



DATA GOVERNANCE IS *DEAD*

At the 2018 Data Value Workshop on
Governing Value: The Practice of Exploiting Data Value

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stan@collibra.com

Introducing Collibra

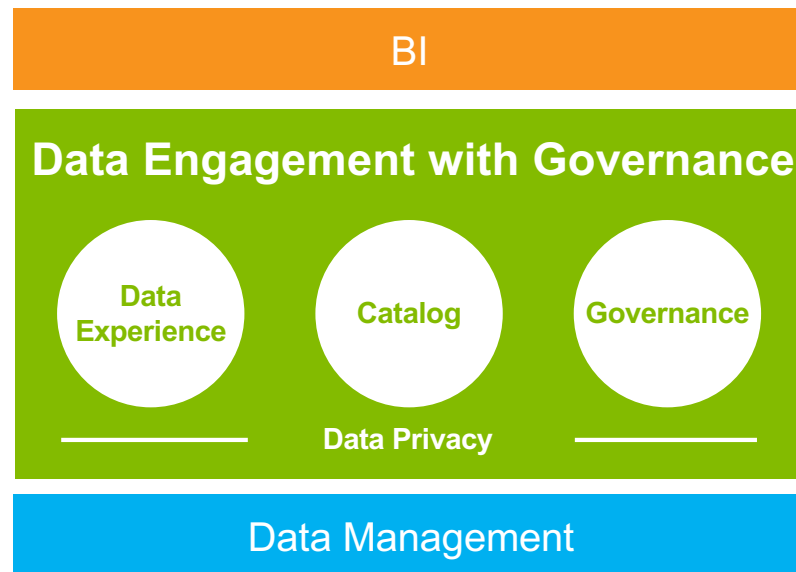
Maximizing the Value of Data Through Engagement and Governance

What We Do

Collibra allows data consumers to:

- Easily FIND the right data
- Quickly UNDERSTAND what the data means
- Explicitly TRUST the data because its entire context is known
- Advance DATA PRIVACY in a changing regulatory environment

How We Do IT



What Makes Us Unique

Approach

- Business-user driven
- Collaboration between Business & IT
- Adaptable across industries/processes

Industry Leadership

- Largest Governance market share
- Leader with Analysts

Thought Leadership

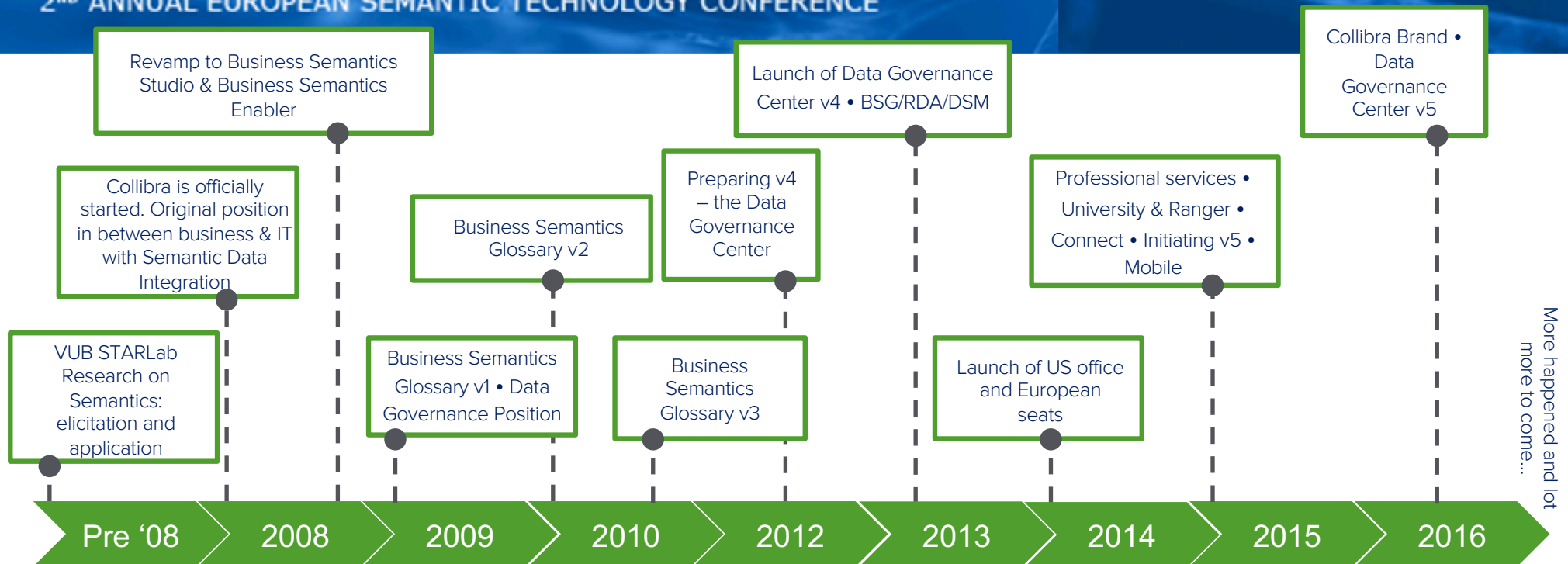
- Community – 4000+ Practitioners
- University – Building skills
- Coaching – Speed to value
- Expansive ecosystem of partners

<https://www.collibra.com> – <https://university.collibra.com>

Ah, Vienna - What's another Decade?

ESTC2008

2ND ANNUAL EUROPEAN SEMANTIC TECHNOLOGY CONFERENCE



More happened and lot more to come...

