

The logo features the letters 'DM' in a large, bold font. The 'D' is red, and the 'M' is black. A red microphone with a white grille and a red plus sign on its handle is positioned over the 'M'. Below 'DM' are the letters 'RADIO' in a bold, black, sans-serif font. The 'O' is replaced by a stylized icon of a radio antenna with a red dot in the center. Below 'RADIO' are the words 'DEEP DIVE' in a very large, bold, black, sans-serif font.

**DM**  
**RADIO**  
**DEEP DIVE**

Accelerate Your Move to the Cloud with Data Catalogs and Governance



**The Bloor Group**

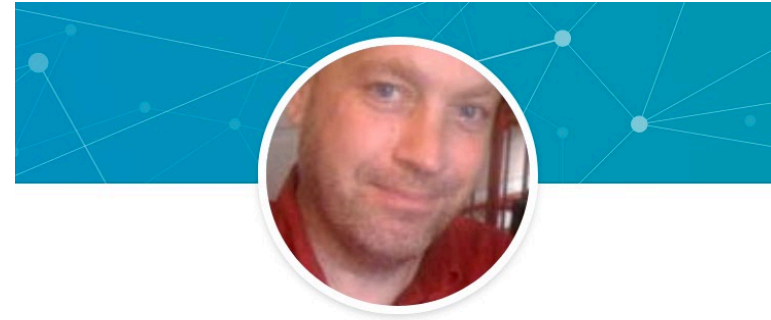
[www.dmradio.biz](http://www.dmradio.biz)



# Featured Speakers



**Paul Brunet** • 1st  
VP Product Marketing at Collibra  
Greater New York City Area



**Eric Kavanagh**  
eGov Consultant at United Nations  
United Nations • Spring Hill College  
Austin, Texas Area • 500+ 



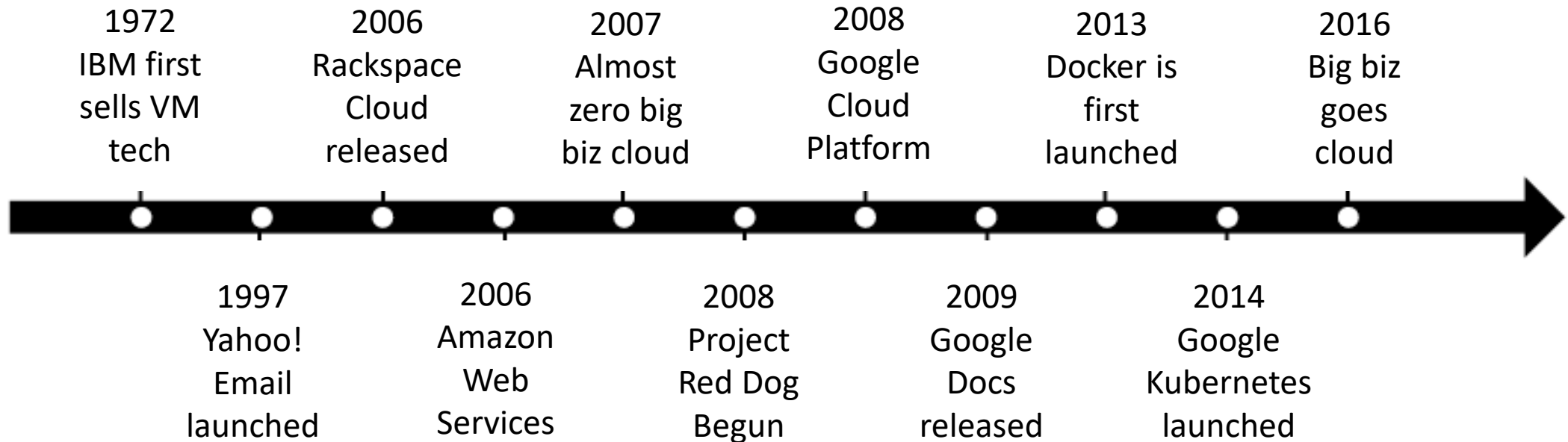
# The Great Migration Has Finally Begun!



