

# Honda Motors Accelerates Digital Transformation

**Organization:** Honda Motorcycle and Scooter, India

**Industry:** Automotive

**Employees:** 10,000+



## Mission-critical priority

Rajeev Taneja, CIO and Operating Officer of IT at Honda Motorcycle and Scooter, India, sought Gartner's support to strategize and execute their digital transformation initiative. They needed to identify a clear roadmap for digital innovation across all business units, addressing pain points and aligning with future goals.



## How Gartner helped

- Conducted **Digital Ambition Capturing Workshops** to identify future goals and pain points across business units.
- Utilized **benchmarking and scorecard assessments** to evaluate current market standings and inform strategic planning.
- Developed a comprehensive **digital strategy document** for each functional unit, outlining current states, challenges, and future directions.



## Outcome

- Made informed decisions regarding mission-critical applications, such as evaluating cloud versus on-premise solutions, ultimately **managing risks and costs** effectively.
- Enhance **strategic decision-making** processes through Gartner's Magic Quadrant, Hype Cycle, and analyst interactions, **optimizing investment and operational strategies**.

"At Honda, we mandate consulting Gartner for any new service or product, ensuring strategic alignment and cost efficiency" - **Rajeev Taneja, CIO and Operating Officer of IT at Honda Motorcycle and Scooter, India**