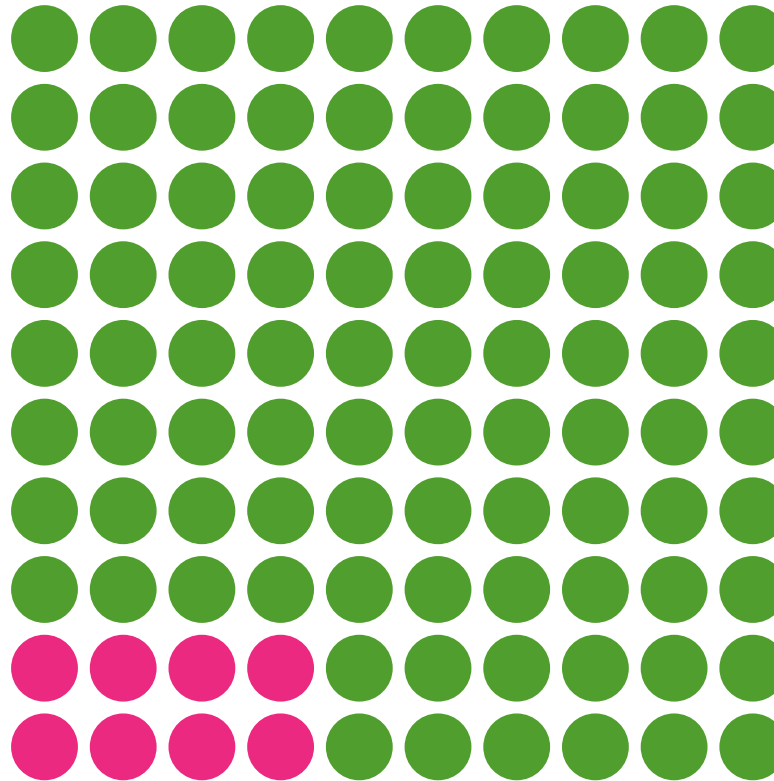


Digital disruptions are happening faster than ever

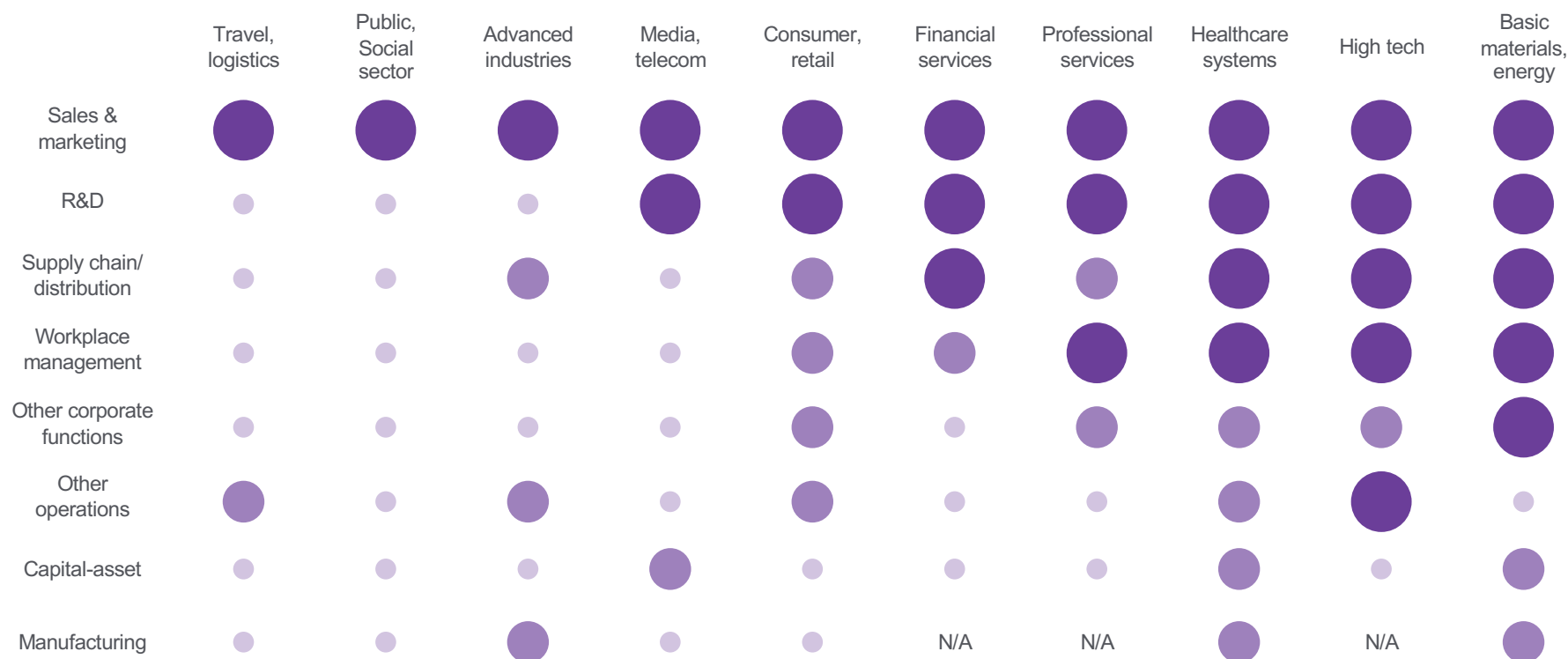
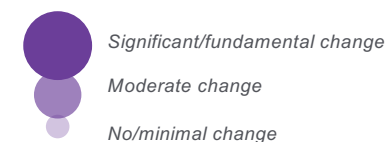
8%

Of companies believe their business model will remain economically viable through digitization

