# Data Governance Demo

Aaron Bradshaw - Data Governance & Enablement Specialist

# Aaron Bradshaw

## Data Governance & Enablement Specialist



- 15 years of experience working with all things data; Data Warehousing, Campaign automation, Model automation, Data Protection, Governance, Metadata, Lineage, Stewardship, Stategy and Quality.

- Delivered regulatory compliance such as CCAR, IFRS9, SOX, FRY14 and GDPR at major retail banks, delivering enterprise data management projects as a result.

- Joined Alation with the sole purpose of helping customers obtain the most value from their data, whilst also meeting regulatory and ethical standards.

# Data Governance is on Everyone's Mind

## Data Explosion

"The sum of all data created, captured, or replicated at core, edge, and endpoint locations - will expand from 33 ZB in 2018 to **175 ZB** by 2025."
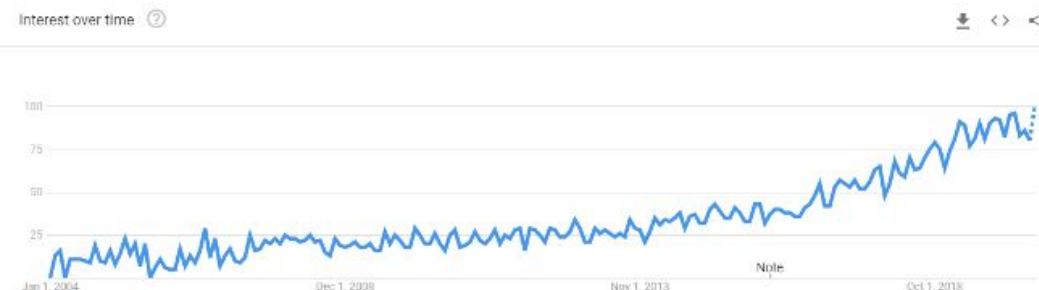
## Data Breaches

"The number of reported data breaches increased 33% in 2019, resulting in more than **7.9 billion personal records** exposed."

## Top Concern

"Data governance has surpassed cybersecurity preparedness as the top concern of Chief Audit Executives."

Interest over time ⑦                    ± ‹› ‹

100

75

50

25

Note

Jan 1, 2004                Dec 1, 2008                Nov 1, 2013                Oct 1, 2018

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# Traditional Approach to Governance is Failing

**Challenges with traditional approach**

• Focus on governing data rather than people's behavior

• Prolonged, Expensive

• Defensive – Focused primarily on risk mitigation

• Lacks engagement with business stakeholders

• Not exercised at the point of data use

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# A Different, Value-Driven Approach

## Active Data Governance

**People-First**

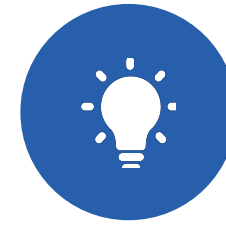Guide behavior; discover and formalize relationship with data

**Operationalized**

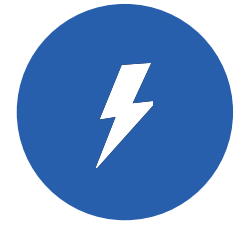Operationalize policy into action at point of use; measure via analytics