Picture by Pixabay



# Timeline for Enterprise Cloud Adoption





# The Great Democratizer

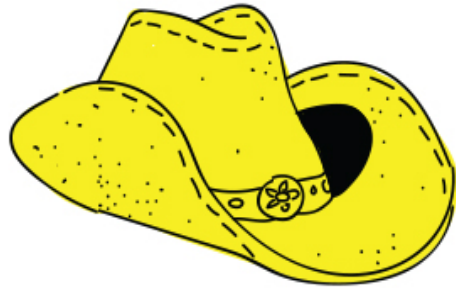




# CATALOG

# VS.

# CATALOGUE

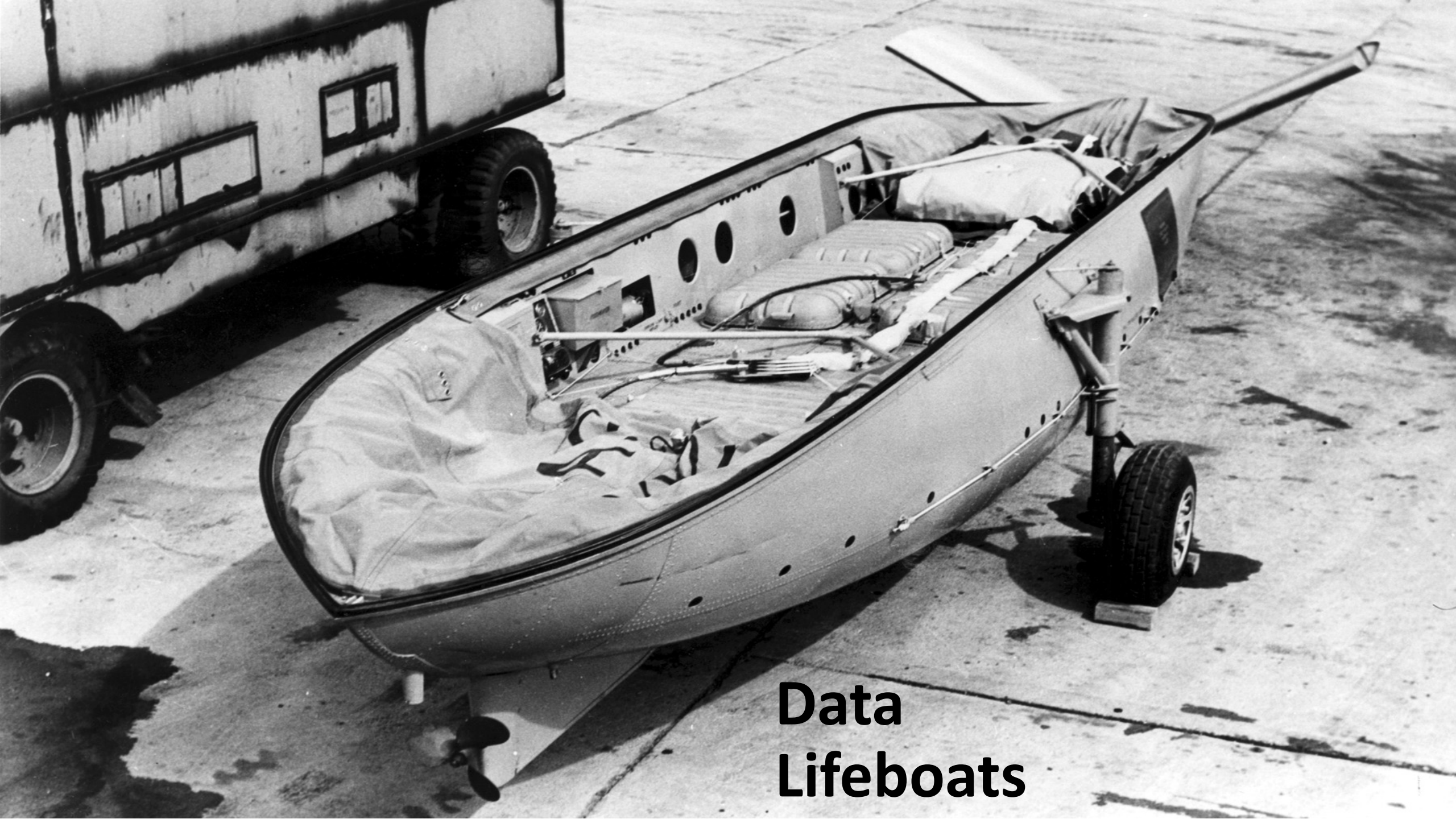






Picture by Pixabay





**Data  
Lifeboats**



# ACCELERATE YOUR MOVE TO THE CLOUD WITH DATA CATALOGS AND GOVERNANCE

DM Radio

**Paul Brunet**

VP, Product Marketing

[paul.brunet@Collibra.com](mailto:paul.brunet@Collibra.com)

