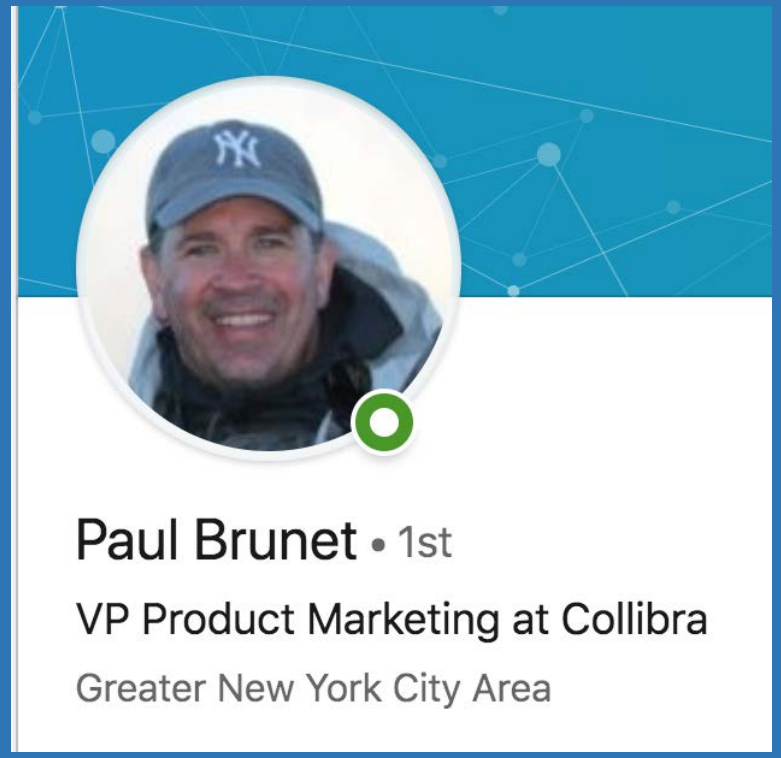
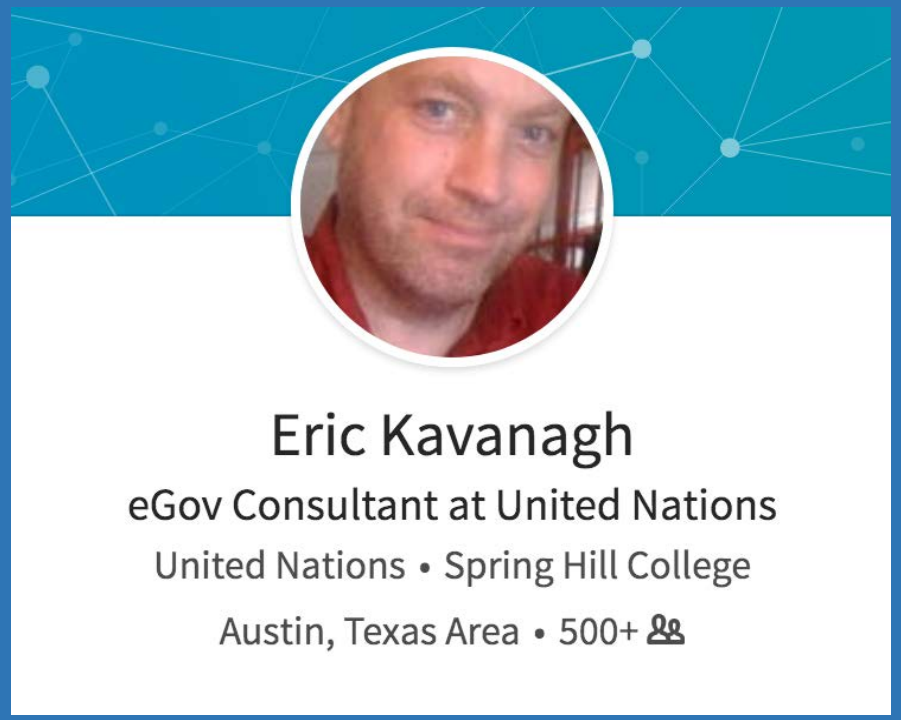
DEEP DIVE

Where's the Data?
Let Your Data Catalog Find It

www.dmradio.biz

Featured Speakers





Transparency?

Information Topographies Are Wildly Diverse

Information Architectures are remarkably complex

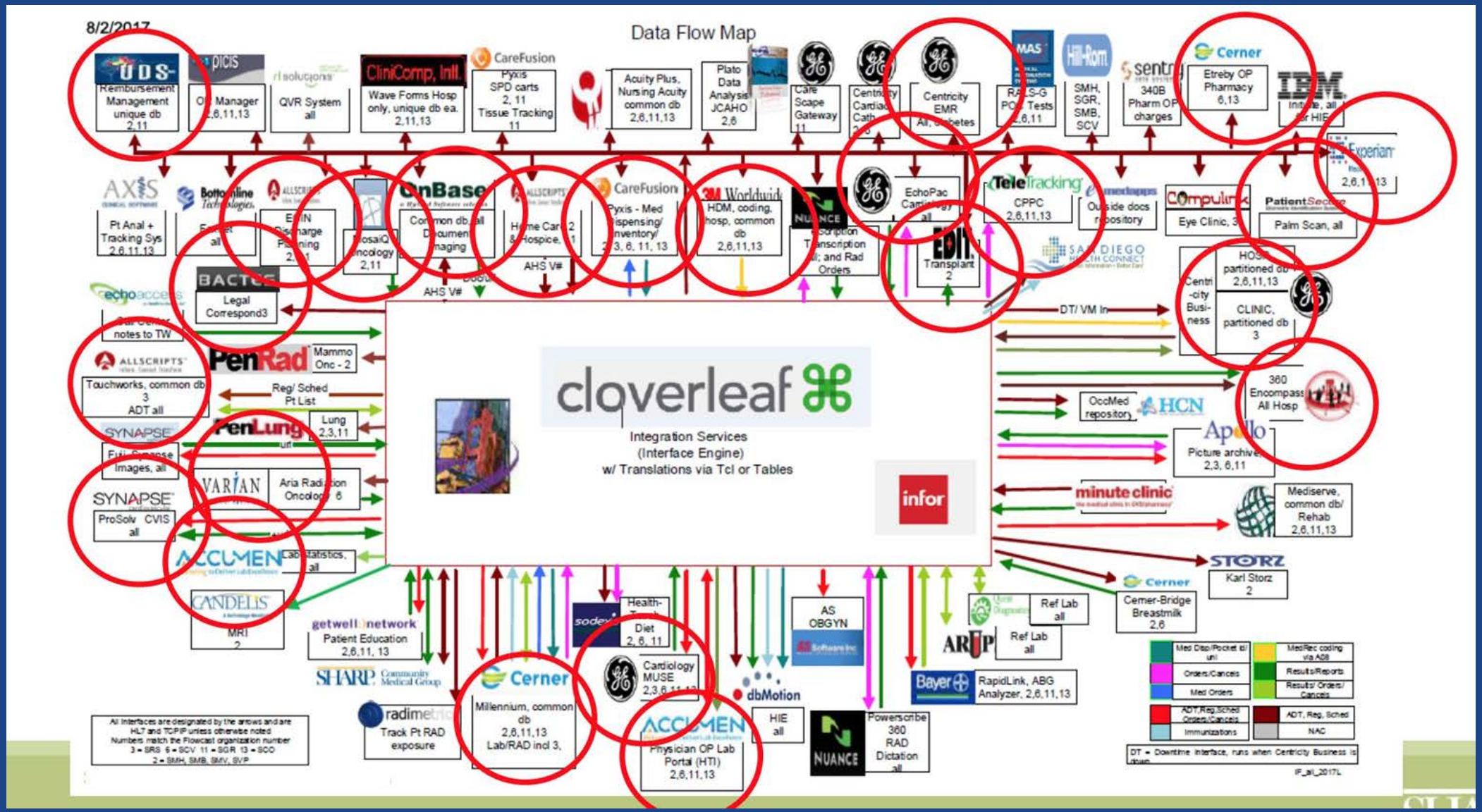
Mergers and Acquisitions greatly complicate this