Source: McKinsey, Why digital strategies fail, January 2018

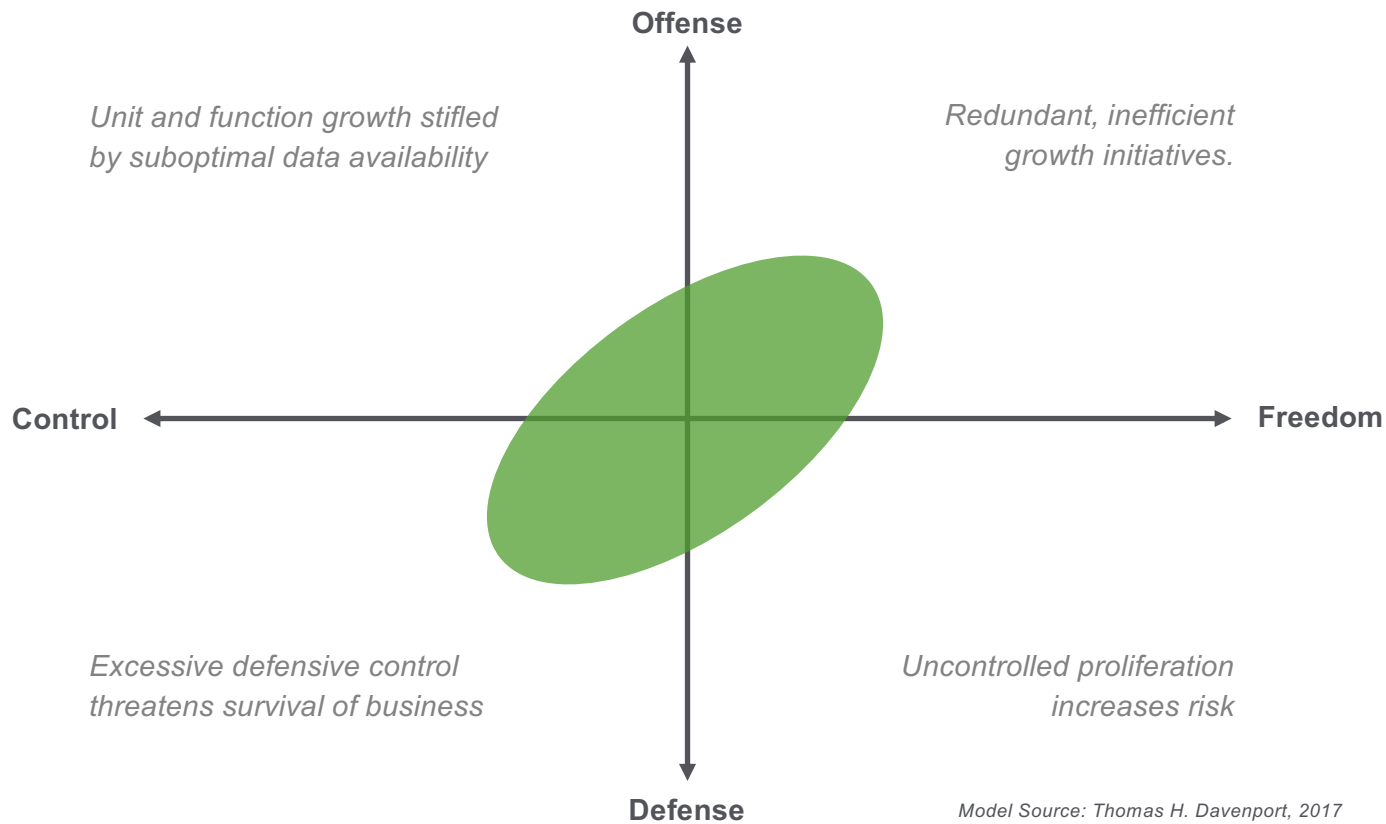


Digital change to core processes brought about by data and analytics



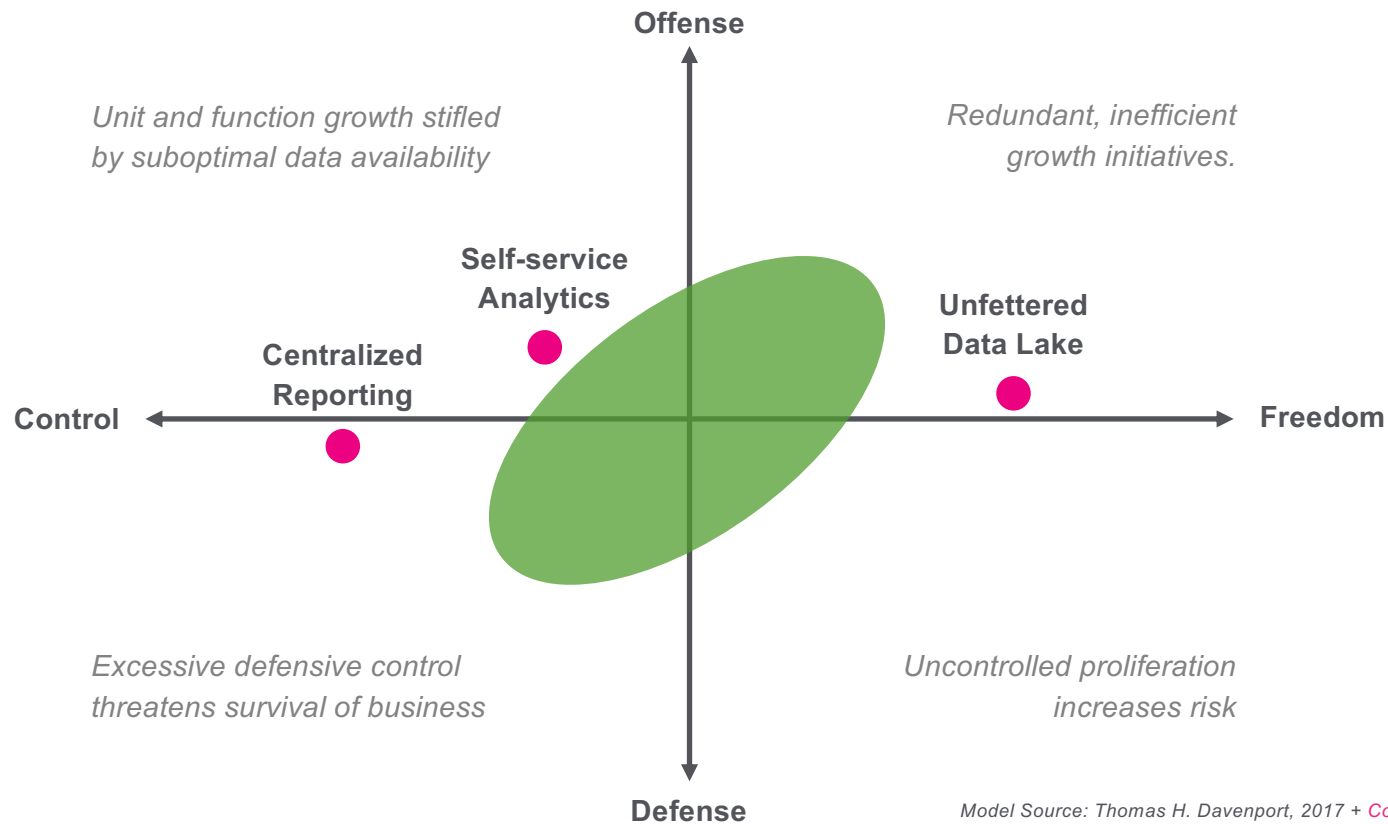
Finding the 'data engagement' sweet spot

Balance of offense/defense, control/freedom



Finding the 'data engagement' sweet spot

Balance of offense/defense, control/freedom



We are making the situation worse

The 'data engagement gap'

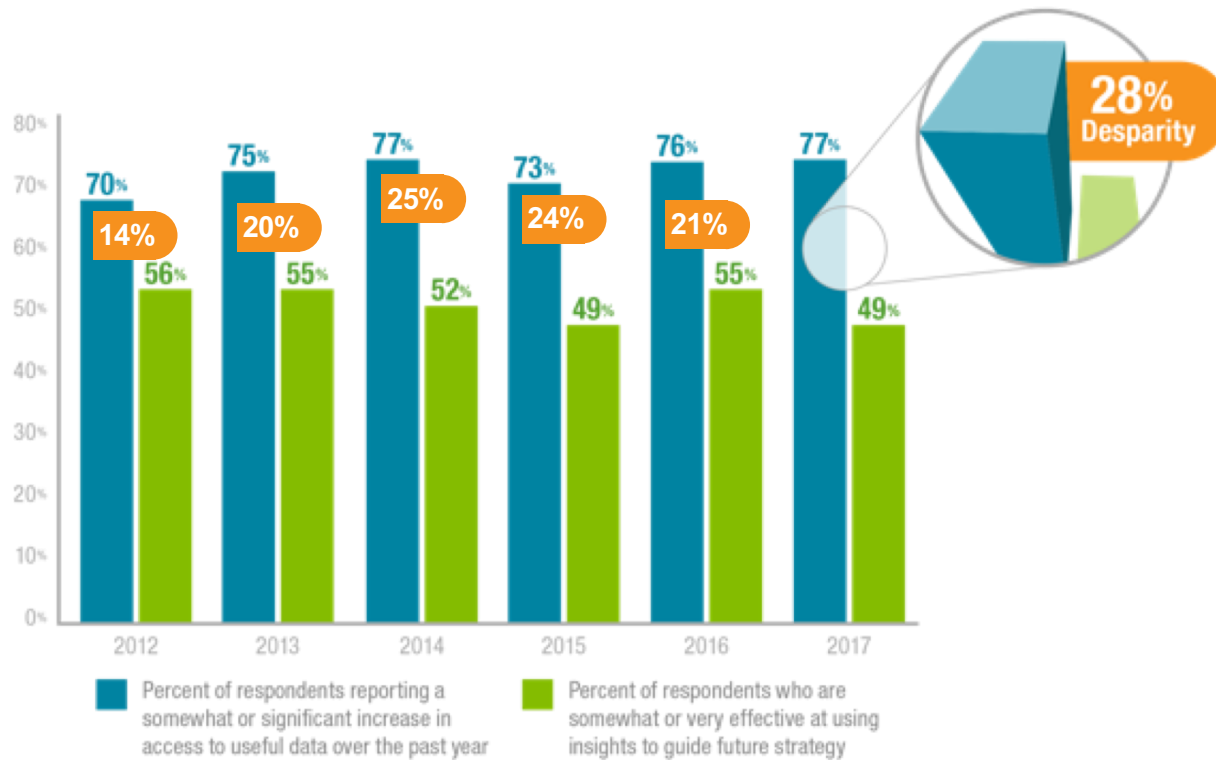




Illustration: Time wasted finding the right data

The below example illustrates an email chain that was needed to align on the definition of a metric. This one of many examples the business has given to help quantify the need for certification.

Example: 15 emails involving 12 people over nearly 31 hours



Every data initiative faces the same challenges

Address data challenges across multiple areas of the business

- Effort is spent inefficiently, and no *business infrastructure* (context, ownership, process, ...) is built
- Time and time again – in each project, program, initiative
- Value leaks out continuously while risks are fragmented all over