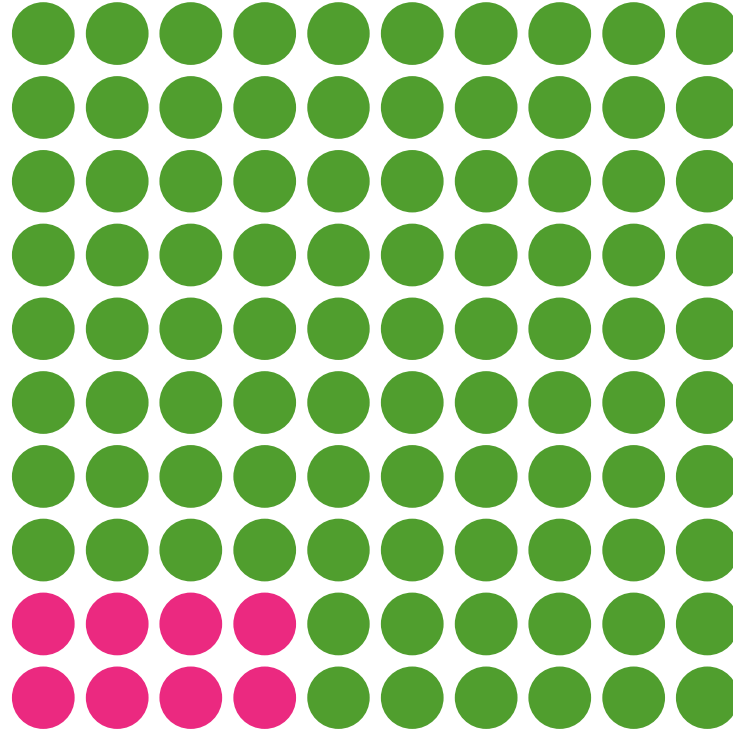


# Digital disruptions are happening faster than ever

8%

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

Source: McKinsey, *Why digital strategies fail*, January 2018

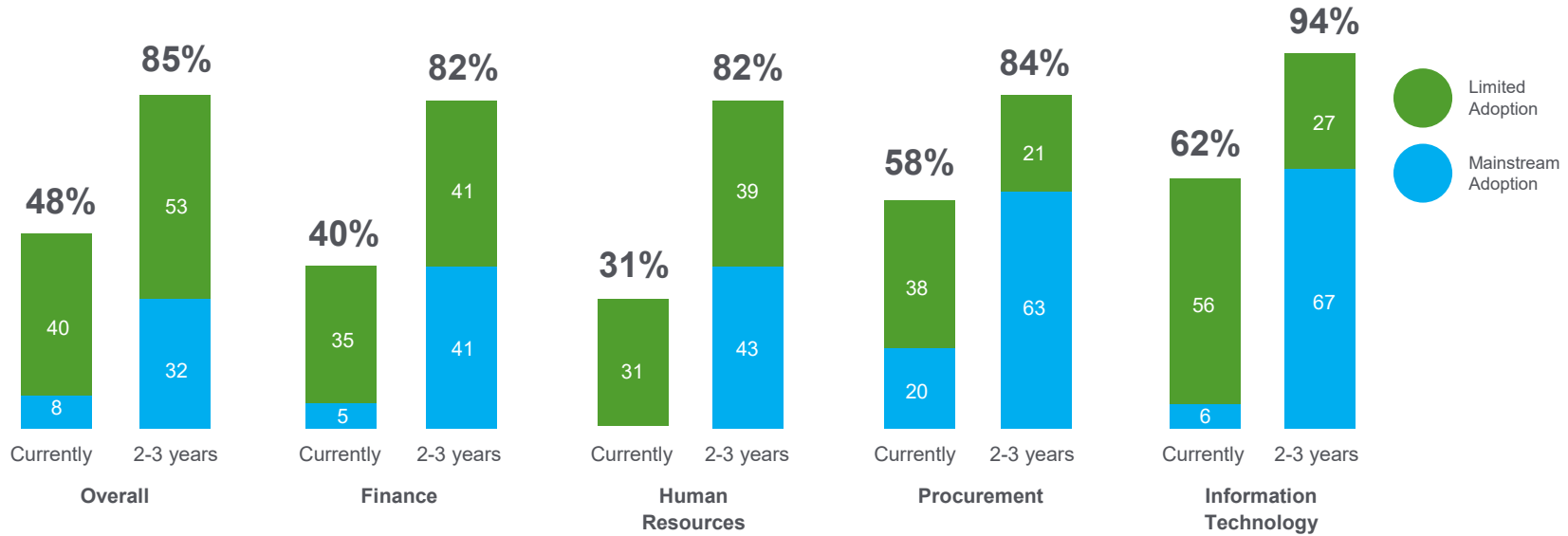




# Data is at the core of digital transformation

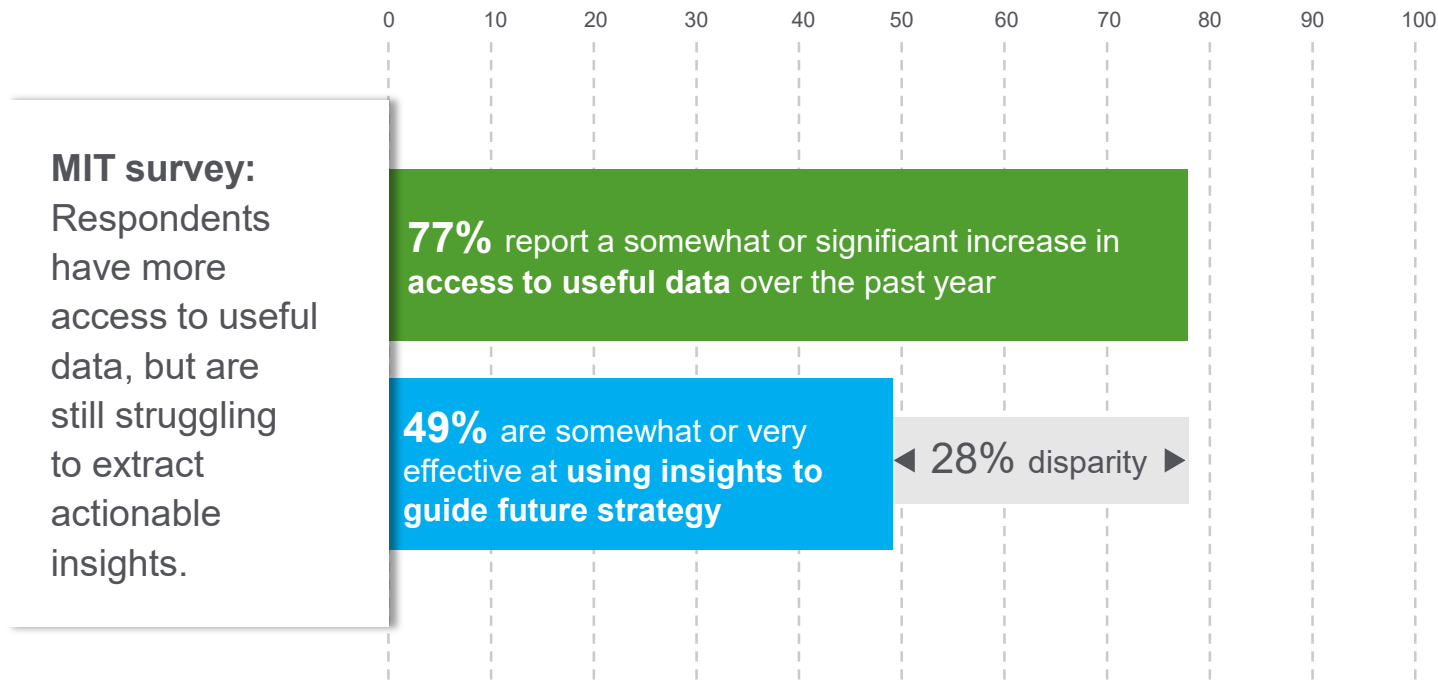
From Finance to HR to Procurement to IT, business units across the enterprise are investing in advanced analytics—fueling the demand for data.

FIG. 2 Expected growth in mainstream adoption of advanced analytics—overall and by business function



# We granted access, but is it useful?

## Access ≠ Usefulness





# Who is the data citizen?

Engagement driving consumption

	ROLE	COUNT	
Focus Today	Channel/Partners	???	Unmet Value
	Casual User/Data Consumer	1000	
	Business Analyst	90	
	Engineer	10	
	Scientist	1	