New and imminent regulations raise the stakes

Unstructured and semistructured data add difficulty

Data Lakes have thrown another wrench in the works

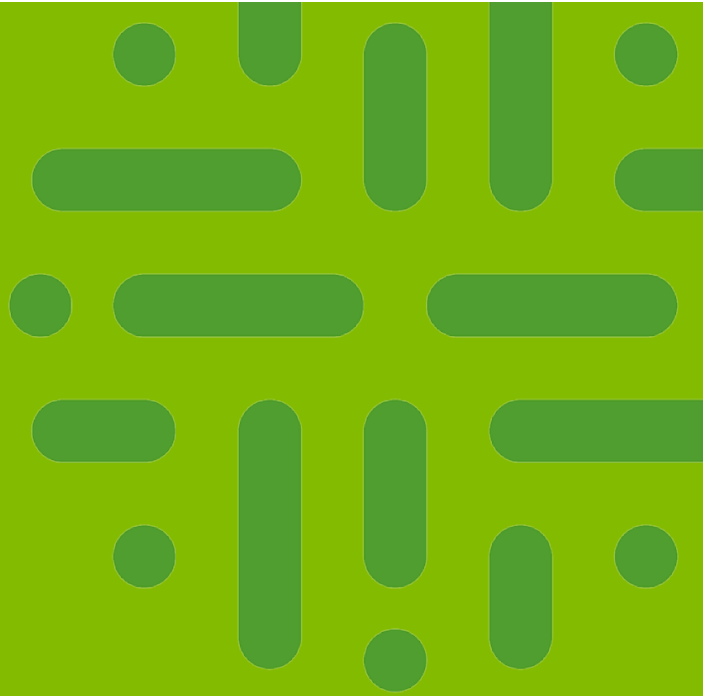
Manual efforts to address these challenges will fail



This Is Not A Drill

What is a Data Lake?

Share your plans with key stakeholders!
Good communication helps to ensure success!



WHERE'S THE DATA? LET YOUR DATA CATALOG FIND IT

Data catalogs and data governance, bringing order to the chaos of today's far-reaching information architectures

Paul Brunet
VP of Product Marketing

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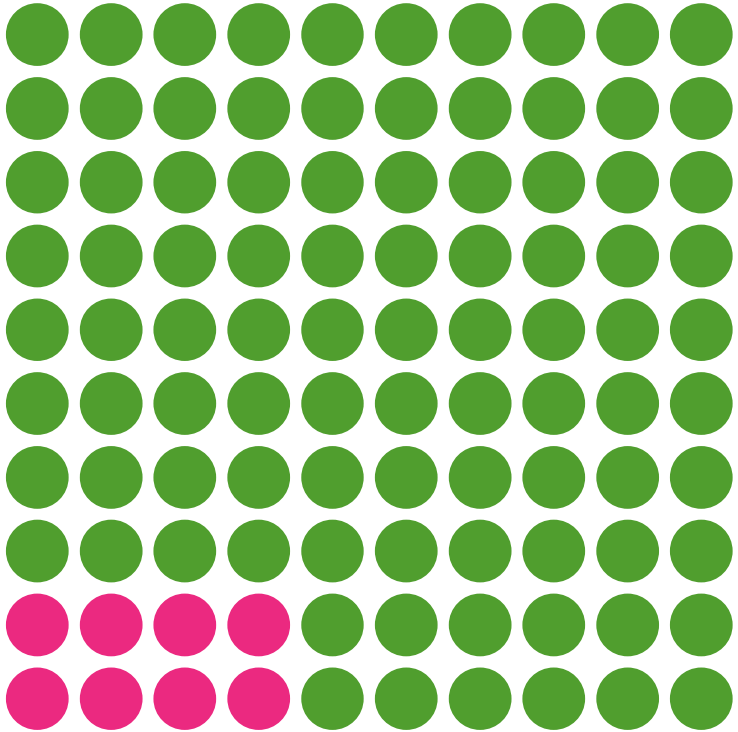
Digital disruptions are happening faster than ever

8%

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



Source: McKinsey, Why digital strategies fail, January 2018

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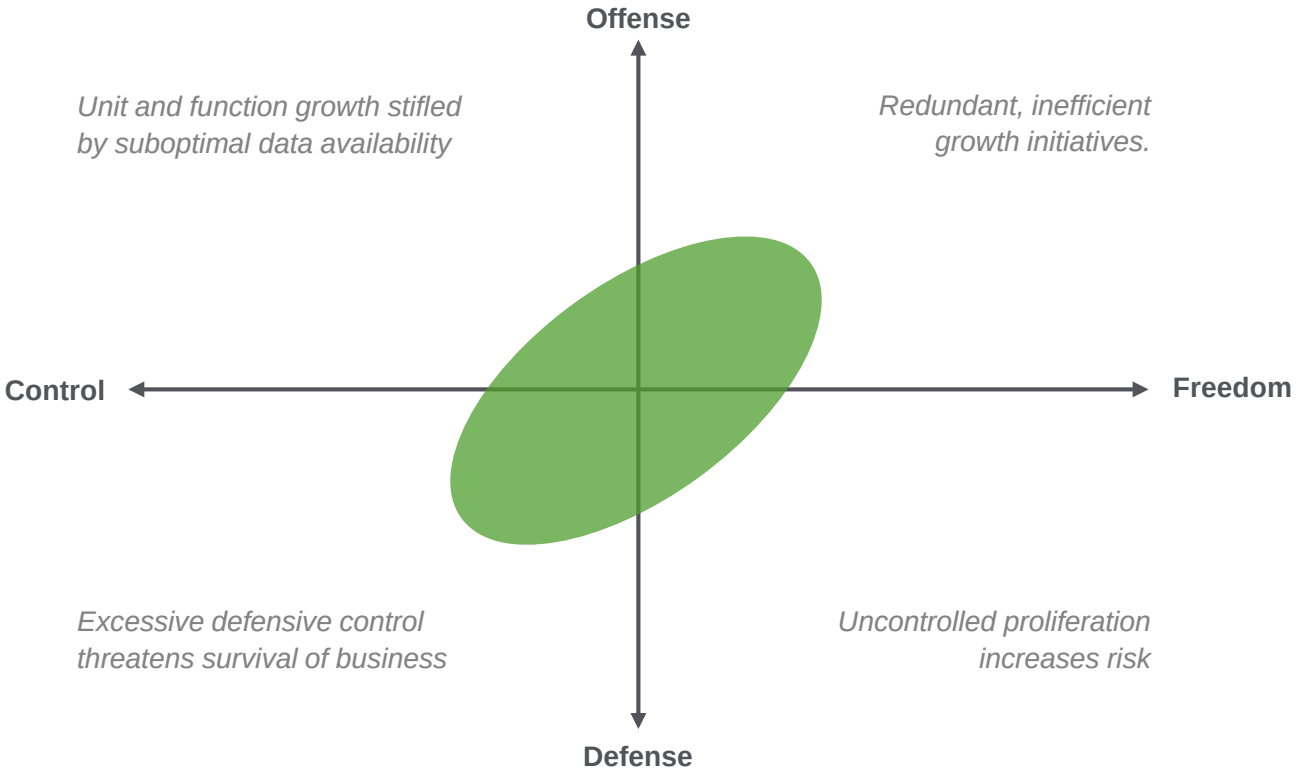
Finding the ‘data engagement’ sweet spot