Goal is to reach needs of all data citizens

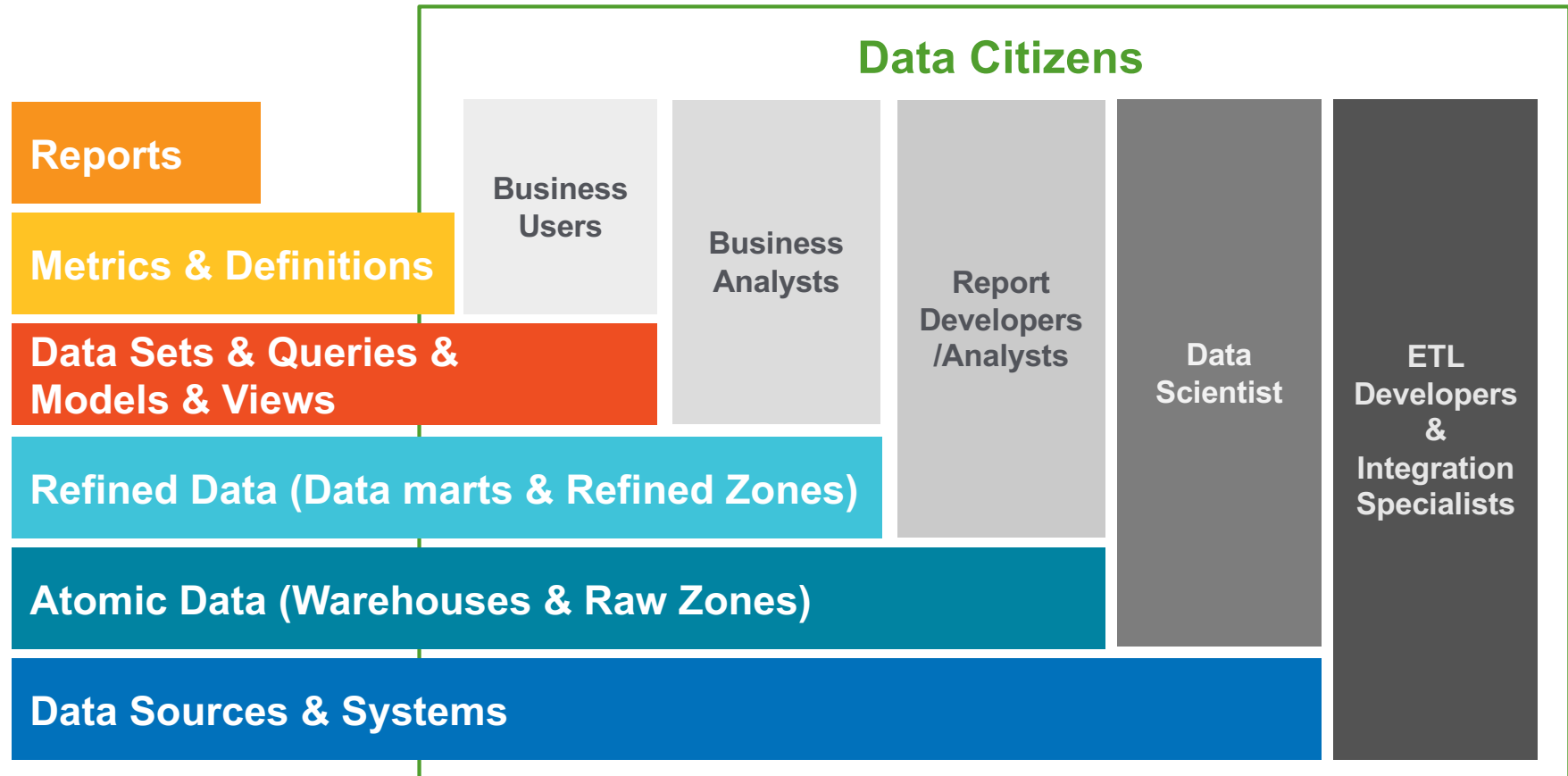
Where are you focused? Where should you be focused?

Focus Today		ROLE	COUNT	Unmet Value
		Knowledge Worker/Data Customer	10,000+	
		Analytics Developers	90	
		Data Architects	10	
		Scientist	1	

Sample Organization

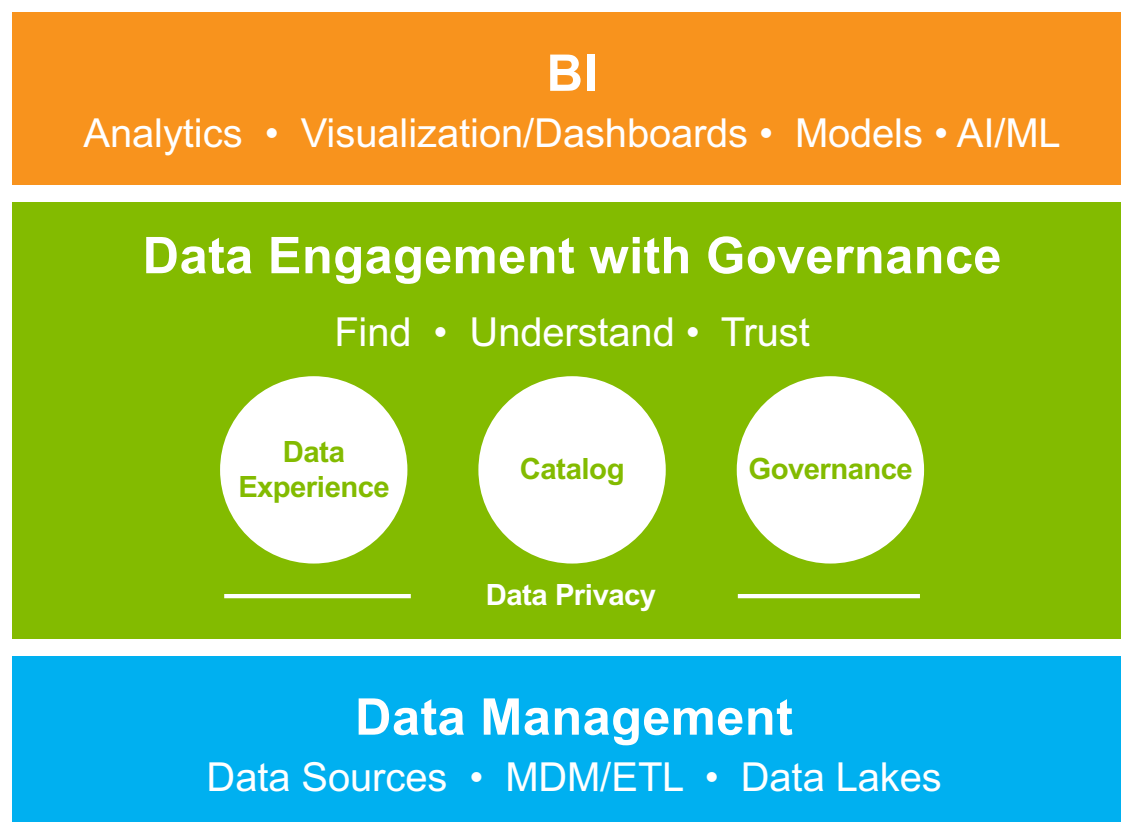
Source: Gartner, *Organizing Your Teams for Modern Data and Analytics Deployment* March, 2017

Find what information exists across the organization?



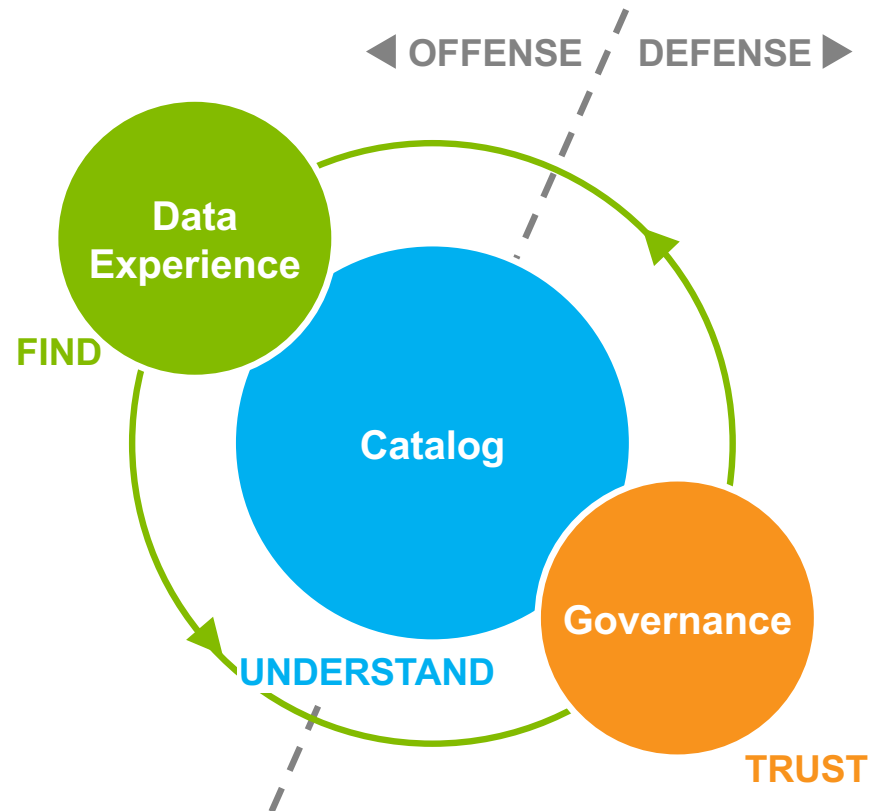


What does it take to close the gap?

