

Information Strategy and Analytics

G-Cloud 15





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1 Service Overview

Capgemini's **Intelligent Enterprise Method** empowers businesses to thrive in the AI era. By combining advanced analytics, automation, and data governance, Capgemini can help organisations unlock the full potential of their data. Capgemini's proven approach accelerates digital transformation, drives innovation, and delivers personalised experiences, making organisations smarter, faster, and future-ready.

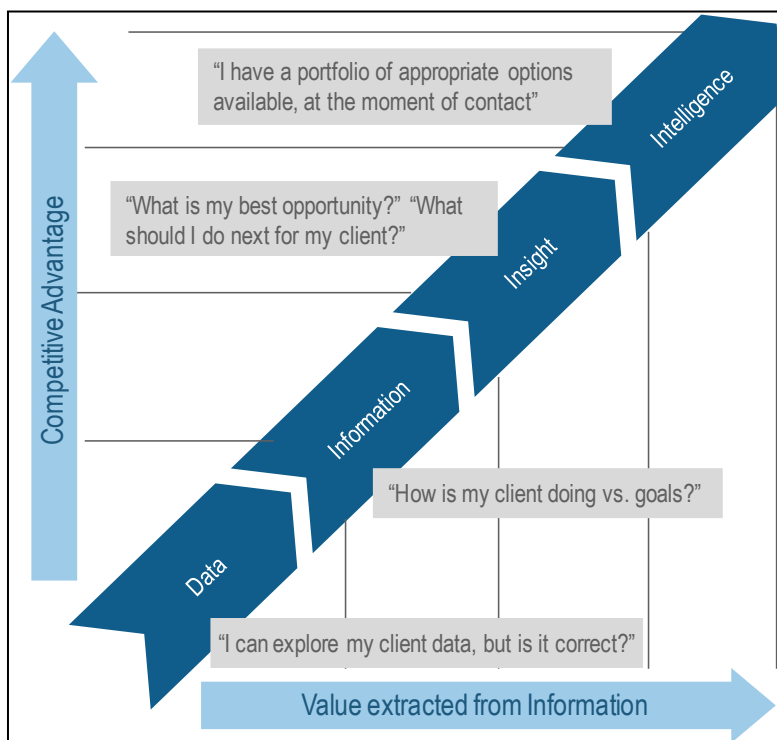
Capgemini can help align information usage with corporate strategy, uncover market opportunities, and optimise data effectiveness, often by up to 27%, as revealed in Capgemini's Information Opportunity Report. Capgemini's approach provides deep insights into business information and operating environments, identifying areas for improvement and prioritisation through Capgemini's Information Value Chain. Capgemini assess information management capabilities and deliver evidence-based recommendations using advanced analytics and AI, enabling structured problem-solving and data-driven decision-making for sustainable growth.

Capgemini offers advanced analytics capabilities across more than 25 countries, enabling global support for business analytics engagements. Capgemini's centralised resource pool provides scalable expertise across sectors and geographies. Capgemini collaborate closely with business stakeholders to tailor analytics solutions, leveraging a blend of cutting-edge technology, AI-driven insights, and human expertise. Additionally, Capgemini's Analytics Centre of Excellence (CoE) establishes best practices and governance across the analytics lifecycle, ensuring consistent delivery, innovation, and measurable business impact.

2 Business Need

Many organisations have yet to fully realize the value of their investments in business information systems. A trusted, holistic view of enterprise data is often hindered by inconsistent standards and a culture that fails to treat information as a strategic asset. Traditionally, businesses focus on people, processes, and technology, but these dimensions are interconnected through information. Without an information-centric approach, they remain fragmented. When harnessed effectively, information becomes the most valuable asset, enabling organisations to be truly data-driven and AI-ready.

