

UNLOCKING THE VALUE OF DATA AT A LEADING OEM

Capgemini Invent supported a leading German automotive manufacturer in implementing a Minimum Viable Product of Data Catalog

Digitalizing the brand experience

The premium car manufacturer operates in a rapidly changing and competitive market environment due to trends such as e-mobility, the sharing economy, and evolving customer expectations that demand more digital experiences.

To re-position the organization for the future, the company developed and launched a digital strategy to bring its brand experience into the digital future with passion and the pioneer spirit for its customers and its organization.

Transformation to a data-driven company

To bring this digital strategy to life, the leading OEM wanted to embed data at the heart of its operations by giving data purpose, improving the products, enabling new business models, and transforming data into decisions. The organisation needed data consumers such as executives, data scientists, and developers to be empowered to find, understand, trust, and access valuable assets within its data landscape. Therefore, it was decided to invest in the development of new digital services as well as analytics and AI solutions. To realize this vision, a state-of-the-art technology stack and infrastructure was required to support these processes.

After an initial Proof of Concept (PoC) was conducted, the leading OEM planned to implement its data catalog as a central component of its data platform. This would enable data providers to register and offer categorized metadata to potential consumers. However, the company now faced diverse challenges in implementing a company-wide data catalog. To accomplish this successfully, the OEM needed to include the definition of a tailored meta model, undergo a pragmatic integration and maintenance process, and select the most valuable data assets for the first integration.

Customer: Leading OEM

Industry: Automotive

Location: Germany

Client Challenge:

Having managed its data in a decentralized manner in the past, the leading OEM wanted to implement a central component to accelerate its use of data but faced challenges in launching and integrating the solution

Solution:

Partnering with Capgemini Invent, the OEM implemented the Minimum Viable Product (MVP) of Data Catalog by defining an operating model, populating the data catalog with the most valuable assets and training stakeholders

Benefits:

- Unified formats of meta data in a user-friendly platform
- More accurate data cataloging and management
- Diverse stakeholders can more easily access meta data to drive forward their digital strategy
- Raised awareness across the organization on the power of data catalog in the transition to a data-driven company



Bringing the Data Catalog to life

As a strategic partner of the chosen data catalog platform Collibra, Capgemini Invent agreed to support the leading OEM in its ambition and help implement the MVP in three intertwined focus areas: content, technology, and users. Working collaboratively, an operating model for data cataloging was established, roles and responsibilities specified, and processes for meta data maintenance defined. The MVP was populated with the most frequently requested and used data from one data domain, which assembles the relevant data throughout the lifecycle of a vehicle and enhanced by business glossary and data flows.

