



DATA GOVERNANCE IS *DEAD*

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

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Introducing Collibra

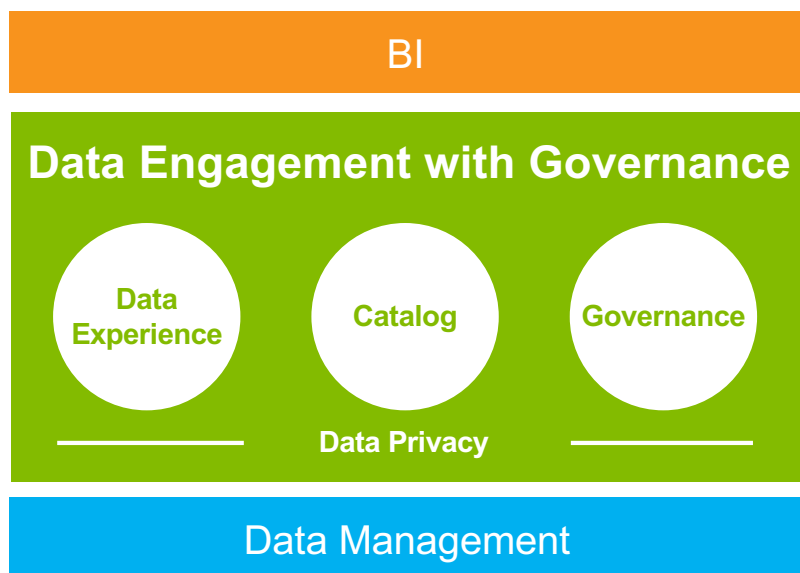
Maximizing the Value of Data Through Engagement and Governance

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

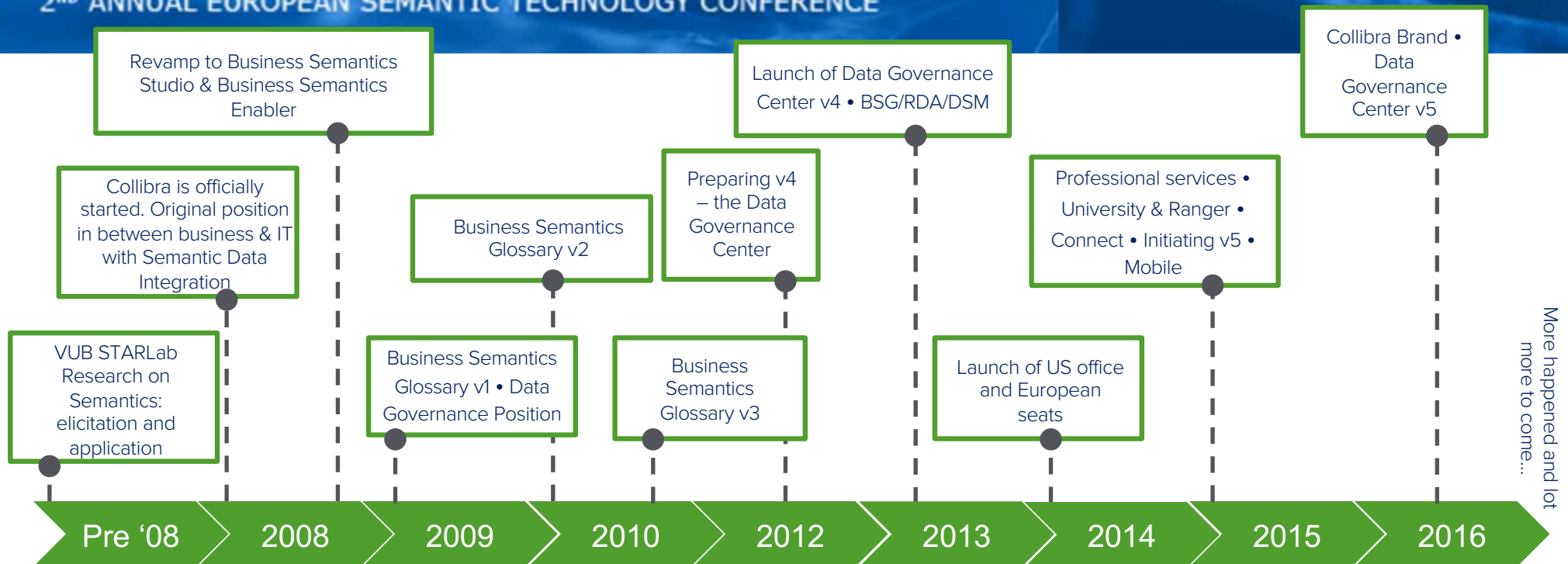
- Community – 4000+ Practitioners
- University – Building skills
- Coaching – Speed to value
- Expansive ecosystem of partners

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

Ah, Vienna - What's another Decade?

