

Trillium Consulting

Data Governance Optimizing Business Outcomes through Data and Information Assets

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7 areas of best practices...

- 1) Elementary but fundamental concepts
- 2) Define it by sorting it out
- 3) Identify the value
- 4) Demonstrate the value
- 5) Sand castle or brick house?
- 6) Structural considerations
- 7) Elementary decisions, enduring consequences



Three Elementary But Fundamental Concepts *(Best Practice Area #1)*

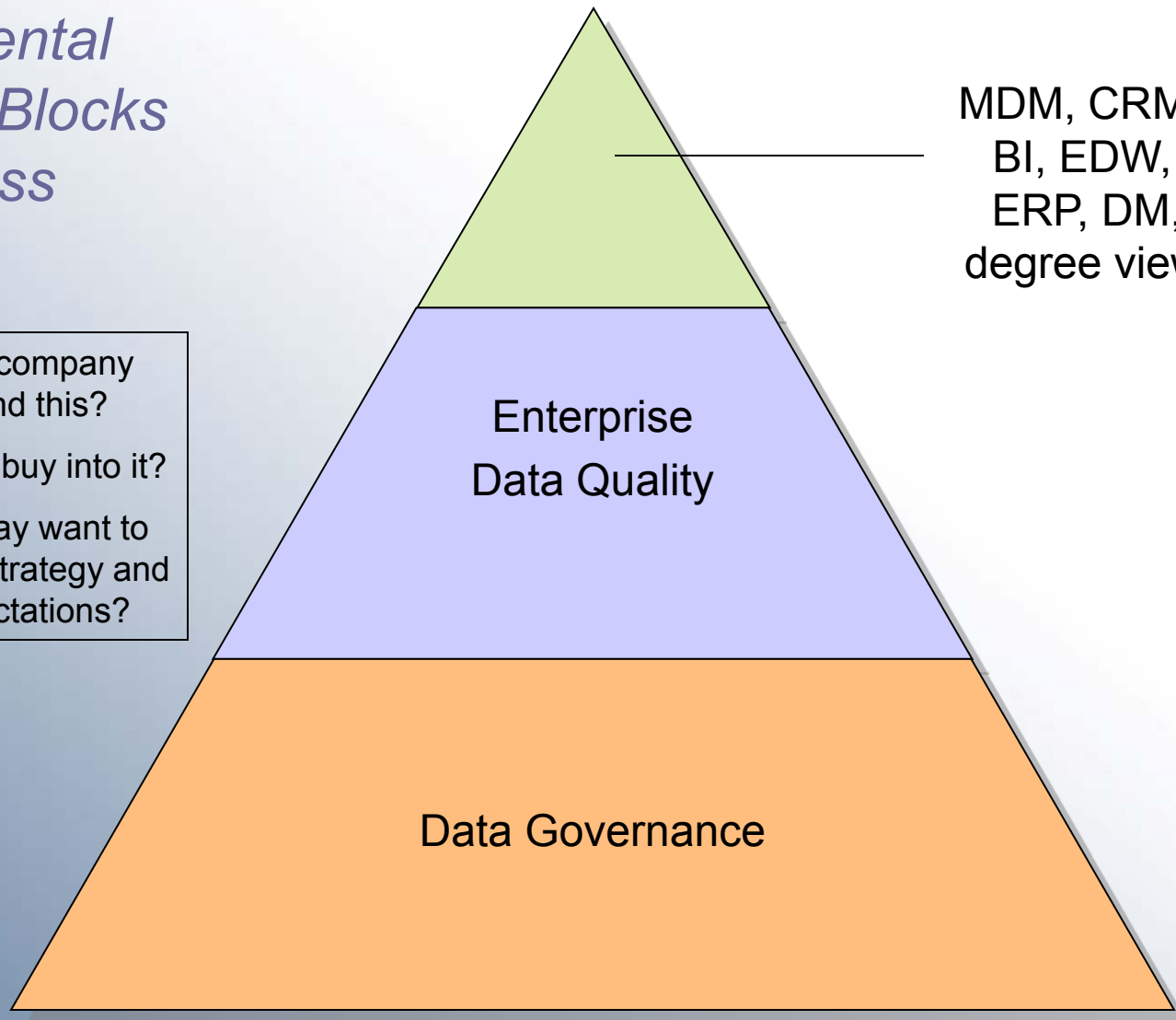


Yes, it's about the data
...but not really.

