



## Powering Fast Cars: How a Global Automotive Supplier Electrified its Data Strategy

This manufacturing company, a global leader in the automotive supply chain, has been delivering innovative solutions in interior electronics, wiring harnesses, and battery systems since the 1950s. With over 70,000 employees operating in 60 locations across 20 countries, the company has built enduring partnerships with luxury automotive brands such as BMW, Porsche, and more.

In response to growing supply chain complexities with an ever-increasing number of product variants and new segments being constantly added, the company strove to become a fully data-driven organization.

### Challenges

However, the company faced several challenges that restricted its ability to maximize the value of its data, impacting efficiency, decision-making, and collaboration. These challenges included:

- **Fragmented Data Across Systems, and Collaboration Barriers Across Departments**  
Critical data from procurement, logistics, and other functions was siloed across different geographies and disparate systems such as SAP, non-SAP, on-premises, and cloud platforms. This fragmentation hindered data unification and delayed actionable insights.
- **Supply-chain Challenges with Manual, Time-Consuming Processes**  
Teams heavily relied on Excel to manually combine and analyze data, resulting in inefficient workflows and a limited view of cross-functional operations.
  - For example, procurement decisions traditionally focused on supplier price, neglecting transportation costs and delivery times. This lack of holistic insight led to suboptimal choices.
- **Complex Data Extraction from SAP**  
Despite using advanced tools like OData services, CDS views, and JDBC, SAP's design limited efficient data retrieval, causing delays in accessing critical information.
- **Lack of Data Governance and Transparency**  
Data governance gaps led to inconsistent data quality, poor data lineage tracking, and limited metadata management. The absence of a data catalog made it difficult to discover data and track ownership effectively.
- **Limitations of ETL-Heavy Solutions**  
Traditional ETL pipelines, like those in Snowflake, required high maintenance to manage transformations and were rigid, often causing disruptions when adapting to data changes.

## Solution

To address these challenges, the company implemented a comprehensive data strategy focused on the Denodo Platform, a logical data management solution. Positioned as the central engine, Denodo provides a unified layer that enables real-time integration of data from diverse sources. This reduces reliance on heavy ETL pipelines, streamlining data flow and improving accessibility. This foundational solution supported several key initiatives across the company, including:

- **Cloud Migration and Hybrid Deployment**  
A cloud-first model was adopted with AWS, leveraging Denodo's automated cloud mode, which instantiates and manages the entire AWS deployment without the need for custom configurations or manual server setups. This shift enhanced scalability, operational agility, and cost efficiency while supporting evolving business needs.
- **Adoption of a Data Product Strategy (Data Mesh)**  
Moving from a single-use-case model to a data-product approach, the company created reusable business views within the Denodo Platform. These views support multiple use cases, enabling scalability, efficiency, and cross-departmental value generation.
- **Self-Service Enablement**  
By integrating Power BI with the Denodo Platform, business teams could independently build dashboards and generate insights in real time, reducing dependency on IT.
- **Enhanced Governance and Metadata Management**  
The company implemented powerful data lineage analysis, data profiling, and metadata enrichment, to improve data governance. Additionally, plans are in place to leverage the Denodo Data Catalog to further enhance data discovery, ownership tracking, and overall governance.

## Benefits

By transforming its data landscape, the company achieved its goal of qualifying as "data driven"; the company gained significant improvements in operational efficiency, decision-making, and cross-functional collaboration. Specifically, the company gained:

- **Optimized Procurement and Logistics Processes**
  - By integrating procurement and logistics data, the company identified a supplier closer to its plant.
  - Although the new supplier's prices were slightly higher, reduced transport costs and faster delivery times resulted in significant overall savings.
  - This data-driven decision optimized procurement processes, reducing costs and improving operational efficiency.
- **Simplified Data Access and Integration with Reduced Maintenance**  
The Denodo Platform enabled seamless integration across SAP and non-SAP systems, significantly reducing the complexity of data extraction and analysis. This approach eliminated the complexity of traditional ETL pipelines, lowering maintenance burdens and enabling IT teams to focus on higher-value tasks.
- **Operational Efficiency and Reusability**  
The adoption of a reusable data-product model streamlined development cycles, saving time and minimizing redundant efforts.
- **A Cultural Shift toward Enhanced Collaboration**  
Teams transitioned from isolated, Excel-driven workflows to collaborative, data-driven practices. Domain ownership promoted direct communication and better alignment across departments, reducing reliance on IT.

The company successfully transformed its data infrastructure, enabling high-speed innovation and effectively powering fast cars with improved efficiency. This company's journey underscores the impact of a robust data strategy in driving efficiency and maintaining a competitive edge in the fast-paced automotive industry.



Denodo is a leader in data management. The award-winning Denodo Platform is the leading logical data management platform for delivering data in the language of business, at the speed of business, for all data-related initiatives across the organization. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across enterprises in 30+ industries all over the world have received payback in less than six months.