ESTC2008

2ND ANNUAL EUROPEAN SEMANTIC TECHNOLOGY CONFERENCE



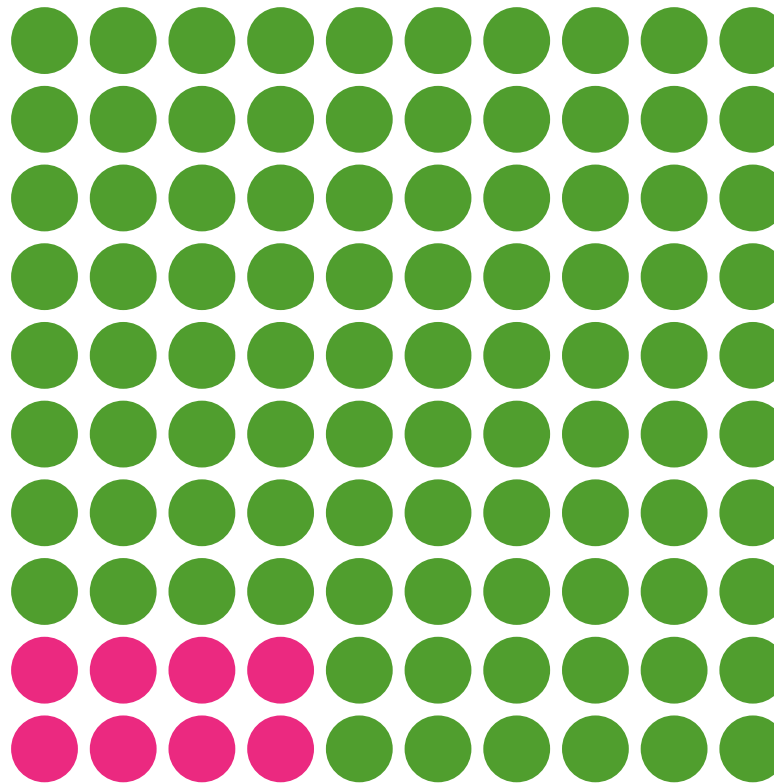


Digital disruptions are happening faster than ever

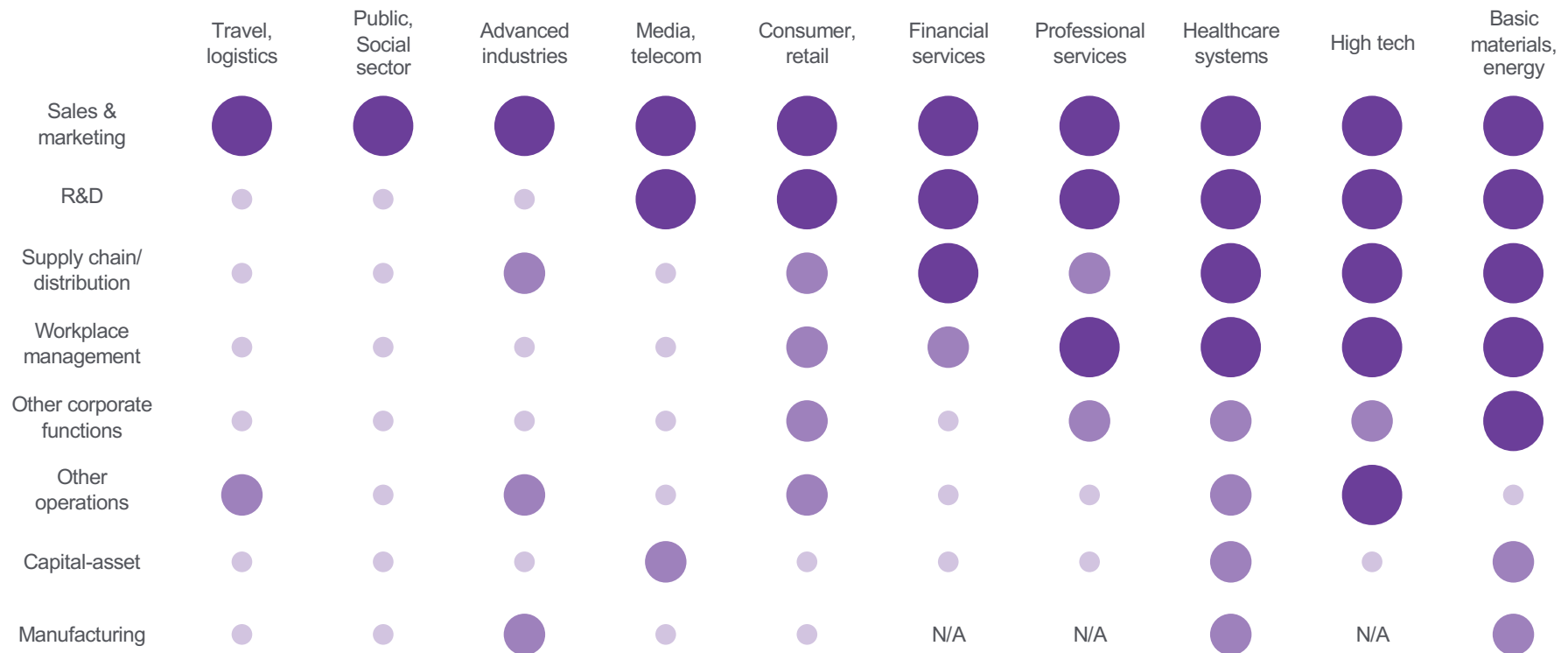
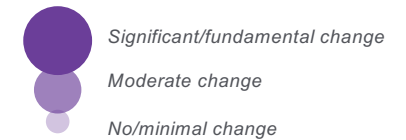
8%