Capgemini helps organisations understand how they use information and how to leverage it for business value. Capgemini's Information Strategy and Analytics service supports clients in advancing along the information maturity curve toward becoming intelligent enterprises. Using Capgemini's Intelligent Enterprise (IE) methodology, Capgemini apply a four-level maturity model—Data, Information, Insight, and Intelligence—to assess current capabilities and define a roadmap for transformation. This structured approach ensures organisations can unlock actionable insights, embed AI-driven decision-making, and position information as a core enabler of growth and innovation.



The Information Maturity Model

This diagram is for illustration only and does not represent any obligation or responsibility of Capgemini.

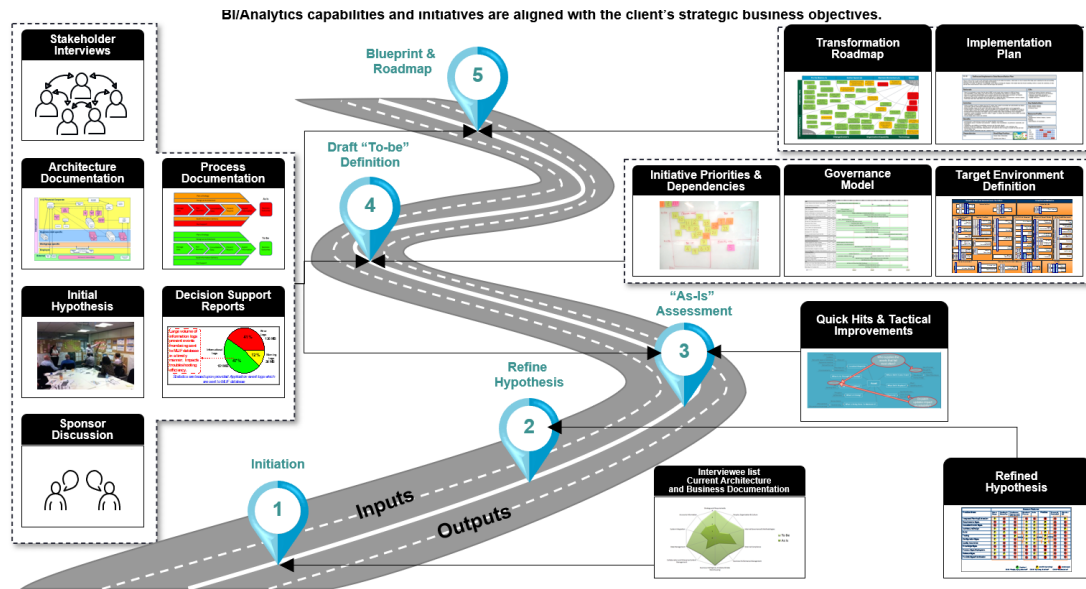
Capgemini's **Intelligent Enterprise (IE) methodology** provides a holistic framework across people, processes, and technology, offering a structured approach to transformation. It enables organisations to:

- Build stakeholder consensus and address information-related challenges
- Assess the value and prioritise critical information issues.
- Map business information initiatives to strategic objectives for measurable impact.

As organisations implement an information strategy at both business and IT levels, the value of their data assets increases significantly. This approach also enhances agility and readiness to respond to new information requests, while embedding AI-driven insights for smarter decision-making and continuous innovation.

3 Our Approach

A robust Data Strategy is essential for organisations to transform data into a strategic asset, ensuring trust, accessibility, and compliance. It provides a clear framework for managing data across people, processes, and technology, enabling consistent governance and quality. With the rise of AI, a well-defined Data Strategy becomes critical for powering advanced analytics, machine learning, and automation. It ensures data is accurate, integrated, and ethically managed, allowing businesses to unlock predictive insights, drive innovation, and make faster, smarter decisions. Ultimately, Data Strategy is the foundation for becoming an intelligent, AI-ready enterprise.