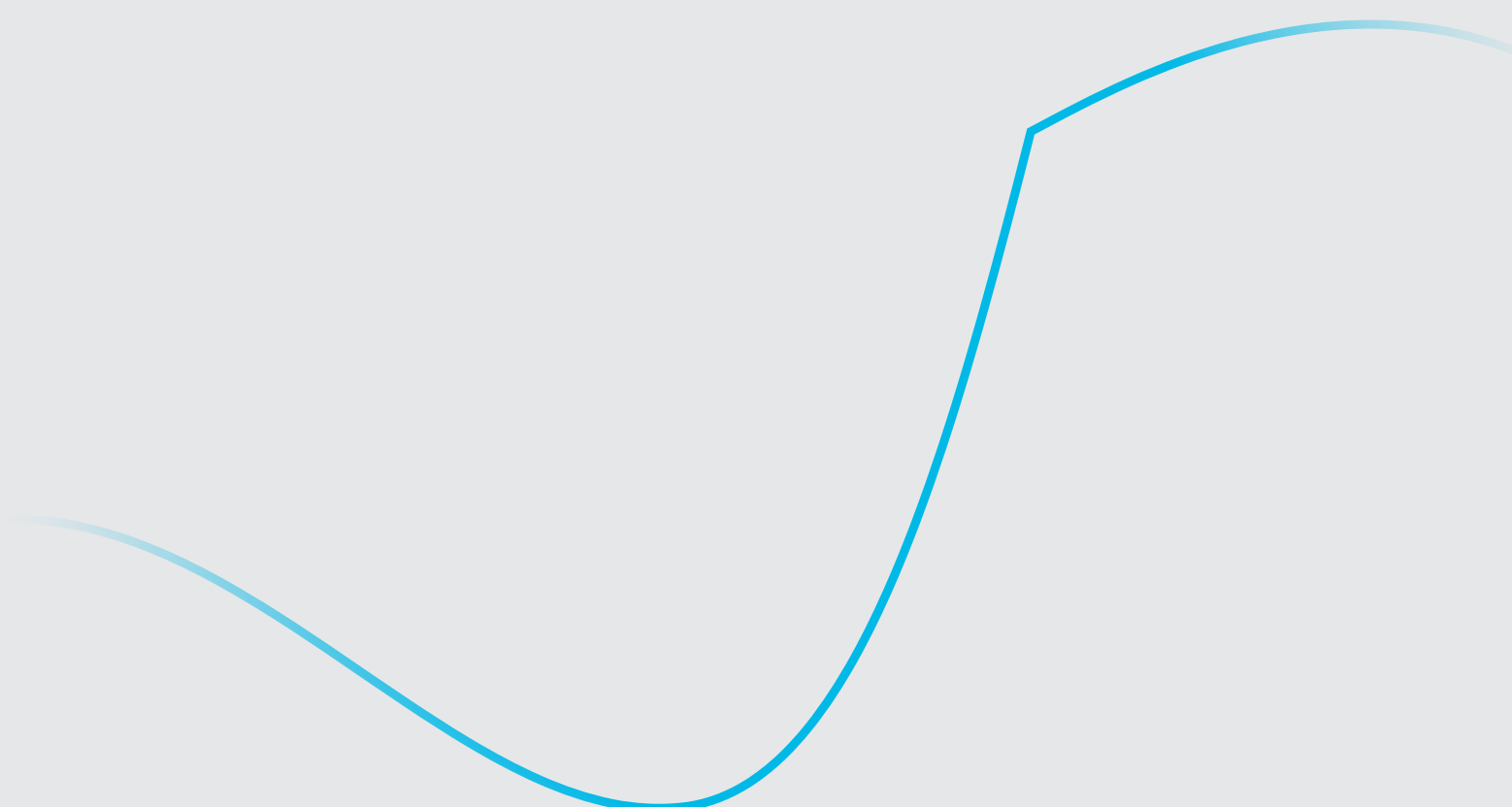
Capgemini Invent followed a proven, agile, and sprint-based way of working with the OEM. The project team gathered the functional and non-functional requirements of the stakeholders and ensured a continuous, business-orientated development of the Data Catalog in alignment with the company's digital strategy. To ensure a fast proof of value for consumers and relieve data providers, the most frequently used data assets were integrated first. The joint team regularly reflected on the sprints and collected lessons learned.

A centralized platform to democratize data

The resulting Data Catalog MVP has been established as a fundamental element of the state-of-the-art technology stack that is aligned with the company's digital strategy.

Via an interactive learning journey, data providers are trained in how to integrate and maintain their data assets using the defined operating model. Data consumers can find, understand, trust, and access the most-used data assets via Data Catalog, which increases transparency over the company's data landscape. The business glossary and data lineage visualizations also ensure that all users understand the content of and interdependencies between data assets. The project has fostered a culture of data trust and data democratization within the organization.

Besides the successful launch of the Data Catalog MVP, Capgemini Invent also supported the OEM in developing a roadmap to integrate further data assets and enhance technical features. After their implementation, the team will communicate the benefits of the new components to all relevant stakeholders within the organization. By continuing to leverage the power of data, Capgemini Invent demonstrates how automotive manufacturers can tap into their data repositories to fuel digital growth.

A thick, light blue line that starts on the left, dips down, then rises sharply to a peak on the right, and finally levels off. It serves as a decorative background element.

About Capgemini Invent

As the digital innovation, consulting and transformation brand of the Capgemini Group, Capgemini Invent helps CxOs envision and build what's next for their organizations. Located in more than 30 offices and 25 creative studios around the world, its 7,000+ strong team combines strategy, technology, data science and creative design with deep industry expertise and insights, to develop new digital solutions and business models of the future.

Capgemini Invent is an integral part of Capgemini, a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

Get the Future You Want | www.capgemini.com/de-de/invent.