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

Source: McKinsey, Why digital strategies fail, January 2018

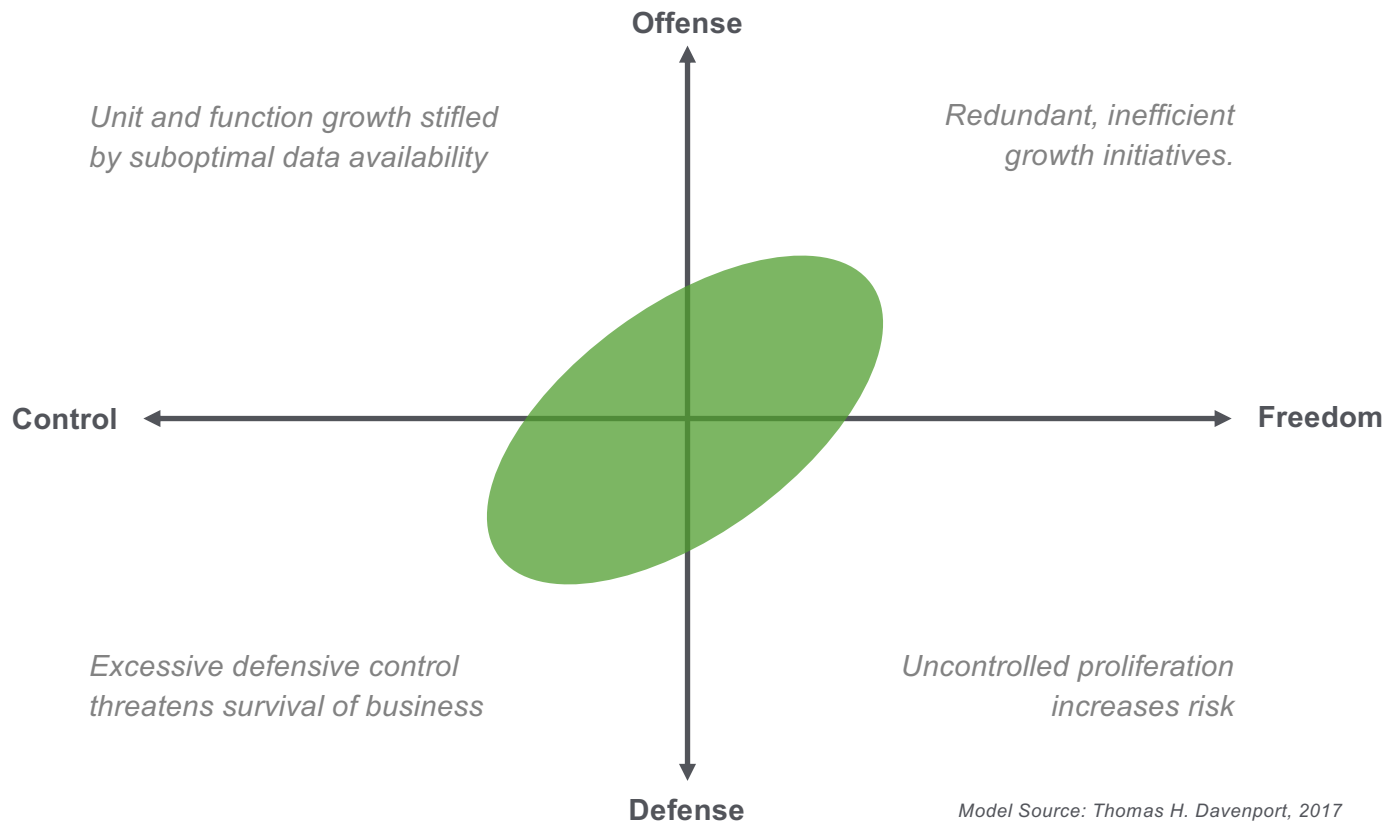


Digital change to core processes brought about by data and analytics



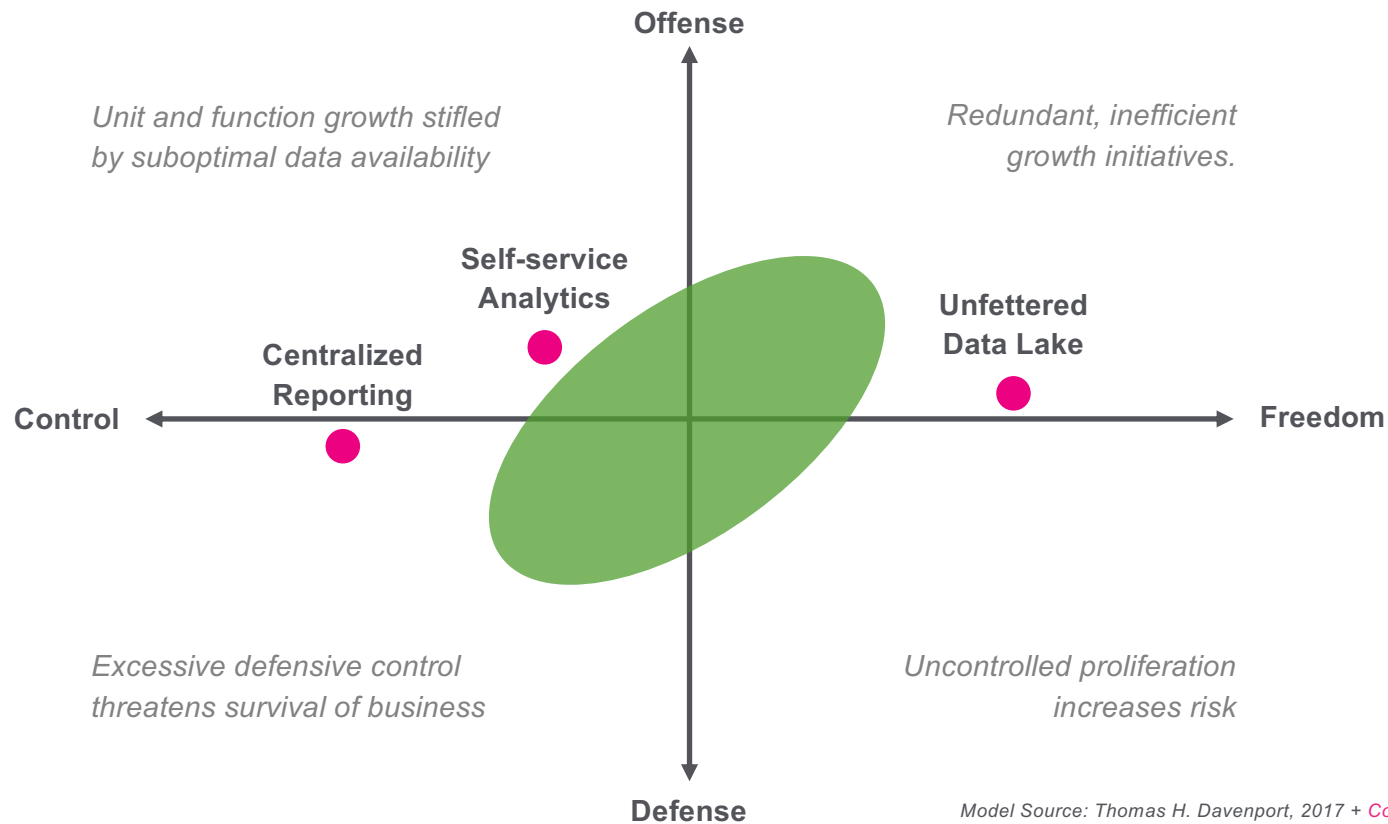
Finding the 'data engagement' sweet spot

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'

