

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%¹ of banking data is unstructured.
- 70%² 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%³ of its unstructured data is analyzed or used.
- 95%² of executives think their current, old legacy systems and technological capabilities prevent them from optimizing their data for customer-centric growth initiatives.

Source: ¹ [Analytics Insight](#), ² [World Retail Banking Report 2022](#),
³ [Harvard Business Review](#)

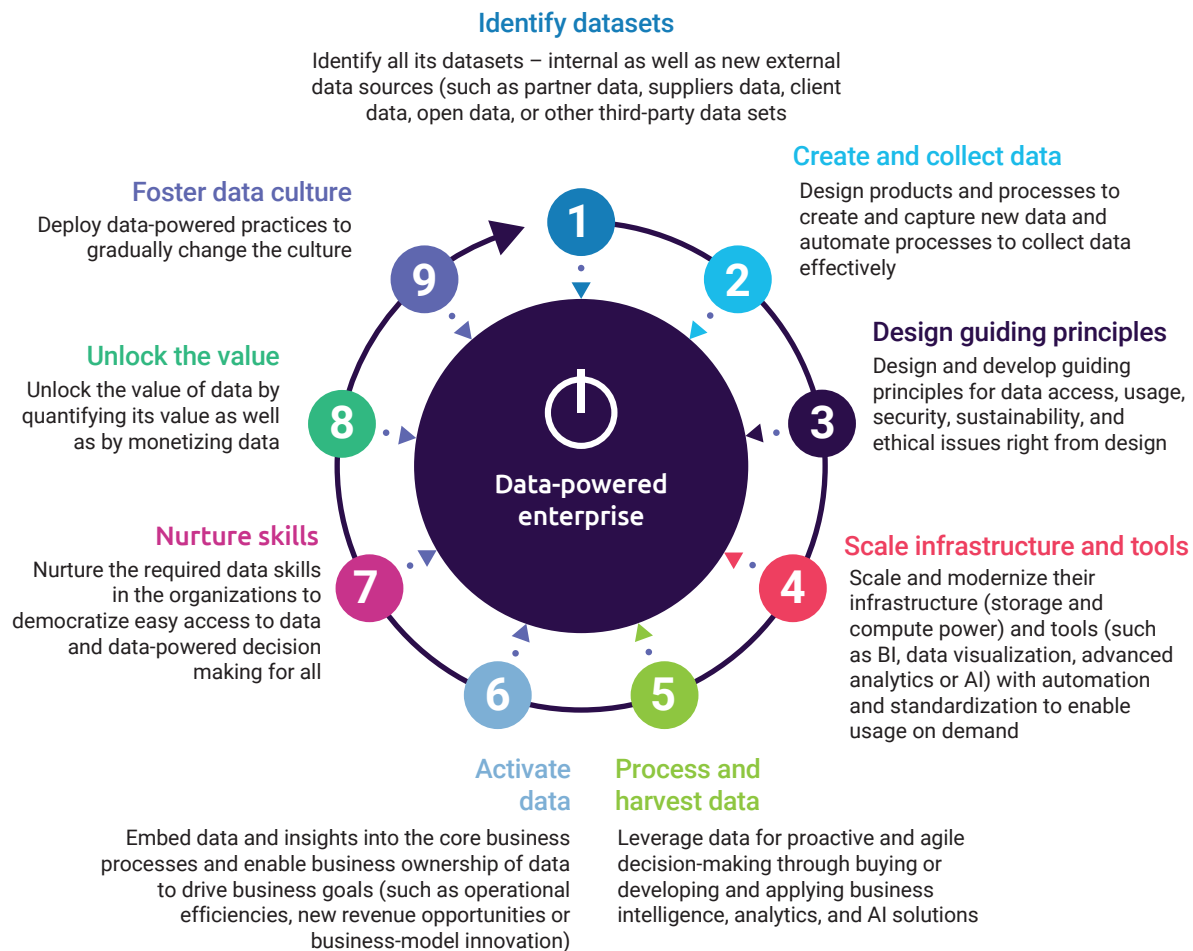
► Structuring the Avalanche of Unstructured Data is the First Step towards Efficient & Effective Data Management

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.

