Data First
A data focused approach to modernization within the motor vehicle market

Why Data First approach

The DMV space has seen its fair share of project challenges in recent years. Traditional COTS, MOTS and even SOA approaches for system modernization have encountered challenges due to the complex nature of legacy DMV systems. Data Architecture, Data Quality, Master Data Management and Data Governance are often afterthoughts. The root cause of Replacement Systems failures can be tied to a lack of focus on Enterprise Data Management during the planning phase.

Enterprise data as your most important asset

Deloitte’s approach to system modernization and transformation focuses on the data. Many of the problems facing Public Sector transportation agencies arise from data issues. Deloitte’s approach also acknowledges that data problems are one of the foremost challenges that must be overcome in meeting modernization goals.

Incremental approach

One of the major challenges with modernization projects is delivering incremental value during a multi-year program. The integration or synchronization of legacy systems is a key component of the data first strategy. This enables the project to deliver functionality incrementally while continuing to maintain the legacy system. Data First components like Master Data Management play a key role in performing data synchronization between new and legacy environments enabling incremental releases.

Data First

• Taking a holistic approach towards modernization includes architecting, moving and storing data
• Building foundational architectures can give agencies the nimbleness required to meet their needs and shift the organization into a customer-driven organization
• Using Informatica products such as Master Data Management, Change Data Capture, PowerCenter and Dynamic Data Masking as a key data integration capability
• Helping an organization/agency execute an iterative process toward modernization or transformation.

Benefits of focusing on Data First

The Data First approach has been used effectively in business domains outside of the motor vehicle market. For example, when companies merge, it is critical that they consolidate data about their customers to effectively provide customer support. These companies do not have the luxury of waiting to replace either of their core customer systems to achieve a single customer record. Consequently, the Data First approach was developed to provide a single view of a customer’s information prior to major system replacement. Potential benefits can include:

- Quick wins
- Improved transparency into operations
- Improved safety programs
- Improved data quality
- Better customer service
- Fraud detection

Data First Technology is built on a foundation of Informatica Data Integration products

Architecture: Places focus on data management. Three primary driving principles: Enabling technology needs to be (1) loosely coupled, (2) architecture needs to centralize the data to avoid the creation of “point-to-point” interfaces, (3) architecture needs to support batch through real time interfaces.

Master Data Management (MDM): Embodies the data management disciplines and processes for managing critical master data and becomes the authoritative system for master data like a Customer. MDM generates a Universal ID by reconciling data across different siloed and disparate systems and becomes the authoritative system for master data. MDM and data governance plays a critical role in enabling incremental releases.

Informatica Data Quality, data explorer, data quality(IDQ): IDQ plays a critical role in profiling and cleansing data. Given the age of many DMV systems (20-30 years), profiling plays a key role in identifying historical data anomalies. IDQ can be used to standardize the data for conversion.

Other key architectural components

Enterprise Service Bus (ESB): Key architectural component to support business process automation and transaction management, providing an interface to support message movement across numerous systems. The ESB ensures data transmission and delivery. It orchestrates the transfer of messages and the synchronization of different records within the legacy environment, MDM and other data stores to support business processes. Unlike MDM, ESB does not integrate data across systems.

Operational Data Store (ODS): Within Data First, ODS is where all non-MDM data is stored during modernization including active transactional data. In other words, ODS provides a canvas where new data structures are designed to help align data structures to new business processes.

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**Data governance**

The technology tools related to the Data First approach are critical to the success of any modernization effort. Of equal importance is the need to establish an effective, comprehensive data governance program.

- Defines formalized policies and procedures that the data management organization and organization at large should follow.
- Manages the day-to-day operations of the business to establish ongoing data integrity.
- Manages technologies required to manage, maintain and leverage information as an enterprise resource.

**Data governance components**

Data governance is the process of managing quality, consistency, usability, security and availability of information enterprise wide.

The goal is to align an organization’s business information assets with its business strategy. This includes organization, technology, data architecture, policies, processes and compliance required to maintain the standardized definition of a data element.

**Data governance defined**

Within an agency, there are different subsets of governances with operational interactions:

- **Executive leadership**
  - Often, unaware of the magnitude of operational inefficiencies caused by data quality issues.
  - Unable to measure the quality of data.

- **Strategy**
  - Data governance has not been a priority or focus.
  - Policies and standards are not clearly defined.

- **Business organizations**
  - No accountability for adherence to data quality standards, policies, ad procedures.
  - Some organizations see data quality solely as an IT issue.

- **Processes**
  - Inconsistent and undefined data management processes.
  - Lack of integration with business process and poorly-defined accessibility.

- **Technology**
  - No technology integration resulting in widespread and duplicate data.
  - Lack of workflow integration, making data management inefficient.

**Learn more**

To learn more about how Deloitte can put Data First, please contact one of the Deloitte or Informatica team members listed below.

**Deloitte**

Stephen J. Keathley
Principal, National Transportation Leader
Deloitte Consulting LLP
400 W. 15th Street, Suite 1700, Austin, TX 78701-1648
+1 512 226 4481

Scott Barnes
Deloitte Informatica Alliance Sponsor
Deloitte Consulting LLP
sbarnes@deloitte.com
+1 214 840 7210

Michael Teagle
Specialist Leader, Data First Champion
Deloitte Consulting LLP
mteagle@deloitte.com
+1 760 668 0169

Shawne Bass
Specialist Leader, Deloitte Analytics Alliance Champion
Deloitte Consulting LLP
sbass@deloitte.com
+1 704 562 4096

**Informatica**

Tim Duffy
Worldwide Alliance Manager
Informatica Corporation
duffy@informatica.com
+1 512 740 6844