



# CGI Data Services

Maximizing the value of  
your data



# Your data is your past, present and future

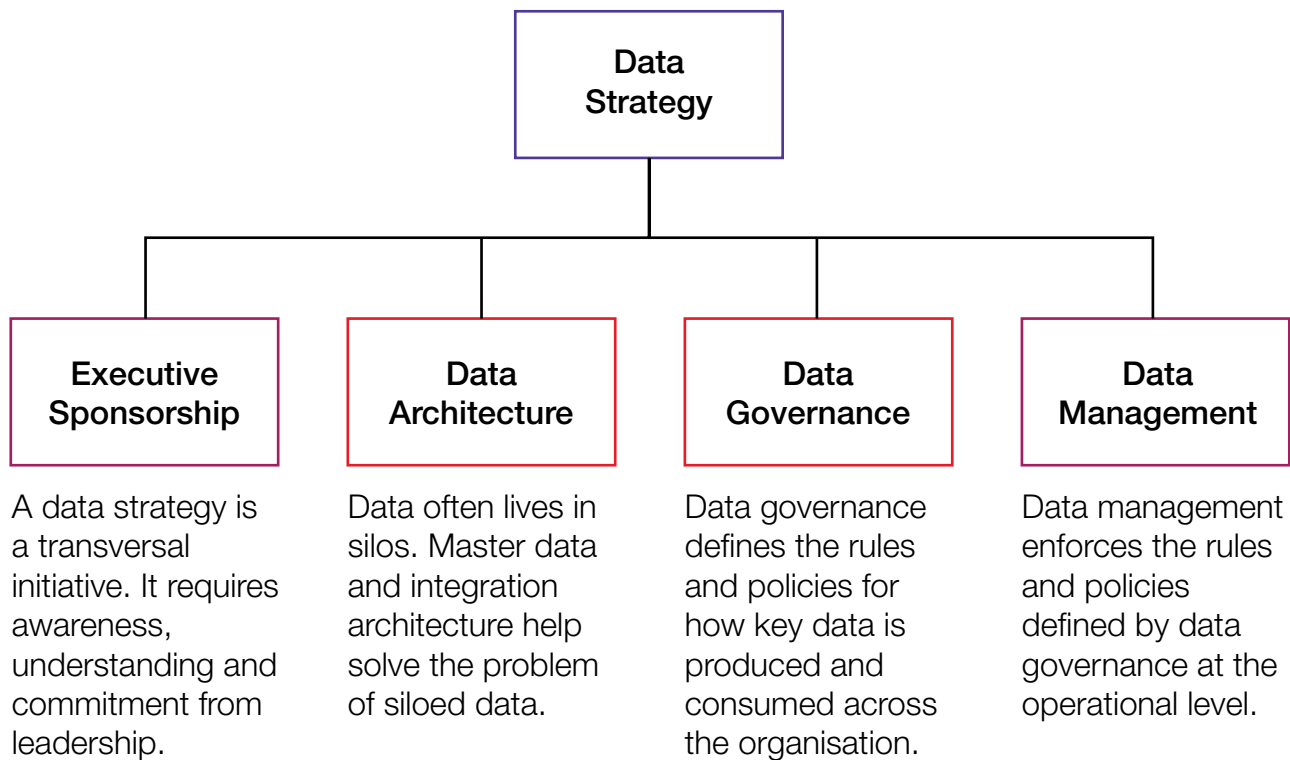
Every business produces and consumes data. It is at the core of daily operations and strategic decisions, it is the basis for your regulatory compliance, and it will undoubtedly provide the insights for your future business developments.

Properly collecting, managing, distributing and securing data is essential for your organization to meet its strategic and operational objectives, as well as its legal obligations. Your data is one of your company's biggest assets and properly managing it requires a data strategy.

# Recognizing the benefits of data strategy

A data strategy is an enterprise-level plan that aims to maximize the value of an organization's data, while minimizing risk of data misuse or loss, and its potential legal implications. It is a vision that outlines how data will be collected, stored, managed, shared and used.

A data strategy is aligned with a business strategy and is designed to support it where it is needed. This means that a successful data strategy does not exist as a separate "thing", it is embedded in daily operations. A data strategy involves the following building blocks:





A data strategy resolves the problem of fragmented systems and organizational silos: HR, finance, sales, marketing, procurement, planning, production, legal services, IT, etc. all own and manage data that at some point needs to be shared with other departments, teams or partners in order for the company to function properly as a whole. Bringing all business processes together through a data strategy results in:

- **Better customer insights :** Customers' purchase histories and demographics can provide insights into what they might buy next.
- **Improved products & services :** Collecting data – for instance through connected devices – on how your products are consumed is key to making them better.

- **More informed decisions :** Such as increasing employee retention through more relevant development programs and benefits.
- **Operational excellence :** Your business runs optimally when all its components are connected to a reliable “information grid” that powers daily activities. No reporting errors, no missing data.
- **Cost-efficient change :** Change is a given. A solid data architecture will greatly ease the pain of updating or extending your IT ecosystem to fit new requirements.
- **Compliance readiness :** A data strategy makes it easier to comply with data protection laws and provide reliable reporting to regulatory authorities.

## What are the risks of not having a data strategy?

Organizations that fail to properly assess data challenges and opportunities are at risk of:

- Increased cost of business operations due to poor communication and mistakes;
- Missed business opportunities such as failure to uncover trends in marketing data;
- Increased cost of IT maintenance due to poor integration and data accessibility;
- Lack of ownership and accountability regarding the quality of the data being produced;
- Potential fines due to inaccurate compliance reporting or breaches of personal data (GDPR).