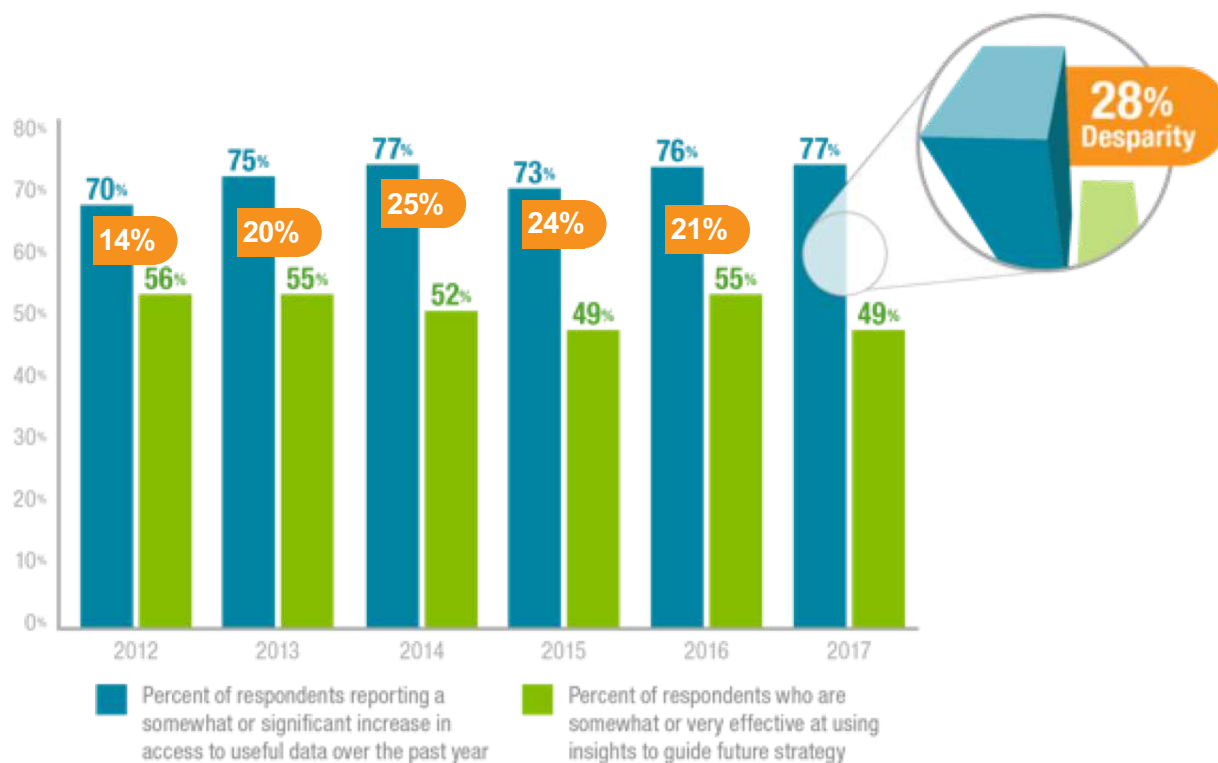




Illustration: Time wasted finding the right data

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

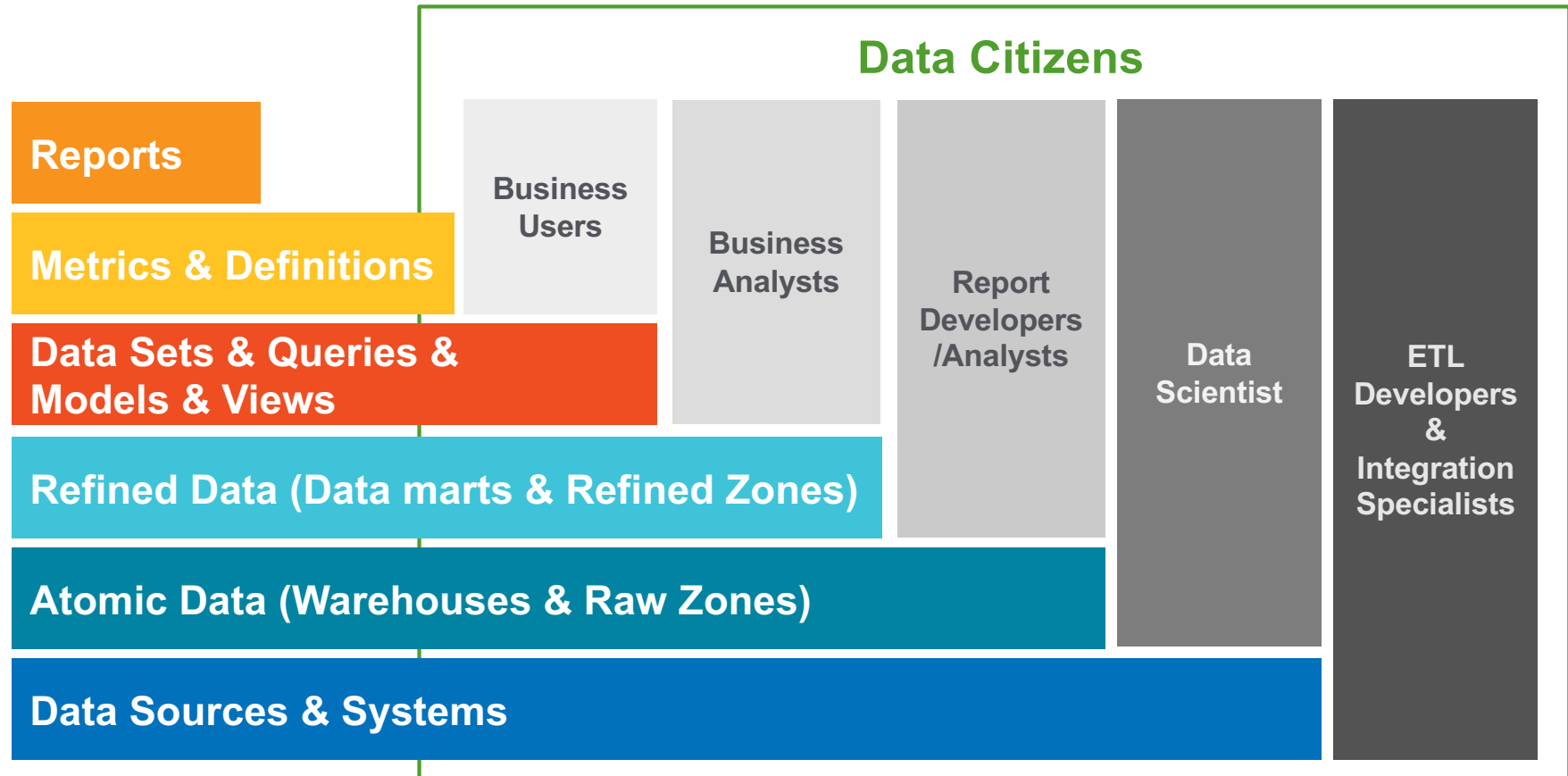
Where are you focused? Where should you be focused?

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

Sample Organization

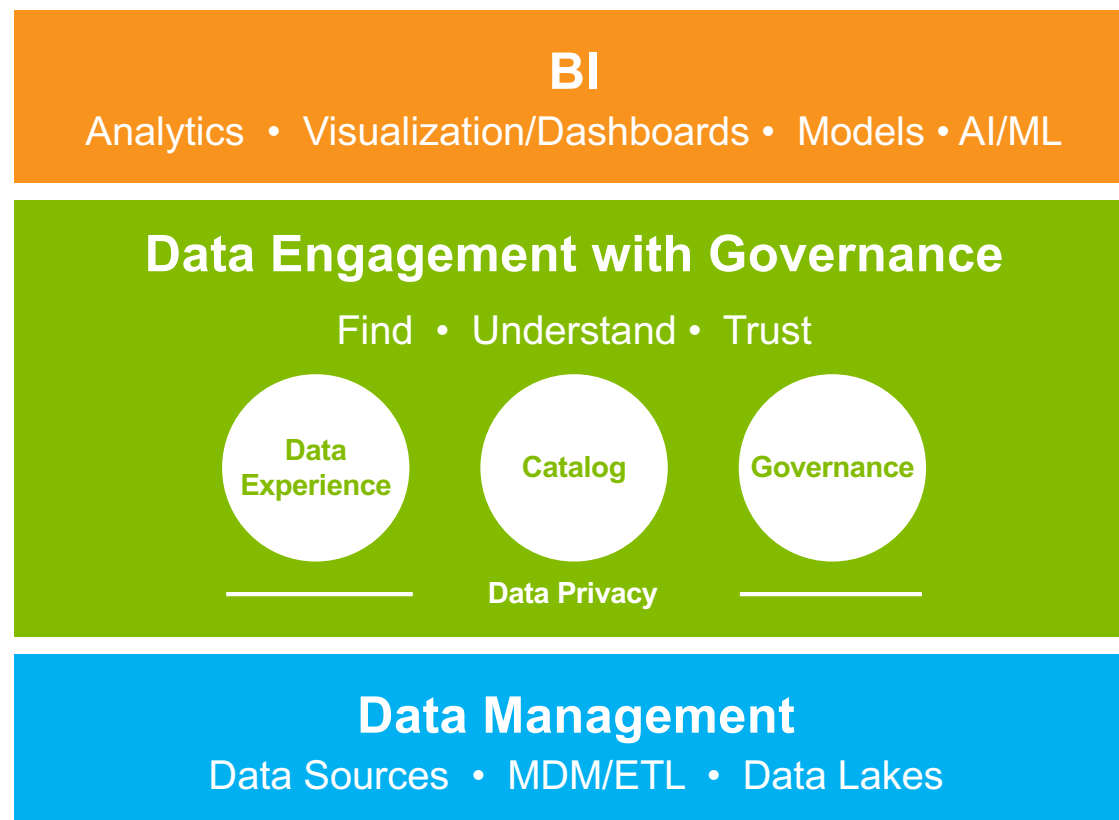
Source: Gartner, Organizing Your Teams for Modern Data and Analytics Deployment March, 2017

