

Real-World Data Governance

Metadata Will Not Govern Itself – Metadata Governance

Monthly Webinar Series Hosted by DATAVERSITY

Robert S. Seiner – KIK Consulting / TDAN.com
March 16, 2023 – 11:00 a.m. PT / 2:00 p.m. ET



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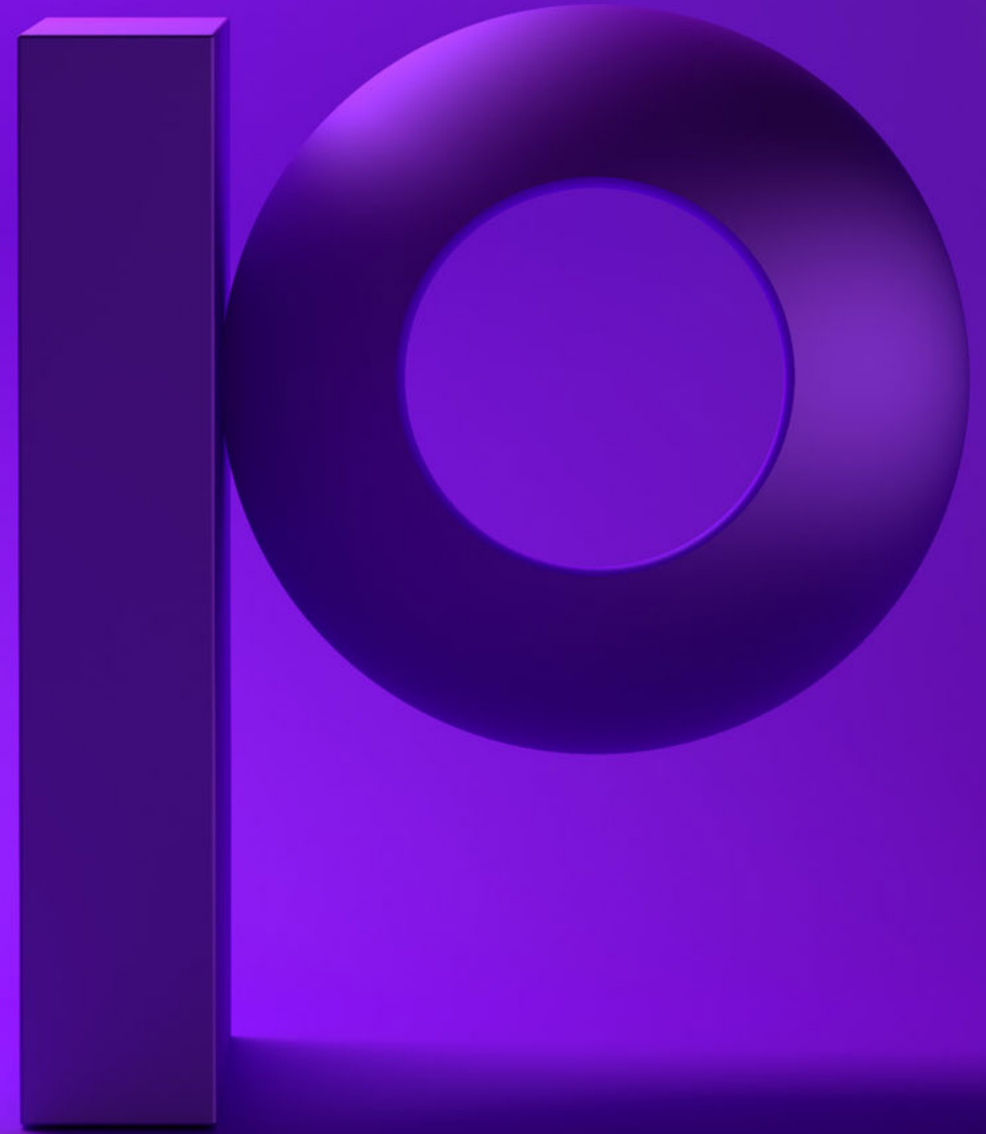
precisely

How Organized is Your Data Workshop?

