

# valantic



DATA MATURITY INCREASED, DATA POTENTIAL LEVERAGED

## Strategic Data Transformation at MD ELEKTRONIK



# The company: MD ELEKTRONIK GmbH

MD ELEKTRONIK GmbH is a leading global provider of data transmission solutions for the automotive industry with an annual turnover of over 600 million euros (2024). Since its foundation in 1974, the company has specialized in the **development, production and distribution of state-of-the-art transmission systems** that play a crucial role in connected vehicles. With its extensive expertise in vehicle communication technology, MD Elektronik makes a significant contribution to secure and fast data transmission in modern vehicles, particularly in the areas of infotainment, driver assistance systems and telematics.

Further information on MD Elektronik can be found [here](#).

MD Elektronik is internationally positioned and has production sites and sales offices in Europe, Asia and North America. With over **5,000 employees worldwide**, the company ensures that it can react flexibly to the requirements of global markets. This global presence enables close cooperation with renowned automotive manufacturers and suppliers around the world.



# Holistic data strategy: from selective use to strategic resource

## Challenge

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The company had recognized the importance of data, but still saw **potential in its holistic development**, as it had only been working with data on a selective basis to date. An overarching data strategy and clear responsibilities form the basis for fully leveraging the value contribution of data and achieving the goals set.

## Consulting approach

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Based on an in-depth maturity assessment, a **holistic data strategy and governance** was developed together with the customer in interactive workshops. An iterative approach with lighthouse projects and initiatives to increase data quality accompanied the successful data transformation from conception to rollout.

## Customer benefit & solution

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**Maturity analysis, data strategy, governance framework** - forward-looking data management creates the basis for the comprehensive use of data as a strategic resource. The newly created transparency, quality and availability enable better decisions, more efficient processes and data-based innovations.

# Holistic data transformation: challenges, strategies and success through best practices

**Although the importance of data was fundamentally recognized, there were some typical challenges.** There was a lack of an overarching strategy and governance. The data was available without clearly defined responsibilities and processes. Inconsistencies and quality deficiencies limited its use for analysis and decision-making. Local and inconsistently digitized databases also made it difficult to create a uniform company-wide database.

At the same time, the requirements for data-based management increased in many areas. Earlier initiatives to improve the use of data did not yet take a holistic view of data management, which also resulted in a certain reluctance on the part of some employees. The complex organizational structures and sometimes unclear roles and responsibilities posed additional hurdles to a successful transformation.

In order to approach the data transformation holistically, the consulting team chose a proven, multi-stage best practice approach. The first step was a **systematic maturity analysis**, which, in addition to surveys and interviews, placed a strong focus on interactive workshops to determine the status quo and the desired target image. Building on this, **a tailored data strategy with concrete objectives (OKRs) and prioritized use cases** was developed together with the customer in further workshops. Another core element was the development of a **governance model with clearly defined roles, committees and processes**. At the same time, the existing **data architecture** was analyzed and necessary adjustments were defined and initiated.



An implementation plan was drawn up for the realization, which enabled **rapid success through lighthouse projects** and ensured a scaled rollout in the company's participating specialist departments. The lighthouse projects served as motivation and proof of the added value of the transformation. Accompanying measures were launched to improve data quality and integration. Right from the start, target group-oriented change management and a well thought-out communication strategy were an integral part of the approach in order to continuously strengthen acceptance and competence among employees.

## Systematic governance model as the foundation for a data-centered corporate culture

At the heart of the new data management is a **systematic governance model with defined roles, responsibilities and committees**. To ensure holistic data management with clear responsibilities, a Data Management Office was introduced as a central body alongside data owners and stewards. In addition, strategic decisions are made in established committees at management level and cross-divisional exchange is promoted.

A **special onboarding program** and target group-oriented training courses help employees to fill their new roles effectively and develop a data-centric mindset in order to leverage previously untapped potential and gradually establish a new culture.

**Standardized processes for master data maintenance, data provision and quality assurance** as well as a **company-wide business glossary** with uniform definitions anchor the standards in the long term and create the basis for cross-divisional collaboration.

