How to design a Data Governance Program

Jim Nielsen

4 cold from the beer crate

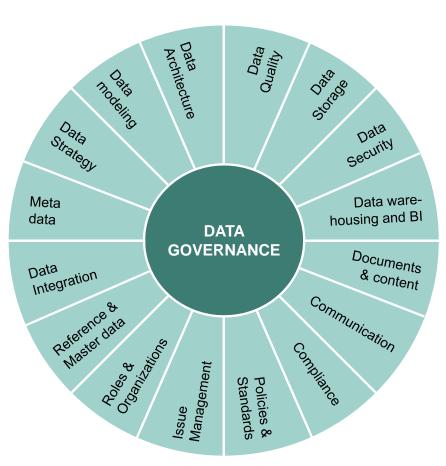




Why Data Governance



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Data Governance is the heart of Information Management



Mary Mary Wall

Issues

Poor Data Quality & Lack of Governance

Report inaccuracy

Difficulty accessing Data

Difficulty targeting/profiling

Lack of compliance

Goals

Improved Access to accurate centralized Data

Enable fact-based leadership

360° view of Custome, Supplier, Risk etc.– "single source of truth"

Common Data Definition

Improved Data Maintenance Process

Common 3rd Party Customer Data Acquisition & Integration processes

Improved reporting and analytics

More accurate transaction reconcillation

To be in compliance

Impact

Improved customer experience

Facilitate stakeholder-centricity

Increased up-selling and cross-selling

Automated stakeholder engagement

Improved Productivity

Increased business effectiveness and agility

Faster time to market

Improved ability to measure success

Reduced Risk

Align with business priorities and keep focus on creating business value

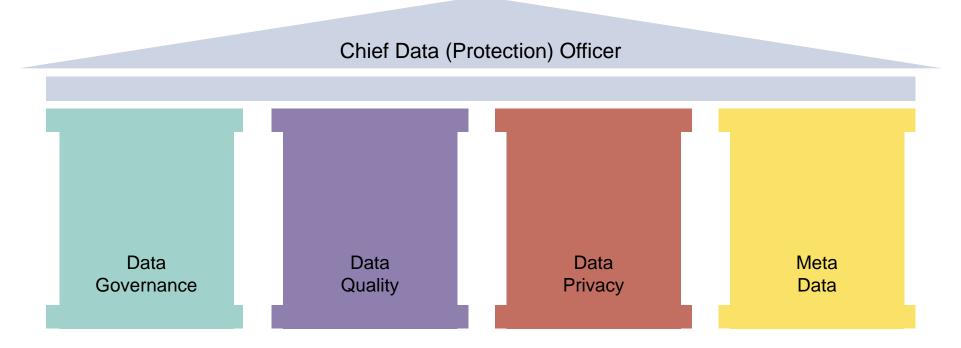
Data governance is the exercise of authority and control (planning, monitoring, and enforcement) over the management of data assets.

The Data Management Association International

Data Governance is the exercise of decision making and authority for data-related matters