Balance of offense/defense, control/freedom



Model Source: Thomas H. Davenport, 2017

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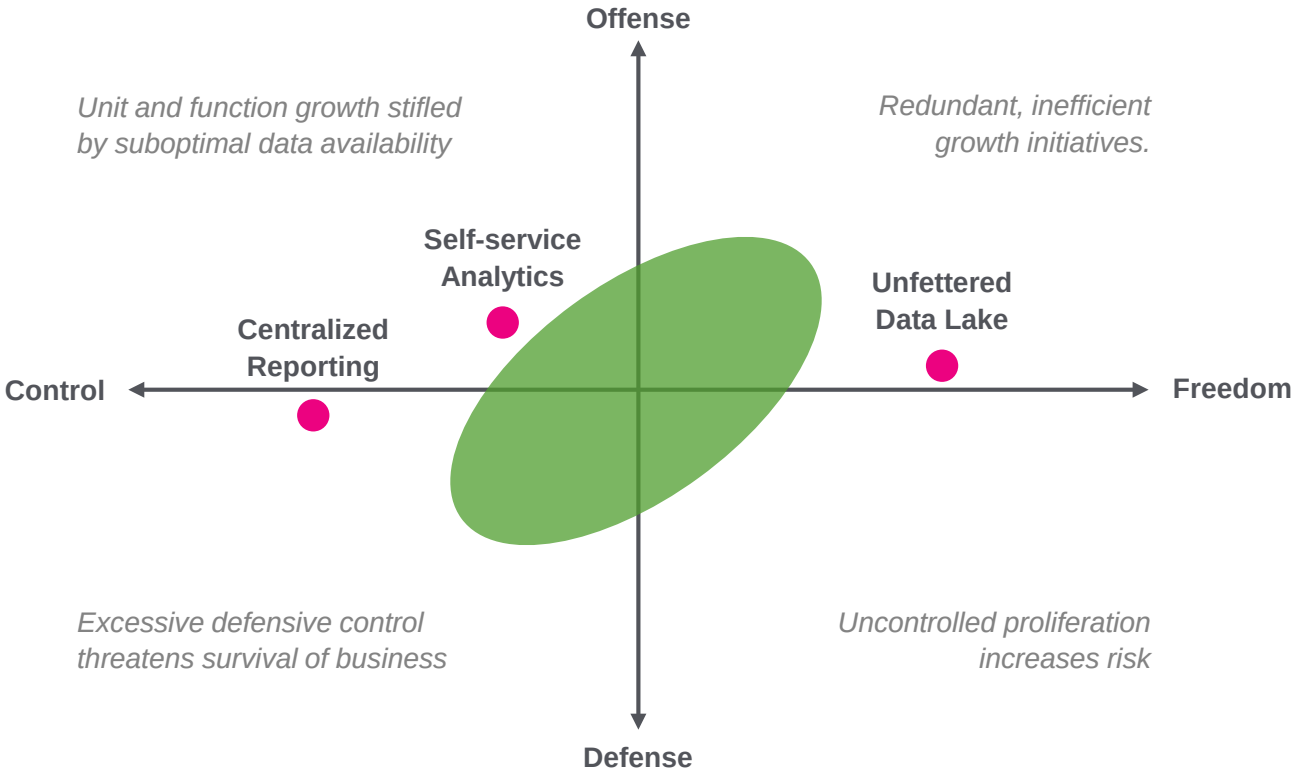
Finding the ‘data engagement’ sweet spot

Balance of offense/defense, control/freedom



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Model Source: Thomas H. Davenport, 2017 + Collibra

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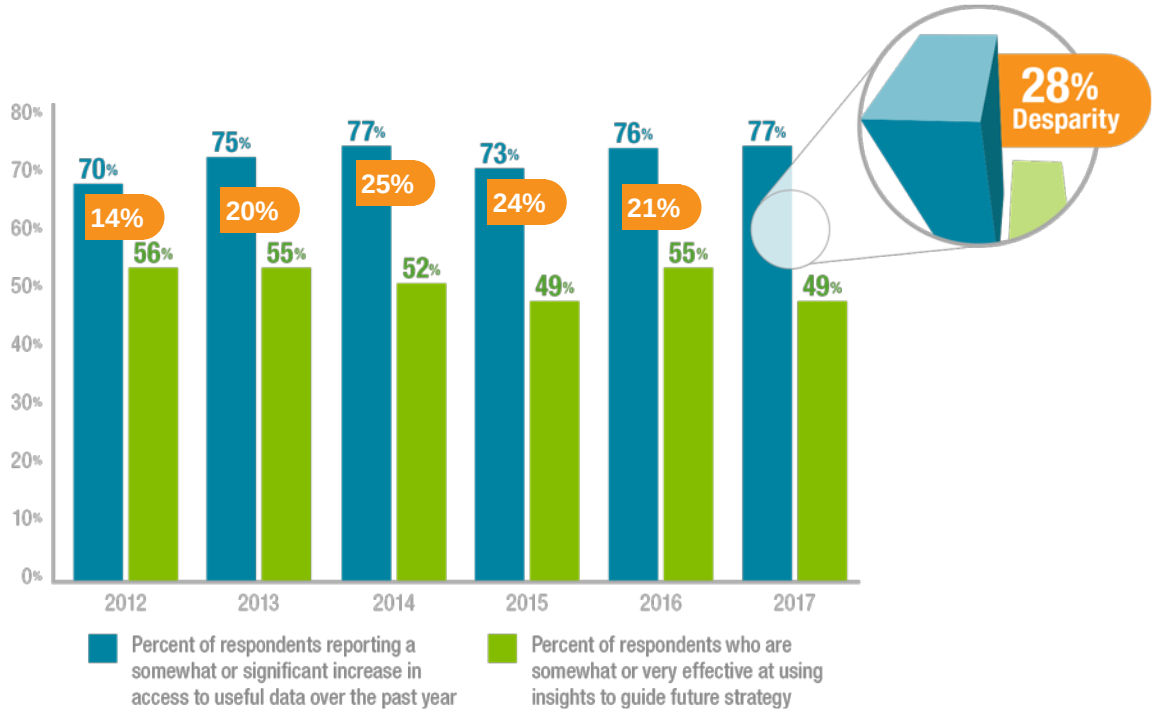
We are making the situation worse