Susan Pawlak

Senior Manager Product Marketing,

Precisely



Introduction



Susan Pawlak
Senior Manager
Product Marketing,
Precisely





Considerations for organizing your Data Workshop

1

How can I find the data I need?

Intuitive business-friendly data catalog to discover critical assets

2

What is the impact & where did it come from?

Data impact, lineage, and relationships for greater insights

3

How must this data be managed?

Internal & external data policy management to ensure compliance and reduce risk

4

Can I trust my data?

Data quality & observability to increase confidence in data-driven decisions

5

How can I get access?

Accountability and improved operational responsibility for more timely insights

6

What is my single source of truth?

Master data management provides a trusted system of record



Modern Data Workshop Requirements



Cross-functional teams collaborate and understand the full lifecycle of data pipelines in a single solution



Robust data access, quality & observability capabilities seamlessly integrated

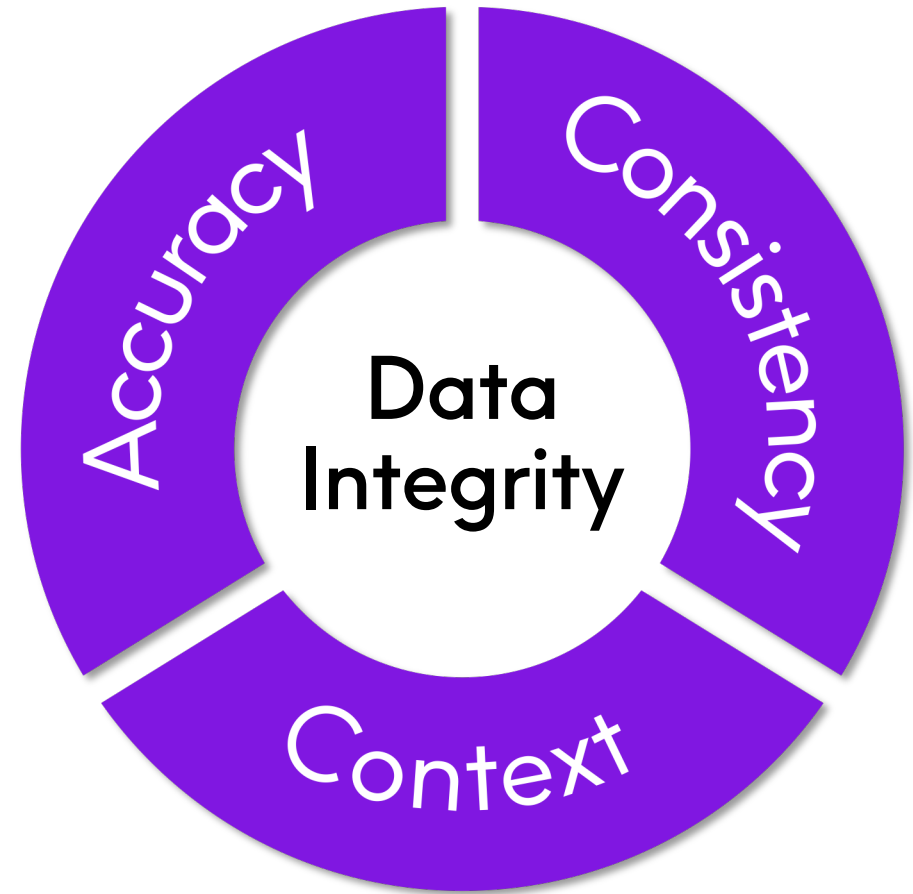


Critical metadata and master data easily cataloged, discovered, and managed

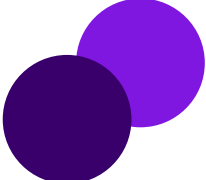


Data Integrity in your data workshop

Data integrity is data with maximum accuracy, consistency, and context for confident business decision-making



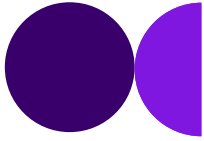
Precisely offers leading data integrity capabilities



