

DATOM - Data and Analytics Target Operating Model

Analytics & Insights



As the volume of data grows exponentially across the globe, organizations want faster, better, and more efficient use of their data to generate insights and make decisions. The ultimate goal, of course, is to extract business value from this surfeit of information. The organizations that fail to do so risk being left behind. Those who can tap the value of their data would become more efficient, reduce risks, save costs, improve customer satisfaction, and open up unexplored areas of growth.

TCS' Data and Analytics Target Operating Model (DATOM™) helps organizations in their data and analytics maturity assessment across people, processes, data, and technology. This analytics maturity assessment framework empowers organizations to better orchestrate their data initiatives, and cascade data-driven advantages throughout the enterprise to make smarter decisions for driving business growth and staying ahead of the curve.

Overview

In the digital economy, elevated data capabilities can be a differentiator in the marketplace. However, to build such capabilities, organizations need to break data silos, ensure credibility of data solutions, modernize their data estates, and enable broad-based access to data. With a plethora of technologies and processes readily available, it is vital for enterprises to understand the organization structure, service methodologies, data governance techniques, maturity roadmaps, and identify the best-fit methods.

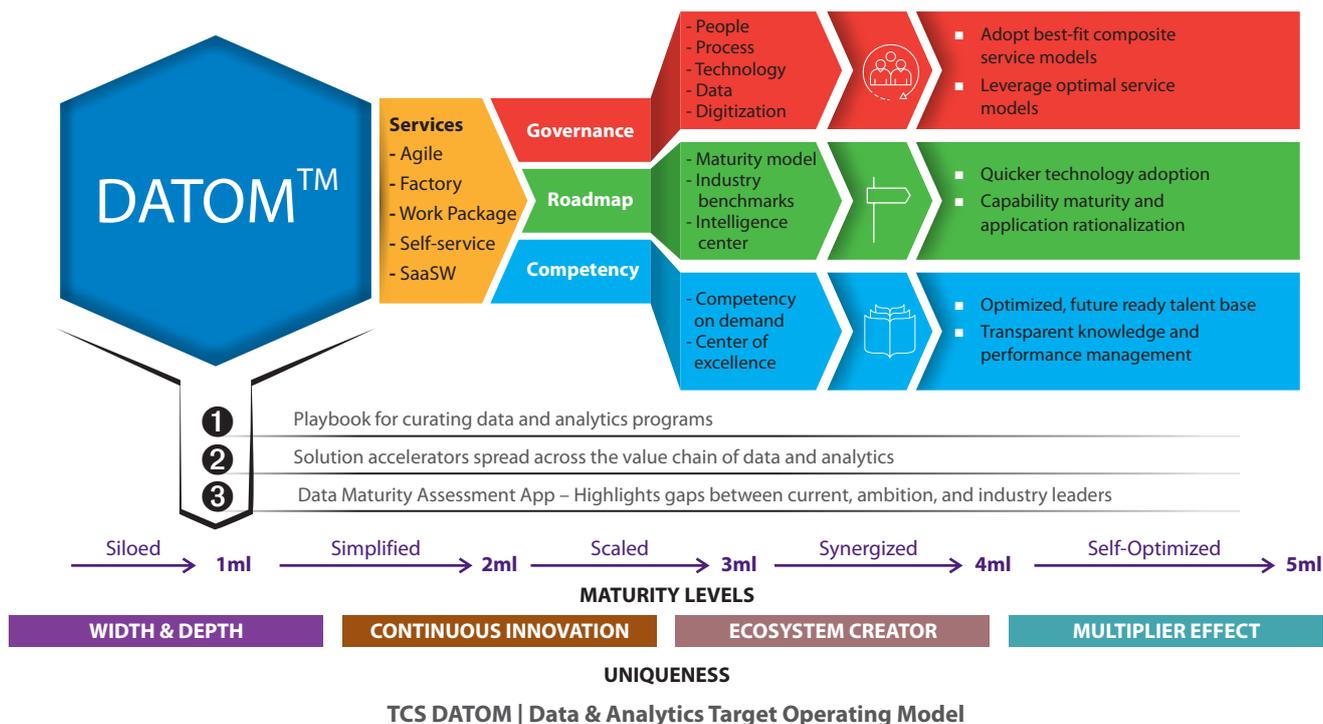
Many organizations look at each data problem individually, which can compound the challenge across the data landscape. It is often mistaken as a mere technology problem or lack of use-cases articulation. A holistic evaluation and a clear roadmap to develop enterprise-wide intelligence is the best way to navigate the complexities of a modern data and analytics program.