Data Intensive Projects/Programs

Fundamental Building Blocks to Success

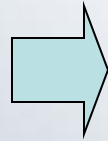
Does your company understand this?
If so, do they buy into it?
If not you may want to rethink your strategy and reset expectations?



MDM, CRM, CDI,
BI, EDW, DW,
ERP, DM, 360
degree view, etc.

Enterprise Data Quality

Best Practices & Coordination



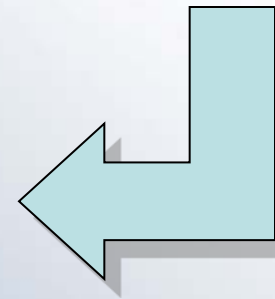
Applied Across Interdependent



Optimize Data Quality Outcomes



Drive Business Outcomes



Once again, does your company understand this?
If so, do they buy into it?
If not you may want to rethink your strategy and reset expectations?

Define it by Sorting it Out

(Best Practice Area #2)



Also known as...

- Enterprise Information Management
- Enterprise Data Management
- Information Governance
- Information Asset Management
- Etc., etc., etc.....

What you call it can and will influence the level of adoption and success it has in the company.

3 Branches of Data Governance

- **Administrative**

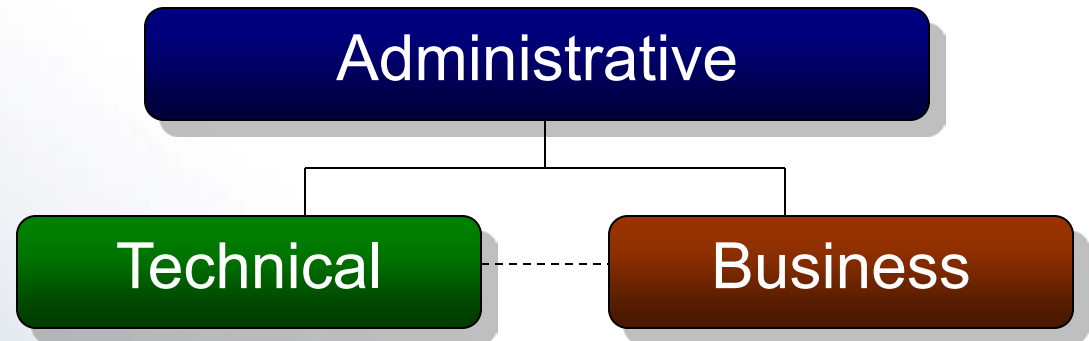
- Direction & prioritization
- Scope
- Structure
- Organizational alignment
- Roles & responsibilities
- Accountability
- Authority
- Policy
- Issue resolution
- Funding

- **Technical**

- Data modeling
- Metadata management
- Data quality
- Data lineage
- Workflow management