Sample Organization

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



# Driving consumption should be as easy as ...

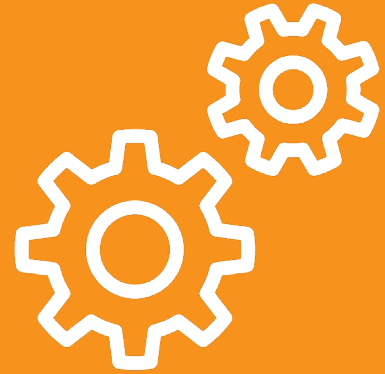
Browse



Shop

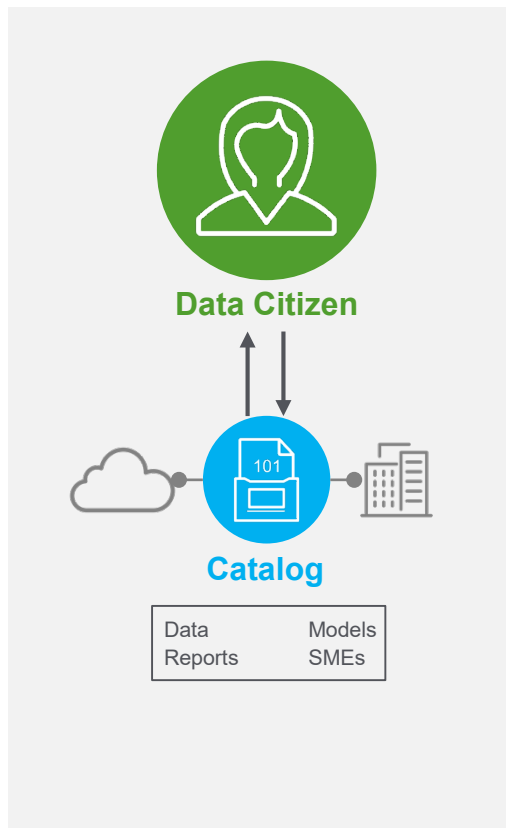
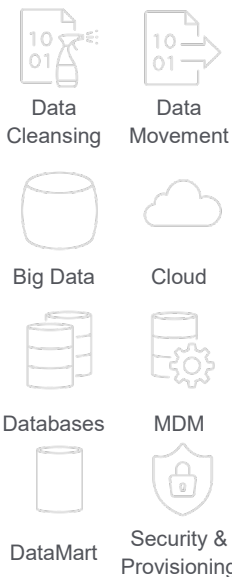


Use

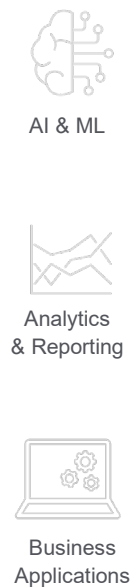


# Data catalog is at the core of governed data consumption

## SOURCE SYSTEMS



## CONSUMPTION SYSTEMS



# But there are some serious challenges along the way

<50%

Organization's **structured data** is actively used in making decisions

Organizations **unstructured data** is analyzed or used at all

<1%

>70%

Employees have **access** to data they **should not**

Analysts' time is spent simply **discovering and preparing data.**

80%

15-25%

Revenue: The cost of **bad data**

CEOs say they are concerned about the **integrity** of the data they are using for decision-making

56%

1/3

Amount customers reduce their spending by in the first year after finding about **misuse** of their data

Source: KPMG, Boston Consulting Group, MIT Sloan Review, Harvard Business Review



# Empowering all data citizens



## Find

*Available data*

Quickly find the right actionable data (reports, data sets, systems, ...) in the enterprise data catalog



## Understand

*The data*

Easily understand data through discovery, profiling, automated classification and data samples ... aligned across the business



## Trust

*The data & usage*

Have visual access to the quality and policies related to the data and it's usage



## Collaborate

*Around the data*

Through crowdsourcing with peers and data experts, become a more effective data citizen. Tap into the tribal knowledge of people through tags, comments, ratings and repeatable workflows

# Customer in action



*"We know the data we use is accurate. Team members trust the data, so they use it for greater insight in regard to customers."*

Susan Twadell, Associate Vice President, Enterprise Data Management and Enablement



# Challenges as you move to the cloud



How do I provide engagement across a cloud and on-premises world?

Is there a way to quickly prioritize which data assets should be moved to the cloud?