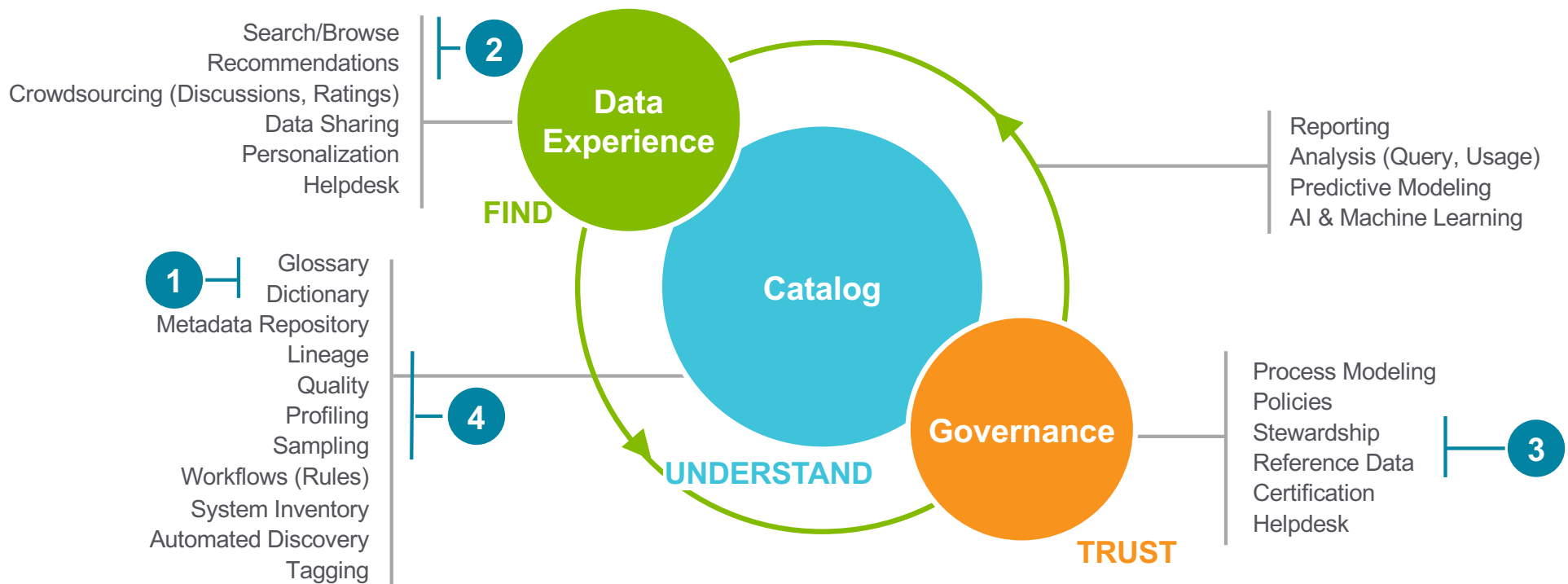


Industry best practice

Balance of a good offense and defense

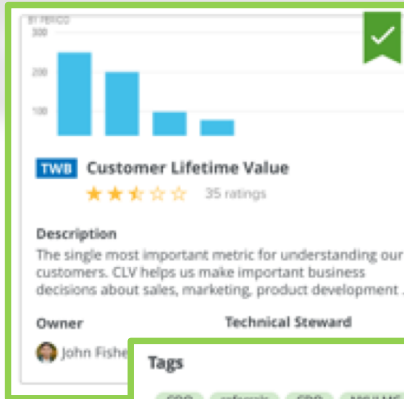


Getting started ... one project at a time



Experience the Possibilities

Reports, metrics, glossary



Order Level Data for Blood Management

Order Level Data for Blood Management

related to Blood

Finance Referral Data Set

This data set represents data from the finance data mart used to generate referral reports

related to External Procedure Cost, Incoming Refe...

*Data assets
Internal/External*

Find

Collaborate

Tags

COO referrals CDD NYULMC

Comments

Write a comment...

John Fisher
I've got a question about this metric

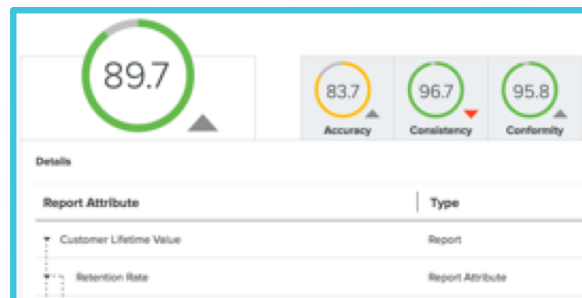
John Fisher
I think the definition should be... different