The ‘data engagement gap’



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Source: MIT Sloan Management Review, Using Analytics to Improve Customer Engagement, 2018

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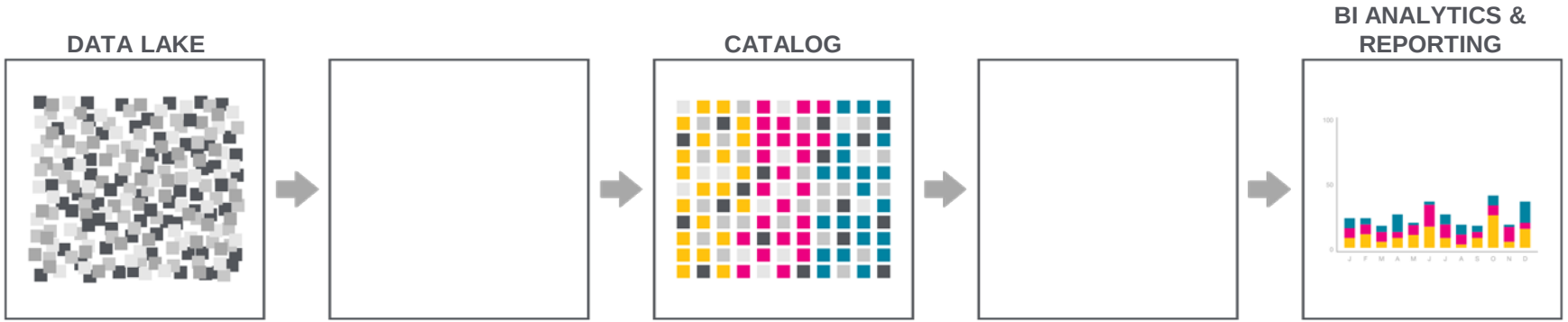
Catalogs are valuable, but gaps remain



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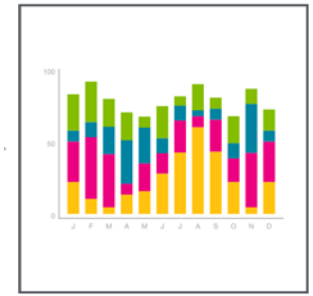
Value of data engagement within your strategy

DATA LAKE

DATA ENGAGEMENT WITH GOVERNANCE

BI ANALYTICS & REPORTING



UNDERSTAND

Data Lake Governance

FIND

Catalog & Experience

TRUST

Catalog w/Governance

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Bringing order to the chaos to drive true engagement

Approach
Reach
Value
Trust

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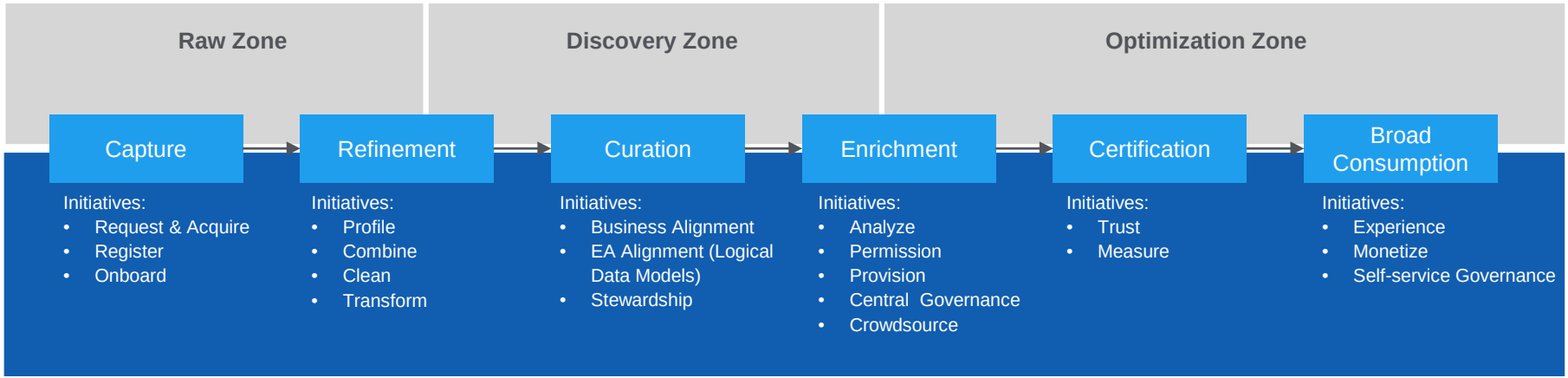
Defining YOUR approach

Moving to a consumption-based focus to close the engagement gap



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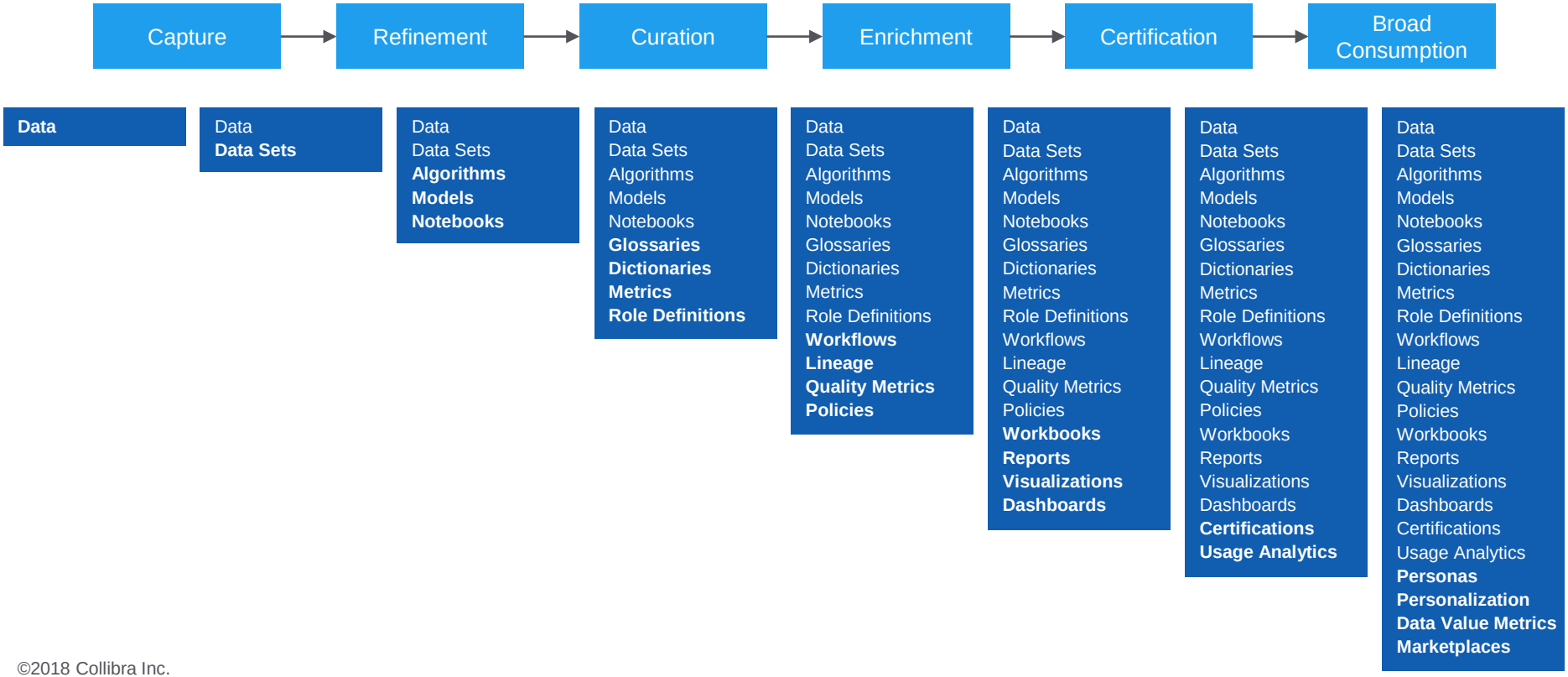
Includes aligning data resources against a fragmented landscape