**Collaborative**

Crowdsourcing and community-driven

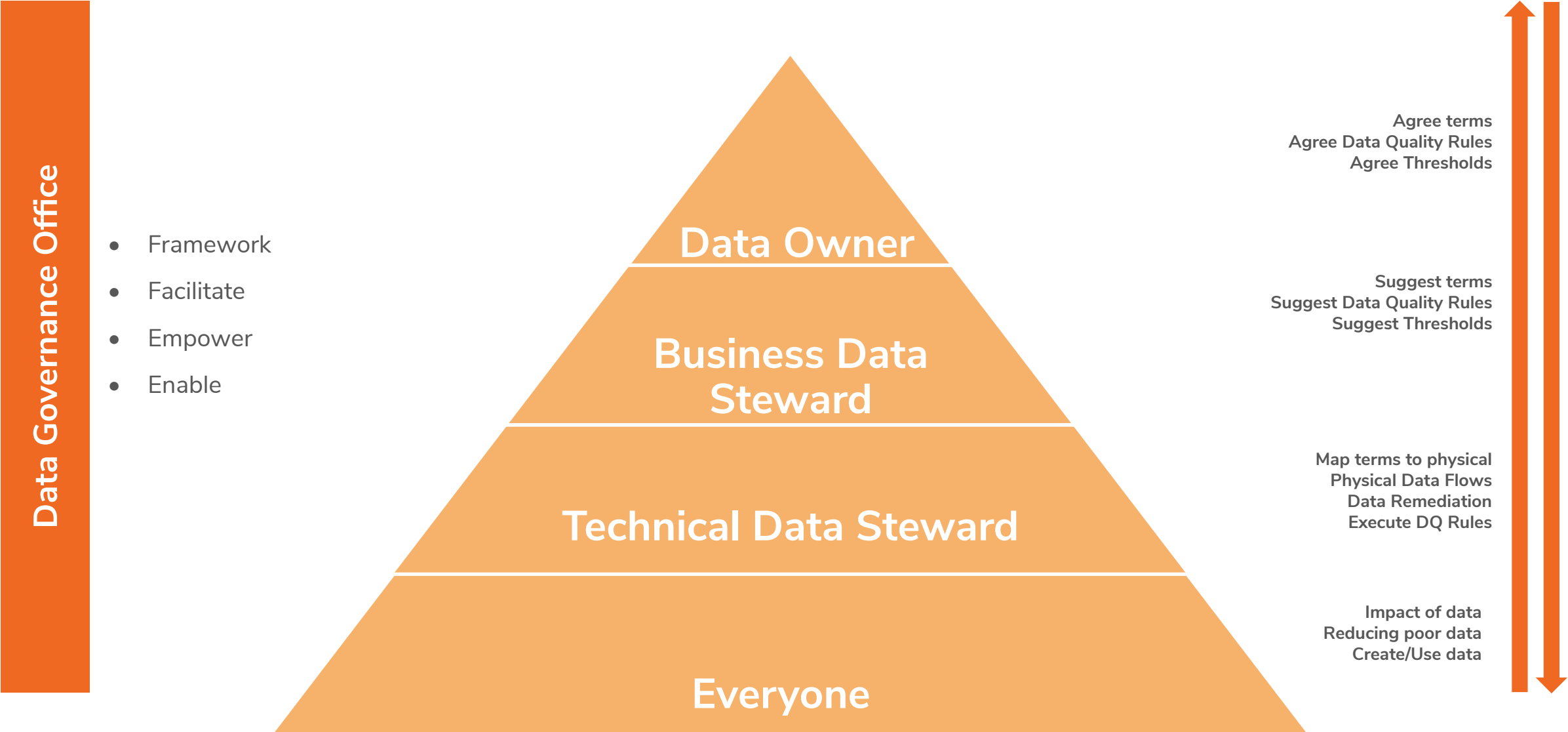**Intelligent**

Automated and guided via AI and ML

