The Long Game: How Data Governance Can Secure Lasting Business Adoption

Dataversity Demo Day
June 9th, 2021

INFOGIX

Speakers

Cameron Ogden, Vice President of Product Growth

Cameron Ogden is responsible for the growth, innovation, and go-to-market strategy for Infogix's product portfolio. With over 20 years of experience, Cameron has a proven track record of building enterprise data products and communicating complex topics in ways that both business and technical teams understand. He is a requested speaker and author on product management, information strategy, data governance, and automation.

Sadat Ahmed, Solutions Consultant

With Infogix for close to a decade, Sadat Ahmed works with customers in an array of industries. Using the Infogix Data360® platform, he develops advanced solutions to restructure and simplify complex data governance, advanced analytics, and data quality use cases. Sadat holds a Bachelor of Science degree from King's College London.
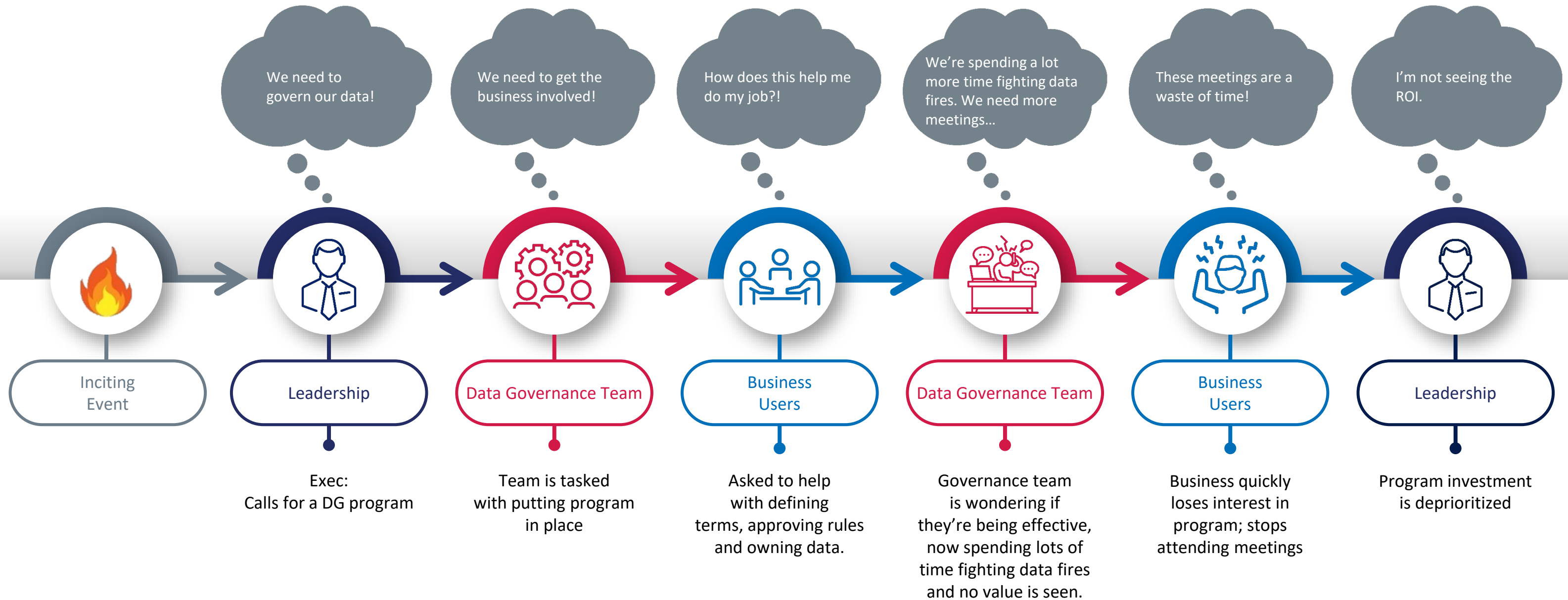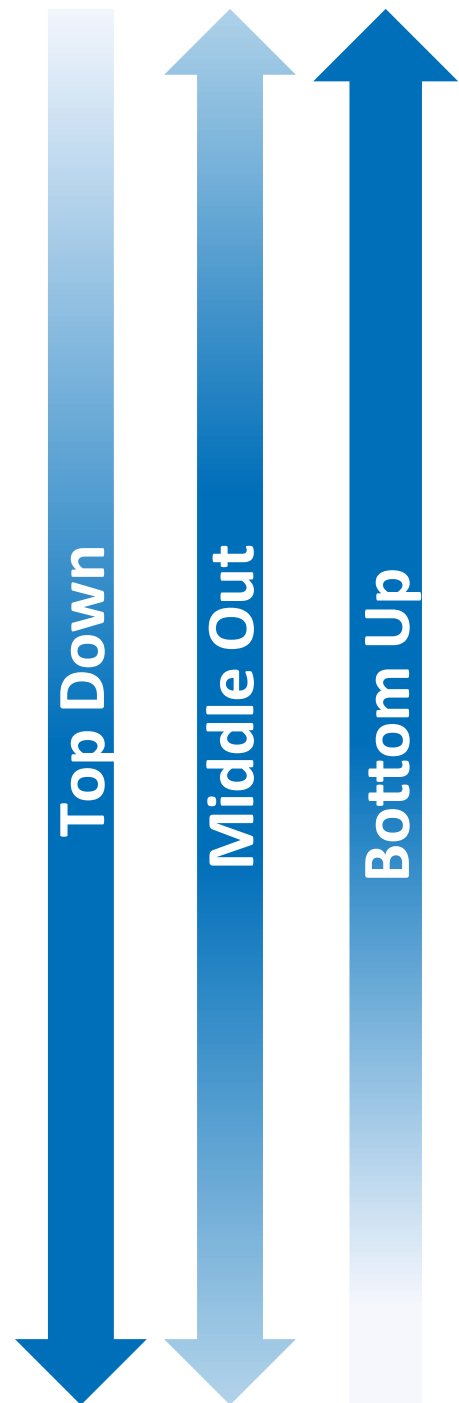
Agenda

