

Use Case-driven Data Management

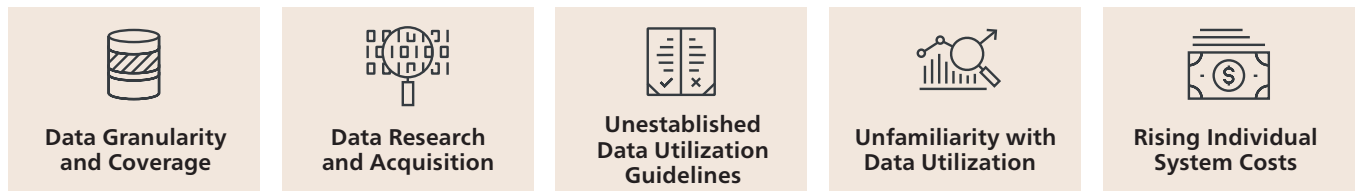
We support the enhancement of data value and resolve management challenges through the design and implementation of data management platforms driven by use cases and the co-creation of various units including business and corporate divisions.

As businesses increasingly embrace data-driven management, they're realizing the importance of treating their internal data as an asset to tackle critical management issues. Especially in companies pursuing digital transformation (DX), there's a growing trend toward visualizing operations and implementing business intelligence (BI) in specific departments like R&D, production, supply chain, and sales. However, this department-focused system implementation approach has caused data fragmentation, making it challenging to access and use data across departments and sites globally.

ABeam Consulting applies its data utilization expertise to create use cases aligned with strategic goals, such as new business development and value chain transformation. We build a Data Management Platform (DMP) that connects data providers and consumers. Moreover, we offer comprehensive support for governance, rule establishment, and talent development necessary for effectively promoting and running the data management platform. This comprehensive approach enhances data value within organizations and helps address strategic management issues.

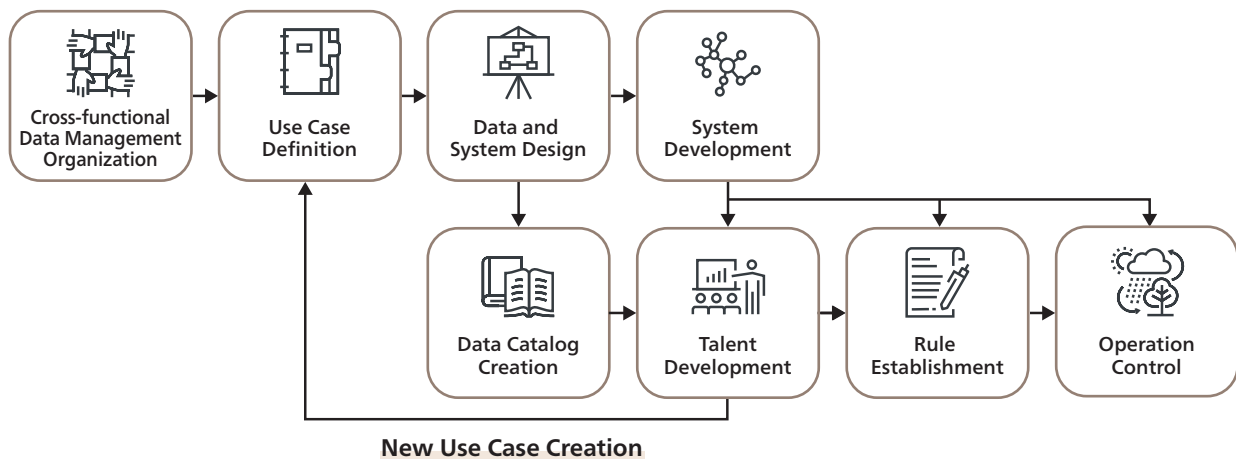
Challenges in Data Management within the Company

In recent years, the business environment has seen rapid changes accompanied by growing diversity of social and consumer needs. Furthermore, the Fourth Industrial Revolution has connected everything through the Internet, increasing the necessity for creating new value for customers through analysis and prediction of data held by various departments within the organization. However, companies often face challenges with cross-departmental data utilization and platform development due to issues like data granularity and coverage. To achieve data-driven management, it is essential to take action from the perspectives of business, data, systems, rules, and talent development. It is crucial that business units and corporate departments co-work to co-create cross-functional use cases based on each business domain.



