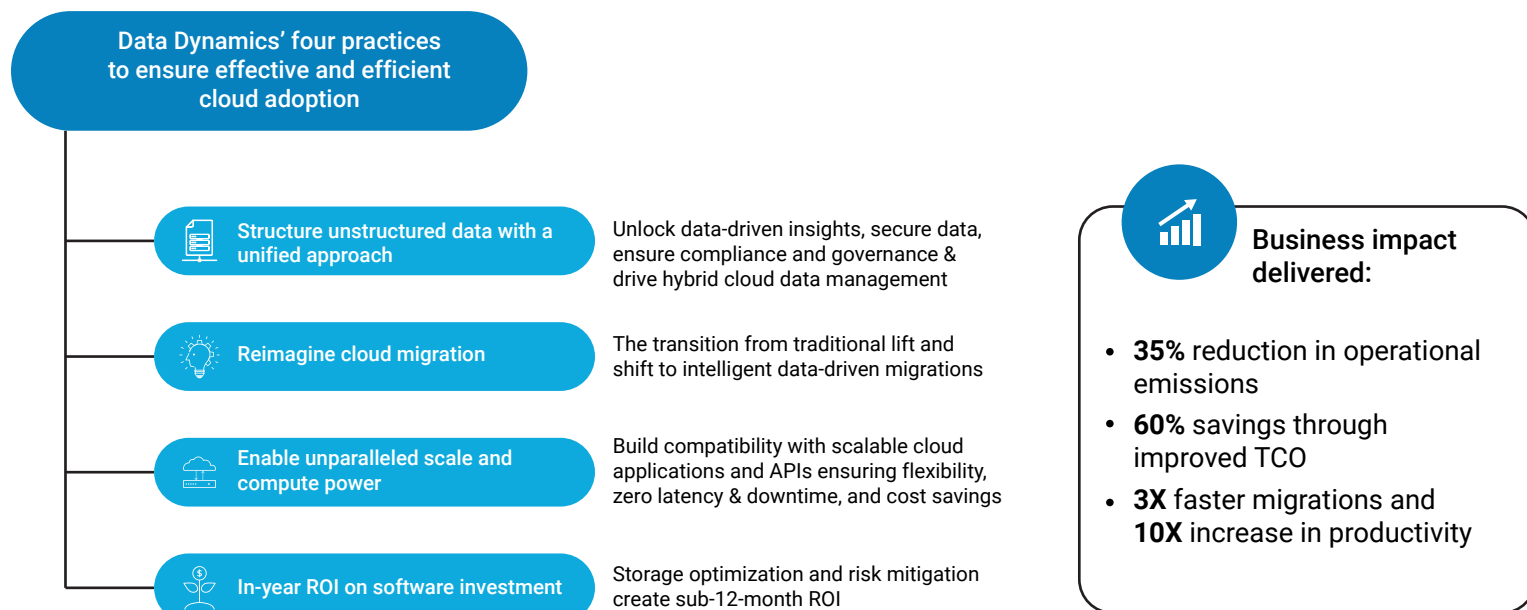
Data Dynamics is collaborating with leading Cloud service providers to build strong cloud foundations, facilitate efficient and effective cloud adoption, reduce risk, ensure compliance, and enable unparalleled scale and compute power. Our goal is to empower enterprise customers to become Data Custodians of the future by structuring unstructured data and maximizing value through data-driven cloud adoption.