Find what information exists across the organization?



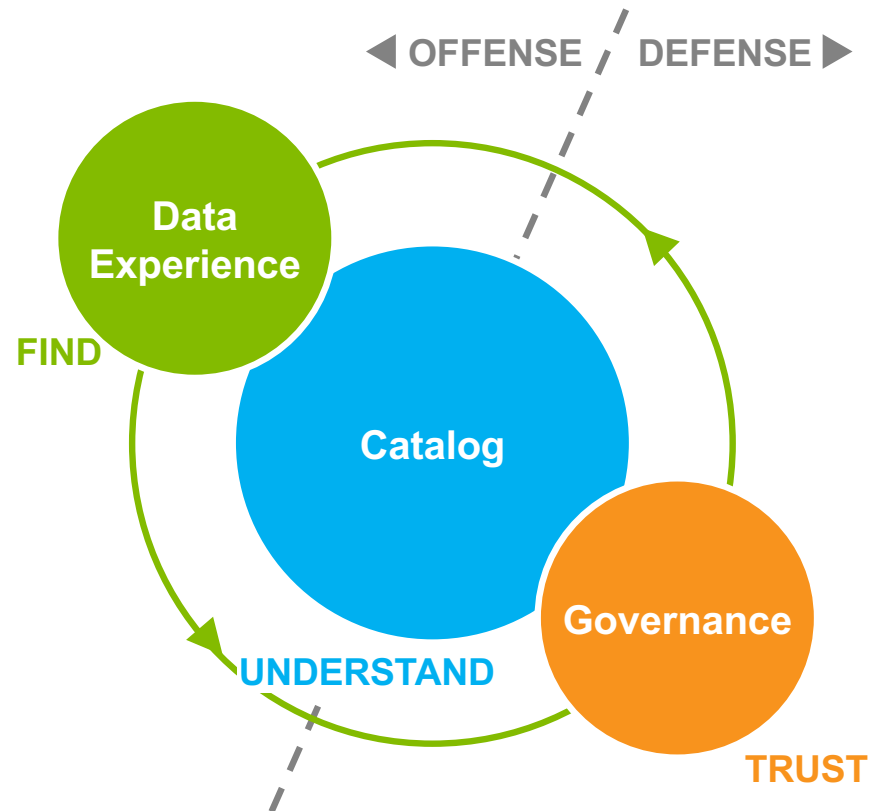


What does it take to close the gap?

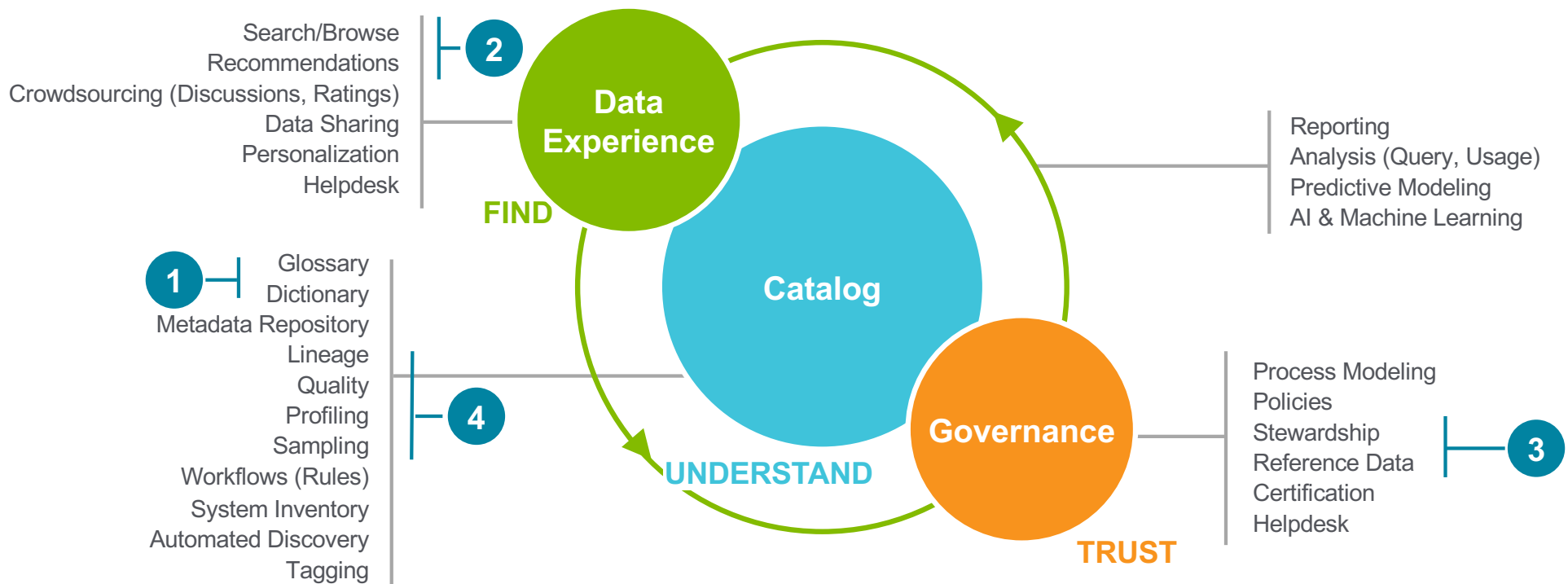


Industry best practice

Balance of a good offense and defense

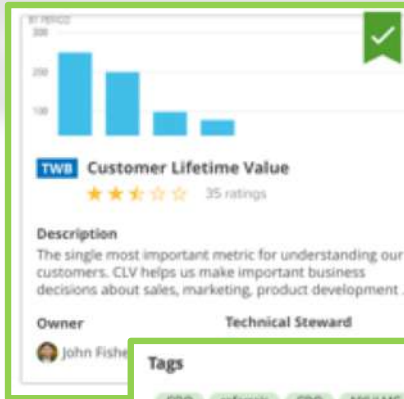


Getting started ... one project at a time



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 CDO NYULMC

Comments

Write a comment...

