

SAS® Data Governance Master Plan Service



What Is the SAS® Data Governance Master Plan service?

For data to become a true business asset, a data governance program needs to be funded and managed in concert with other corporate assets. Otherwise, your data will not meet the needs of the organization.

To take control of your data, you need a road map. The SAS Data Governance Master Plan service lays out that road map, taking into account existing practices and technologies, staff skill sets, organizational structures and company culture. SAS data management consultants use a proven methodology to design a strategy and a set of next steps so that data governance is not only achievable, but sustainable.

A master plan frees you from duplicating work activities, streamlines the development processes and eliminates rework to help you avoid what can be serious (and often unquantifiable) overinvestments in data delivery.

SAS delivers an overall framework, process, organizational interaction system and rules of engagement - all designed around your company's unique culture and objectives.

Beyond cost savings, the data governance master plan enables revenue generation. By giving you a leader-sanctioned plan based on best practices, the resulting data and process improvements support better business efforts, such as consistent product pricing, higher sales uplift and increased campaign response rates. Finally, this service cements business and IT alignment - often after internal efforts have failed. By promoting collaboration around information, the master plan encourages a closer working relationship between IT and its business partners.

Key Benefits

Align data governance activities to support business strategies

SAS consultants help you understand the impact of data governance on important initiatives, creating a comprehensive program that helps you realize business benefits faster.

Build a sustainable data governance program

Understand how to develop the people, processes and technologies that can help you address data management issues and transform disparate data into a valuable asset.

Create sustainable methods creating and delivering data governance rules

Learn how to define business definitions, business rules and policies for corporate data that is a foundation for an effective data management.

How does it work?

The SAS Data Governance Master Plan service is a multitier engagement that begins with SAS consultants conducting an initial kickoff workshop that will introduce data governance to key stakeholders, establish a common understanding and set expectations regarding the engagement. Once a baseline has been established, SAS will move to the discovery stage that involves conducting individual interviews with identified stakeholders to determine what users are trying to get from the data, the challenges your data users encounter, and the existing skill sets and roles; it will then weigh the cultural effects of the data governance rollout.

After a set of initial stakeholder interviews, SAS tailors the project based on the needs of each client. We use established templates and processes to engage specialists and test workable frameworks. The resulting deliverables are used to create a data governance strategy and framework that gives you a vision for how to move forward and tactics for doing so the right way.

The activities used to create the master plan will follow these broad steps:

- Inventory business needs and requirements for data governance.
- Draft a data governance charter document.
- Create guiding principles for data governance.

- Design a stakeholder interaction system, including decision-making bodies.
- Allocate decision rights, specifying accountability for data decisions and escalation processes.
- Recommend the type of data stewardship most appropriate for the corporate culture.

As a result, you will receive the following enterprise data governance program components:

- Program strategy.
- Initial program charter with key objectives, goals and guiding principles.
- Organization framework.
- Communications and training approach.
- Program road map.

What is the commitment?

The duration of this service will be determined based upon customer-specific requirements. Services are performed on-site or off-site, as needed. Travel time is not included.

How do I find out more about the SAS® Data Governance Master Plan service?

Your SAS account executive can connect you with the appropriate SAS consultant.

To contact your local SAS office, please visit: sas.com/offices