## Intelligent Data-Driven Cloud Adoption Framework:

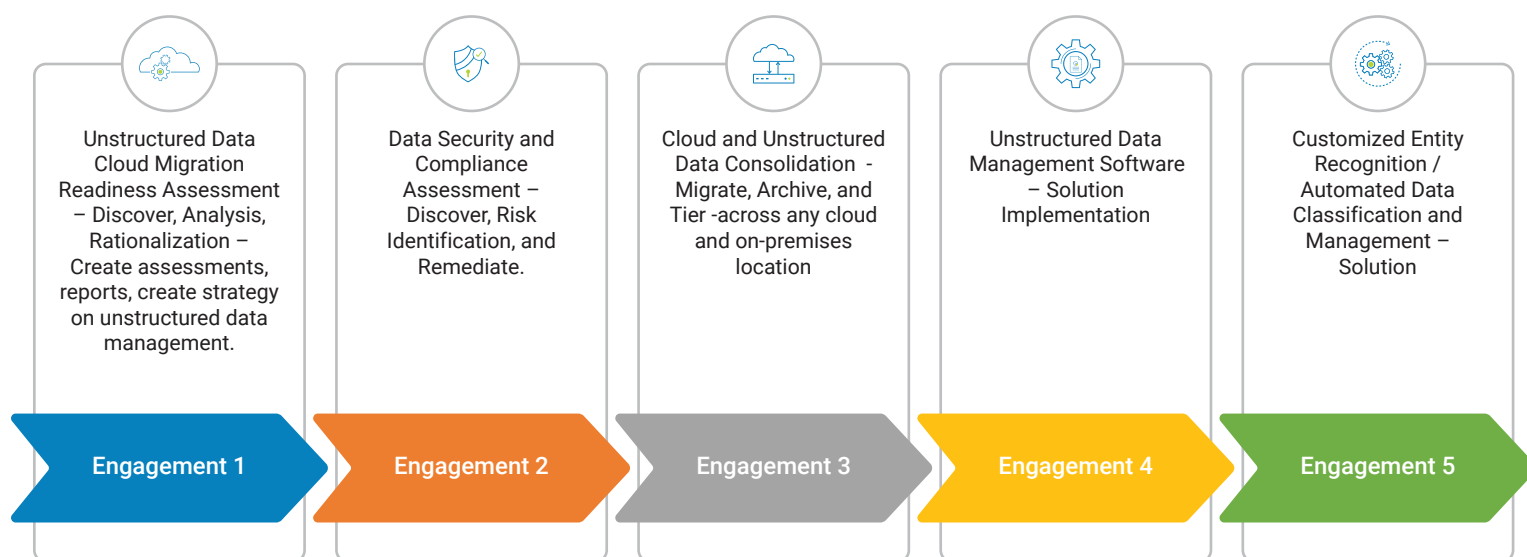


## ► Reducing Enterprise Carbon Emissions with Intelligent Cloud Adoption

A new era of co-innovation is rising, where cloud providers and financial services organizations are working together to lower their carbon footprint. By consolidating on-premises data centers and data lakes to the cloud in a single data ocean, carbon emissions can be reduced, power and cooling capacity can be restored, resilience can be restored, operational costs can be cut down, and total ownership costs can be reduced. With technology-driven cloud adoption capabilities that are intelligent, secure, scalable, and compliant, Data Dynamics helps companies realize their net zero goal.



## ► Capgemini and Data Dynamics Engagement Modules



## ► 5 Steps for Capgemini to Get Started with Data Dynamics



## ► Customer Success Stories

Data Migration from non-trusted storage to Azure Cloud storage for a partially acquired leading third-party administration (TPA) solutions provider

[Read the Case Study](#)

21k Files with Sensitive Data Detected from 3M Files Scanned for Efficient Risk Management and Remediation for a Fortune 50 Financial Institution with offices in 50+ countries

[Read the Case Study](#)

40 Petabytes of data migrated, managed, and consolidated with a unified unstructured data management software for Fortune 20 financial services institution

[Read the Case Study](#)

80 billion files of data sprawl – intelligent data management to protect customer privacy and reduce the risk of data exposure for a Fortune 50 U.S. Bank with more than 50M users worldwide

[Read the Case Study](#)

## ► Customer Speak

“

*"Biggest advantage being vendor independent and ease with complex migrations with better data points."*

- Enterprise Architecture and Technology Innovation in the Finance Industry

“

*"Data Dynamics has helped improve our efficiency and effectiveness for data migration and management. By quickly analyzing and filtering data sets, they gave us the perfect control over our data and saved us significant time."*

- CTO in the Services Industry

“

*"It is a very efficient data management tool for companies; you can migrate data and manage it efficiently."*

- Infrastructure and Operations in the Finance Industry

“

*"The high-performance product provides a better analysis of data. A great tool to transfer data between platforms and the team provides Good Customer service."*

- Data and Analytics in the Finance Industry

## ► Awards



Data4Good for Category-  
Affordable and Clean  
Energy - Winner - 2022



Cloud Project of the  
Year - Winner DCS  
2022



Data Centre ICT Storage  
Innovation of the Year -  
Winner DCS 2022



Migration as a Service  
- Gold Stevie Winner  
2022



Big Data Solution -  
Silver Stevie Winner  
2022



Milestone of the Year |  
Customer Growth - Gold  
Globee Winner - Globee 2022



Disruptor Company Award  
for Information Technology  
Software - Globee 2022



Most Innovative Tech  
Company of the Year -  
Globee 2022

## ► The Data Dynamics Difference



Unified unstructured data  
management software



Versatile solutions for  
organization-wide application



Industry-leading training  
and 24\*7 customer support



Enterprise-class scalability  
and flexibility



In-year ROI on software  
investment

## ► Trusted by Global Companies



**300+**  
Customers



**28** of the  
Fortune **100**



Over **400PB**  
of Data Analyzed  
& Migrated



Net Customer  
Retention Rate  
of **160%**



**4.9 out of 5**  
Customer Support  
Rating



**350+ PB**  
Storage  
Optimized



**170+ Years**  
Project Time  
Saved



**\$250+ MM**  
Total Cost of  
Storage Saved

## Contact us

© Data Dynamics 2024 | [www.datadynamicsinc.com](http://www.datadynamicsinc.com) | [solutions@datdyn.com](mailto:solutions@datdyn.com) | (713)-491-4298

[in](#) [@](#) [f](#) [X](#) [v](#)