John Fisher
I've got a question about this metric

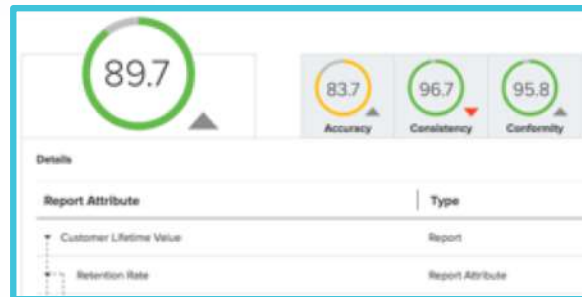
John Fisher
I think the definition should be... different

John Fisher
I disagree

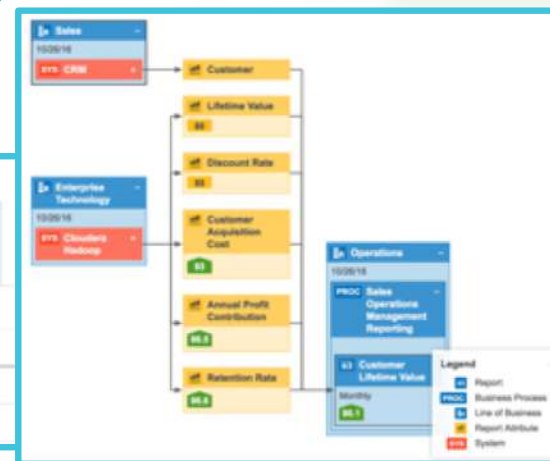
Experience the Possibilities

Understand

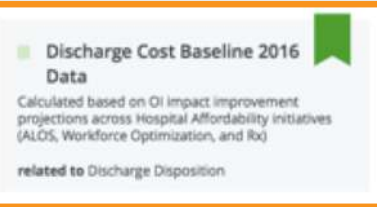
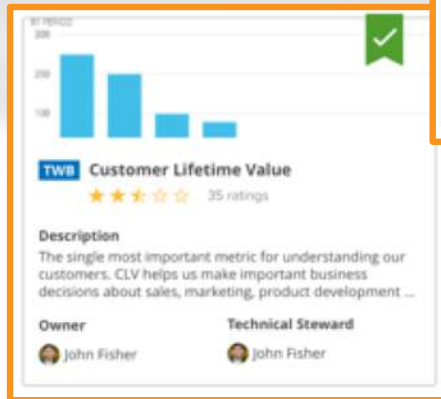
Data Quality



Lineage

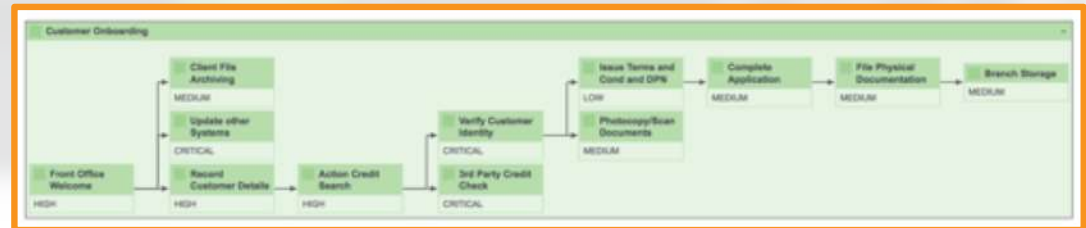


Experience the Possibilities



Certification

Trust

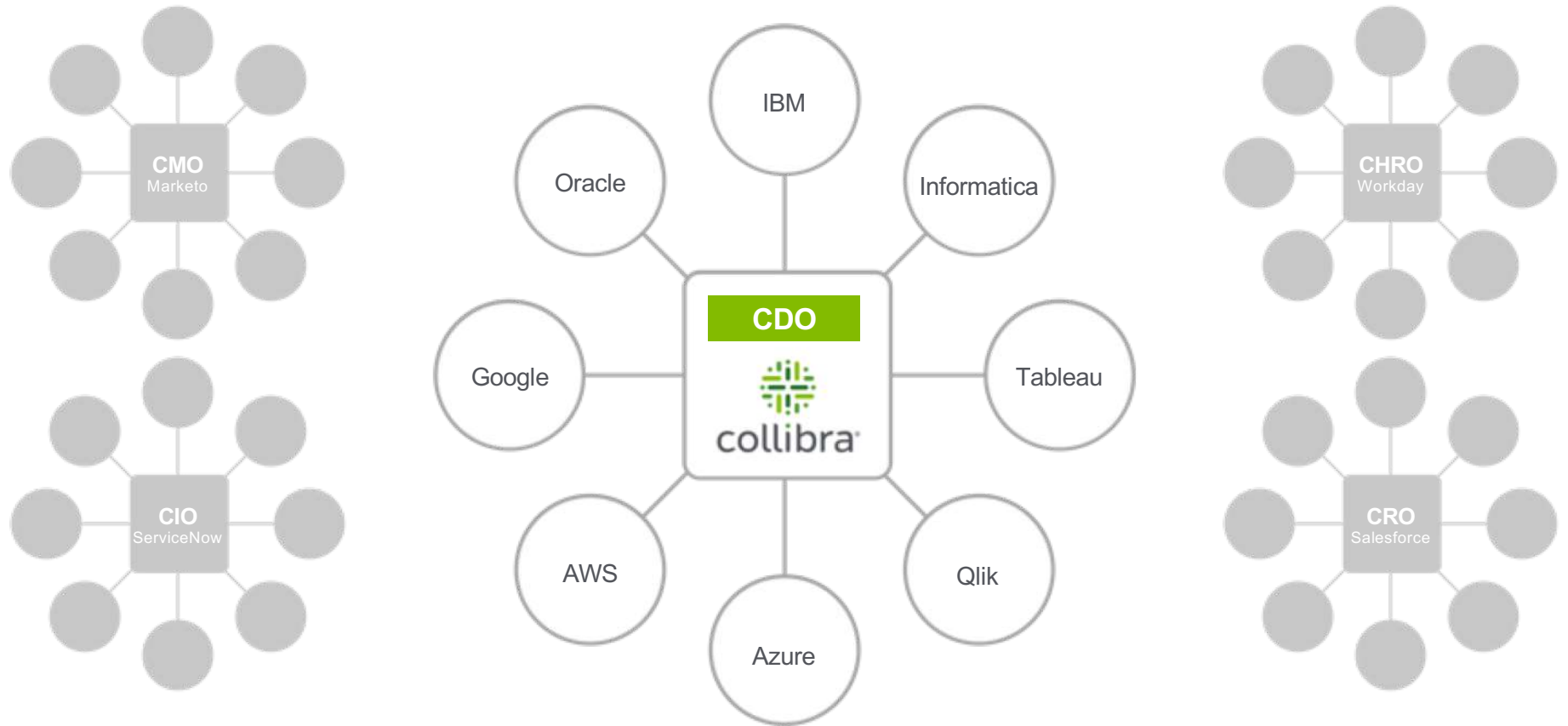


Workflow

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 oversees 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 affect the needs of her internal business users.