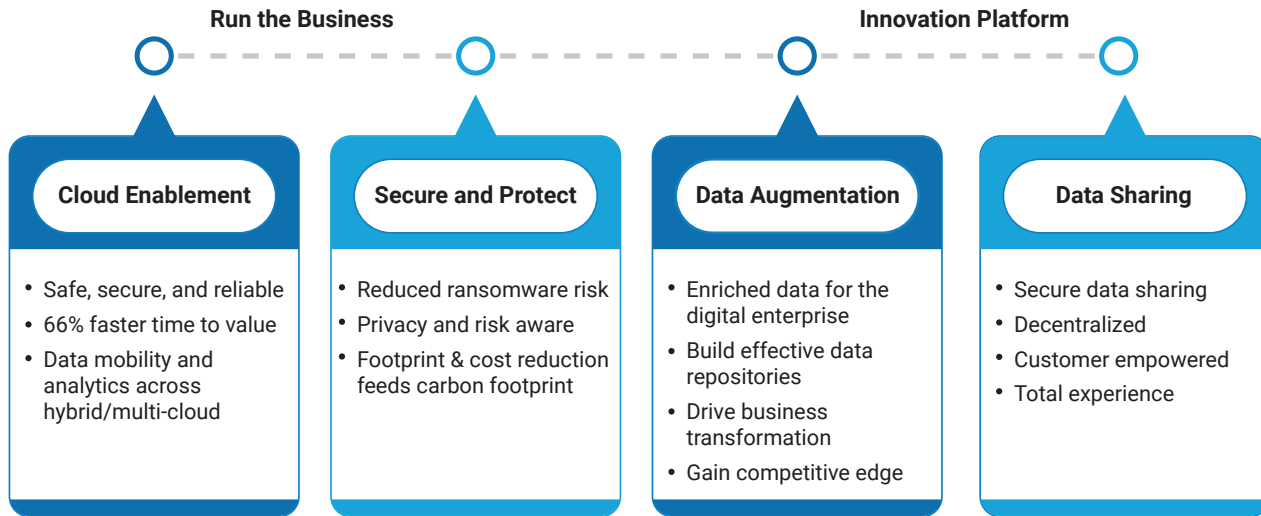
► The Craft of Managing Unstructured Data with a Powerful Team - Utilize Data Dynamics and Capgemini to Enrich the Value of Your Data

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 Platform. Proven in over 28 of the Fortune 100, the Platform uses a blend of automation, AI, ML, and blockchain 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 Platform



► The Platform Encompasses Four Modules:

Module	Mobility	Analytics	Security	Compliance
Capability	<ul style="list-style-type: none"> ► Migration ► Data Pipeline ► Copy and Archive 	<ul style="list-style-type: none"> ► Data Discovery ► Classification ► Index and Search 	<ul style="list-style-type: none"> ► Data Sharing ► Risk Discovery ► Risk Management 	<ul style="list-style-type: none"> ► Privacy ► Governance ► Audit Log
Benefits - Finance	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 Platform 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 Platform to extract the greatest value from data stored in a governed, secured, and optimized manner



10X higher productivity: The analysis of unstructured data through improved automation drives operational efficiency, next-level risk management, and higher productivity.



60% lower total cost of ownership: Consolidating multiple data lakes using data analytics reduces TCO and minimizes the risk of data exposure through efficient identification of sensitive data.



50% data reduction from primary storage and 80% risk mitigation: Implementing intelligent data lifecycle management for dark data results in significant data optimization and improved governance against cyber threats and rogue access



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



200% faster cloud migrations: By migrating the right data to the cloud in an optimized and governed manner, banking & financial services companies can accelerate cloud adoption and develop new technology innovations to meet patient and market demands



In-year ROI on software investment: Storage optimization and risk mitigation create sub-12-month ROI



Empower Data Democratization: Enable enterprises to achieve data democratization by allowing data creators to partake in the value of the data they create

► The Secret to Modern Enterprise Success is Hybridity!

Cloud services are popular among bankers because of their virtually unlimited scalability, and 86%⁴ 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%⁵ annually through 2024, to \$77 billion⁵, compared with a 4.5%⁵ annual increase for overall IT budgets.

Source: ⁴ GFI, ⁵ 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.

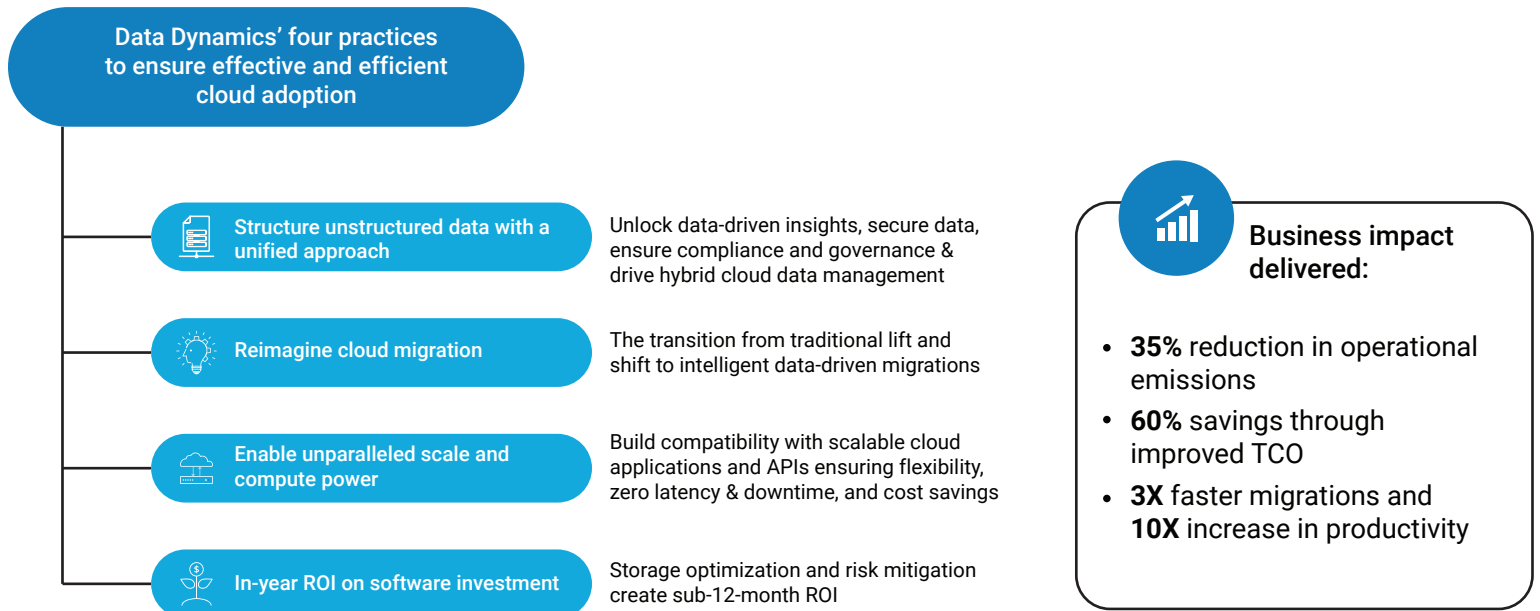
Data Dynamics is collaborating with leading Cloud service providers to build strong cloud foundations, facilitate efficient and effective cloud adoption, reduce risk, ensure compliance, and enable unparalleled scale and compute power. Our goal is to empower enterprise customers to become Data Custodians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