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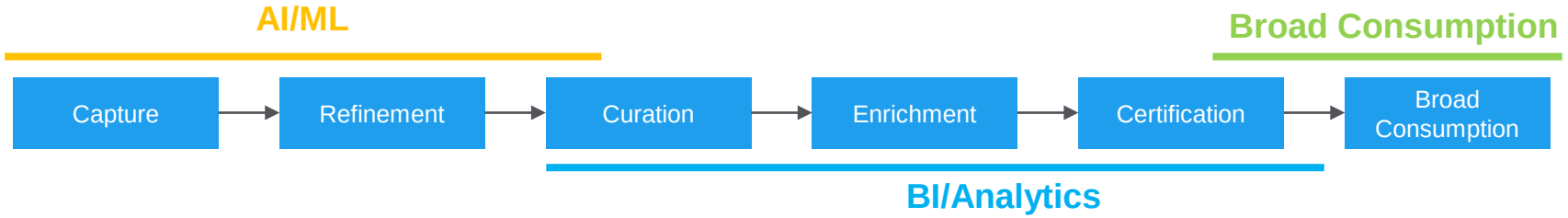
Applying approach across your initiatives

Starts with defining your approach



Actions to take:

- Be prescriptive on your approach. Don’t define by technology categories, that will come later
- Be explicit on what ‘data’ means across your approach
- Map initiatives to your approach to help prioritize and focus

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Closing the Gap: Are we persona driven?

Consumption needs to be persona driven

ROLE	COUNT
Channel/Partners	???
Casual User/Data Customer	1000's
Business Analyst	90
Engineer	10
Scientist	1

Unmet Value

Focus Today

Sample Organization

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

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The data citizen cast

Data Consumer

Data Scientist

Analyst

Business User

Business Partner

Business Executive

Data Provider

Business Operations

Business Partner

Purchased Data

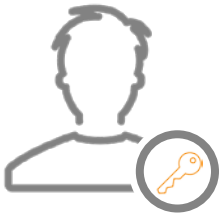
Consumers

Data Enabler

Information Technology

Data Stewards

Data Governance



Data Privacy

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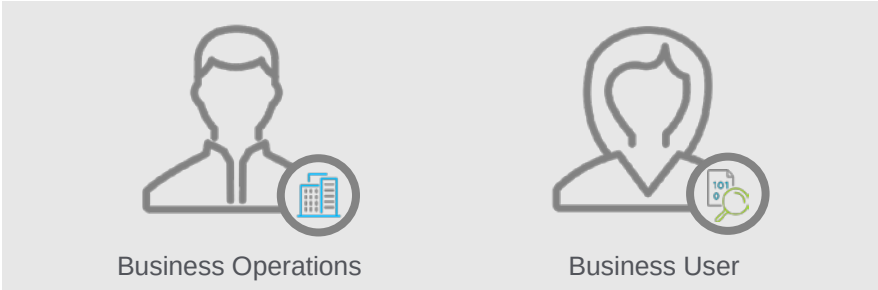
The extended data citizen cast



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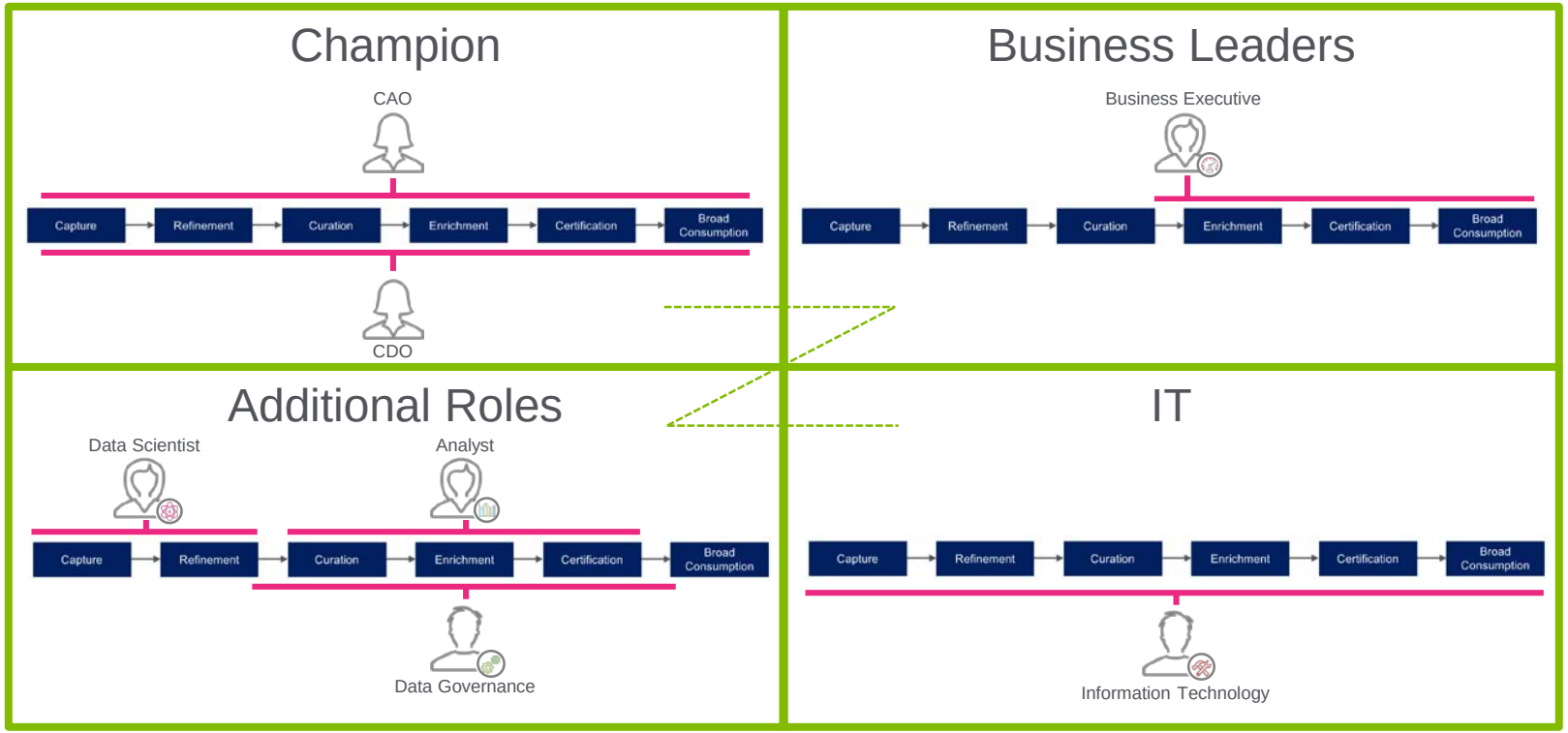
Aligning your approach and your audience