**Adaptive**

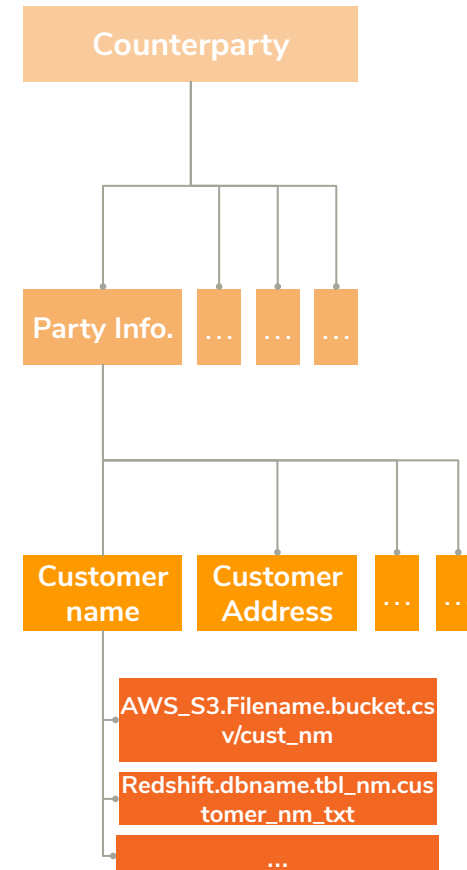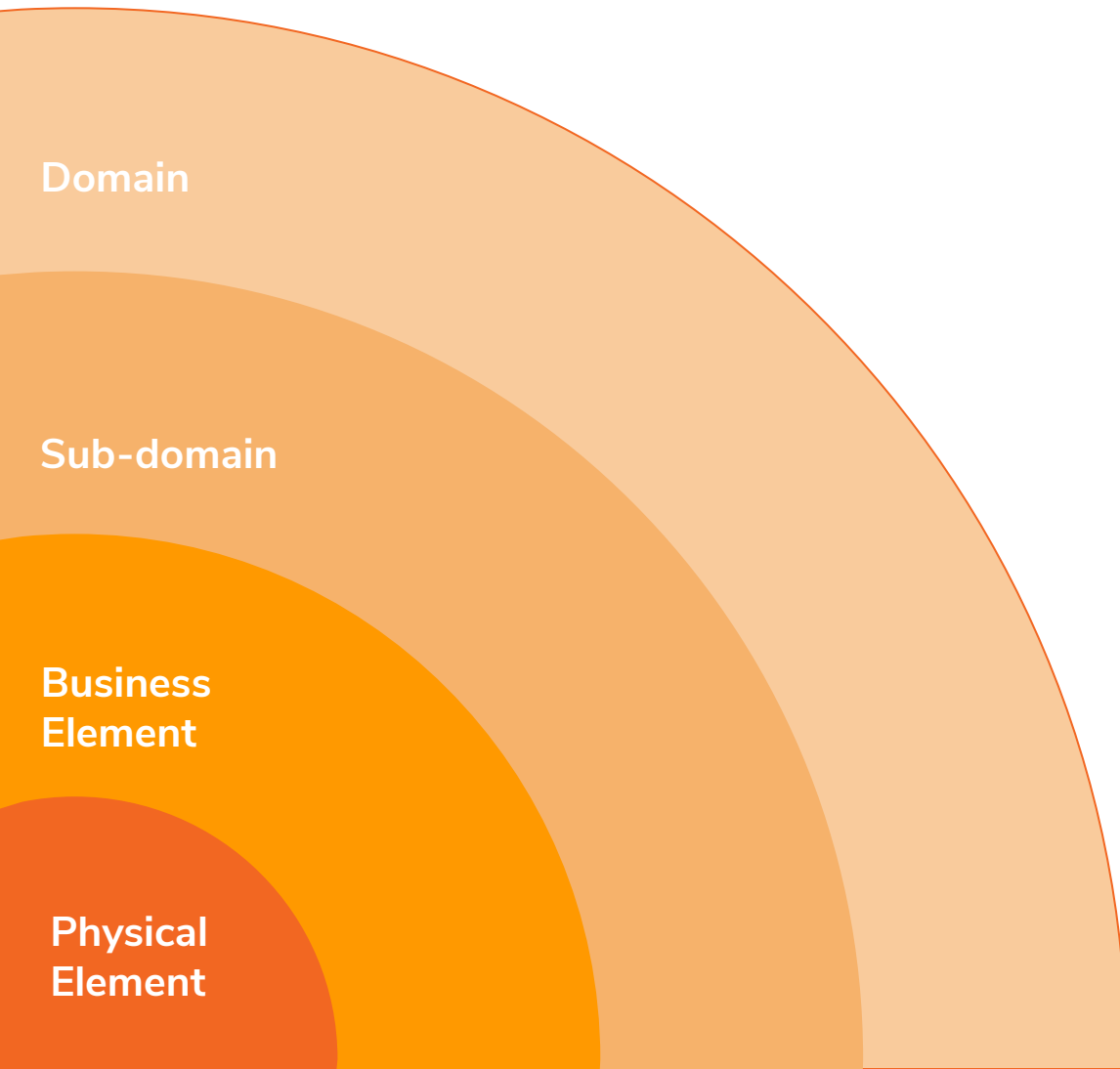Adjust to changes in the business environment with agility