- Why data programs fail

- A business-first approach

- Demo

An Age-Old Governance Story

We need to govern our data!

We need to get the business involved!

How does this help me do my job?!

We're spending a lot more time fighting data fires. We need more meetings...

These meetings are a waste of time!

I'm not seeing the ROI.

Inciting Event	Leadership	Data Governance Team	Business Users	Data Governance Team	Business Users	Leadership
	Exec: Calls for a DG program	Team is tasked with putting program in place	Asked to help with defining terms, approving rules and owning data.	Governance team is wondering if they're being effective, now spending lots of time fighting data fires and no value is seen.	Business quickly loses interest in program; stops attending meetings	Program investment is deprioritized

Frameworks Connect Data to Business Value

Top Down

Middle Out

Bottom Up

TOP DOWN: **Critical information driving business goals, objectives, KPIs, and metrics**

e.g., Enterprise KPIs / Metrics, Data Privacy & Protection, Strategic Business Drivers, etc.

Strategic Stakeholders
"Transform the Business"

MIDDLE OUT: **Critical data that drives business processes and operations**

e.g., New Product Introduction, Financial month-end close, Onboarding or Business Partners/Suppliers, plant maintenance, etc.
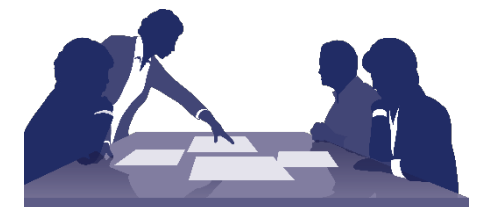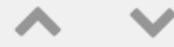
Operational Stakeholders
"Grow the Business"

BOTTOM UP: **Critical data assets that have operational, compliance and analytical business impacts**

e.g., SAP S/4 Implementation(s), Data Remediation System Migrations, Data Science & Engineering, etc.

Tactical Stakeholders
"Run the Business"

Strategic Leadership

Enterprise alignment across objectives

Metrics & Analytics

Using analytics to track progress and make decisions

Data360 Business-first Approach:

Data360 connects critical data to essential governance priorities and objectives

Are Broken Down Into `1`
Break Down Into `2`

- Goals
  - Increase the sales pipeline
  - Data Privacy Regulation

Are Related to

Break Down Into `1`

- Objectives
  - Get a 360 View of the Customer

Are Related to

Are Governed By `2`
Are Related to `4`
Is Categorized by `1`
Is Used By `6`
Is Validated By `2`
Data Steward `1`
Data Analyst `1`

- Business Term
  - Contact Email Address

Are Related to

Is Reported By `1`
Measure `2`
Business Owner `2`

- Metrics
  - Delivery rate increased to 95%

Is Validated By

Data Steward `2`
Data Analyst `2`

- Quality Check
  - Conformity
  - Completeness Check

Business SMEs

Using data to run core business processes

Governance Leaders

Know the critical data and governance controls that have significant impact

Data Mgmt / IT

Understand the most important data and why

Represented by

- POWERBI2016
  - AdventureWorks
  - Person
  - EmailAddress
    - EmailAddress

Transforms to

+ MS

Transforms from

+ POWERBI2016

Takeaways

- **Start with the end in mind: Link data governance initiatives to business goals and objectives**