Intelligent Data-Driven Cloud Adoption Framework:

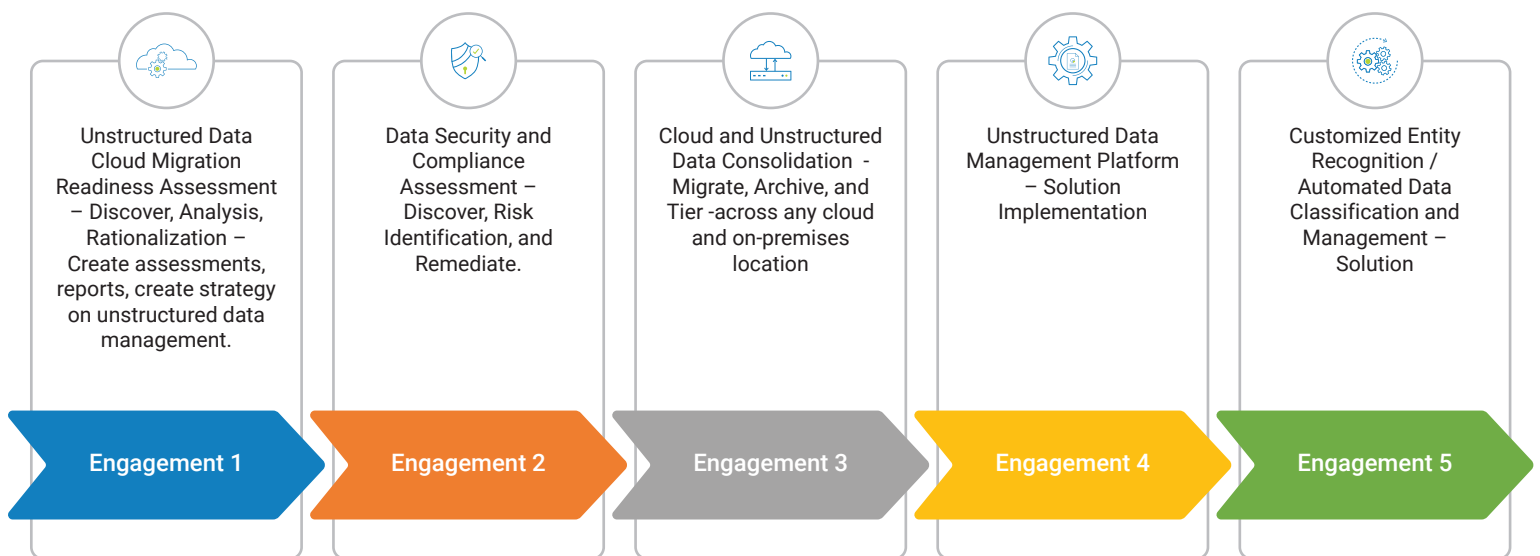


► Reducing Enterprise Carbon Emissions with Intelligent Cloud Adoption

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 platform 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 platform

 Versatile solutions for organization-wide application

 Industry-leading training and 24*7 customer support

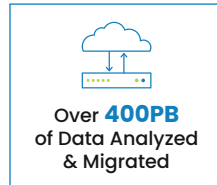
 Enterprise-class scalability and flexibility

 In-year ROI on software investment

Trusted by Global Companies

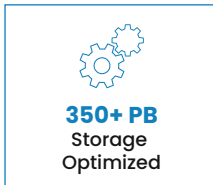
 **300+** Customers

 **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

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