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# Alation Methodology

# Data Organization Roles

**Data Governance Office**

- Framework
- Facilitate
- Empower
- Enable

**Data Owner**

**Business Data Steward**

**Technical Data Steward**

**Everyone**

Agree terms
Agree Data Quality Rules
Agree Thresholds

Suggest terms
Suggest Data Quality Rules
Suggest Thresholds

Map terms to physical
Physical Data Flows
Data Remediation
Execute DQ Rules

Impact of data
Reducing poor data
Create/Use data

Data Utopia – No need for Data Governance Org – everyone implicitly becomes a data owner as the culture, processes are so ingrained into BAU

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# Data is classified at different hierarchical levels

Domain

Sub-domain

Business Element

Physical Element

Counterparty

Party Info. … … …

Customer name | Customer Address | … | …

AWS_S3.Filename.bucket.csv/cust_nm

Redshift.dbname.tbl_nm.customer_nm_txt

…

# Demo

# Sally
Data Governance Analyst
- Counterparty Domain

# Govin
Head of Customer Insight
Data Domain Owner -
Counterparty

# Danny
Data Analyst

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# Sally

# Govin

# Danny

**Understand** what data is **defined**, and what data **classifications** are attached to the data, in a transparent manner for the business, and ensure appropriate **approval** is in place

Identify what Data Quality rules are, what the tolerances are,

Identify where the physical data elements where the DQ rule should be executed are located.

Identify data which is identified as having issues by a user community

Have a method to **prioritise** which data to govern and curate

Find quickly all the Assets that belong to me;

- KPI's
- Policies
- Reports
- Data Elements
- Data Quality Rules

See curation metrics for my data domain

Allocate Stewards/SME's to data that needs curating

See an auditable list of what has changed

**Find** the data I need to create a new piece of analysis

**Understand** if the data is correct for me to use

Determine if the data can be **trusted**

**Use** it

Make sure the next analyst who comes along can do the same, so they don't ask me the same questions

Share the query, so that it can be **reused**

- Stewardship Dashboard
- Query Log Ingestion
- Time saved on prioritisation of Critical Data Elements

Find quickly all the Assets that belong to me;