- **Business**

- Data standards
- Business rules
- Business process
- Stewardship

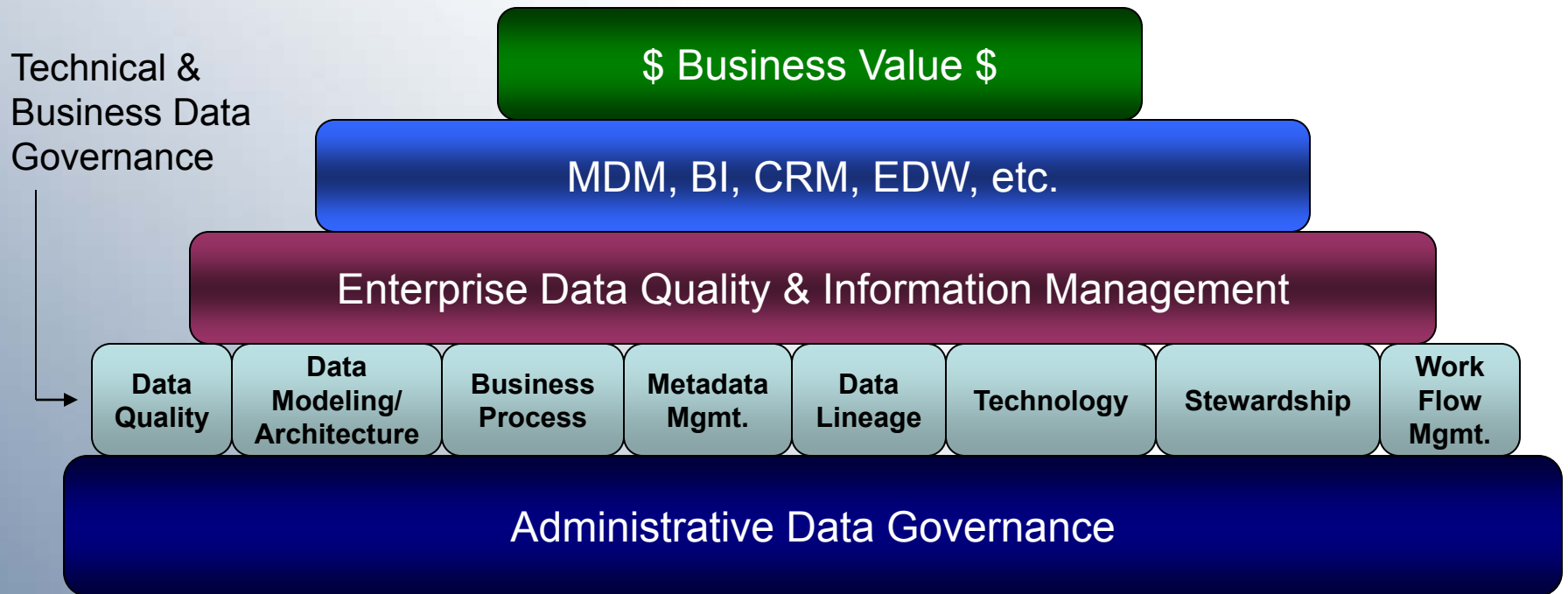


Why is this so important?

- Clears up the confusion among stakeholders, business leaders, executives, and other associates as to what data governance is
- Begins to delineate roles and responsibilities between the business, IT, as well as the oversight and interdependencies of these functions
- Helps identify and align required skills, resources, and support groups
- Helps focus and prioritize

Data Governance – Define it by Sorting it Out

3 Branches of Data Governance



Administrative data governance is the framework that enables technical & business data governance. In turn it drives business value by enabling enterprise data quality and information management for data intensive projects

Data Governance – Define it by Sorting it Out

Scope

Data Management Function

Data Quality
Architecture
Metadata Management
Data Standards
Data Modeling
Business Process
Business Rules
Reporting & Analytics
Security
Technology
Data Integration
Data Lineage
Risk & Compliance
Stewardship
Monitoring & Metrics

Build a program that will scale multiple projects

Data & Information

Structured Data
Unstructured Data
Consumer
Commercial
Product
Financial
Policy
Contracts/Legal

Start with a single project but scale over time!

Project

MDM
CRM/CDI
BI
EDW
ERP
360° View
Merger & Acquisition
Customer Definition
Technology Selection
Data Enrichment
Business Partner Integration
Personal Information Management
Business Process Improvement
Physical Asset Management