Capgemini's Data Strategy helps organisations treat data as a strategic asset, aligning information management with business objectives and enabling AI-driven transformation. It provides a structured framework to improve data governance, quality, and accessibility while embedding advanced analytics and automation. Using the **Intelligent Enterprise methodology**, Capgemini assesses data maturity across four levels—Data, Information, Insight, and Intelligence—and defines a roadmap for achieving trusted, integrated, and AI-ready data ecosystems. This approach ensures compliance, accelerates decision-making, and unlocks predictive insights for sustainable growth.

- 1. Initiation** – Inputs include stakeholder interviews, sponsor discussions, architecture and process documentation, and initial hypotheses.
- 2. Refine Hypothesis** – Outputs involve decision support reports and refined hypotheses based on early analysis.
- 3. "As-Is" Assessment** – Current state evaluation, quick wins, and tactical improvements identified.
- 4. Draft "To-Be" Definition** – Future-state design with initiative priorities, governance models, and target environment definition.
- 5. Blueprint & Roadmap** – Final deliverables include transformation roadmap and implementation plan.

Throughout the process, **AI and advanced analytics** play a critical role in hypothesis refinement, predictive insights, and decision support. This structured methodology ensures alignment with business goals, accelerates data-driven transformation, and builds readiness for AI-enabled operations.

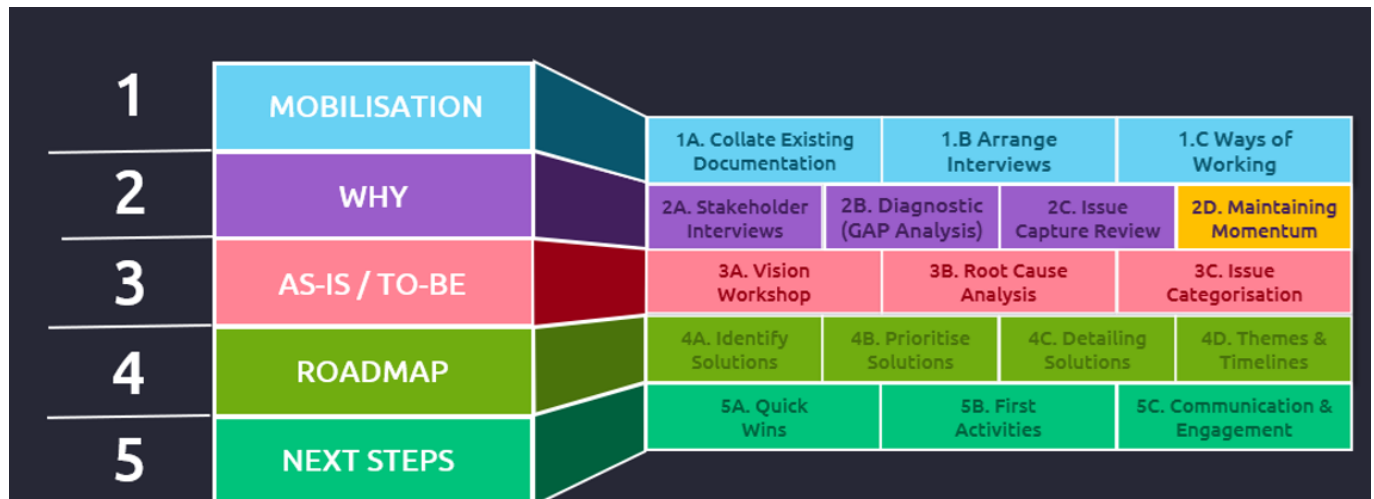
3.1 Data Strategy

Capgemini understands that achieving effective **Information Governance (IG)** is increasingly complex due to growing organisational and customer demands for trusted, actionable data. Capgemini helps organisations realign IG with corporate strategy while maturing and refining information management (IM) practices and capabilities. This leads to improved data quality, enhanced accessibility, and greater confidence in decision-making. By embedding AI-driven analytics, organisations can unlock predictive insights for asset health, performance, and maintenance, enabling smarter operations and assured compliance.