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Focus on reach as a cornerstone to close the gap

Data Stewards

Capture → Refinement → Curation → Enrichment → Certification → Broad Consumption

Actions to take:

- To maximize effectiveness of efforts, map out your data citizens by Provider, Consumer and Enabler and align against approach
- Re-examine your definition and expectations of key roles

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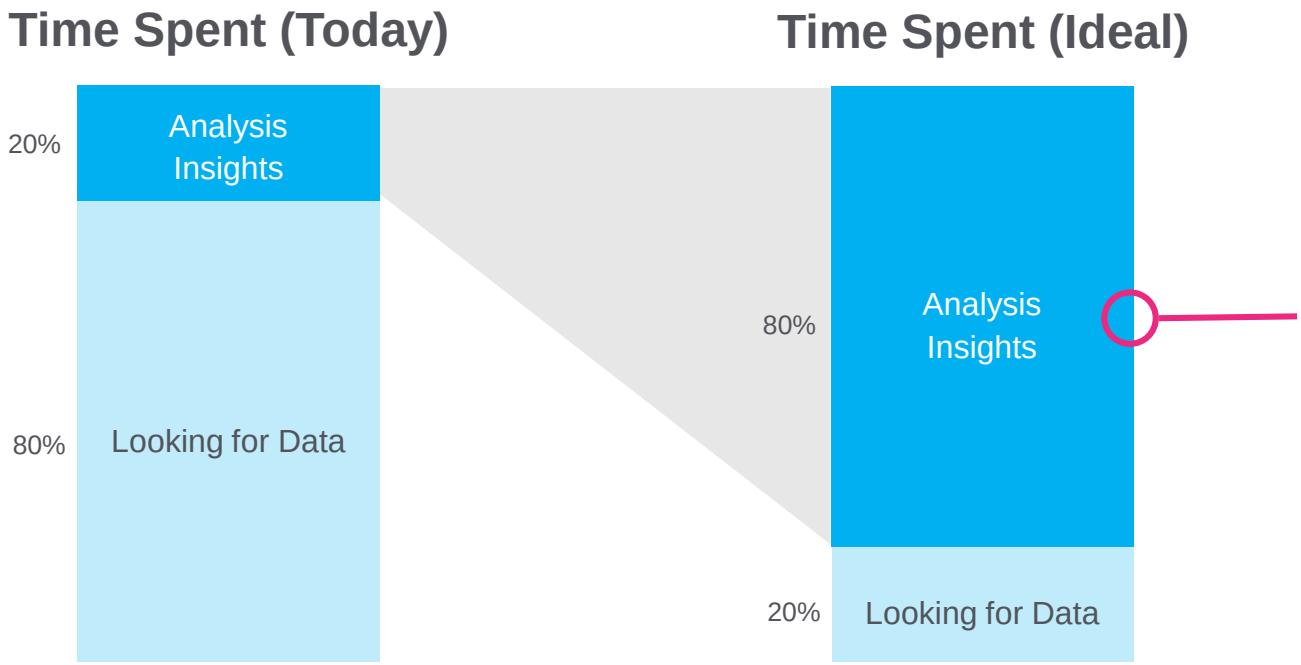
How do we think about value of data?

Today



What is the business impact?

Source: Various, IDC, HBR

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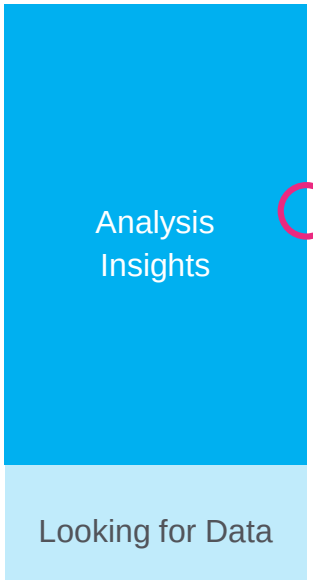
How business users would like to see value



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

Source: CEB, A Unit of Gartner

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What are forwarding looking companies measuring?

Actions to Take: Build measurements that demonstrate clear value

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

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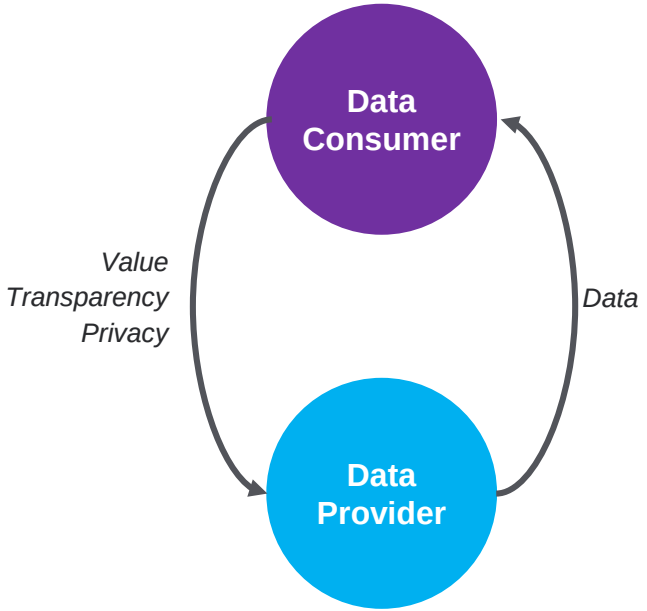
Contract Between Data Consumer & Provider

Moving Trust to the Forefront

Nearly **80%** Of consumers are willing to share personal information with a brand[1]

Using consumers data without their knowledge is #1 reason why they will not use brand again (80%)[1] **#1**

Reduce by **1/3** Amount customers reduce their spending by in the first year after finding about misuse of their data[2]



[1]*2017 SAP Hybris Global Consumer Insights Report*
[2]*Bridging the Trust Gap: The Hidden Landmine in Big Data, BCG, 2016*