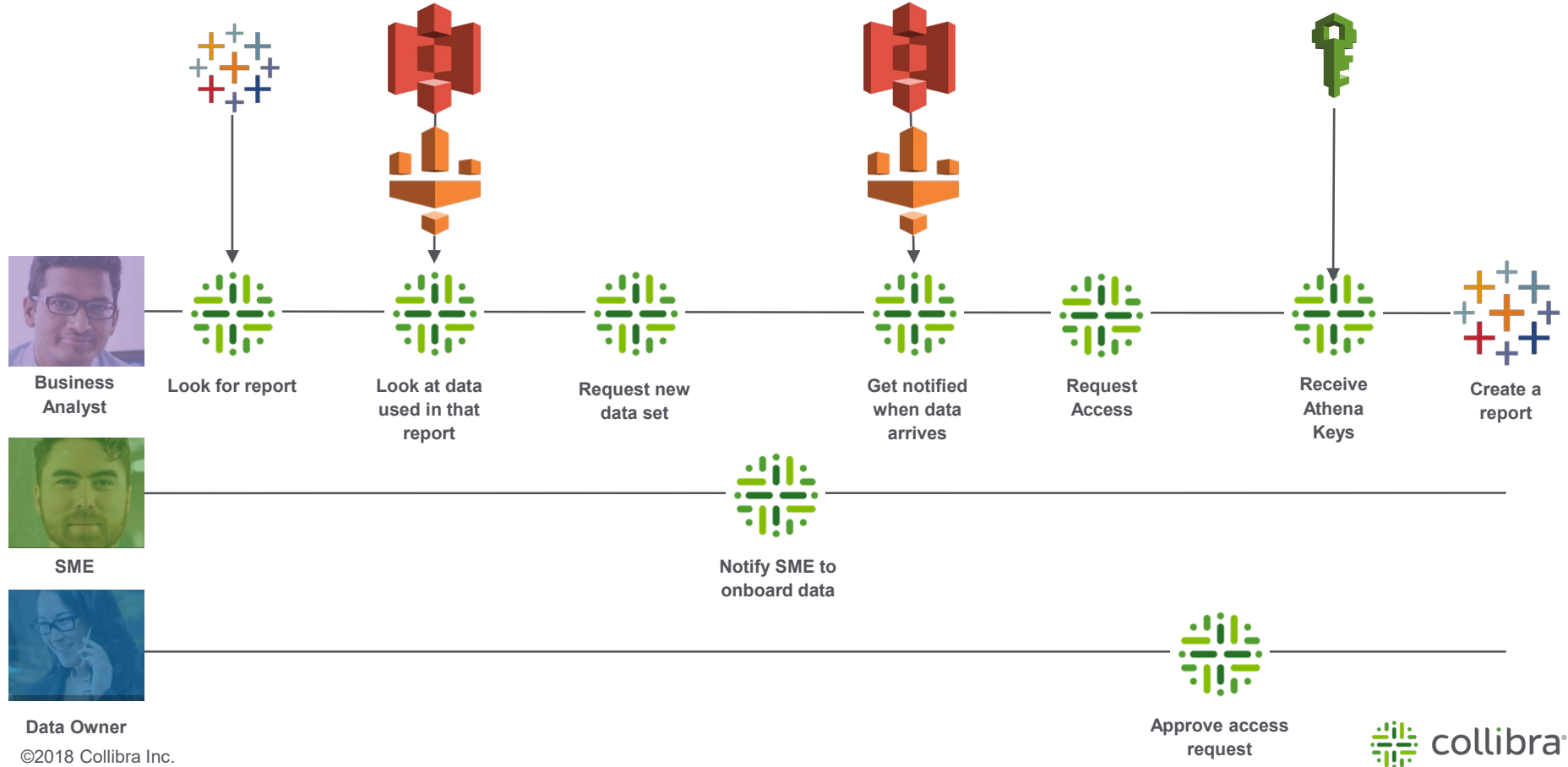
How can I expedite artificial intelligence (AI) and machine learning (ML) initiatives?

What can I do to ensure compliance structure and investments are protected?

