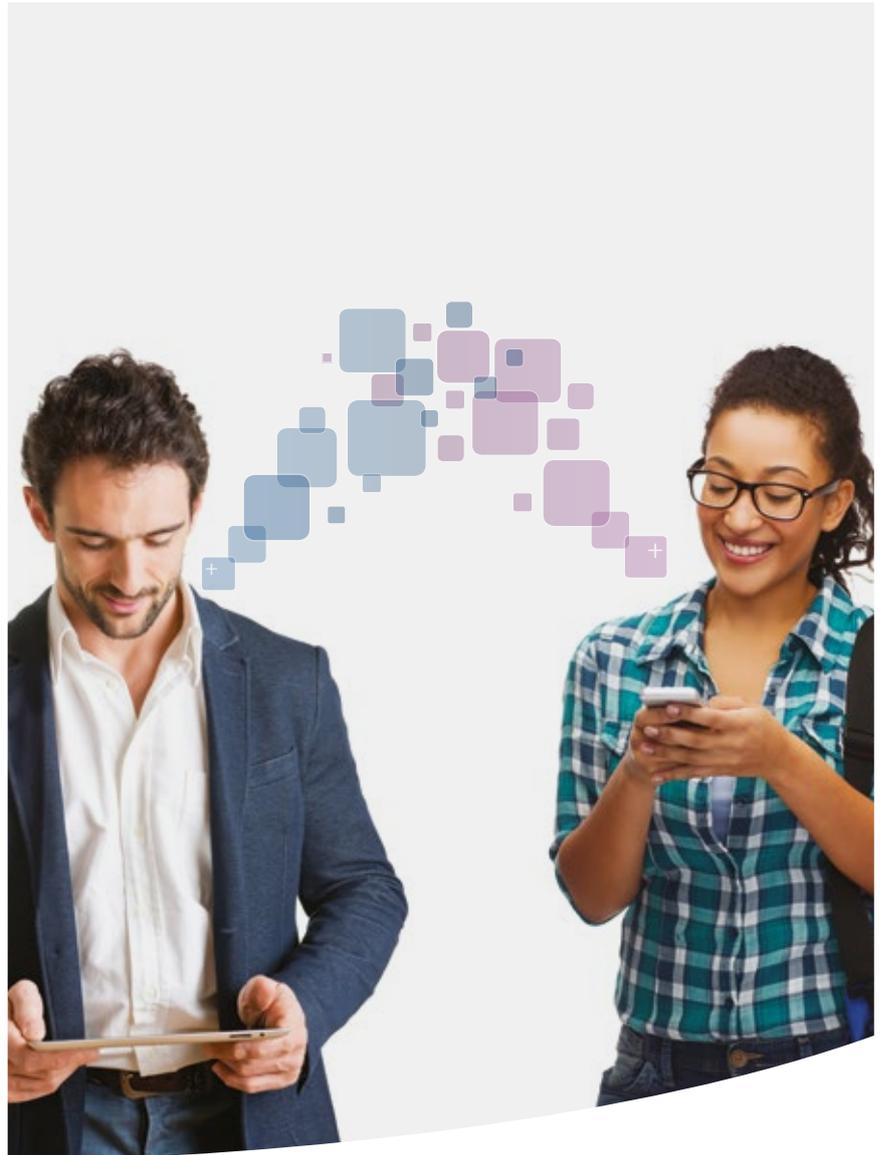


Maximising the value of the personal data opportunity

*Turning consumer empowerment
into competitive advantage*



The world of personal information is changing fast. Public opinion, technology, services and legislation are converging to create a consumer-empowered, data-rich landscape. There's an untapped market opportunity estimated at £16.5 billion* in the UK alone for those organisations able to adapt and respond to new demands for managing, using and sharing personal data.

* As presented in the Ctrl-Shift report 'Personal Information Management Services': An analysis of an emerging market', June 2014



The new face of customer engagement

The recent UK Government midata initiative, along with impending EU legislation, is changing the way businesses manage their personalised marketing and customer engagement. Taking the right steps now will ensure the new era in personal information works for both you and your customers.

Putting consumers in charge of their personal data will significantly impact business processes and operating models, operations and IT systems. Businesses will have to be able to standardise, release, and protect the data they've collected on their customers. They must ensure that this data is in reusable, machine-readable form in an open standard format. Customers will increasingly expect to be able to access the data and use it for their own purposes.