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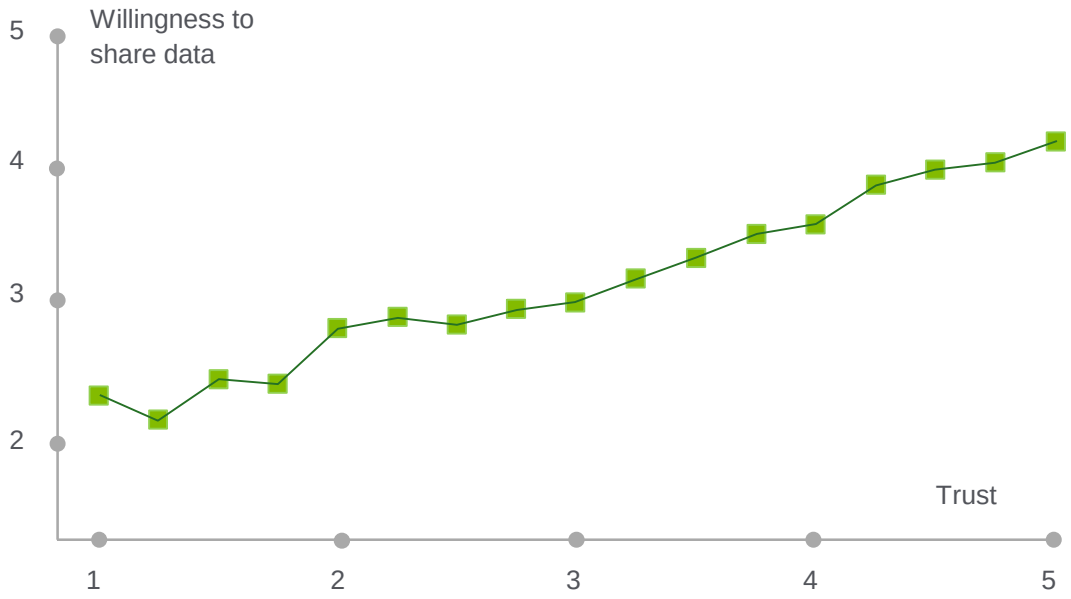
Business Value of ‘Trust’, Keeping the Data Coming In



Source: 2017 IBM Institute for Business Value Data Sharing Survey + Collibra

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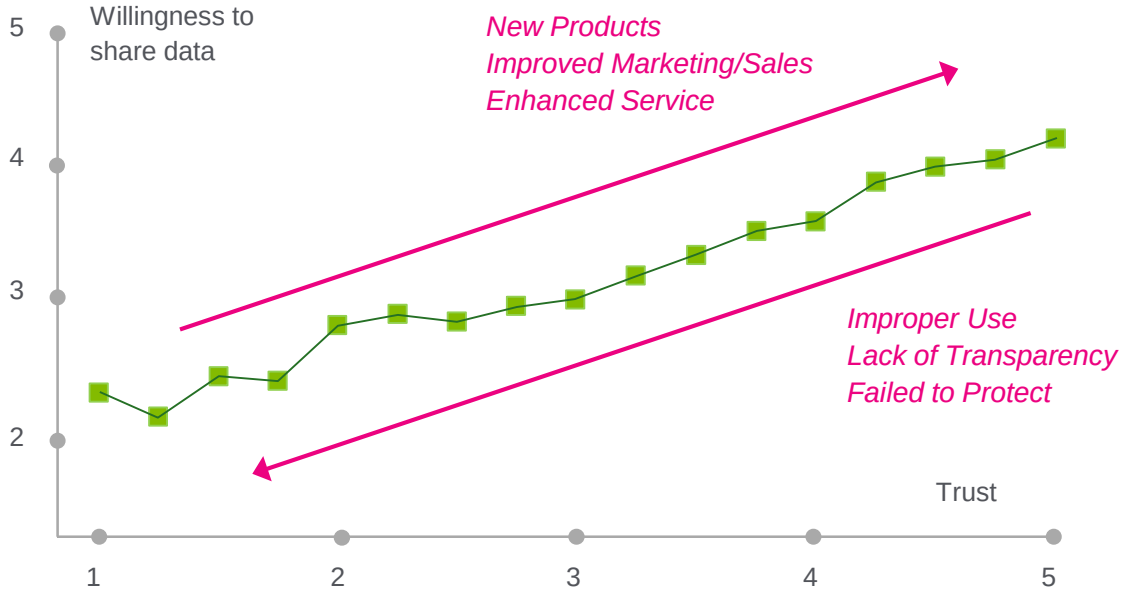
Business Value of ‘Trust’



Source: 2017 IBM Institute for Business Value Data Sharing Survey + Collibra

Actions to take:

- Make ‘Trust’ a foundational part of your catalog efforts
- Recognize that it’s impact will be critical for broader data monetization and valuation

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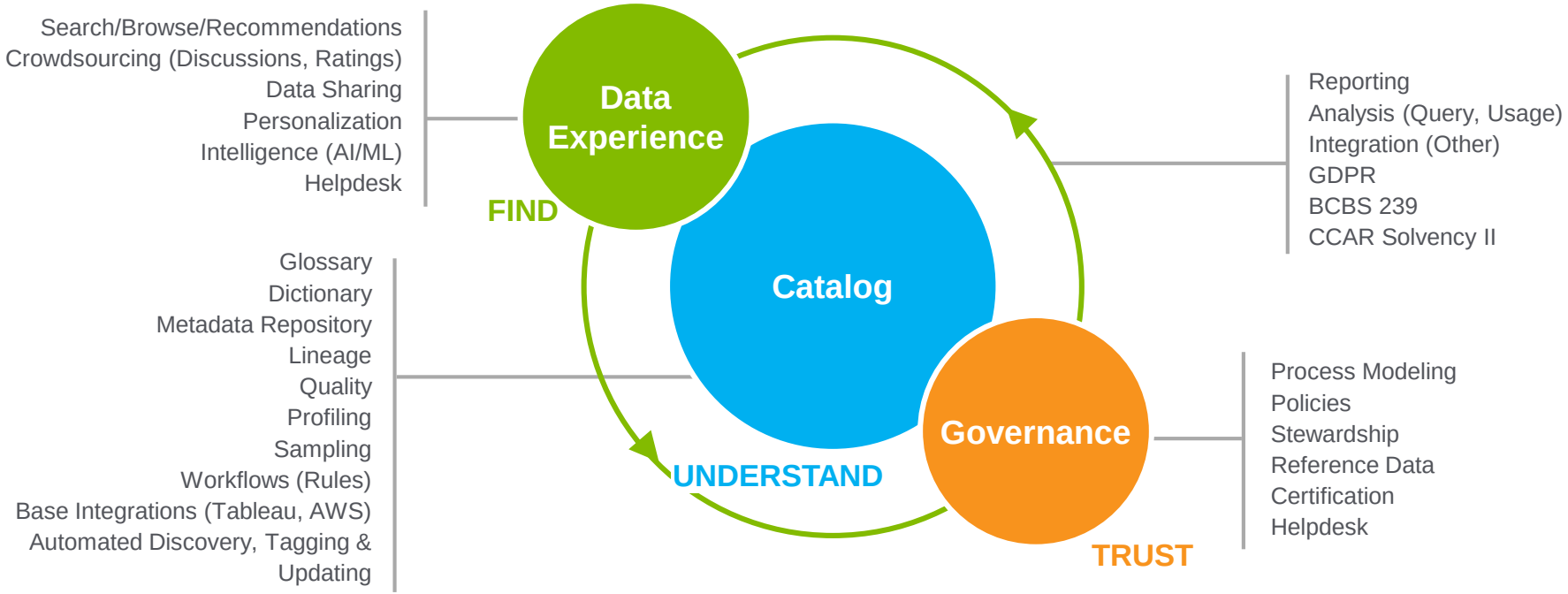
New capabilities and new definitions are needed