„The initial concern as to whether the introduction of data governance would bring the hoped-for added value quickly gave way to conviction. With a structured approach and the integration of all those involved, the team of consultants quickly won us over. Their technical expertise and ability to get the employees on board were the key to success.“

Markus Stoiber, Senior Manager Global Data Management, MD ELEKTRONIK GmbH

„Based on our data-to-value framework and the workshop-based approach, we were able to quickly develop a suitable strategy and identify the right use cases to ensure real value creation through data and therefore a fast ROI.“

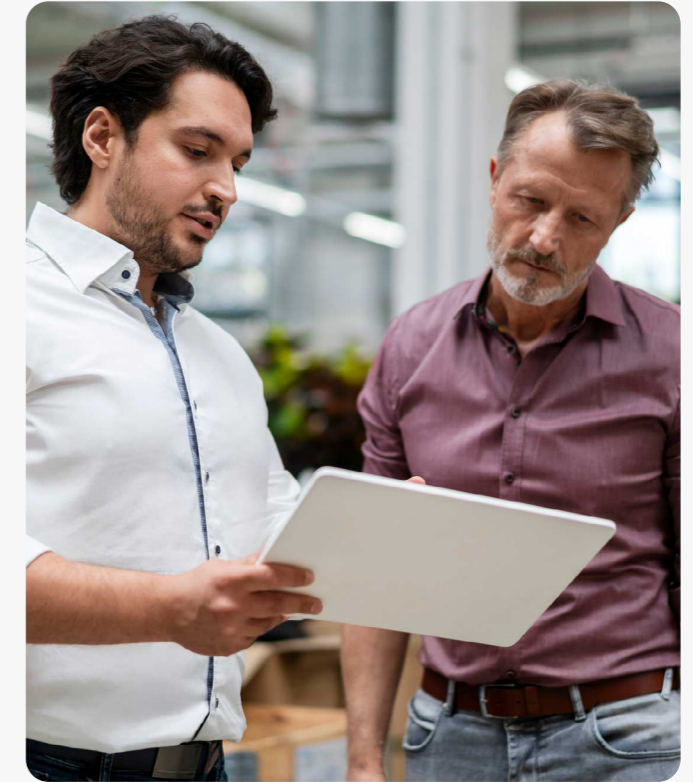
Philipp Günther, Managing Director, valantic

## Efficiency and flexibility in automotive supply

The first two data use cases, which accompanied the transformation with an iterative approach, quickly brought the desired benefits. By **clearly assigning responsibilities and precisely describing the data objects**, the decisive data quality rules were quickly defined. With the help of these guidelines, the existing data was analyzed and, if necessary, corrected or newly collected.

With this holistic approach to data transformation, the automotive supplier has taken a significant step towards becoming a data-driven company. The jointly developed **data strategy gives data management a clear direction** and makes it possible to measure and control progress. The introduction of new roles, responsibilities and standardized processes ensures the quality and consistency of the data in the long term.

The transparency created and the availability of reliable data open up enormous potential along the entire value chain. This allows operational processes to be optimized and investment decisions to be made on the basis of sound knowledge. The potential is also evident in tenders: thanks to **precise forecasts, optimized budget allocation and efficient resource management**, the automotive supplier is now able to **react quickly and flexibly** to requirements and differentiate itself - the newly acquired database enables evidence-based decisions at all levels.



„Employees are increasingly internalizing a data-driven mindset and learning to use the potential of data in their day-to-day business. As a result, a lively data culture is developing that promotes cross-divisional exchange and proactively puts the topic of ‚data‘ on the agenda.

For us as an automotive supplier, our newly acquired data expertise is becoming an important competitive factor in further expanding our market position in the future field of automotive data transmission. Data excellence will be one of our foundations for surviving the profound changes in the industry and taking on a leading role as a thought leader.“

MD ELEKTRONIK GmbH

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## About us

valantic is the N°1 for digital transformation and is one of the fastest growing digital consulting, solutions and software companies on the market. More than 500 blue chip customers already rely on valantic - including 33 of 40 DAX companies and a large number of international market leaders. With more than 4,000 digitalization experts, valantic is represented in 18 countries worldwide.

As the former mm1 Consulting GmbH with a total of around 150 experts, we support companies in taking their digitalization to the next level and design products and processes for an increasingly networked world. Our consulting services range from developing connected business strategies and business models to ensuring efficient operational implementation. Our clients include renowned companies from the telecommunications, mobility, financial services and manufacturing industries.

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