DATOM is a framework that looks at data and analytics initiatives holistically and assesses an enterprise's data maturity level by how its data is managed and used across the organization. It identifies gaps in the existing data and analytics programs and develops specific approaches for plugging these gaps. The outcome is a prescriptive plan to simplify operating models, set up data governance models, identify correct technology patterns and architectures, and create the required analytics capabilities to ensure data and analytics programs truly drive business growth.

Our Solution

TCS' DATOM offers solution frameworks and techniques to address the selection and development of service delivery, digital governance, business roadmaps, and competency development for the modern data and analytics initiatives (see Figure 1). The DATOM app evaluates an organization's data maturity based on five levels: siloed, simplified, scaled, synergized, and self-optimized. This provides a benchmark to measure progress on the data and analytics journey. TCS' DATOM provides:

- **Simple operating models:** simplifies operating models with service patterns driven by specific business goals. It ensures that data frameworks are aligned with business objectives
- **Composite delivery:** optimizes the route of service, based on five delivery models — factory, work package, agile, self-service, and service-as-an-intelligent software — as well as the digital intelligence landscape
- **Governance models:** creates detailed data governance models -- complemented by a digitized governance framework -- providing direction on how data vigilance and usage can be established
- **Future-ready frameworks:** ensures that technology readiness, data maturity, competency development, and capability build-up mechanisms are tackled as parts of the problem and not in isolation. Organizations thus mature in a planned manner and are ready to meet their future needs
- **Health checks:** establishes a quantified maturity benchmark and develops a maturity path, the progress of which can be measured at any given time



Benefits

The DATOM solution improves an organization’s data and analytics program:

- **Data and analytics maturity assessment:** provides organizations a clear picture of the maturity level of their data and analytics programs across the key result areas of people, process, technology, and data
- **Adoption of leading practices:** enables adoption of leading practices, processes, technologies and solutions, according to the context of the organization’s data and analytics programs; identifies gaps, and the root causes of the challenges before the organization
- **Selection of the right operating model:** helps identify unique interlinkages between service delivery methodology, governance, competency management, and roadmap
- **Ease of technology adoption:** helps organizations leverage complex technologies with ease, and sets up frameworks aligned with their business goals
- **Better data governance and management:** enhances management and governance of data by organizations

The TCS Advantage

With DATOM, TCS offers the following unique advantages to organizations of all sizes, across industries and geographies:

- **Innovative approach:** offers unique linkages between success criteria and processes such as service delivery methodology, governance, competency management, and roadmap
- **Contextualized framework:** provides a first-in-class detailed take on the establishment of data and analytics programs with composite service delivery models based on need and context
- **Precise measurements:** presents a governance digitization framework with specific measurements to facilitate delivery optimization
- **Customized blueprints:** tailors blueprints and frameworks to ensure the data and analytics program meets the organization’s goals and priorities
- **Technical expertise:** highlights patterns across various aspects such as service methodology shift, competency center structures, extended DevOps, digital intelligence landscape and evolution to provide insights, and help customers envision which process or pattern would apply to their case
- **Credentials:** Forrester says that TCS brings one of the most impressive methodologies, DATOM, to its business intelligence (BI) implementation projects and has one of the most rigorous training and certification programs to move its BI professionals to higher levels of expertise

Awards & Recognition



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