- The Data Governance Institute

Pillars in a Data Governance program



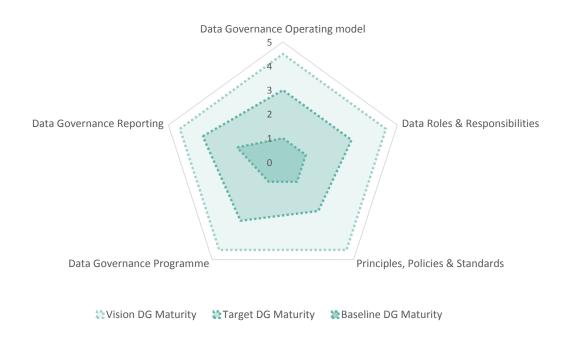
Designing a Data Governance Program



There are 7 phases in a Data Governance Program



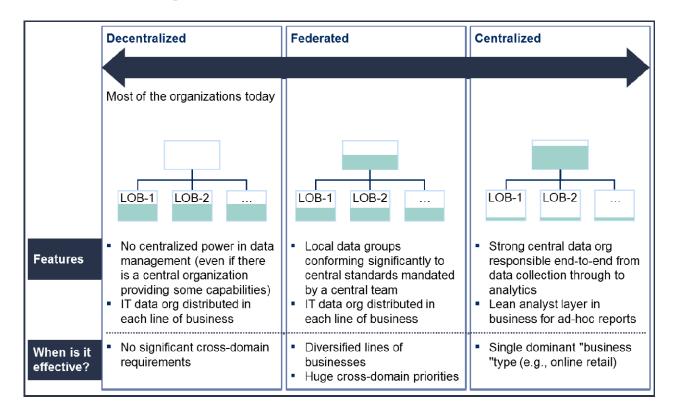
Data Governance Maturity



Eat the elephant in small bites and start with the head

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Which operating model should we use?



Not one size fits all.
Find the one that fits to your organisation

Ensure the Operating Model fits the culture of the company

Roles and responsibilities

- Data Governor
- Data Owner
- Data Steward
- Data Quality Administrator
- Data Custodian

Clearly Define Roles

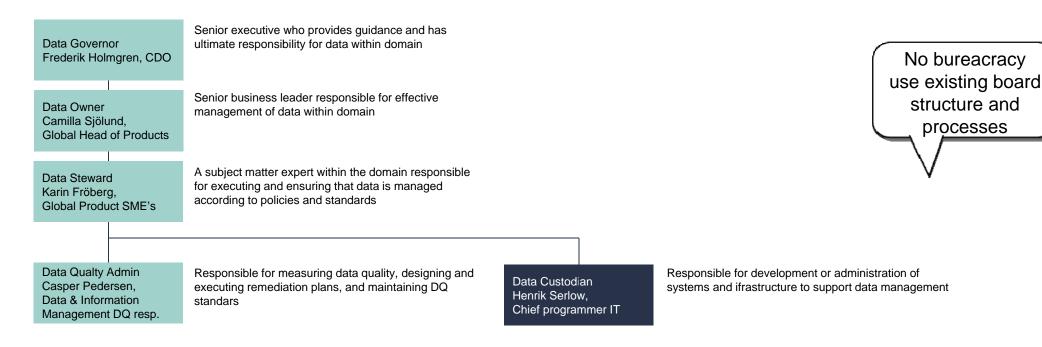


Roles and responsibilities

Domain roles	Data Governor	Data Owner	Data Steward	Data Quality Admin	Data Custodian
Responsibilities	 Appoint Data Owner Approve and enable resources for domain Attest to effective data management in place Drive cross-domain coordination 	 Establish data strategy for the domain Appoint Data Steward(s) Control resources for the domain Sponsor and authorize data initiatives Approve CDE prioritization, DQ rules definition, metadata documentation etc. 	 Operationalize data strategy Manage new data initiatives Define standards for data Prioritize CDEs for domain Define business rules for DQ Design DQ issue remediation plans Document business metadata Determine official sources of data 	 Measure DQ within domain Analyze root causes and design remediations Manage, execute and track remediation plans Monitor DQ controls Review and implement DQ standards 	 Execute new data initiatives Implement tools/technology strategy Implement technical data standards Implement access permission plan Enable authorized feeds from official source Define technical data lineage Assist in root case analysis and remediation
Best practice characteristics	 Typically most senior head of business unit Ability to influence multiple domains 	 Preferably with P&L responsibility Sufficient seniority to enact change and deliver needs of data consumers Authority or influence on front end 	 Deep knowledge of domain data and consumer needs Capacity for day-to-day, hands-on execution Typically a direct report to a Data Owner Ability to manage multiple initiatives 	 Strong analytics capabilities Solid understanding of client data Full understanding of data quality principles and measurement 	 Deep platform knowledge and experience Ideally from within IT

Example for Regulatory Reporting domain

Maria Maria



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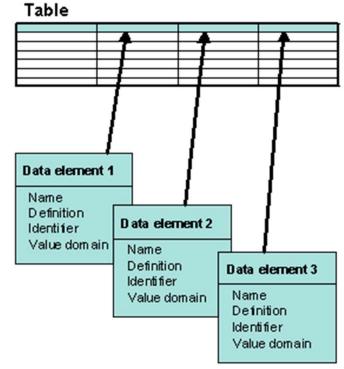
Business Data Glossary

What is a data element?