- KPI's
- Curation Summary
- Rapid Risk Mitigation

- Find definitions of data and execute in one place
- Policies and data warnings propagated
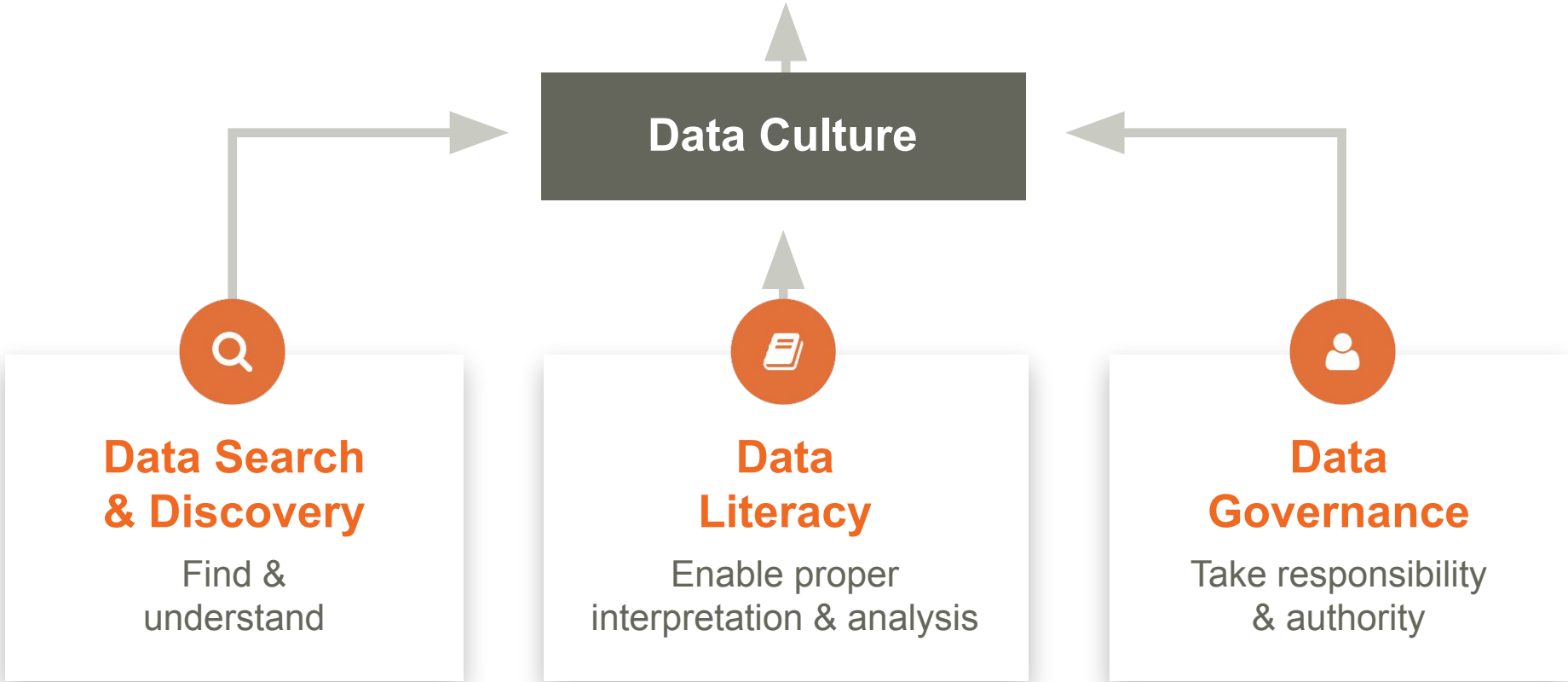- Rapid productivity (& oversight) increase