EU legislation will share the core midata principles from the UK. And whilst this legislation will focus on regulated industries, customers of every company will expect compliance with these principles in response to the shift in control over personal information. Thus responding to this shift is not just about compliance: it's an opportunity to engage with customers in a new way, to innovate and gain competitive advantage. That's because the changes present a major opportunity for businesses to gain greater insight into their customers' needs.

Getting ready for change

Whether your objective is compliance, innovation, or both, it's likely that you're going to need time to prepare commercially, culturally, operationally and technically. You will also want to take your customers on a new engagement journey. So don't leave your personal data project until the last minute.

As a trusted transformation partner to organisations in both the private and public sectors, Sopra Steria has joined forces with Ctrl-Shift, the world's leading market analyst and consulting business helping organisations to capitalise on the opportunities arising from a new personal information economy. Together we are providing an exciting proposition to get you ahead of the personal data curve. Our Customer Information Lab will help you identify the opportunities for your individual business and how best to seize them to get ahead of your competitors, differentiate your brand and gain commercial advantages.

The following pages explain what the Customer Information Lab can do for you. Discover how Sopra Steria's unique partnership with Ctrl-Shift, who led the midata Innovation Lab (mIL) with the UK Department of Business, Innovation & Skills, makes sense of the personal information revolution and helps to create new business propositions that feed on its energy.

Why do personal information strategies matter?

People are becoming less and less willing to share personal information with brands. This is being prompted by growing concerns over data privacy, aided by the numerous issues reported in the media over recent years. There is also an increasing public awareness of the magnitude of personal data that can be collected. Businesses will have to rethink the way they leverage information about their customers. Yet research also shows that consumers are more willing for their information to be used if this benefits them, such as in the form of a discount or tailored offers.

So customers will share more information and co-operate positively with brands they trust and which are seen to add value. However, those same customers can also walk away from brands failing to embrace the changing landscape of personal information. This failure to respond is likely to throttle back the flow of marketing messages reaching customers and any future sales that would have ensued.

New intermediaries will benefit from the power placed in consumers' hands. They will offer to seek the best deals based on a customer's individual stated preferences and needs, threatening the relationship brands enjoy today with their customers.



Wide-ranging benefits

This new-found consumer power doesn't have to be a threat and success will be built on more than just compliance. It's about adopting a customer-centric engagement model alongside compliance-driven activities.

First and foremost, the best response to the personal information revolution will be one that puts customer trust, permissions and control at the helm. It will view data as a way to add value for customers, allowing brands to put their customer relationships on a firm footing to reap diverse competitive advantages, including the following:

Growth in customer trust and loyalty

- Sustained personal engagement and repeated success in meeting exact customer needs and wants will generate trust, which in turn leads to loyalty.

Increased customer knowledge

- Making data accessible to customers will support a trusted relationship where your customers can share more of their information for additional value/ personalised offers.

More efficient and cost effective customer engagement

- Targeted and personalised offers will both reduce your marketing cost and improve your Return on Investment. .
- As your engagement with customers improves, built on effective personal data management, the cost to serve will reduce.

Increased cross-sell and upsell opportunities, as well as extended customer life-time value

- The analysis of volunteered customer data can help organisations return personalised, relevant and timely information and offers that lead to increased sales as customers see the value in taking up the offers to fulfil their personal needs/ wants.
- Sustained personal, relevant and timely engagement at an individual level generates long-term loyalty, which is likely to lead to increased revenue.

Facilitated engagement

- An accurate understanding of customer preferences and needs played back to them with messages that demonstrate the desire to help them find solutions to their problems or goals can build rapport and trust (ensuring the messages aren't 'pushy' sales communications).
- Focusing on the preferences of a market or targeted customer segments can help identify opportunities for improvement and efficiencies in the engagement model.

Increased recommendations and brand value

- Customers who trust a brand or a supplier share their views with their community and through Social Media, spreading the organisation's brand image and generating recommendations.

It's clear that a new approach to managing personal data matters. The Customer Information Lab can help you kick start the transformation required to bring your business into the new age of personal information.

How does the Customer Information Lab help?

The Customer Information Lab is a safe and facilitated environment within which businesses can explore both the impact of forthcoming regulations and how to create competitive advantage out of new and disruptive personal information models. It is a great opportunity to understand and learn from the rapid innovation transforming personal information usage, taking it beyond compliance to new and trusting customer relationships.