# Leveraging the data catalog and governance to accelerate your move to the cloud



# Moving to AWS user path



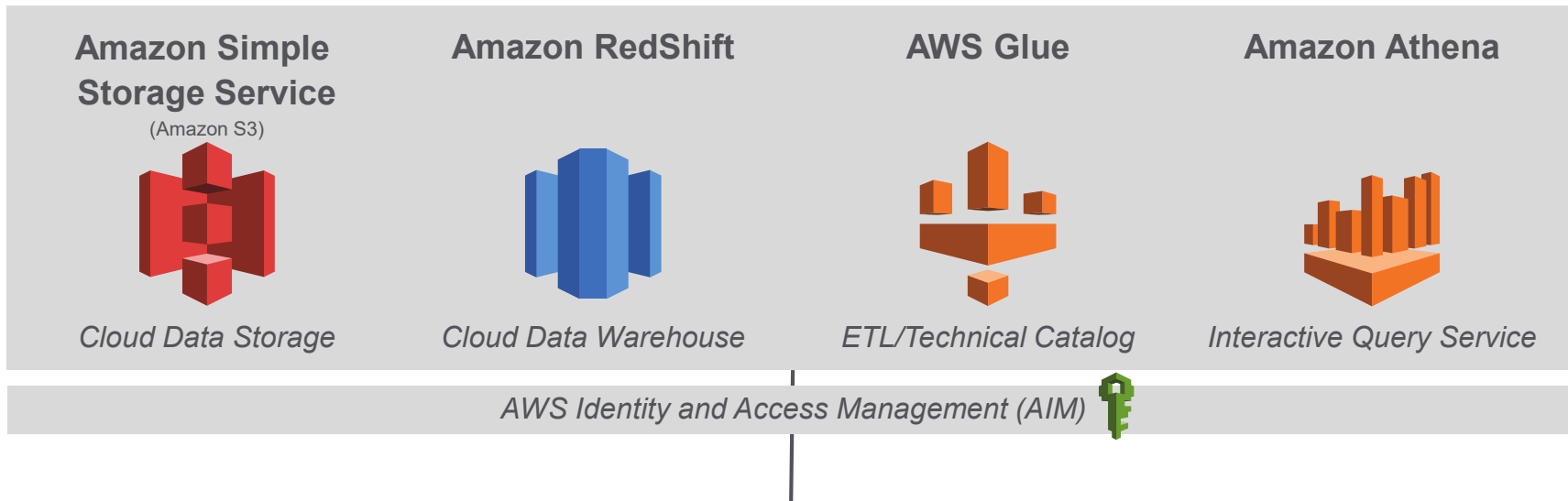
Data Owner

©2018 Collibra Inc.

Approve access request



# The integration across AWS



## Find available data

Discover available data across Amazon RedShift and Amazon S3, along with other sources and assets

## Understand your data

Easily understand the data through discovery, profiling, classification, and alignment to business context

## Identify trusted data

Have visual access to the lineage, quality, and policies of that data.

## Activate your data

Automate the requesting and granting of access to cloud data

# What are leading companies doing?

## Breaking down the silos

*Data cataloging helps banking leader build 360 degree view of customer while consolidating in the cloud*

## Leveraging big data for new business

*Global industrial equipment manufacturer improves big data access for analytics*

## Accelerating cloud adoption, confidently

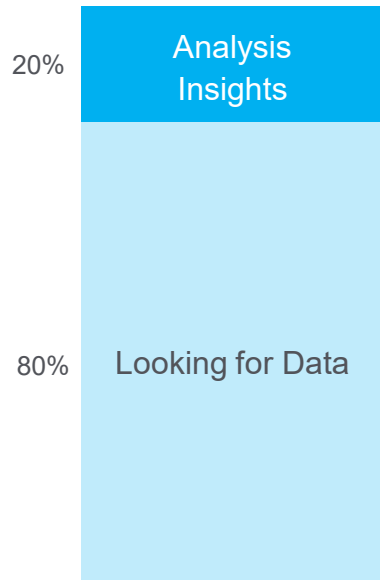
*Financial services firm ensures regulatory compliance during cloud migration*



# How do we think about value of data?

Today

Time Spent (Today)



Time Spent (Ideal)



What is the business impact?

# How business users would like to see value

Analysis  
Insights

Looking for Data

**Marketing:** 75% of marketing functions report only marginal return from their digital investments

**HR:** 70% are increasing investments in “talent analytics”; only 12% getting results

**Procurement:** Only 20% have a digital strategy; missing on the following ... 37% boost in spend compliance, 21% increase in savings, 54% better visibility into what the business is spending

**Assurance Functions:** Slower decision making and greater risk aversion caused by multiple versions of the “truth” (top concern of 41% of assurance executives)

**Sales:** Companies that consumerize their their B2B digital commerce sites by the end of this year will gain share and could see revenue increases of upwards of 25%; 83% access digital channels even at late stage of sales cycles



