

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:



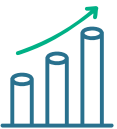
Siloed & Manual Processes:

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:

- o Absence of defined lifecycle workflows resulted in unclear artifact states and uncontrolled changes.
- o 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.



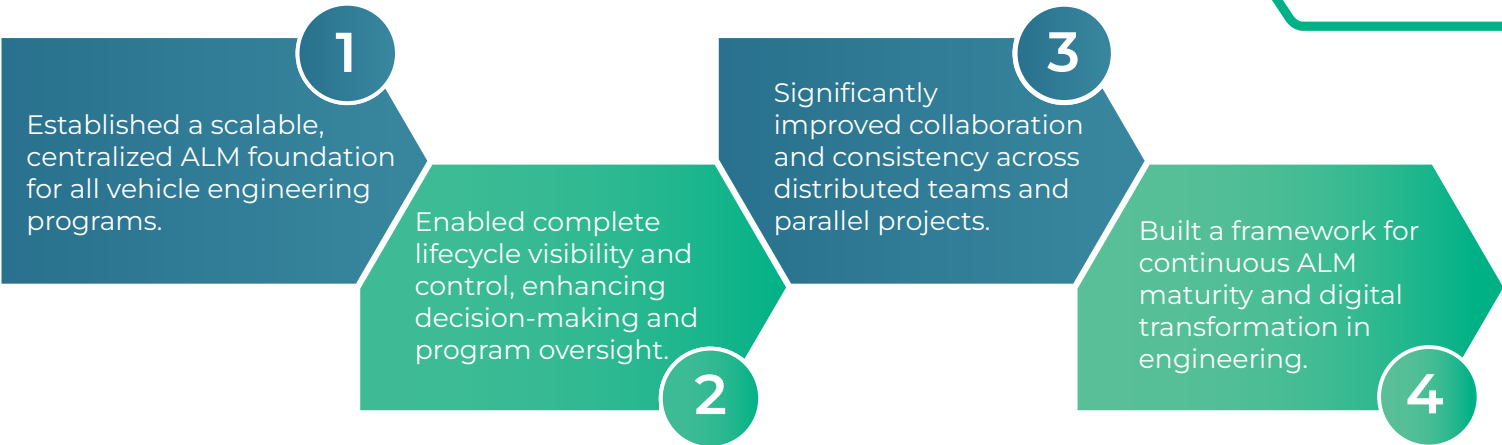
Adoption Focus: Practical, business-aligned configurations and responsive support to ensure user adoption and continuous process improvement.

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	80% less time on reviews & validation
Project/Workflow Setup	Inconsistent, manual creation per project	Reusable templates & standardized libraries	~90% faster setup time
Change Impact Analysis	Manual assessment across artifacts	Controlled workflows with live traceability	75% reduction in analysis effort
Process Governance	Uncontrolled edits, unclear ownership	Workflow-driven reviews & role-based controls	~100% adherence to defined workflows
Data Integrity & Audit	Difficult permission management, audit risk	Granular access controls & version tracking	Improved accuracy & audit readiness

Strategic Outcomes:



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