**Information Governance**

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**Introduction**

Tesla Motors has been in the news a lot lately. The company is experiencing significant growth and interest in its product offerings. Tesla Motors has recently introduced its Model X, which aims to change consumers' view of electric vehicles as 'underpowered golf carts .'The Model X features falcon-wing doors derived from the Model S and allows access to the third row of seating (Tesla Motors)( Porter & Heppelmann 2015). The challenges of information governance in Tesla Motors will provide challenges and opportunities for designers. Information Governance (IG) refers to the activities, processes, and policies intended to enable a business or organization to collect, manage and use information effectively". Currently, Tesla Motors is experiencing challenges managing its data. The challenges of information governance led to the hiring of a Chief Information Governance Officer (CIGO) of the company and the need to coordinate all business areas however this led to CIGO hiring a team of professionals in this regard, such as data analysts and data scientists, with responsibilities for improving operations and efficiencies of the company.

As the Chief Information Governance Officer, the governance data in Tesla is stored in the hard copy format in filing cabinets at an offsite location, has been gathered data across all the business units. As a result, the amount of data collected is massive. It is difficult for the department to determine what that data is precisely or if it contains any personal regulated information. Additionally, the filing cabinets are located offsite, which will require a manual process of retrieving and moving the hard copy to an on-site storage facility. This means there will be exposure to time loss and data loss. The collected business data in electronic format is stored in file shares. In other words, this is the remedy that Tesla has chosen to implement.

Tesla's customer data is stored in a relational database which will be used to make changes and updates to the data (Sader 2020). As (for CIGO), there is a lack of experience in using these systems; however, training the staff in this area is a significant concern (CIGO). The issues that arise from collecting data from these relational databases are duplicate copies of data which is often an issue because it can lead to information loss. There is also more room for error and a different set of risks that present themselves when dealing with most electronic mediums due to a lack of control over how they are contained and stored. Absence of organization has caused information uprightness issues like duplication.. According to (CIGO), the remedy to this is to have the data archiving services organize and clean up the data.

The lack of structure within Tesla's information governance structure has led (CIGO) to consider information governance policies that will apply to the entire company, and that can be implemented across all sectors of their business should they desire to do so. The goal is to have a fully integrated information governance program aligned with its mission and vision. Policies proposed to include. Develop a chart to be used throughout the company to avoid duplicate reporting of business data that exists in multiple databases or shared drives; have a succession plan for leadership roles to ensure that information is being processed effectively and efficiently; establish an employee handbook on information governance policies.

Social media is a channel that Tesla (CIGO) wishes to use in the future for marketing their product. However, for these efforts to be practical, (CIGO) will need to understand its legal obligations and responsibilities concerning the information they are collecting and how it is being used. The legal issues include privacy laws and reviewing the policies of social media sites to ensure that they comply with these laws, as well as having a grasp on what else they need to be doing regarding information governance. The social media policies and procedures can be drafted by the legal department of Tesla Motors Inc. In this connection, (CIGO) will also want to know if any data privacy regulations may apply or should Tesla's new data privacy policy guarantees adequate protection for its customers.

(CIGO) should be able to track the progress of their information governance program by measuring the performance based on the evaluation of specific metrics. These will identify whether Tesla's information governance program is working effectively and efficiently. Some of the metrics that can be used for this purpose include the number of records to which a data attribute has been assigned for each document type, efficiency, data discovery and audit efficiency, duplication rate, Data quality and accuracy, and Customer service and Compliance with regulations. As several metrics need to be collected to measure the progress of (CIGO)'s information governance program, then it is required that each one is considered relevant to the organization's needs. As stated above, the information governance program is in its early stages, which means it will take some time before measuring effectiveness can be determined. However, this does not mean that the metrics used for this purpose cannot be obtained yet and can provide valuable data for future use when the program matures.

**Reference**

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