John Fisher
I disagree

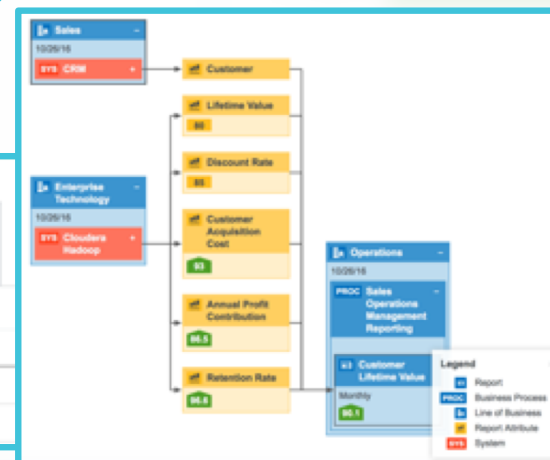
Experience the Possibilities

Understand

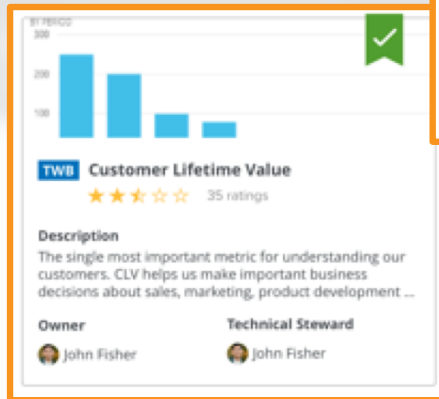
Data Quality



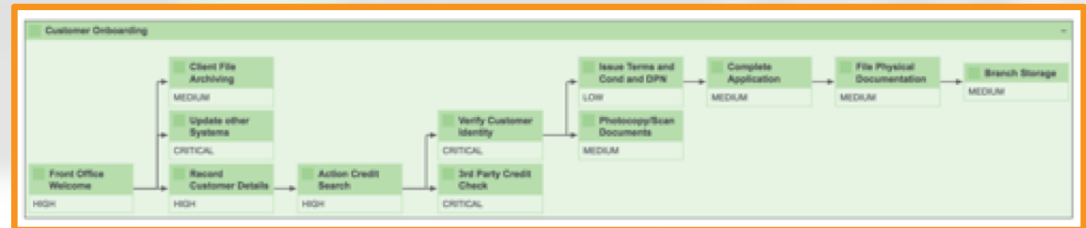
Lineage



Experience the Possibilities



Certification

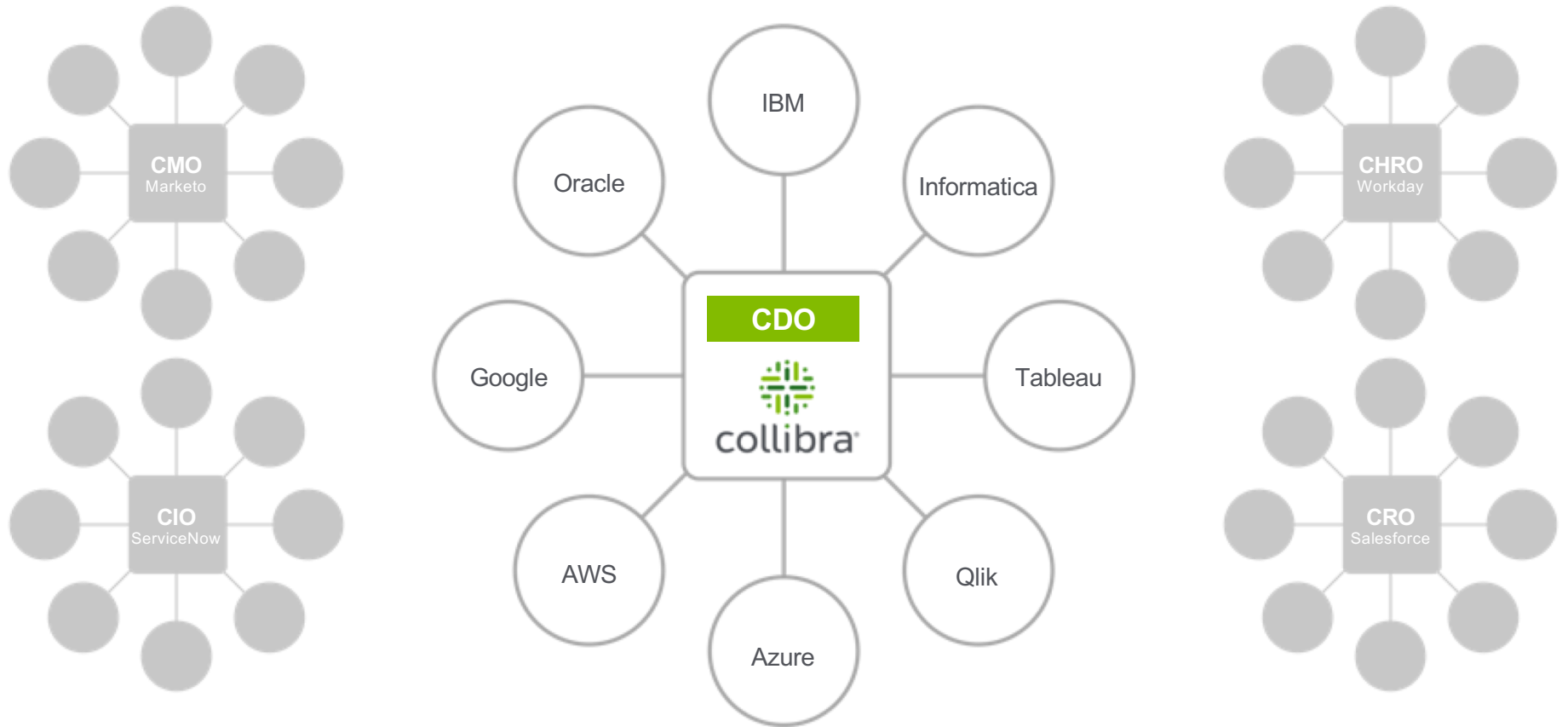


Workflow

Policies

Name ▲
Expense Recognition
PII Data Policy
Chat Log Data Standard
PII (Personally identifiable information) Data...
PII Data cannot be retained long term
PII Data must be classified
PII Data must be Masked for non authorize...
PII Data must be stored in country

Delivering a system for the Chief Data Officer (CDO)





Data Citizens: The New Data “Prosumers”?

Anita Morrison
Chief Steward

"People call me the Collibra person. If someone is stuck, I'm glad to help."

Anita executes the data governance program, she customizes the look to business needs and ensures that people are - and remain - engaged. Anita is participating in beta programs, surveys, and webinars to make sure that new product features reflect the needs of her internal business users.

RESPONSIBILITIES

- Executing data governance implementation (design, configure, manage)
- Helping to identify and coordinate demands
- Ensuring successful onboarding of teams of business users
- Helping bring data governance to as many as possible
- Overseeing successful data launch

FACT

- Member of the Collibra User Participant Program (UPT)

FREQUENCY OF USE

- 100% (continuous) 10 hours/week

DATA GOVERNANCE FOCUS

- 100% (continuous) Full time job

COLLIBRA PRODUCT ROLES

- Data Governance Center admin, Subject Matter Expert

PRODUCTS

- Business Dictionary
- Metadata Data
- Stewardship
- Settings
- On-the-go for iOS

WORKS WITH

- AM
- PM
- JP

Victoria Duarte Suárez
Implementation Partner

"I help organizations across all industries to maximize the value of their data."

Victoria helps her customers make data a strategic asset for their business. She assists with defining the strategy, choosing the tools, and helping with recruiting and training the customer's staff. She has 20+ years of experience in the data and analytics space and is a regular speaker at public conferences.

RESPONSIBILITIES

- Providing a vision of data governance
- Providing formal documentation and user training
- Managing the partnership with Collibra
- Writing processes, defining data governance strategy
- Building capabilities and activities on real practices
- Setting up, configuring, and managing the day-to-day administration of the Data Governance Center

FACT

- Active member of Collibra Community

FREQUENCY OF USE

- 100% (continuous) 10 hours/week

DATA GOVERNANCE FOCUS

- 100% (continuous) Full time job

COLLIBRA PRODUCT ROLES

- Data Governance Center admin, Knowledge admin

PRODUCTS

- Business Dictionary
- Metadata Data
- Data Response
- Settings
- On-the-go for iOS

WORKS WITH

- AM
- PM
- JP
- BA

François Lemaire
System Engineer

"Assumptions are the mother of all mistakes."

François is responsible for setting up and maintaining systems and servers that need to be up and running 24/7, including the Collibra Data Governance Center. He is in contact with Collibra Support to help him with integration tasks and resolution of system issues.

RESPONSIBILITIES

- Ensuring that components of systems are running securely with acceptable performance
- Developing and maintaining procedures for system maintenance (OS, operating systems, and related)
- Coordinating user management (LDAP, SSO, etc.)
- Managing SLA to incident resolution

FACT

- Member of the Collibra Community

FREQUENCY OF USE

- 100% (continuous) 10 hours/week

DATA GOVERNANCE FOCUS

- 100% (continuous) Additional task

COLLIBRA PRODUCT ROLES

- Collibra console super user

NEEDS

- Clearly see Data Governance Center current status and performance
- Create and restore Data Governance Center backups when needed
- View and change the system settings
- Access system logs
- Easily access technical documentation

PRODUCTS

- Business Dictionary
- Collibra Console

WORKS WITH

- AM
- PM
- JP

Hélène Amadou
Data Scientist

"Discovering the story behind the data."

Hélène is very proud of the fact that she can help people do their jobs more effectively by using data. She is curious and determined, and has outstanding programming and problem solving skills.

RESPONSIBILITIES

- Creating ad-hoc data analyses for internal departments
- Delivering business recommendations based on solid data
- Building models that answer real world questions
- Presenting and sharing results in a Business friendly way

FACT

- Member of the Collibra Community

FREQUENCY OF USE

- 100% (continuous) 10 hours/week

DATA GOVERNANCE FOCUS

- 100% (continuous) Additional task

COLLIBRA PRODUCT ROLES

- Collibra console super user

NEEDS

- Find and access the data
- Understand the data (quality, source, etc.)
- Use any way to document calculated facts and models
- Using self-service as much as possible
- Learn data wrapping, more target generation
- See what others are doing with the data
- Share tips and knowledge

PRODUCTS

- Business Dictionary
- Collibra Console
- Search

WORKS WITH

- AM
- PM
- JP
- MU

Aarav Chopra
Business Analyst

"It is a capital mistake to theorize before one has data."