# What are forward thinking companies measuring?

## Topline Metrics

**\$19M** Higher gross revenue per year

**510%** 3-year ROI

**7 Months** To payback

## Efficiencies (Reach)

**23%** Higher gross productivity Business Intelligence and Analyst teams

**26%** Higher gross productivity Data Governance teams

**27%** Higher gross productivity Regulatory Compliance teams

## Quality of Data

**69%** Less time to locate reports/data

**42%** Less time to resolve data-related errors

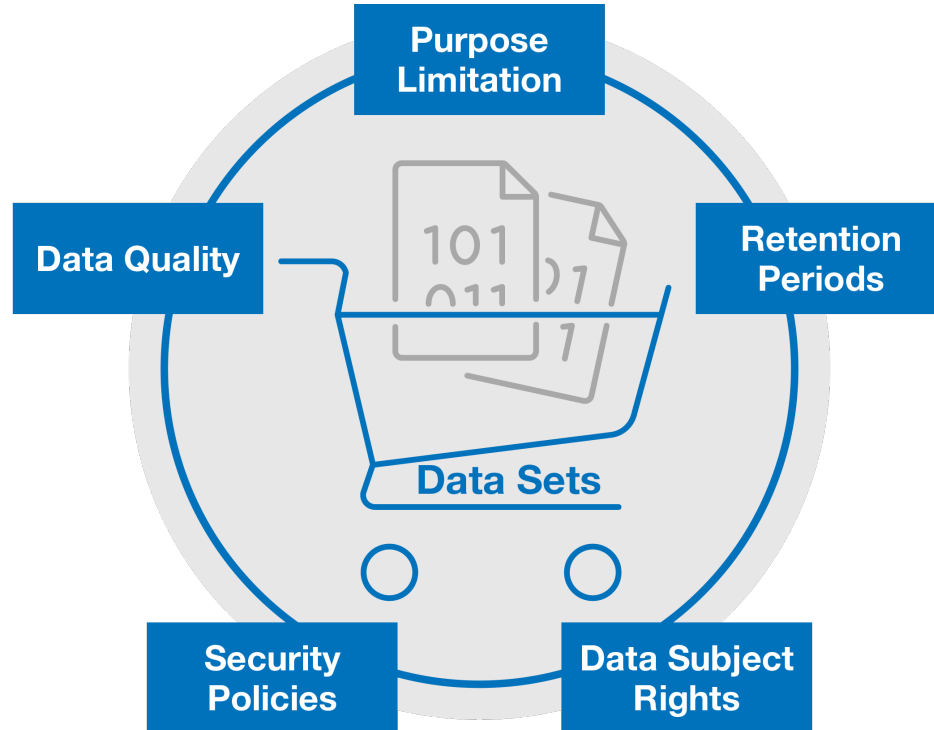
**28%** Less frequent data-related errors

Source: IDC, May 2018



# Looking forward ...

## 'Ethical shopping' for data will be the new norm

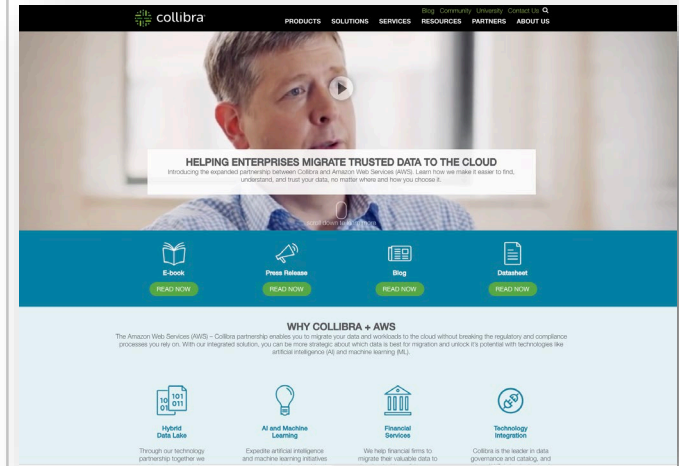




# Call to action



- 1 Continue your journey at [Collibra.com/aws](https://www.collibra.com/aws)
- 2 See how the vendors stack up across (1) Governance, (2) Privacy, (3) Data Analysis (Catalog), (4) Data Value  
[https://www.collibra.com/landing\\_page/critical-capabilities-for-metadata-management-solutions/](https://www.collibra.com/landing_page/critical-capabilities-for-metadata-management-solutions/)
- 3 Sign up for the webinar - *Driving Digital Transformation: Combining trusted data on premise and in the cloud*
  - December 13 at 11 a.m. ET | 8 a.m. PT
  - Doug Hensen of Constellation Research







# Introducing Collibra

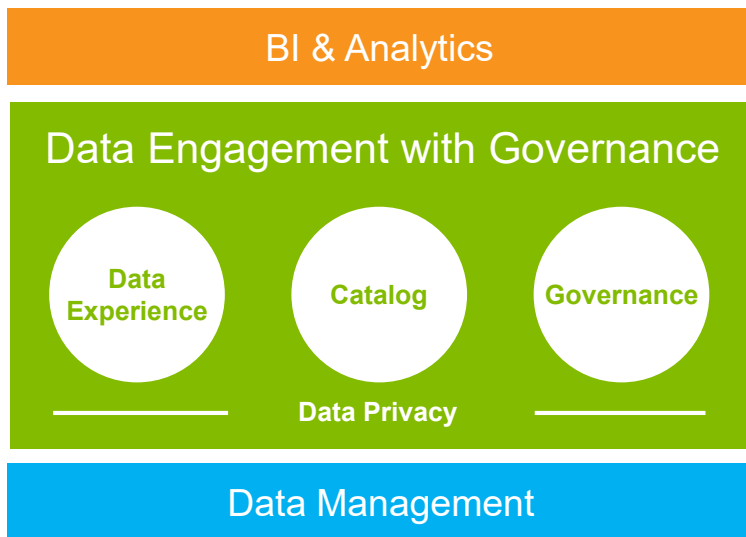
## Accelerate your move to the Cloud with data catalogs and governance

### 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 – 7000+ Practitioners
- University – Building skills
- Coaching – Speed to value
- Expansive ecosystem of partners