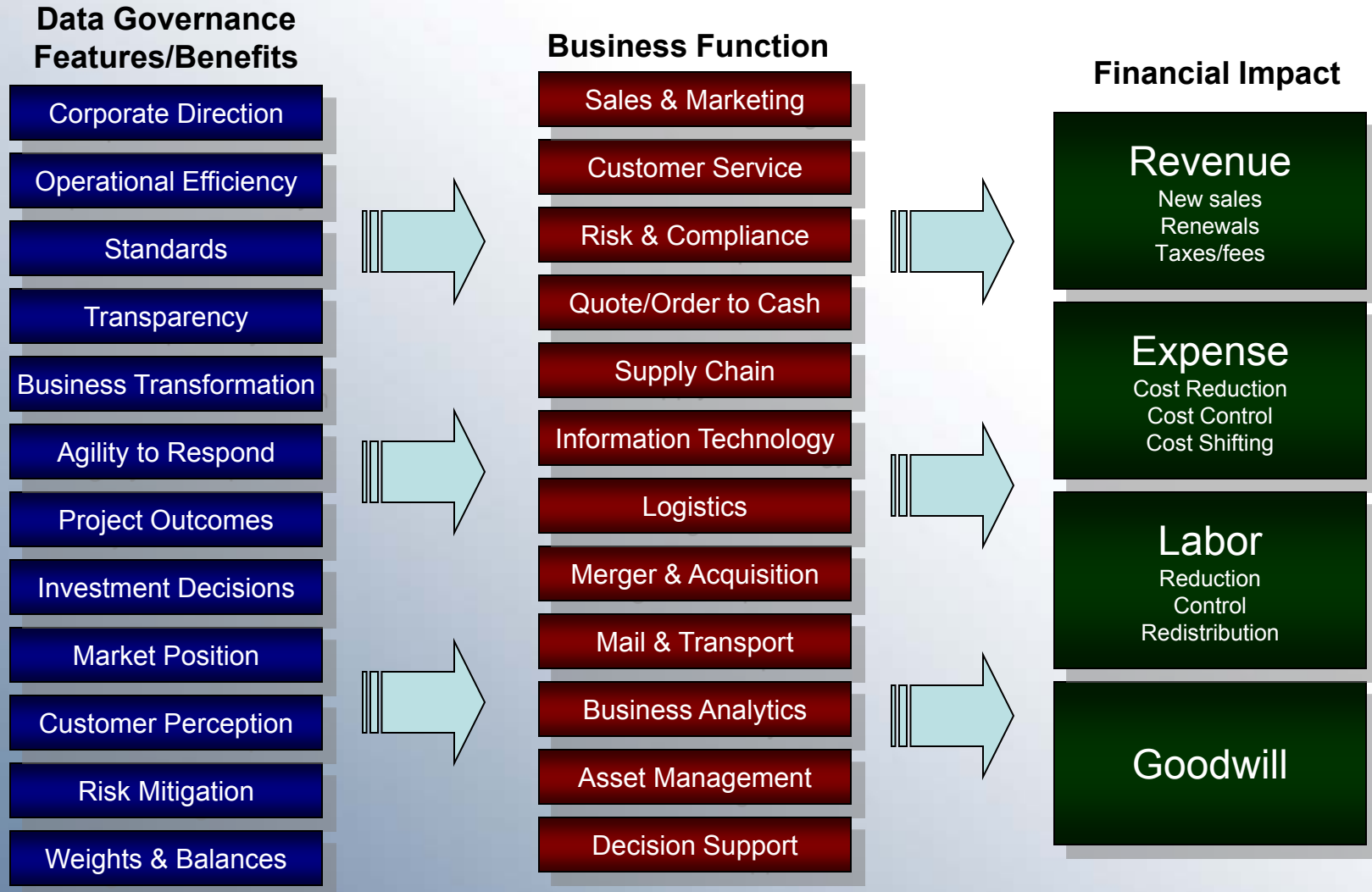
Identify the Value

(Best Practice Area #3)



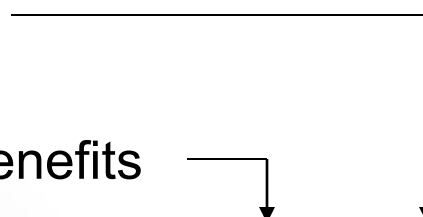
Data Governance – Identify the Value

Its not about the data....



Business case – build a compelling story!

- Tie to company mission, goals, objectives
- Leverage industry insight & best practices
- Leverage existing project business case
- Include all tangible & intangible features/benefits
- Go to the source
- Address company direction
- What are competitors doing?
- What if we do nothing?
- Create a 2-5 year high-level plan



Three good reasons to leverage 3rd party assistance for this exercise!

