EDMCouncil®

Case Study

# TVS Motor achieves enterprise-wide data management and governance program with DCAM®

Executive Summary

TVS Motor had established a clear vision for being a data-driven organization. This was critical for enabling product and manufacturing innovation, informed by customer needs and preferences, to drive further growth. TVS Motor adopted EDM Council's DCAM® (the Data Management Capability Assessment Model) as the framework for a four-part Data Management & Governance program that has resulted in TVS Motor's progress to becoming a data-centric and more innovative business.

TVS

Business Challenge

TVS Motor recognized that its entire organization had a limited focus on data. Across people, processes, technology and the business's culture, data was not being used effectively, much less recognized as an important asset that could carry the company forward. Employees and Processes were using the data but were not managing and governing it effectively. There were many gaps in the data, and there were no consistent processes for handling data, metadata, data quality and data architecture. Data and technology were managed in silos, preventing an enterprise-wide view and better business decisions.
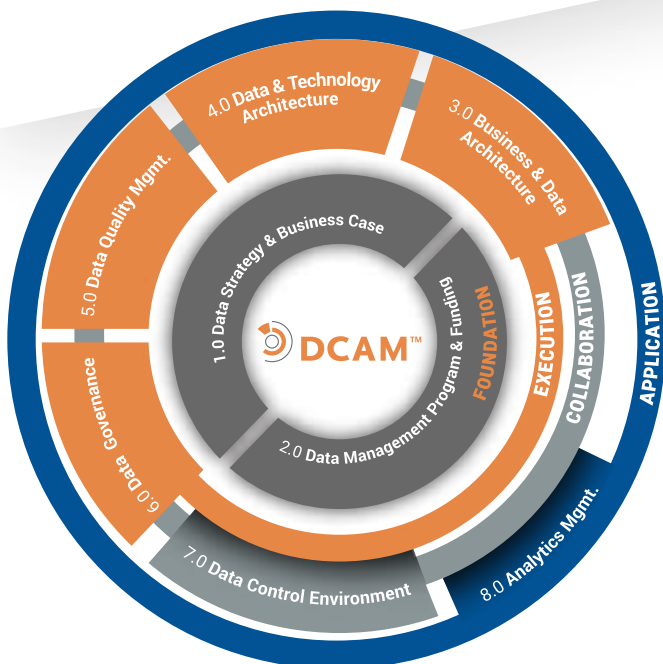
The DCAM solution

TVS Motor used DCAM at the core to initiate its Data Management & Governance (DM&G), which actually consists of four programs:

- Data Governance Program – including change management processes and review procedures
- Metadata Management Program
- Data Quality Program
- Technology Decision Architecture Review (TDAR) Program

All eight core components of the DCAM model – along with their capabilities and sub-capabilities – were assessed across 30+ different business departments. This established baseline scores of data management comprehensiveness and maturity, and identified gaps and opportunities for improvement. In addition, by following the DCAM best practices, TVS Motor established:

- Communications processes to drive collaboration and update senior management
- A federated model of data governance, with a core group driving the implementation working with the businesses, IT and D&A to implement the program on the ground
- A Data Management Office to coordinate across the TVS Motor companies
- Creation of business, data and technology architectures
- A data catalog tool, plus issue management and visualization tools

> " With DCAM, we have been able to unify our data strategy across TVS Motor entities and departments. We are now getting greater value out of our data, and it is now at the core of everything we do. "

Results

In a matter of two years, TVS Motor has been able to make great progress towards its goal of becoming a data-centric enterprise by reaching a DCAM score of 4.5 out of 6. Taking a collaborative and highly communicative approach has ensured wide participation and engagement across all levels of the organization. TVS Motor continues to drive further adoption of its Data Management & Governance policies and processes across its group companies, making the program part of its business culture. TVS Motor continues to use DCAM to assess its progress, with the goal of achieving the highest maturity scores across all businesses and departments.

About EDM Council

The EDM Council is a non-profit global association created to advance Data Management best practices, standards and education. The 300+ global member firms and more than 15,000+ professionals of the EDM Council represent its expanding list of industries including financial services, automotive, manufacturing and life sciences along with data vendors, technology companies, consultants, academia and regulators supporting those industries.

For more information about this case study or the DCAM solution, please contact the EDM Council.
US Main Office : +1 646 722 4381 • UK Main Office : +44 (0) 1794 390044 • info@edmcouncil.org