RESPONSIBILITIES

- Overseeing data governance implementation (design, configure, manage)
- Making a security and compliance checklist
- Making successful understanding of future of business users
- Making things data governance as easy as possible
- Coordinating business data issues

FACT

- Member of the Collibra User Partnership Program (UPP)

FREQUENCY OF USE

- **Collibra** - constantly 10 hours/week

DATA GOVERNANCE FOCUS

- **Collibra** - constantly 10 hours/week

COLLIBRA PRODUCT ROLES

- **Collibra** - constantly 10 hours/week

NEEDS

- Ability to configure Collibra to our business needs
- Documentation that can be explained for internal users
- Support for implementation pilot customers
- The internal about the staff from Collibra training
- Trends responses to feature requests

PRODUCTS

- Business Strategy
- Data Strategy
- Governance
- Compliance
- Collibra for Data

WORKS WITH

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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 executing 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 internal documentation and user training
- Managing the performance with Collibra
- Writing processes, making data governance strategy
- Managing the performance with Collibra
- Setting up, configuring, and managing the day-to-day implementation of the data governance Center

FACT

- Active member of Collibra Community

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COLLIBRA PRODUCT ROLES

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NEEDS

- Training and support from Collibra on the product and data governance best practices
- Information and up-to-date product documentation and training information

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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 migration tasks and resolution of system issues.

RESPONSIBILITIES

- Ensuring that systems or systems are running reliably with acceptable performance
- Developing and maintaining procedures for system maintenance (OS, systems, backup, and restore)
- Coordinating user management with Collibra (SPO, etc.)
- Making SLA for incident resolution

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NEEDS

- Clearly see data governance Center current status and performance
- Once we restore data governance Center backup when needed
- Once we change the system settings
- Access system logs
- Easy access technical documentation

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Hélène Amadou
Data Scientist

"Discovering the story behind the data."

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

RESPONSIBILITIES

- Creating and fine-tune data analysis for internal departments
- Creating business recommendations based on audit data
- Building models that answer real-world questions
- Presenting and sharing results in a business-friendly way

FACT

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COLLIBRA PRODUCT ROLES

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NEEDS

- Find and access the data
- Understand the data (quality, source, etc.)
- An easy way to document calculated fields and models
- Being self-service as much as possible
- Limit data refreshing, more target generation
- See what others are doing with the data
- Check tips and knowledge

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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 address the data analytics to understand the existing processes, and to resolve data issues.

RESPONSIBILITIES

- Researching current business critical product and strategy
- Researching through business reports
- Creating and managing key data reports

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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 & laws
- Training and advising on customer & employee privacy
- Turning up the privacy contact point for questions from clients & the public in the area of a data breach

FACT

- Active member of Collibra Community

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COLLIBRA PRODUCT ROLES

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NEEDS

- Ability to access & maintain a register of processing operations across the organization and the responsible data protection officer
- Ability to access and update data protection policies, data strategy, and ensure these are known and can easily be consulted throughout the organization

PRODUCTS

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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 Board of Directors, 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
- Managing and allocating the budget for a data governance program
- Organizing data as an asset in the organization
- Improving the value of data assets and increasing the risk and costs for violating data quality and transparency for regulatory, business management, and analysis reporting

FACT

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NEEDS

- Access that data is accessible across the organization
- Ensuring value and progress of data governance implementation
- Research current with innovation in data industry

PRODUCTS

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WORKS WITH

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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

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

FACT

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NEEDS

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

PRODUCTS

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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 in a data environment
- Proactively keeping users up-to-date
- Documenting metadata
- Managing the quality of data
- Helping to resolve data-related issues

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COLLIBRA PRODUCT ROLES

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NEEDS

- The ability to package data so it becomes self-service for others
- A center repository for documenting metadata
- To make robust a large amount of information

PRODUCTS

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WORKS WITH

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John Fisher
100% Steward

"May the definition be with you!"

John is a master jester, fighting the evil forces 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

- Creating information and writing definitions
- Researching their attributes, validation and approval
- Business terms across the organization
- Showing the right data in the right place
- Helping to enforce data governance policies
- Identifying data issues and resolving with resolution
- Defining data values for reference data
- Creating data sets across the data

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NEEDS

- Decrease time to reach status "approved"
- Ensure the right people are involved in approval
- Ensure data quality before release which is a source of confusion and errors of data
- Ensure that definitions are in place and remain up-to-date

