

EVIDEN

**Create business  
value through  
better insights  
out of data**

an atos business

## How could you improve your turnover or your cost efficiencies? Do you have the right insights for better decision making or improved customer insights? All such questions rely on insights that you create out of your data. But are you able to?

Organisations need to leverage their data in a strategic way to remain competitive in today's market environment. Whether its having the right customer insights to improve sales effectiveness, having efficient operations with intelligent and learning processes or using data for better business decision making, organisations are challenged to continuously improve the way they have done business.

But organisations fail to utilise their data to the fullest as data is kept in silos with lack of cross-usage. Organisations tend to focus on a "technology-first" approach, thinking nowadays disruptive technologies will solve it all. However, digital maturity in organisations is skewed. The organisation's structure is not built for the digital era, business processes do not support

digitalisation, people are not skilled and trained to work with digital products and technologies are chosen without validating them against business needs.

Businesses need to transform themselves and need to become digital. Digital Transformation refers to the evolution of an organisation to utilise the latest digital technologies and innovations to gain value out of data. Digital Transformation never ends, it is an ongoing journey as it unfolds itself alongside the rapidly changing nature of technologies and the changes organisations are faced with. To keep up with these ongoing disruptions, intelligent investment in Digital Transformation is the only way to harvest improved business value out of data.



Businesses with low digital maturity trying to adopt disruptive technologies, hoping technology will solve their issues fail, as the organisation, the business processes and the people cannot adopt these new technologies effectively. Companies having silos of information systems do not share data and fail to gain valuable business insights. In addition, IT departments with a primary focus on technology fail to bring the potential business value. A data-driven business approach with a strong focus on improving an organisation's digital maturity in all domains will help to improve this.

We offer a data-centric business approach in which business use cases go hand-in-hand with technology choices. We focus on improving an organisation's digital maturity by aligning organisation structure, business processes, people and technologies with the ambitions defined in their digital strategy. Our Data Strategy, Data Governance and Data Management services are some of our key offerings to help organisations making their data available for improved insights. With our Business Intelligence, Advanced Analytics and AI/ML services we further support our customers creating tangible business benefits and use the data to its full potential to cope with nowadays challenging markets.

# Digital services



## Digital Journey Approach

a business-driven data-centric approach in which realisation of a prioritised business use case roadmap go hand-in-hand with technology choices through a flexible and scalable approach to cost-effective realise tangible business value in an early stage. This includes our Digital Maturity Assessment.



## Data Strategy

a consulting service to support organisation to embed data in every decision, interaction, and process. A successful Data Strategy encompasses people, processes, partners, technology, and things, and improves the capabilities to become a data-driven enterprise. This includes our Data Maturity Assessment.



## Data Governance

services, which focusses on defining roles and responsibilities enabling an organisation to break data silos, federate data to the fullest and improve data quality.



## Data Management

services, which operationalise and executes the designed Data Governance artifacts like data architectures, data lineage and data quality tooling and processes and the effective operationalisation of data usage.



## Business Intelligence

services, to support information-led decision-making through automated, scalable, and trusted business dashboards and reports, enabling every employee in an organisation to make data-driven business decisions.

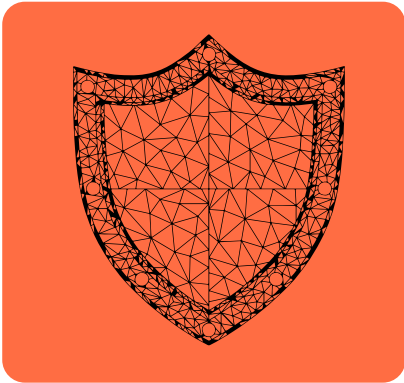


## Artificial Intelligence

services, to support organisations to go beyond descriptive and diagnostic, "what has happened and why", towards predictive and prescriptive, "what will happen next, how can I prevent it from happening and what should I do now".



# Outcomes



- Aligned organisation structure, business processes, people skills and technology choices to their Digital Strategy.
- Cross-domain insights through shared data, adding value to all domains through re-use of trusted data.
- A foundation for Advanced Analytics and Artificial Intelligence, enabling realisation of use cases which add value and create innovative products and services.



# Brands we have supported



- Digital transformation program by applying advanced analytics to patient data for NHS Wales in UK to demonstrate the value that can be gained from linking, processing, and analysing various structured and unstructured datasets.
- Building a Data Office for SNCF in France to improve their Data Quality and Data Availability across silos and gain better business insights.
- Applying DataOps and MLOps at Rabobank Netherlands within their AI/ML program to productionise ML models in operation for business use cases like fraud detection and anti-money laundering.
- Designing, organising, and running a company-wide AI/ML Intelligent Automation program at Satair in Denmark to automate and improve their customer order fulfilment process.
- Supporting T-Mobile in the Netherlands with their Conversational AI program around chatbots to improve their customer satisfaction.

“ Essential in a successful Digital Transformation is having a balanced Digital Maturity throughout your organisation. Our Digital Journey Approach includes this assessment, and every next step is focussed on creating business value through a prioritised business use cases roadmap, identifying quick wins, big wins, and strategic wins. Engage us to support you in realising your digital strategy with a data-driven business approach. ”

**Bert Wissink**, Competency Leader Global DTC Insight

Our 1.800 digital transformation consultants are helping visionary organizations step into a confident digital future. Supremely pragmatic, this is about making positive change happen: life is not an academic exercise.



### **Bert Wissink**

Global Presales & Competency Leader for Insight  
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### Competency brochures:



DTC – General brochure about our services



Digital Technology Strategy & Innovation



DPAE Process Excellence



Digital Organisational Change Management



DSIE Strategy & Digital transformation



DSIE Insight



DPAE Process Automation



DIA

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