Aarav uses data to guide his peers in making the decisions he knows are right for the business. He uses Collibra to showcase and share reports. He changes business focus often and needs the support of others to assess the data analytics, to understand the existing processes, and to resolve data issues.

RESPONSIBILITIES

- Supporting others in creating critical product and strategy
- Decisions through business reports
- Creating and managing regular reports

FACT

- Member of the Collibra Community

FREQUENCY OF USE

- 100% (continuous) 10 hours/week

DATA GOVERNANCE FOCUS

- 100% (continuous) Additional task

COLLIBRA PRODUCT ROLES

- Collibra console super user

NEEDS

- Understand the value Collibra can bring to him
- Visualize and share data
- Documentation to assess the data
- See what others are doing with the data
- Become familiar with the company's processes

PRODUCTS

- Business Dictionary
- Collibra Console
- Search

WORKS WITH

- AM
- PM
- JP
- MU

Dora Portman
Data Protection Officer

"Privacy is not only a fundamental right. It can also be a competitive advantage."

Dora was nominated as DPO because of her thorough knowledge of the processing operations carried out across the organization and her existing efforts to promote a data protection culture across the organization. She followed additional training on the GDPR, data impact assessments, and information security.

RESPONSIBILITIES

- Identifying, documenting, and analyzing compliance of data processing activities
- Conducting data protection impact assessments & audits
- Addressing the accountability framework & issues
- Training and advising on customer & employee privacy
- Setting up the primary contact point for questions from clients & the public in the event of a data breach

FACT

- Member of the Collibra Community

FREQUENCY OF USE

- 100% (continuous) 4 hours/week

DATA GOVERNANCE FOCUS

- 100% (continuous) Full time job

COLLIBRA PRODUCT ROLES

- Subject matter expert, Owner (on projects)

NEEDS

- Ability to access & maintain a register of processing operations across the organization and the responsible departments
- Ability to advise on and approve data privacy policies, data sharing, and ensure these are known and can easily be consulted throughout the organization

PRODUCTS

- Business Dictionary
- Collibra Console
- Stewardship

WORKS WITH

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- PM
- JP
- MU

Mike Jones
Chief Data Officer

"Turning the data deluge into strategic decisions."

Mike is the main driver for data governance within the organization. He defines the vision, sets the roadmap, chooses the tools, and builds the data governance team. He has the full backing of the C-suite counterparts, and has the authority and resources to execute strategic data initiatives. Mike possesses a unique blend of technical skills, business knowledge, and political savvy.

RESPONSIBILITIES

- Defining the vision and roadmap for data governance
- Regulating and allocating the budget for a data governance program
- Implementing data as an asset in the organization
- Promoting the value of data assets and increasing the risk and costs by ensuring data quality and transparency for regulatory, risk management, and analysis reporting

FACT

- Member of the Collibra Community

FREQUENCY OF USE

- 100% (continuous) 4 hours/week

DATA GOVERNANCE FOCUS

- 100% (continuous) Additional task

COLLIBRA PRODUCT ROLES

- Chief Data Officer

NEEDS

- Ensure that data is accessible across the organization
- Ensuring value and progress of data governance investments
- Remain current with evolution in data industry

PRODUCTS

- Business Dictionary
- Collibra Console
- Stewardship

WORKS WITH

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- JP

Robert Brown
Data Governance Manager

"Data is the new oil? No: Data is the new soil."

Robert is one of the driving forces for data governance within his organization. He cares about his job and is always open for new innovations, updates, and improvements in his field. And he is never afraid to try something new.

RESPONSIBILITIES

- Overseeing, designing, and coordinating the data governance program and processes
- Building and leading the data governance team
- Identifying and setting community managers and elements
- Identifying on look for data governance
- Facilitating the process to improve data quality

FACT

- Member of the Collibra Community

FREQUENCY OF USE

- 100% (continuous) 10 hours/week

DATA GOVERNANCE FOCUS

- 100% (continuous) Full time job

COLLIBRA PRODUCT ROLES

- Data Governance Center admin, Community admin, Subject Matter Expert

NEEDS

- Data that is easy for him and his team to find
- Increased data governance adoption, decreased understanding time, and reporting on these
- Improved data access (data in the cloud)
- More involvement in the Collibra roadmap

PRODUCTS

- Business Dictionary
- Collibra Console
- Stewardship
- Settings
- On-the-go for iOS

WORKS WITH

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- JP
- MU

Luke O'Reilly
Technical Steward

"You can have data without information, but you cannot have information without data."

Luke provides the information to describe and organize the data he manages to enable the data consumers. He used several tools in the past, and he is hoping that Collibra will become the main platform that analysts will use to unlock the full potential of their data.

RESPONSIBILITIES

- Fully understanding the data he is responsible for
- Understanding day-to-day work to enable data consumers
- Proactively keeping assets up to date
- Documenting metadata
- Interpreting the quality of data
- Helping to resolve data-related issues

FACT

- Member of the Collibra Community

FREQUENCY OF USE

- 100% (continuous) 10 hours/week

DATA GOVERNANCE FOCUS

- 100% (continuous) Additional task

COLLIBRA PRODUCT ROLES

- Collibra console super user

NEEDS

- The ability to package data so it becomes self-service for others
- A central repository for documenting metadata
- To easily update a large amount of information

PRODUCTS

- Business Dictionary
- Collibra Console
- Stewardship
- Settings
- On-the-go for iOS

WORKS WITH

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- PM
- JP
- MU

John Fisher
100% Steward

"May the definition be with you!"

John is a master jolt, fighting the evil empire of conflicting definitions and duplicate business terms. He has great communication skills and is always available to lend a hand to others to ensure that all definitions are in place and remain up-to-date.

RESPONSIBILITIES

- Gathering information and writing definitions
- Researching their job history, validation and approval business terms across the organization
- Ensuring the right (SME) is involved
- Helping to enforce data governance policies
- Identifying data issues and resolving with resolution
- Defining data values for reference data
- Collaborating with data owners for data

FACT

- Member of the Collibra Community

FREQUENCY OF USE

- 100% (continuous) 10 hours/week

DATA GOVERNANCE FOCUS

- 100% (continuous) Full time job

COLLIBRA PRODUCT ROLES

- Business Steward

NEEDS

- Decrease time to reach status "approved"
- Ensure the right people are involved and engaged
- Understand duplicate business terms which are a source of confusion and errors if not
- Ensure that definitions are - and remain - up-to-date