PRODUCTS

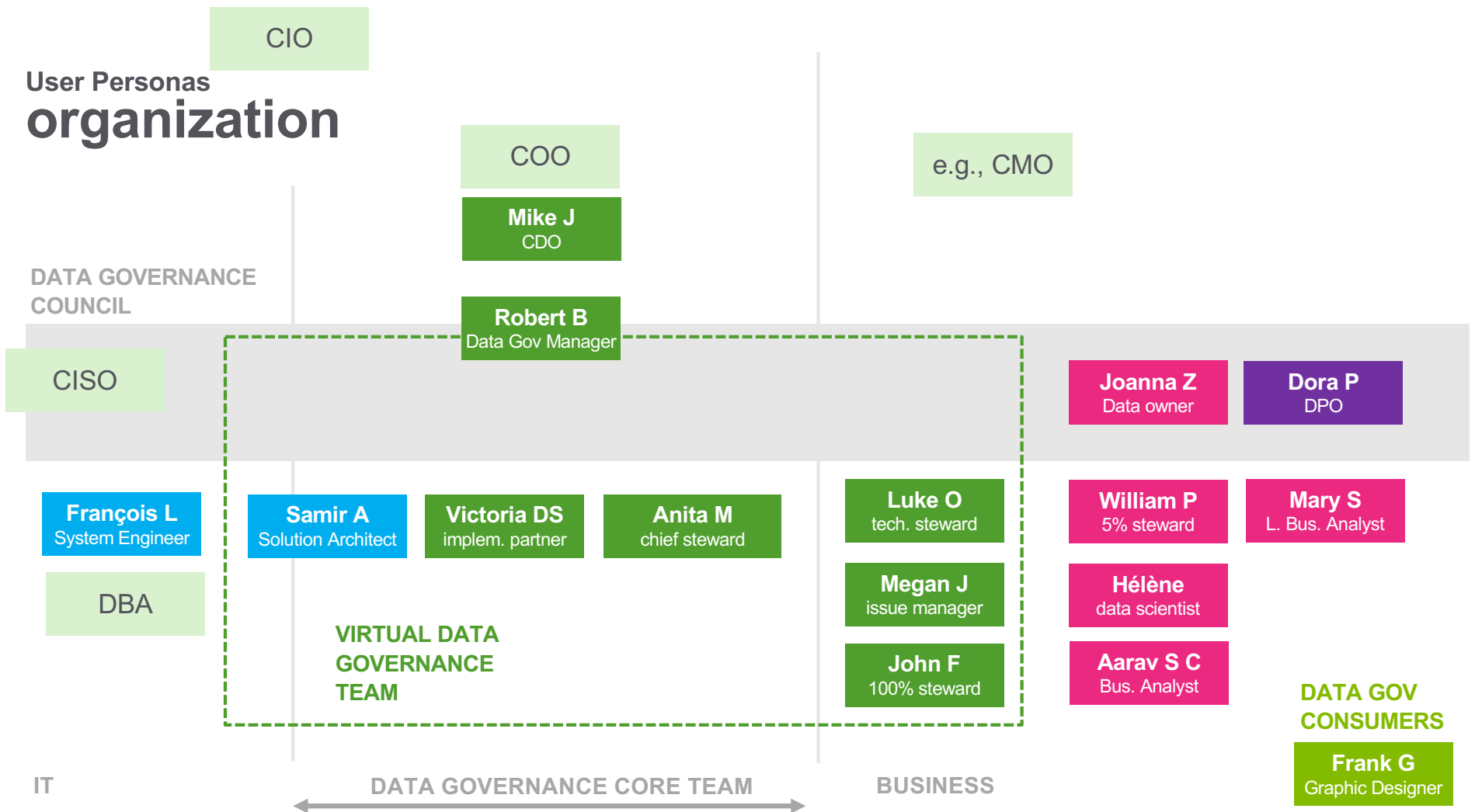
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More info at <https://www.collibra.com/blog/blogdata-governance-personas-your-users-voice-in-the-product-process/>

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

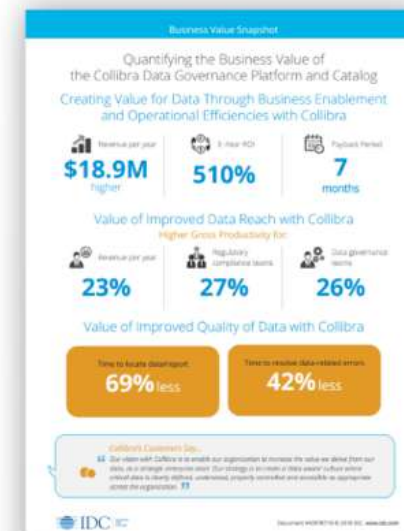


www.collibra.com

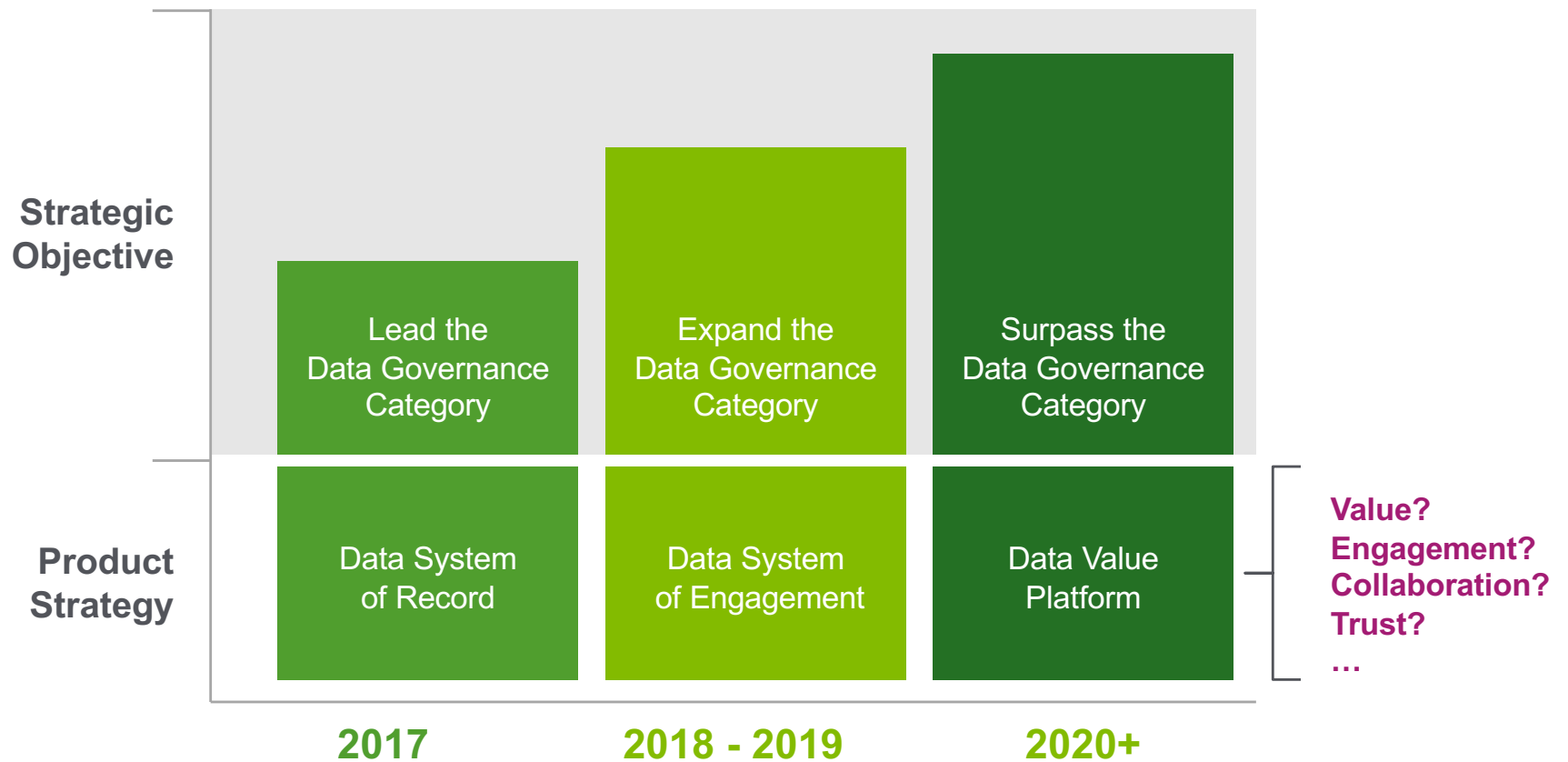
Congratulations! We are processing your assessment. Please complete the form to access your report.

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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