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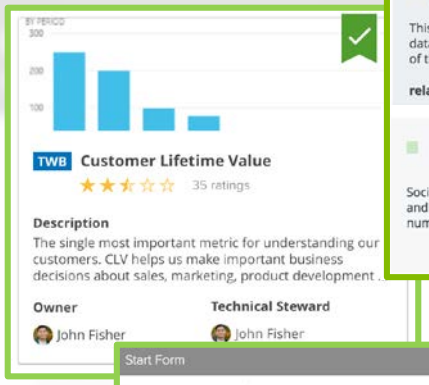
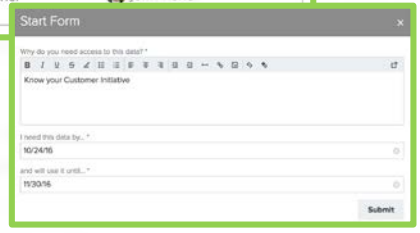
Experience the Possibilities

Reports, metrics, glossary



Data assets
Internal/External

Find

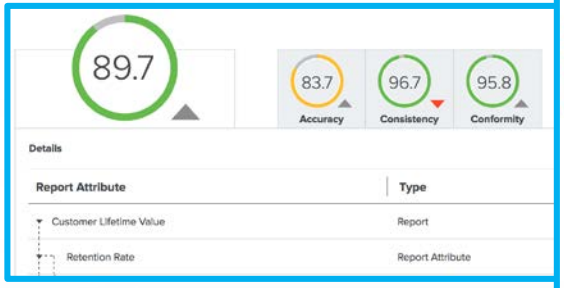


Collaborate

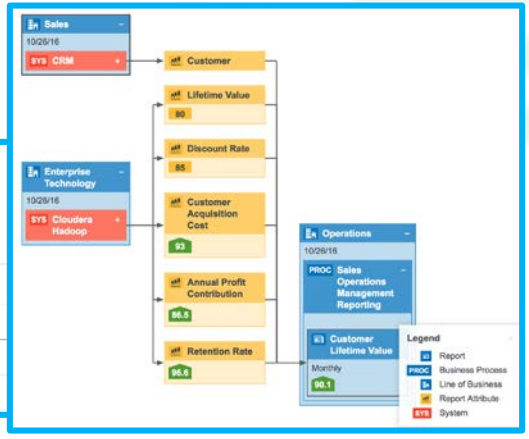
Experience the Possibilities

Understand

Data Quality



Lineage



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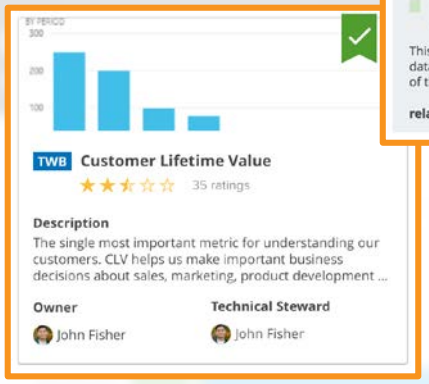
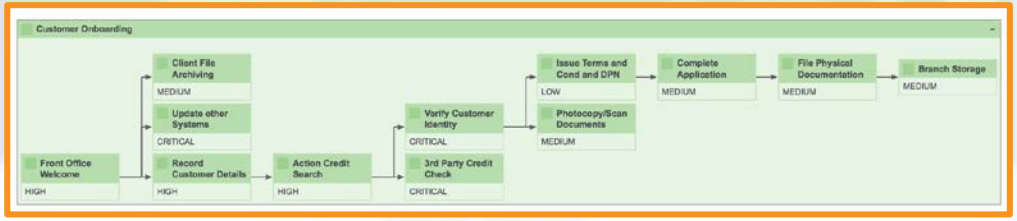


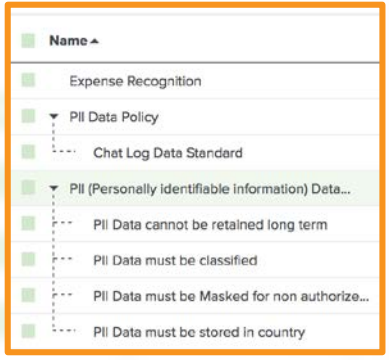
Certification



Workflow

Trust

Policies



No single way of approaching the problem

Self-Service Analytics & BI

BI/Analytics

Adobe

Data Lake & Data Warehouse

Data Management

DELL EMC

Regulatory Reporting Compliance

Compliance & Risk Management

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC

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Key Takeaways

1. Digital disruption is an enterprise challenge … Data engagement is the answer
2. Bring order to data chaos with Catalog and Governance … Approach, Reach, Value and Trust
3. Your journey will vary … New skills and capabilities required

collibra University

collibra Community

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Introducing Collibra

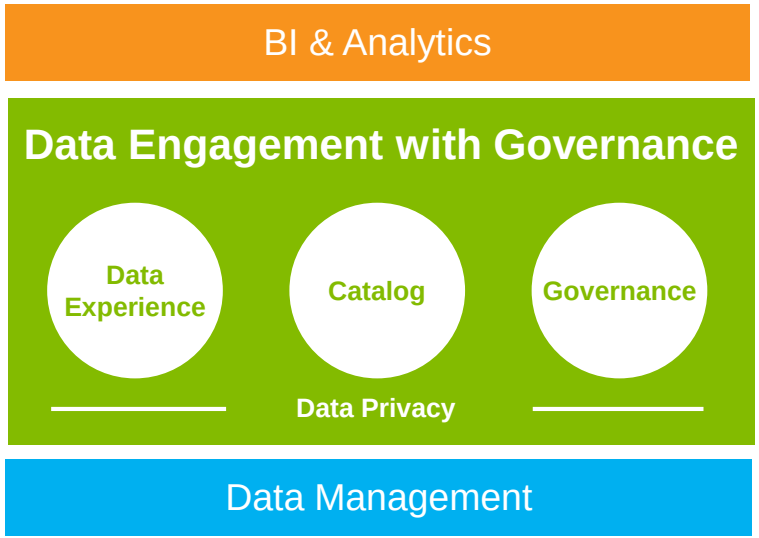
Maximizing the value of data through catalog and governance

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+ Practioners
- University – Building skills
- Coaching – Speed to value
- Expansive ecosystem of partners

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