Capgemini's objective is to establish an IG framework aligned with business strategy and organisational structure, empowering managers to make informed IM decisions and enabling automation of data-dependent



workflows through straight-through processing. Capgemini develops IM practices within this governance structure, creating measurable capabilities that improve efficiency and effectiveness.



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Using Capgemini's **Intelligent Enterprise (IE) methodology**, Capgemini provide a clear view of clients' current information environment and identify areas for improvement. Through in-depth assessments, Capgemini evaluate IG and IM maturity using a proven capability model and deliver actionable insights. Capgemini also support the development of business and investment cases for IG and IM initiatives.

Recognised by Gartner, Capgemini's IE methodology delivers a value-driven roadmap for transformation. Our engagements are backed by extensive experience in implementing technology and IM solutions, ensuring organisations are equipped for AI-powered innovation and sustainable growth.

4 Buyer Responsibilities

Please refer to the Supplier Terms listed with this service on the Platform. These may contain additional Buyer obligations/costs the Buyer is subject to that are not identified anywhere else in the Supplier's Application or on the Platform.

The Buyer responsibilities as part of this service are as follows:

- Buyer must ensure a project owner is available and empowered to make decisions when requested by the project delivery team, in a timely fashion.
- Buyer must ensure that changes to project goals are documented and communicated to the project delivery team, in a timely fashion.
- Buyer should ensure that the project owner attends regular project progress meetings.
- Buyer must provide access to the necessary data owners and documentation for the data sources involved.

If these responsibilities do not match your expectations, then please contact us in order that we can explore options to vary our approach.

5 Service Management

Not applicable



6 Protection of Data

This service is based on a security classification of 'Official', however should you have a requirement for a different security classification that you would like us to consider, please contact us to discuss.

7 On-boarding and Off-boarding

Capgemini shall undertake on-boarding and off-boarding activities agreed within the Order Form (including as a minimum an exit plan in line with the Call-Off Contract terms) which will be charged for in accordance with the Pricing section for this service.

8 Skills and Knowledge Transfer

Capgemini recognises that skills and knowledge transfer is a critical element in the provision of G-Cloud services to public sector clients. Where possible and applicable, this forms part of the delivery plan for the service agreed at the start of the engagement. Our consultants and engineers are experienced in providing skills and knowledge transfer for major private and public sector clients.

Where appropriate, we may use a standard approach, tailored to topic, skills-gap and individual, to ensure consistency and effectiveness. The approach, Capgemini's Assess-Plan-Implement framework, has been used repeatedly by our teams to structure the work involved in transferring skills and creating new teams capable of driving and sustaining change long after the end of the formal programme. The framework can be applied throughout a project to understand knowledge transfer objectives, plan training delivery methods and materials, and deliver and evaluate success.

9 Vendor Accreditations/Awards



For the 13th year in a row, Capgemini has been recognised as one of the World's Most Ethical Companies® by the Ethisphere® Institute. This is an acknowledgement of our ethical culture that makes us an employer of choice and responsible player in the eyes of our clients, shareholders, and the wider community.

10 Sub-contractors

Capgemini UK may use the following subcontractors to deliver this service:

- Capgemini Technology Services India Limited.

11 Business Continuity and Disaster Recovery

No disaster recovery plan is provided as part of these Services.



12 Pricing

This service is priced in accordance with the SFIA Rate Card attached. Capgemini can also provide offshore resources at reduced rates where appropriate. Projects can be priced either on a Time & Materials or Fixed Price basis.

13 Ordering and Invoicing

Please refer to the Supplier Terms for this service.

We would be pleased to arrange a call or meeting to discuss your requirements of our service in more detail.

14 Termination Terms

Please refer to the Supplier Terms for this service.

15 Further Information

For more information about this or any of our G-Cloud services, please contact our Public Sector Team.

Phone: 0370 904 4858

Email: publicsector.opps.uk@capgemini.com including the following information:

1. The name of this service.
2. The name of your organisation.
3. Your name and contact details.
4. A brief description of your business situation.
5. Your preferred timescales for starting the work.

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, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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