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"You can pull together a policy which encompasses all the right things to do at the right time, but if you aren't able to share that information, get buy-in and execution from everyone who is accountable, then you are not taking the right approach. It was important that our people and right individuals were involved and that's the gap we had."
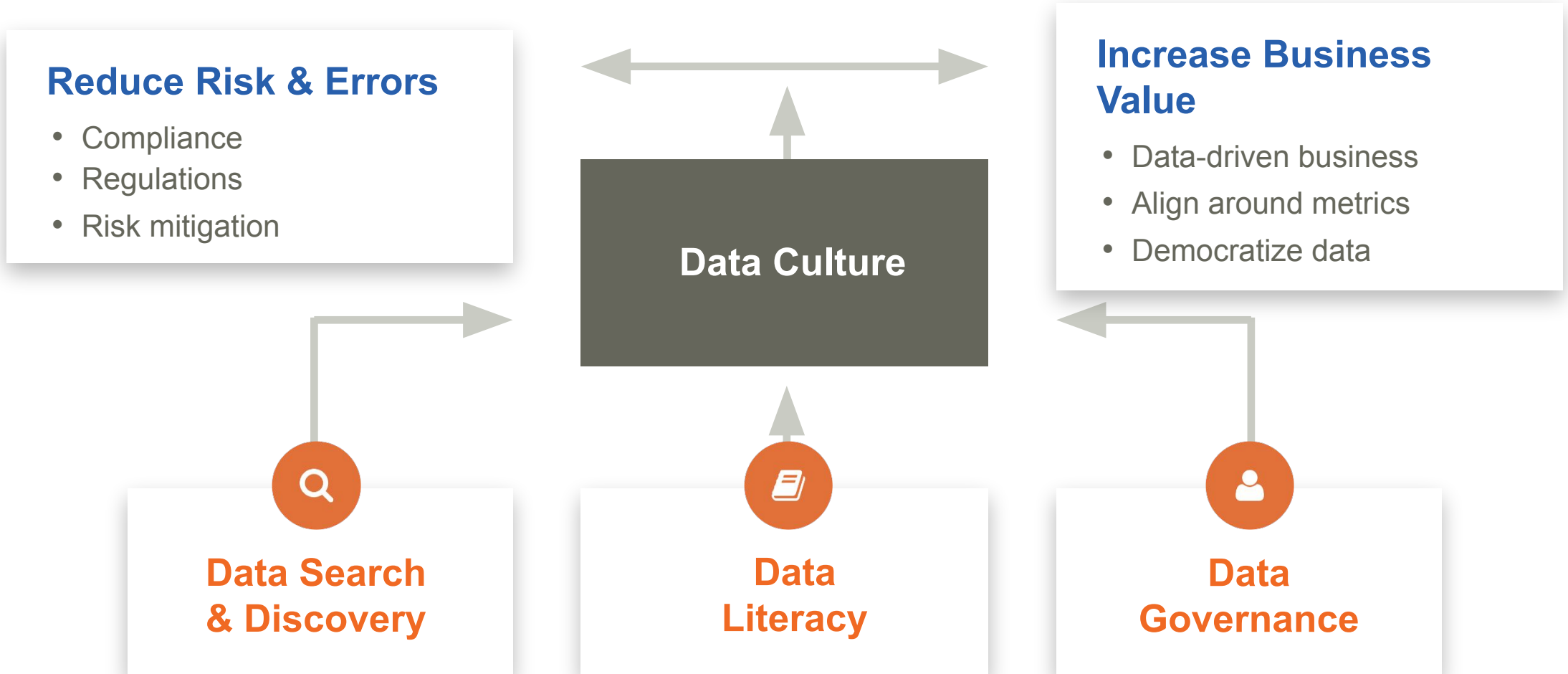
AMY KEELTY
Information Strategy & Governance Director
American Family Insurance

The Catalog is the Platform™

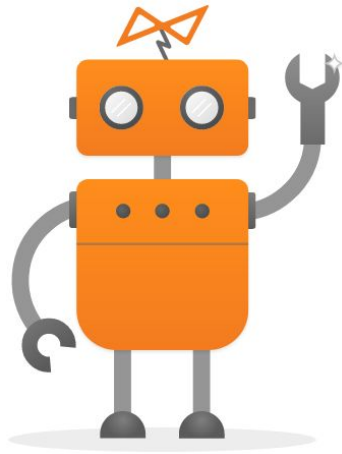Alation

# Alation Mission

To empower a curious and rational world

**Data Culture**

**Data Search & Discovery**

Find & understand

**Data Literacy**

Enable proper interpretation & analysis

**Data Governance**

Take responsibility & authority

# Data Culture Enables Compliance While Driving Business Outcomes

**Reduce Risk & Errors**

- Compliance
- Regulations
- Risk mitigation

**Increase Business Value**

- Data-driven business
- Align around metrics
- Democratize data

**Data Culture**

**Data Search & Discovery**

**Data Literacy**

**Data Governance**

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Thank You!