Data2Diamonds
Delivering valuable business insights

The digital world has become too complex and dynamic to navigate based on past experience and gut feeling alone. Making effective use of exponentially growing data has become paramount for frontrunners in industry and government. CGI's Data2Diamonds book provides a guide to the world of data and analytics and explains how organizations can use best practices and a proven methodology to improve, innovate and outperform the competition.

Discovering the diamonds

Data2Diamonds is CGI's methodology for the design and implementation of data analytics, an umbrella term for the broad area of technology and applications related to getting business value from data. This ranges from data warehousing and reporting, to advanced analytics such as predictive, prescriptive and cognitive analytics.

The essential idea of Data2Diamonds is that data contains valuable insights ("diamonds") that can produce business improvements when put to work. The more high-quality data you can access, and the better you can analyze it, the greater the potential for value.

Data2Diamonds Book

Our popular Data2Diamonds Book represents the collective capabilities and experience of our data analytics practice and community, including our clients with whom we share and build this experience. It is part of our thought leadership series providing guidance for information management, business intelligence and analytics.

The starting point comes from the key challenges and opportunities we discuss with our clients in this field, and why data analytics can provide significant value in addressing them. We showcase the business value realized in a wide range of industries and business functions, featuring case studies derived from CGI client engagements. We also define the core capabilities needed to succeed in data and analytics initiatives. Throughout this book, we share CGI's best practices based on 5,500 members working with clients on data and analytics initiatives on a daily basis.
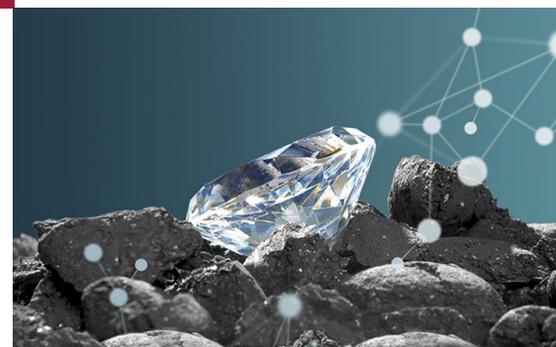
DATA2DIAMONDS SERVICES

- **D2D Quick Scan** measures the maturity and quality of your existing landscape, involving all relevant stakeholders from the IT, analytics and business sides of the organization. This results in a shared understanding, a baseline for measuring future performance and recommendations for improvements.

- **D2D Proof of Value** provides visibility and awareness into the value of the data and analytics use case of your choice. We provide an expert overview of solutions and benefits, enabling you to discover the potential business value, address challenges with key stakeholders, and establish a shared view of the business case. We test the use case in our lab, delivering results within 4 to 6 weeks.

- **D2D Roadmap** offers a balanced approach to building your roadmap for success in data and analytics, addressing key elements such as: reducing total cost of ownership, improving quality of service, and embracing industry and technology trends.

The book presents key factors and requirements for realizing value from data in today's digital world. Chapters include:

- Turning data into insights
- Industry focus (financial services; health and human services; manufacturing, retail and distribution; government; energy and utilities; communications and transport/logistics)
- The power of customer data
- Improving performance with analytics
- Getting value from device data
- Organizing for analytics excellence
- Managing data as an asset
- Data and analytics architecture
- Data that is trusted and secure

Our D2D methodology not only is represented in our book, but also is applied every day by a vibrant worldwide ecosystem of clients and partners. It continues to evolve through the sharing and implementation of best practices, and serves as an active knowledgebase for clients, partners and members of CGI.

We look forward to working with you, transforming your data into diamonds.

ABOUT CGI

Founded in 1976, CGI is one of the world's largest IT and business consulting services firms. We help clients achieve their goals, including becoming customer-centric digital organizations, through high-end IT and business consulting, systems integration and outsourcing services combined with a unique client proximity model and global center of excellence network.

We welcome the opportunity to help your organization transform data into diamonds. For more information, please visit **cgi.com/data-analytics** or email **info@cgi.com**

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