- 1) Experience in finding, documenting, and communicating unthinkable business value
- 2) Ability to transcend areas of the organization that may be off limits under normal circumstances
- 3) Overcome the stigma of being “too close to the situation”

Demonstrate the Value

(Best Practice Area #4)



Present a compelling story - agenda for selling to executives

- What is it?
 - DG 101
- Why is it important?
 - Industry drivers/trends/findings
 - Company business drivers
 - Provide a recognizable/worst case example
- What is the value to the company?
 - Business case summary
- How is this intended to work?
 - Conceptual structural design
 - Resource investment/repurposing of resources
- What is required of executives?
 - Role
 - Funding
- Next Steps

One-on-one/face-to-face meetings if possible

30-60 minutes in duration

Utilize simple but compelling graphics

Leverage a 3rd party

Sand Castle or Brick House?

(Best Practice Area #5)

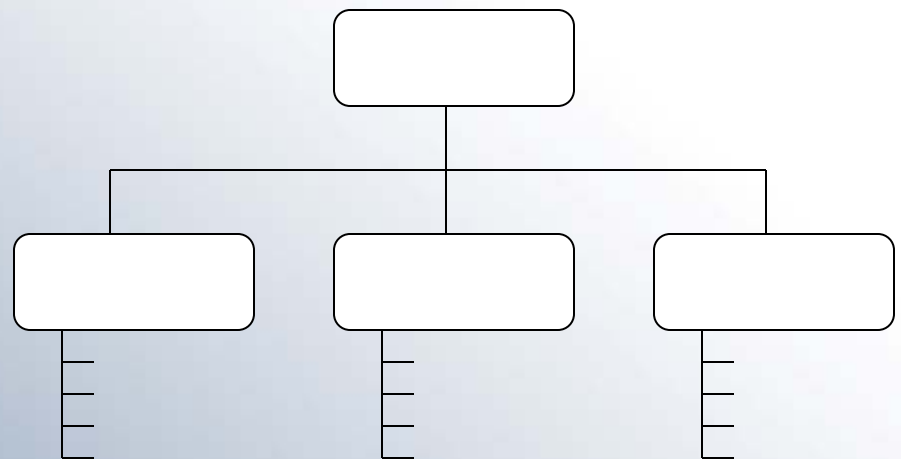


Sand Castle or Brick House?

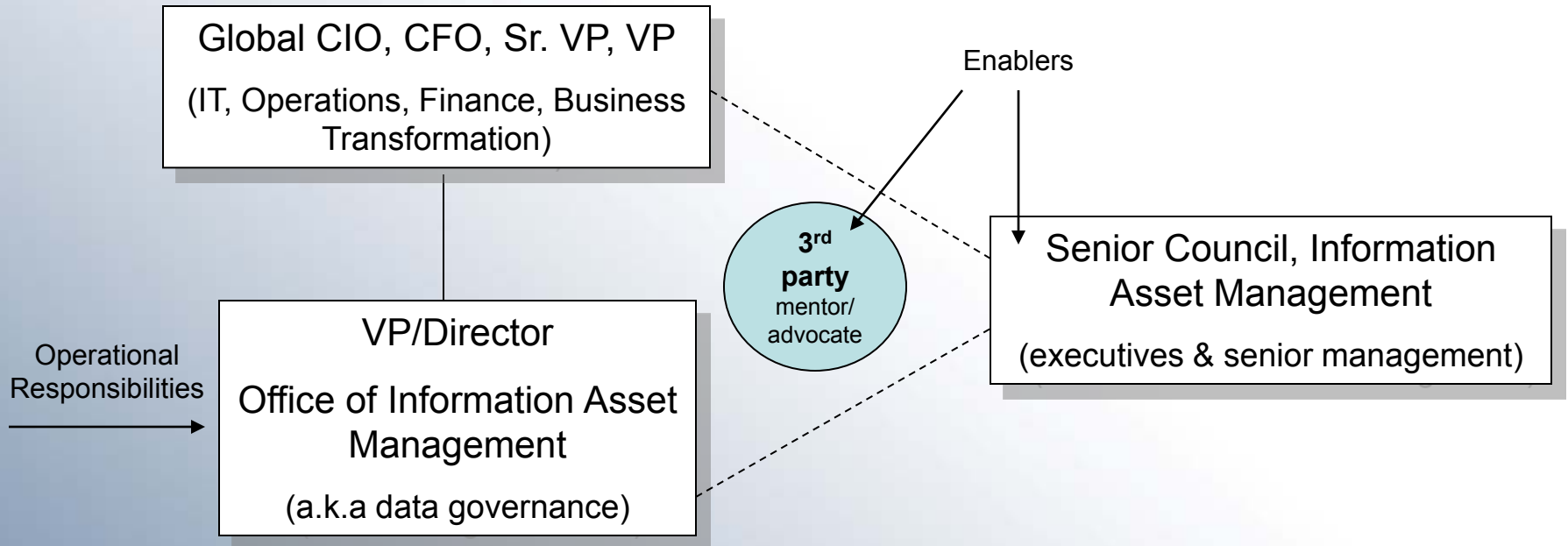
Sand Castle (grass roots)	Grass Hut (In between)	Brick House (optimal)
No funding or poorly funded	?	Funded
Loosely formed committees/task forces	?	Formal office clearly reflected in the company organization chart
Manager or staff position led	?	VP/Director led
Technical focus	?	Business focused & business led
Just get along	?	Accountability & authority
Project focused	?	Program focused
Loosely formed council, if that		Council guidance format
SME's where possible	?	Center of Excellence/ Competency Center
Fragmented stewardship	?	Centralized/coordinated stewardship

