

# Data and Analytics Target Operating Model

Digital Enterprise Unit



The enterprise data landscape is evolving rapidly in pursuit of faster, better, and more efficient use of information from both within and outside the organization. With a view to maximizing ROI, organizations are increasingly looking to leverage new data platforms that encompass multiple generations of technology and allow disparate systems to coexist. Companies need to have a clear roadmap for developing an enterprise-wide digital intelligence culture to guide their data management efforts and set up future-proof IT-powered systems and processes.

Tata Consultancy Services' (TCS') Data and Analytics Target Operating Model (DATOM™) helps organizations to adopt best practices depending on the context of their data and analytics programs. Our model addresses selection and development of service delivery, digital governance, business roadmaps, and competency development. By simplifying operating models, we help organizations leverage complex technologies with ease, and set up frameworks aligned with their business goals.

## Overview

Companies need a holistic approach that encompasses people, processes, technology, and data to ensure the success of their data and analytics initiatives. The plethora of technologies and processes make it vital to understand various patterns and identify best-fit scenarios for technologies, organization structures, service methodologies, governance mechanisms, competency centers, and maturity roadmaps.

TCS DATOM™ provides far-reaching benefits through:

- Simplification of operating models, with service patterns driven by specific business goals
- Composite delivery, which 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
- Detailed governance models complemented by a digitized governance framework
- Future-ready frameworks to meet business goals and ensure technology readiness and competency development
- Health checks to identify and fix potential in-flight data and analytics program errors

## Our Solution

DATOM™ is founded on the four pillars of:

1. **Service models** that prescribe service delivery patterns based on the nature of the program or project
2. **Governance** based on interwoven frameworks across the four key result areas of people, process, technology, and data. It provides scenarios for different sizes and topologies of data and analytics programs, delivery processes, technology architectures, and data assets.
3. **Roadmaps** that define key criteria and mechanisms for an unambiguous path to organizational goals. With our Program Roadmap Framework, we also provide metrics to measure key outcomes.
4. **Competency** that enables the adoption of a structured approach to engage and motivate talent effectively. Career progression roadmaps, competency maps, and proficiency definitions help build knowledge repositories and competencies on-demand, backed by various Centers of Excellence.



## Benefits

Our understanding of the linkage of different aspects of data and analytics helps us provide organizations with a framework to manage their programs. They can:

- Quickly assess maturity levels of their data and analytics initiatives
- Identify technology and competency gaps
- Streamline governance and technology structures
- Get a futuristic digital roadmap to meet business goals
- Leverage different delivery models synergistically

## The TCS Advantage

Customers benefit from TCS' unique understanding of the interconnection between key success criteria such as service delivery methodology, governance, competency management, and roadmaps. Our DATOM™ solution helps:

- Provide context-based details on the implementation of data and analytics programs with a composite service delivery model
- Adopt governance digitization frameworks with highly specific measurements to facilitate delivery optimization
- Develop blueprints for a clear vision of program milestones and goals
- Highlight patterns across diverse aspects such as service methodology shift, competency center structures, extended DevOps, and the digital intelligence landscape
- Provide insights to choose the most relevant processes or patterns aligned with business objectives

## Awards & Recognition



### To know more

Visit the [Big Data](#) page on [tcs.com](#)

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Blog: [Digital Reimagination™](#)

### About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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