Service Overview

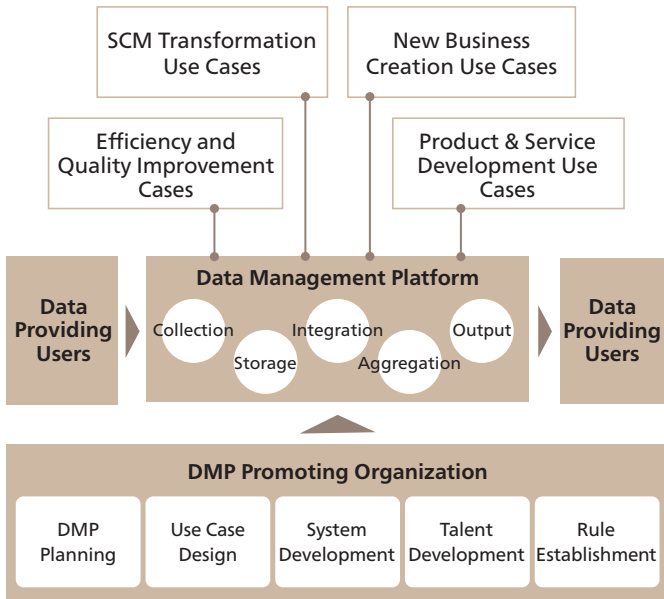
Leveraging ABeam Consulting's extensive experience in DX projects, we support the establishment of a data management platform organization across business units and corporate departments and offer accompaniment support in deriving the use cases that end users from each department have. Moreover, we offer end-to-end support, including data management architecture design, system development, education programs, policy and rule-making, and data visualization.



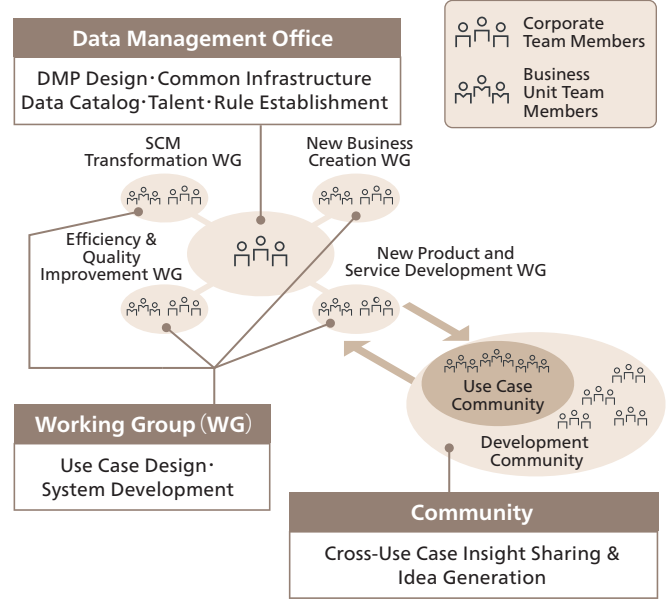
The Ideal State of the Data Management Platform

The Data Management Platform's value lies in its ability to quickly gather a wide range of data, including information from different business units and the organization's core systems. It all starts with defining use cases to address strategic management goals, like creating new businesses and launching products and services. The platform includes a data collection system, interdepartmental collaboration, and data providers and users.

The Ideal State of the Data Management Platform (DMP)



DMP Promotion Organization Model



Main Challenges in the DMP Construction Process and ABeam Consulting's Value Proposition

During the DMP construction process, challenges emerge, including difficulties in validating use case hypotheses even when they were formulated using the 5W1H method. These obstacles can obstruct platform development and operational progress. Using our extensive experience from DX projects across diverse industries, we provide complete data management support, from conceptualization to implementation and ongoing operation, addressing complexities beyond the scope of DMBOK (Data Management Body of Knowledge).

Approach	Main Challenges in the DMP Construction Process	Proposed Value
Data Utilization Strategy Development	<ul style="list-style-type: none"> Without clear company-wide goals and a comprehensive plan for data utilization, individual actions within business units have led to inconsistencies and redundancies 	<ul style="list-style-type: none"> Establishing data utilization themes, designing DMP architecture, creating cross-departmental communities, and planning desired personas
Use Case Design	<ul style="list-style-type: none"> It is difficult to establish and validate use case hypotheses hypotheses that address the purpose, stakeholders, data sources, data selection, data processing methods, analysis, predictions, and decision-making in a 5W1H Manner 	<ul style="list-style-type: none"> Exploring practical use cases with real-life examples and defining their specific details Boosting the value of use cases through engagement in working groups and communities
System Specification Verification and Customization	<ul style="list-style-type: none"> Poor communication between departments causes delays in specification confirmation It takes time to fine-tune the function arrangement of preparing data appropriately for data receivers 	<ul style="list-style-type: none"> Promoting a broad understanding of systems, data and use cases through the design, establishment, and ongoing practice of cross-departmental working groups
Data Flow and Data Modeling Design	<ul style="list-style-type: none"> Designing systems based on individual use cases can diminish data reusability, scalability and improvability Characteristics of database products are not correctly reflected in the design specification 	<ul style="list-style-type: none"> Creating a data flow model that takes into account both use case details and the specific constraints of the solution or product
Development	<ul style="list-style-type: none"> Without a unified development approach and standardized rules that consider the entire system's design, processes can become chaotic and disorganized 	<ul style="list-style-type: none"> Construct a system aligned with business and operational requirements utilizing methodologies derived from past initiatives
Operation	<ul style="list-style-type: none"> Lack of user growth and feature enhancements Adding or changing use cases leads to a proliferation of unstructured data, which can disrupt data relationships and its operation rules 	<ul style="list-style-type: none"> Improving user value by expanding use cases and enhancing data and features Operations with a holistic perspective that includes not only data and functionality but also people, organizations, and rules

Contact : Digital X Innovation Business Unit JPABDGLTech@abeam.com