The Customer Information Lab helps to create a common understanding and drives innovation. It offers insight into the customer information revolution underway and creates a tailored roadmap supporting the changes needed in response to the personal data challenge - and helps you avoid cultural and corporate minefields.

Impact of compliance

The Customer Information Lab is an opportunity to ask (and answer) the most important questions about any forthcoming EU regulation of customer data, such as the following:

- **What data must/ could be returned to customers?**
- **Where does the data reside? Which is the master source? What state is the data in?**
- **What format will the data be presented in and through which platform to enable customers to access and use it?**
- **How can security and privacy of data be ensured to put customers' minds at rest and support a valued exchange between your business and your customers?**

Exploring competitive advantage

The Customer Information Lab also prepares organisations for the creation of new business propositions to deliver competitive advantage. It asks what needs to be done to enhance the return of data and support the building of trust needed to drive customer loyalty in an ever competitive world:

- **How can the return of information to customers be leveraged to increase competitive edge?**
- **What propositions could be designed around customer information to serve both customers' purposes and the organisation's vision?**
- **What value can be added to the data? To meet what purpose?**
- **What innovation can bring increased opportunities for dialogue between consumers and organisations?**

“ The Customer Information Lab helps to create a common understanding and language and drives innovation.”

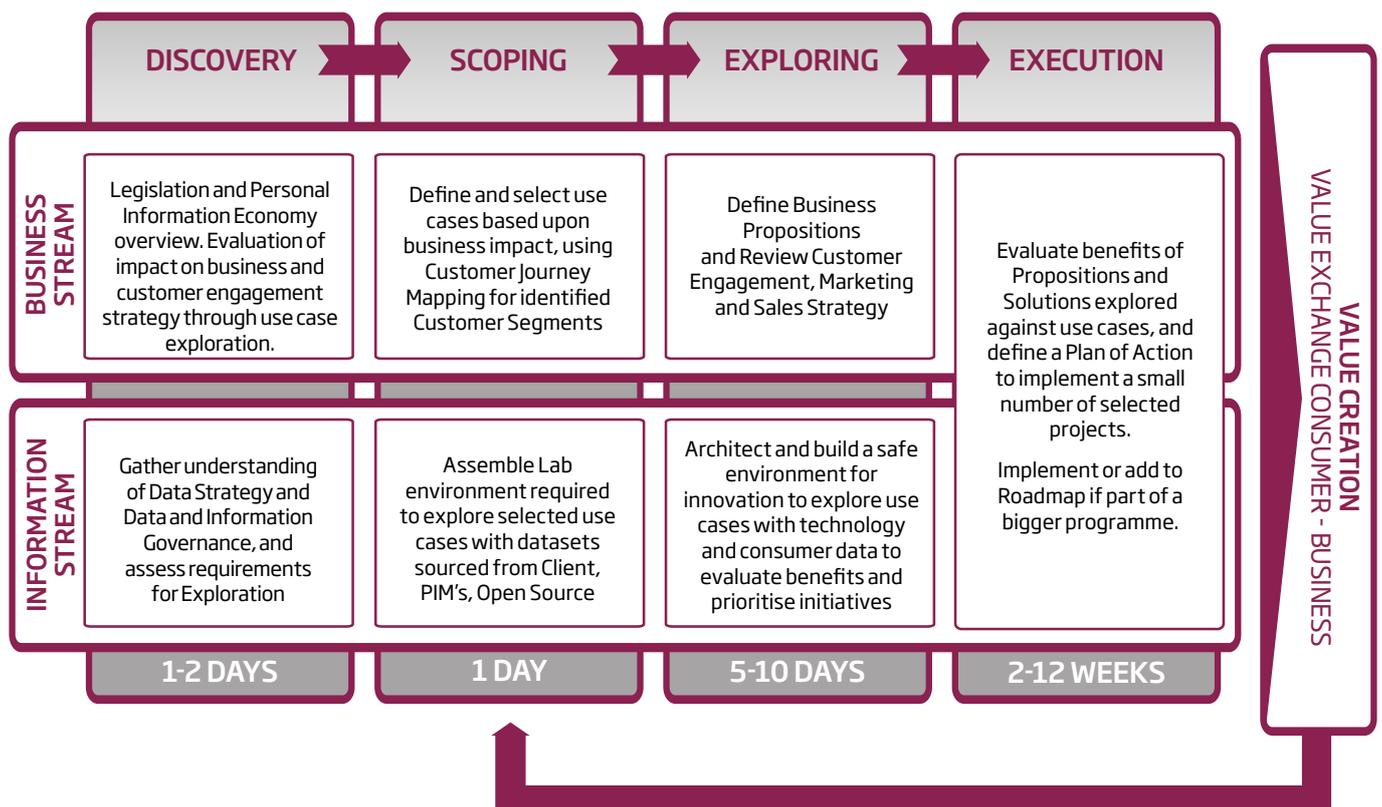


Tailored to your business

A Customer Information Lab exercise tailored to your business will provide you with agreed use cases to drive your transformation priorities. It will give you an understanding of the economic case for transformation based on your specific use cases, while a proposed roadmap shows the way forward to bring them to life. The Lab environment safeguards the data used to explore and test ideas, making the experience totally secure.

Further optional modules outside the scope of the standard Customer Information Lab open the door to even more insight and benefit. These can be priced and agreed based on the specific needs of your organisation at the time of the Discovery Phase. They include a detailed Data Discovery Audit, an investigation of your organisation's technical landscape, and specific research.

The Customer Information Lab Framework: the accelerated route to maximising the value of the personal data opportunity



Who is the Customer Information Lab right for?

Sopra Steria and Ctrl-Shift have tailored the Customer Information Lab to meet the personal information needs (both compliance and innovation driven) of diverse organisations:



Why should you work with Sopra Steria and Ctrl-Shift?

The Sopra Steria and Ctrl-Shift partnership offers clients a unique blend of strategic and business thought-leadership, along with proven experience in the UK midata initiative.