PRODUCTS

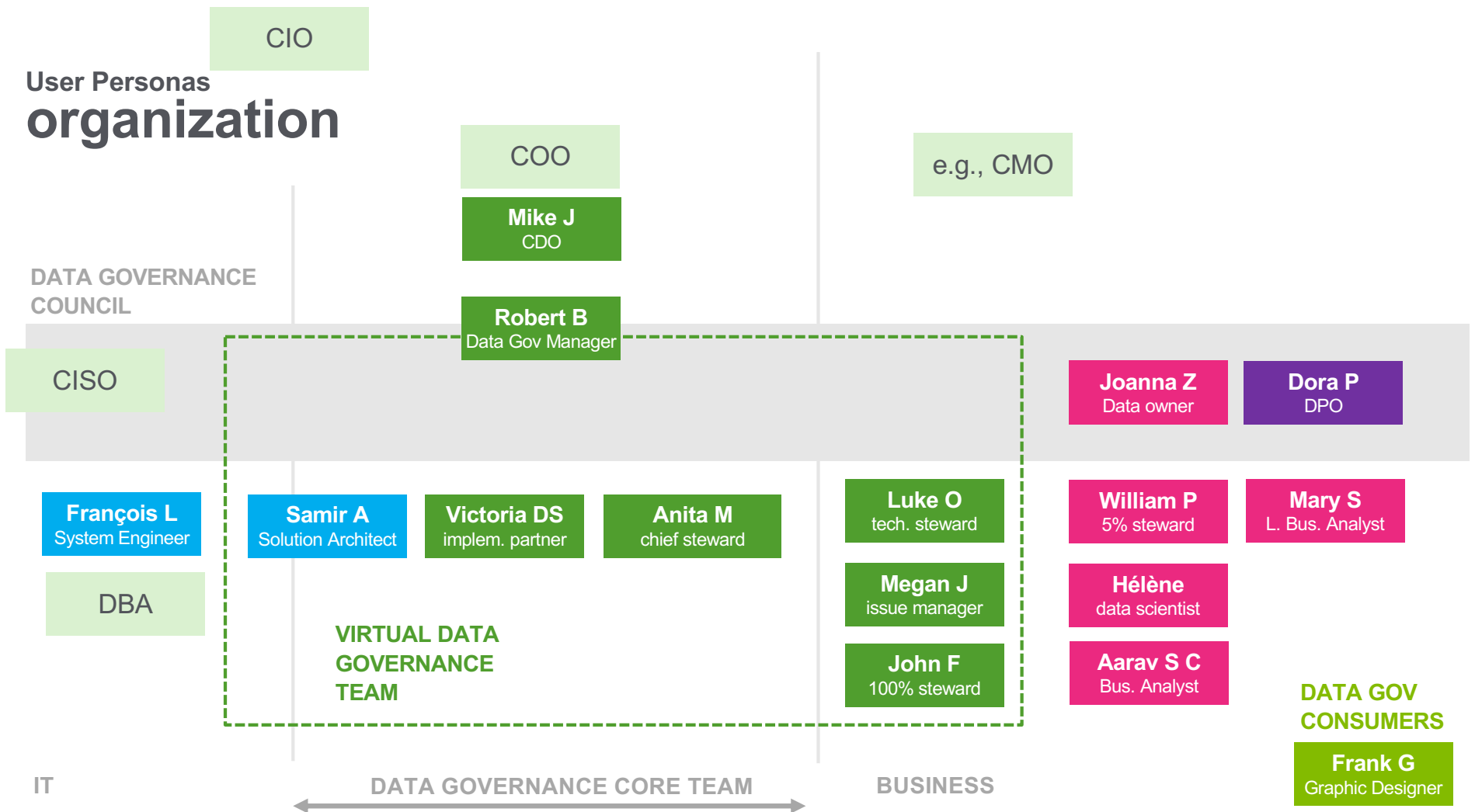
- Business Dictionary
- Collibra Console
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WORKS WITH

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- JP
- MU

More info at <https://www.collibra.com/blog/blogdata-governance-personas-your-users-voice-in-the-product-process/>

User Personas organization





Key Takeaways

- 1 Digital disruption is an enterprise challenge
... Data engagement is the answer
- 2 Requires balance of offense and defense
... Across Find, Understand and Trust
- 3 Your journey will vary
... New skills and capabilities required

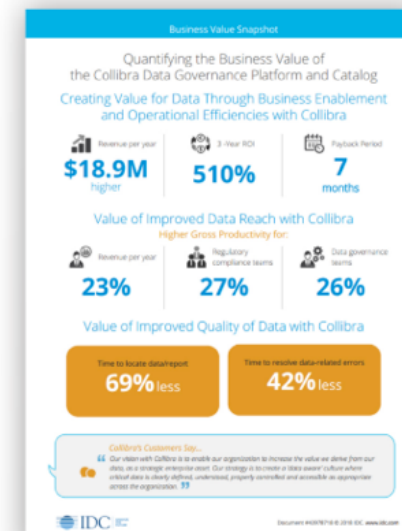


www.collibra.com

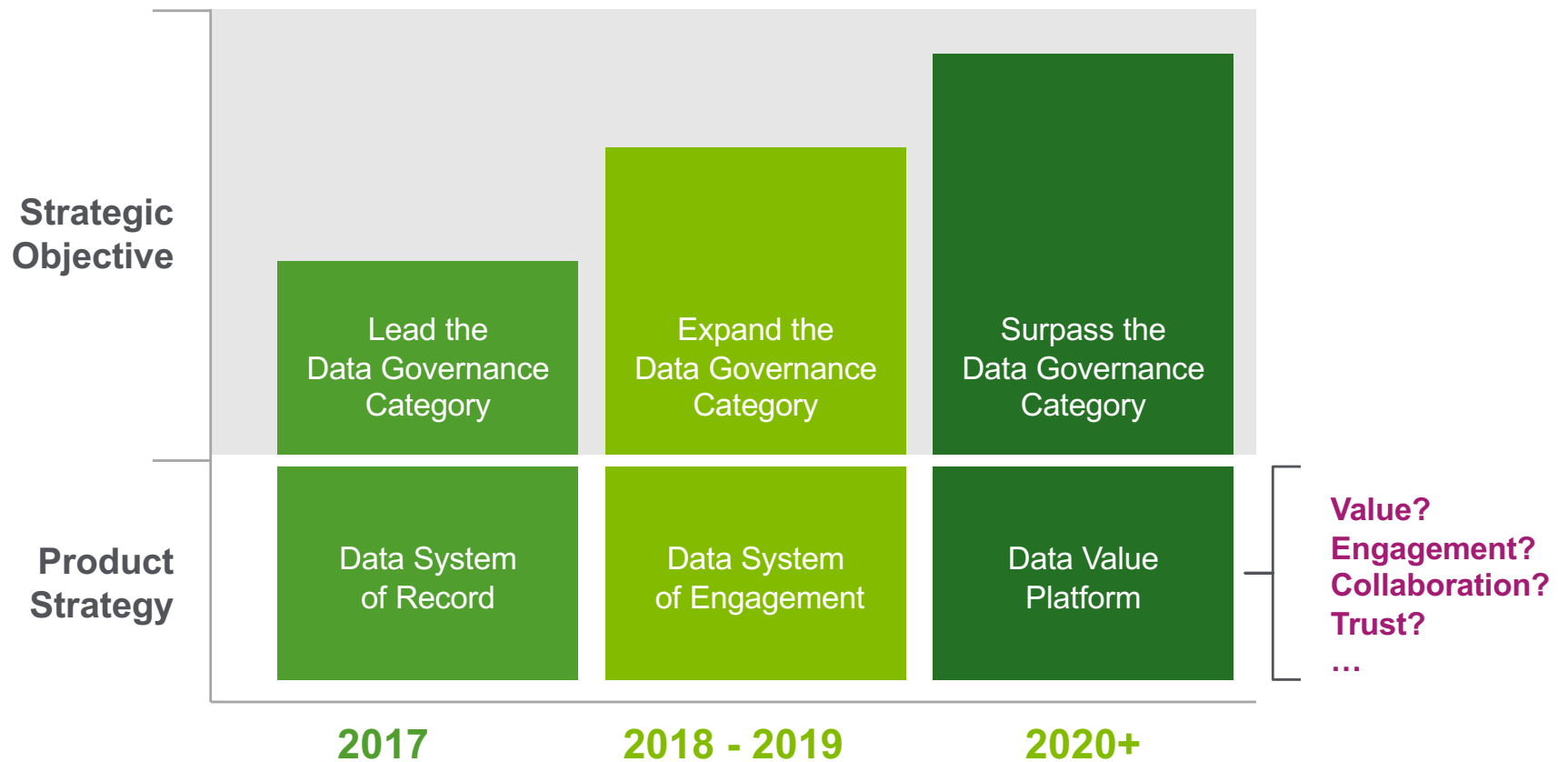
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IDC projects that companies with Collibra achieve annual benefits worth an average of \$18.9M per year!

- 23% higher productivity by business intelligence and analyst teams
- 27% higher productivity by regulatory compliance teams
- 69% less time to locate data/reports
- 28% lower frequency of data related errors



(Re)Defining the Data Governance Category



Long Live Data Governance!



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