

## Case Study

# Engineering at Scale: Achieving Governance & Speed with Unified ALM

How a World-Leading Two-Wheeler Manufacturer  
Transformed Product Development with CodeBeamer ALM

- 80% Faster Traceability Reviews
- 90% Faster Program Setup
- 75% Reduced Change Analysis

## Client Profile:

Our client is a world-leading manufacturer of motorcycles and scooters, headquartered in New Delhi. With a dominant presence in India and a growing global footprint, the company is focused on high-volume product engineering, R&D excellence, and stringent quality and compliance. Its complex, distributed engineering programs are driven by digital transformation and lifecycle-led innovation.

## Business Challenges:

The company faced significant inefficiencies due to fragmented, document-centric engineering processes:



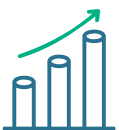
### Siloed & Manual Processes:

Engineering data—requirements, plans, test artifacts—were managed in scattered Word and Excel files, hindering real-time collaboration and visibility.

Lack of a unified platform led to inconsistent ALM process coverage, especially in requirements management, testing, and verification tracking.

### Limited Governance & Control:

- Absence of defined lifecycle workflows resulted in unclear artifact states and uncontrolled changes.
- Granular access controls were difficult to enforce, posing risks to data integrity and ownership.



### Scalability and Reuse Barriers:

Managing multiple projects and artifacts required extensive manual effort, with no centralized oversight.

Inability to reuse templates and artifacts across projects led to repeated work and inconsistent standards.

### Inefficient Reviews & Traceability Gaps:

Review and approval cycles were manual and offline, slowing down project momentum.

Maintaining traceability between requirements, tests, and change items was complex and error-prone, complicating impact analysis and variant management.



# Our Solution

MicroGenesis implemented CodeBeamer ALM as a centralized digital engineering backbone, transitioning the client from document-driven practices to a governed, traceable, and collaborative ALM framework.

## Strategic Implementation:

### 1. Engagement Model:

Ongoing Managed Services with hybrid (predominantly remote) delivery.

### 2. Core Solution Components:



#### Centralized Single Source of Truth:

Replaced scattered documents with a unified platform for requirements, test cases, and work items.



#### End-to-End Traceability & Workflow Governance:

Configured structured trackers and state-based workflows to provide full lifecycle visibility and controlled transitions.



#### Granular Permissions & Role-Based Access:

Implemented robust access models to safeguard data and ensure accountability.



#### Reusable Libraries & Templates:

Established standardized templates for work items and documents to accelerate project setup.



**Structured Variant Management:** Leveraged Working Sets for efficient handling of product variants and configurations across complex programs.

### 3. Integration & Enablement:



**Seamless Ecosystem:** Custom scripts and configurations within CodeBeamer to align with existing engineering processes.



**Adoption Focus:** Practical, business-aligned configurations and responsive support to ensure user adoption and continuous process improvement.

## Business Impact

**Quantified Outcomes:** The CodeBeamer ALM implementation delivered significant, measurable efficiency gains:

Metrics	Before	After	Impact
Traceability Validation	Manual Excel-based mappings, no live links	Automated, end-to-end live traceability	<b>80% less time</b> on reviews & validation
Project/Workflow Setup	Inconsistent, manual creation per project	Reusable templates & standardized libraries	<b>~90% faster</b> setup time
Change Impact Analysis	Manual assessment across artifacts	Controlled workflows with live traceability	<b>75% reduction</b> in analysis effort
Process Governance	Uncontrolled edits, unclear ownership	Workflow-driven reviews & role-based controls	<b>~100% adherence</b> to defined workflows
Data Integrity & Audit	Difficult permission management, audit risk	Granular access controls & version tracking	Improved accuracy & audit readiness

## Strategic Outcomes:



## Contact Us Today

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