Structural Considerations

(Best Practice Area #6)



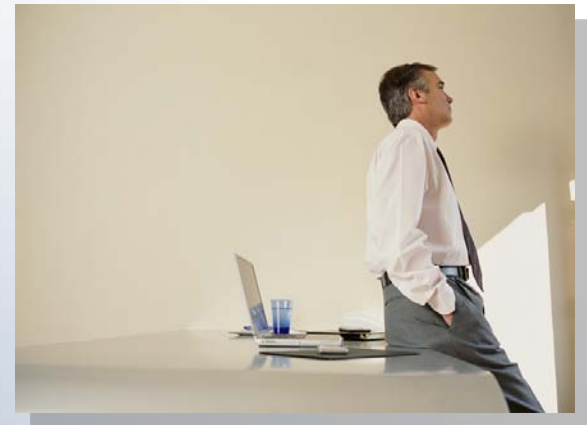
Structural considerations



Primary Value of this Model

- 1) Formal office brings legitimacy to the program
- 2) Council provides the means to navigate corporate culture and politics, fund initiatives, evangelize value across upper management
- 3) A 3rd party serves as the glue

Elementary Decisions, Enduring Consequences *(Best Practice Area #7)*



Get it right from the beginning

- **What to call it?**
 - Data governance, information asset management, etc.
- **Expectations**
 - Are they clearly communicated & aligned?
- **How will you define/measure success?**
 - Data outcomes?
 - Business process improvement?
- **Involve both Business & IT**
 - We all know this, why don't we all do it?
- **Meeting management**
 - Poor meeting management is the quickest way to kill months of preparation and hard work

Data Governance Solutions

Approach

- Focus on the foundation
- Client enabling
- Practical vs. academic
- Modular/flexible design
- Specialization vs. generalization
- Strategic partner vs. body shop



Benefits

- Low cost of entry and low total cost of ownership
- Accelerated rate on return of investment
- Improve success factor
- 3rd party change agent

Data Governance Solutions *(a fit for all programs, no matter how mature)*

Phase	Solution	
Discovery & Awareness	<ul style="list-style-type: none"> <input type="checkbox"/> Data Governance Maturity Assessment <input type="checkbox"/> Business Value Assessment <input type="checkbox"/> Risk Assessment <input type="checkbox"/> Data Quality Audit <input type="checkbox"/> Data Governance Workshop (for stakeholders) <input type="checkbox"/> Executive/Business Leader Support Services 	<input type="checkbox"/> Mentor & Advocacy Services
Strategy, Planning, & Program Development	<ul style="list-style-type: none"> <input type="checkbox"/> Program Development <ul style="list-style-type: none"> •Strategy & planning •Structure •Roles & responsibilities •Stewardship •Communication plans •Charters 	
Implementation	<ul style="list-style-type: none"> <input type="checkbox"/> Program Management Services <input type="checkbox"/> Organization/Functional Alignment <input type="checkbox"/> Meeting Management <input type="checkbox"/> Data Governance Workshop (for participants) <input type="checkbox"/> Metrics Development and Reporting 	

Questions?

Ask now or contact:

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Thank You!