

CASE STUDY

Strengthening Data Governance for Global Automotive

Driving consistency and accountability across EMEA operations through a structured data governance framework

EMEA

Coverage

Standardised

Definitions

Governance

Framework

THE CLIENT

Global Automotive Supplier

As one of the largest automotive suppliers in the world, the client faced challenges in managing data effectively across various regions and departments. Following a recent acquisition by its parent company, they sought to enhance their Data Governance capabilities across EMEA operations.

"Ensuring standardised data practices was critical to improving analytics, decision-making, and operational efficiency across our global operations."

Head of Data Management, EMEA

INDUSTRY

Automobile Manufacturing

REACH

Worldwide (EMEA Focus)

FOCUS

Data Governance

THE CHALLENGE

Fragmented data across regions and departments

No Visibility

Lack of visibility into how data was used within aftermarket departments across EMEA.

Inconsistent Definitions

Inconsistent definitions of key data points including product, customer, and margin.

No Framework

Absence of a formal Data Governance framework across the business.

Unclear Ownership

Unclear data ownership and accountability structures across departments.

Limited Training

Limited training and expertise in data governance practices among staff.

THE JOURNEY

Establishing a comprehensive governance framework

1

Review & Understand

- Conducted in-depth review of data usage within aftermarket departments
- Listened to understand regional challenges and needs
- Assessed current data practices with honesty and transparency
- Built trust through collaborative discovery sessions

2

Define & Standardise

- Set clear expectations for data governance outcomes
- Defined and standardised key data points for consistency
- Established clear roles for data ownership and stewardship
- Personalised governance framework to fit EMEA operations

3

Implement & Train

- Resolved accountability gaps with clear ownership structures
- Implemented governance framework across all departments
- Developed and executed training programs to upskill personnel
- Minimised ongoing effort through embedded governance practices

THE TRANSFORMATION

From fragmented data to trusted governance

BEFORE

Fragmented data across regions, inconsistent definitions, no accountability, and limited expertise.

AFTER

Unified governance framework, standardised definitions, clear accountability, and upskilled teams.

Greater Trust

In Analytics

Enhanced

Consistency

Structured

Framework

Increased

Data Literacy

READY TO TRANSFORM?

Let's strengthen your data governance

By implementing a robust Data Governance framework, Engaging Data empowered the client to standardise data practices across their EMEA operations. This initiative not only improved data accuracy and trust but also enabled better decision-making and long-term business success.