- A column?
- A row?
- A dataset?

What is a attribute to a data element?

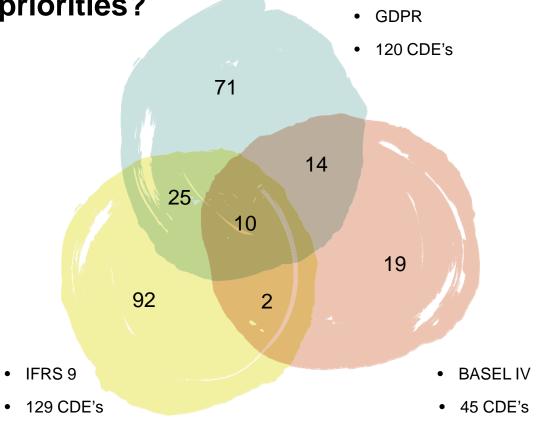
- Simple attribute:
 - Name, Definition, Identifier, Datatype, MaxSize/MinSize, MaxValue/MinValue
- Complex attribute:
 - Consist of underlaying data elements
 - Address: country, city, postal code and street



Create a common understanding of what things means, with practical examples to avoid ambiguity

Which data element should be priorities?

- 1. Regulator/ Compliance
- 2. P/L
- 3. Risk
- 4. Usage



Measuring Progress in a Data Governance Program

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_	Data Management metrics	Target	Trend	Value T	T-1	T-2	T-3	T-4	T-5
Governance	A	>90%	\leftrightarrow	80	82	81	80	72	71
	B	>85%	+	87	94	84	92	82	78
	©	>90%	1	70	45	44	47	43	44
	D	>90%	\leftrightarrow	85	84	84	78	71	66
_		>80%	+	89	95	91	87	82	79
Data Quality	A	100%	\leftrightarrow	100	100	100	88	74	72
	B	>90%	1	56	54	55	54	55	55
	©	100%	1	85	80	75	70	65	50
	D	100%	1	84	68	66	63	61	58
		100%	\leftrightarrow	95	90	90	88	89	87
_	6	100%	\leftrightarrow	95	94	96	96	93	93
Data Privacy	A	>90%	1	100	90	85	83	82	82
	B	>90%	1	50	42	43	39	41	40
	6	100%	1	100	100	95	97	5	6
	D	100%	1	85	85	80	60	55	55
	(a)	>95%	\leftrightarrow	90	92	88	91	90	94
Meta-data	A	>80%	+	77	83	82	75	79	86
-		100%		95	88	74	72	66	55
	B	>90%	†	88	80	82	81	80	72
	© D	>80%	1	72	74	75	75	74	75
	D	>70%	\leftrightarrow	84	85	86	85	86	85
		. 600/	\leftrightarrow	7.4	00	74	70	60	
	6	>60%	•	74	88	74	72	66	55

Good to Know



Where will you meet residence?

Politics!!	Competing priorities and lack of resources	Data ownership and other territorial issues				
Lack of cross-business unit coordination	Resistance to accountability	Lack of executive sponsorship and buyin				
Lack of business justification	Inexperience with cross- functional initiatives	Lack of data governance understanding				

These general advise stills holds

- Clear lines of communications
- Regular interaction with executive management
- Ensure communication methods to enforce policies at the steward and stakeholder level
- Demonstrate staying power! Data governance is a change issue and requires involvement of all stakeholder.
- Invite stewards, project managers, stakeholders etc. to provide status updates on critical initiatives that affect the data

These general advise stills holds

- No Ivory tower, no silver bullets. Use real life examples to get buy in from local business units.
- Ensure the Operating Model fits the culture of the company
- Ensure solid alignment between Business & IT
- Clearly defined and measureable success criteria
- Small iterations vs. all or nothing

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