- **Identify the critical data most important to the goal**

- **Build stakeholder engagement by showing how data impacts their expected business outcomes**

- **Provide a collaboration environment that enables all users to contribute**
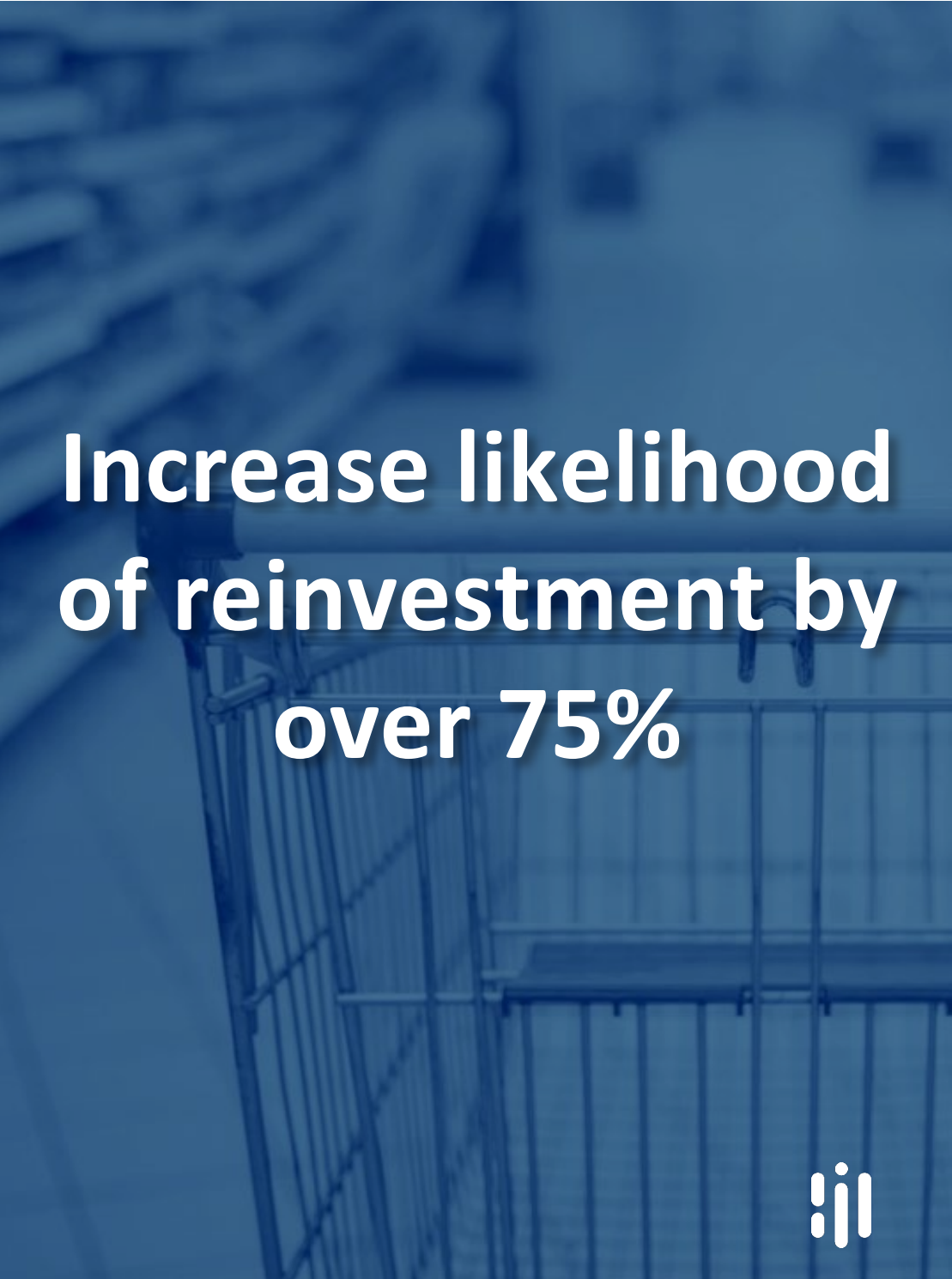
Benefits of a Business-First Approach

Accelerate program roll-out by 18-40%

Generate 2-7x greater ROI

Increase likelihood of reinvestment by over 75%

Connect with Infogix

https://www.infogix.com/contact/

Phone: (630) 505-1800