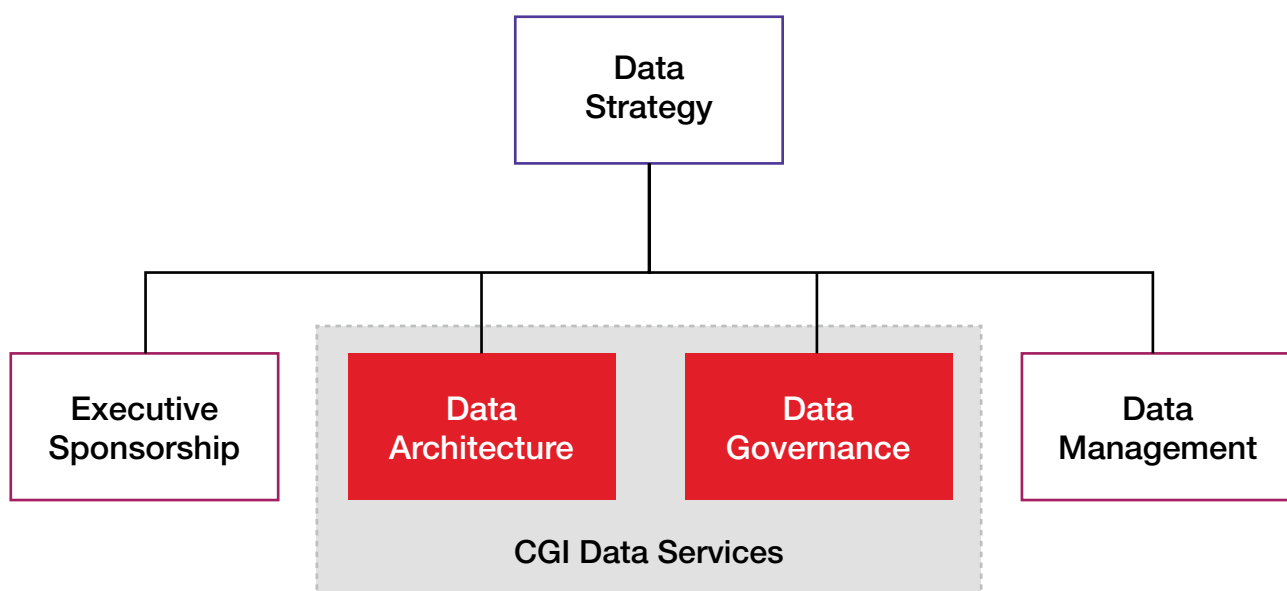
# Addressing the challenges of a data strategy

Technology is the easy part of implementing any organizational strategy. Many companies have awareness of data management or quality issues at a localized level (department, team), and tend to address these problems mostly independently of one another, without a solid data foundation to build on.

For instance, many data “improvement” projects, such as data replication interfaces or self-service reporting solutions, will imply or assume a number of activities that are required for successful implementation. However, they often do not establish who will perform these activities, according to which process, or under whose responsibility (in other words, they don’t define the Governance model); nor do they consider how the technical solution and its data sources fit into a cohesive architectural whole (in other words, they don’t define the Architecture model).

## Implementing a reliable data strategy with CGI Data Services

CGI Data Services are high-end data governance and data architecture consultancy services provided by a team of business, functional and technical experts. While data governance and data architecture are the two main cornerstones of a data strategy, these are often considered as by-products of technical implementation projects. CGI Data Services provides you with a clear and actionable roadmap that ensures all data initiatives are tied together in a comprehensive enterprise-wide plan.



# Data architecture

Data architecture supports an organization's data objectives through technology. It ensures that the application portfolio meets business requirements, is extensible and limits the cost of change or replacement.



## Master data model

We help you design the best Master Data solution for your system architecture, reusing existing elements of the application portfolio wherever possible.

### Benefits

Implementation cost (licensing, development) is limited through appropriate reuse. The impact of change is low from a technological adoption perspective.

## Data replication

We design or upgrade your data integration pipelines, leveraging real-time (pub/sub) and batch replication across applications to ensure systems, teams and processes remain in sync.

### Benefits

Your teams have access to the latest data when they need it, from the applications that they need it in. Key reports and figures are consistent.

## Data distribution

A data API provides a standardized and secure entry point for all key enterprise datasets. These can be consumed by any application, within or outside your organization.

### Benefits

The abstraction layer formed by the API makes maintenance and integration easier, effectively lowering the maintenance cost of the application portfolio.

# Data governance

Data governance defines roles, responsibilities and processes that ensure accountability and ownership of data assets across the enterprise. It must be seen as an active component of change management rather than as an independent domain.

Responsibilities	Quality rules	Operations
<p>We help define required roles and responsibilities to effectively manage your data. We focus on pragmatic solutions that leverage your existing resources and organizational model.</p>	<p>We ensure baseline data quality rules are defined where they matter most, considering end-to-end business processes and transversal data quality requirements.</p>	<p>We advise on the practical aspects of embedding data management in business and IT operations, to meet your objectives without creating excessive overhead.</p>
Benefits	Benefits	Benefits
<p>Data responsibility and accountability allows you to implement a practical and business-driven vision of data in your organization.</p>	<p>The gaps in data quality are identified from the business perspective, and expressed in a way that enables a degree of automated control and monitoring.</p>	<p>Data incidents and problems are recorded in adequate tooling and discussed, resolved and escalated according to a simple and clear process.</p>

## Contact us today

There is no one-size-fits all data strategy. Where to start depends on where you already are and where you want to go. We aim to offer you measurable results and a fully-tailored solution to your data requirements based on your specific challenges and business objectives.

For more information, visit [cgi.com](http://cgi.com) or contact us at [info@cgi.com](mailto:info@cgi.com).





## About CGI

### **Insights you can act on**

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 77,000 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

[cgi.com](https://www.cgi.com)