As a trusted transformation partner and global systems integrator, Sopra Steria brings a pragmatic approach, rich toolkit and expertise in the domains of enterprise information management and business process change. Sopra Steria enables innovative ideas to be practically explored, evaluated and implemented efficiently. The company partners with best-in-class organisations to help deliver relevant products and services designed to help clients realise the potential in developing their strategies for personal data.

A specialist in trusted information sharing, Ctrl-Shift uses rigorous methodologies to help organisations map strategic choices, innovate for growth and efficiency, design business operating models and work with them to embed these as business as usual.

Ctrl-Shift led the midata Innovation Lab (mIL) with the UK Department for Business, Innovation & Skills. This concluded in 2013 and saw an extensive network of professionals and brands engaged in shaping the UK's midata vision. Using data volunteered by the public they produced a number of innovative prototype applications for both consumers and businesses. Now the focus is on bringing this vision to life.

Both Sopra Steria and Ctrl-Shift are not only actively engaged in helping businesses respond to forthcoming EU legislation, but are helping to shape the future personal information landscape.



Get ready for a new era in personal information

Address your key personal information challenges with the Customer Information Lab:

- Regulation compliance (risk management)
- Protecting an existing customer base from competitors and new intermediaries
- Creating greater customer engagement to drive trust, loyalty and brand value
- Innovating in the use of personal information and creation of new services
- Identifying opportunities for business efficiencies, such as in marketing and customer service

For more information

The Sopra Steria/Ctrl-Shift Customer Information Lab transforms the way in which organisations manage, return and exploit their customers' personal information.

Find out how by visiting our CiL website www.steria.com/uk/cil or <https://www.ctrl-shift.co.uk/home/>

Visit steria.co.uk to download our midata white papers:

'midata is coming - what will your business do with it?' <http://bit.ly/Steria1pHr2dM>

Hidden midata opportunities for families, communities, houses and devices - <http://bit.ly/steriaUe4BAn>

Visit the Ctrl-Shift.co.uk website to download our most recent market analysis of the business opportunity

'Personal Information Services: An emerging market analysis' -

<https://www.ctrl-shift.co.uk/research/product/90>

About Sopra Steria

Sopra Steria, European leader in digital transformation, provides one of the most comprehensive portfolios of end to end service offerings in the market: Consulting, Systems Integration, Software Development and Business Process Services. Sopra Steria is trusted by leading private and public organisations to deliver successful transformation programmes that address their most complex and critical business challenges. Combining high quality and performance services, added-value and innovation, Sopra Steria enables its clients to make the best use of information technology.



www.soprasteria.co.uk

SOPRA STERIA
Three Cherry Trees Lane, Hemel Hempstead, HP2 7AH
+44 (0)370 600 4466 - info.uk@soprasteria.com

PB011V01

sopra  steria