Integrate



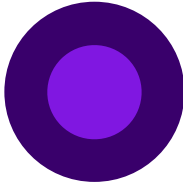
Change Data Capture
ETL
Machine Data Integration
Process Automation



Verify



Data Governance
Data Catalog
Data Quality
Data Observability
Master Data Management



Locate



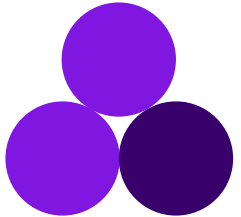
Geo Addressing
Spatial Analysis
Spatial Visualization
Desktop Mapping



Enrich



Street & Address Data
Postal & Admin Boundaries
Points of Interest Data
Demographic Data
Risk Data



Engage



Integrated Comms
Personalized Video
Chatbots
Responsive Messaging
Digital Self Service

Strategic Services





The leader in data integrity

Our software, data enrichment products and strategic services deliver accuracy, consistency, and context in your data, powering confident decisions.

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customers

99
of the Fortune 100

100
countries

2,500
employees

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Data leaders partner with us



Thank you!

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Real-World Data Governance – Monthly Webinar Series

April 20, 2023: Rules for Becoming a Data Steward

Third Thursday each Month @ 2pm EST – Register at TDAN.com, KIKconsulting.com, DATAVERSITY.net

Upcoming Events

Enterprise Data World Digital (EDWD) – Dataversity Virtual Event – March 27th – 31st

Data Governance & Information Quality West – Dataversity Conference – June 5th – 9th

Non-Invasive Data Governance Book

Available Now: ISBN 9781935504856 / Technics Publications / Amazon.com

2Q23: Non-Invasive Data Governance Strikes Again: Gaining Experience and Perspective

Non-Invasive Data Governance / Metadata Governance Online Learning Plans

Latest: Business Glossaries, Data Dictionaries and Data Catalogs

DATAVERSITY Training Center – <https://training.dataversity.net>

KIK Consulting & Educational Services

KIKConsulting.com (“Knowledge is King”)

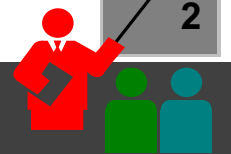
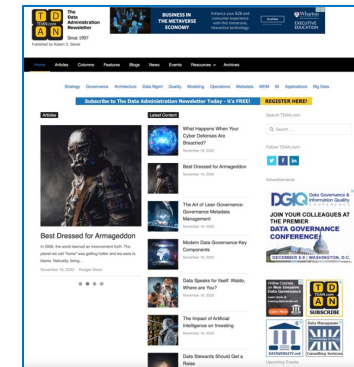
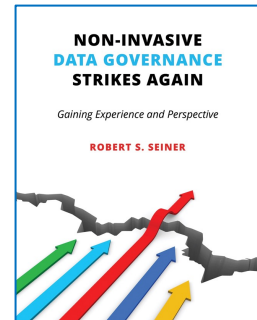
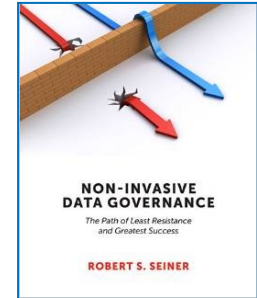
The Home of Non-Invasive Data Governance™

The Data Administration Newsletter (TDAN.com)

Twice Monthly: Data Articles, Columns, Blogs and Features

Carnegie Mellon University (CMU)

Adjunct Faculty: Heinz College Chief Data Officer (CDO) Certificate Program



Metadata Will Not Govern Itself – Metadata Governance

Abstract

- In this webinar, I will talk about ...
 - What It Means to Govern Metadata
 - How to Apply Data Governance to Metadata
 - Metadata Roles and Responsibilities
 - The Role of the Metadata Steward
 - Metadata Automation and Change Management



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Metadata Will Not Govern Itself – Metadata Governance

Definitions

- **Data Governance** – The execution and enforcement of authority over data.
- **Data Stewardship** – Formal accountability for data.
- **Data Steward** – A person held formally accountable for their relationship to the data.
- **Metadata** – Data that improves both the business and technical understanding of the data.
- **Metadata Governance** – The execution and enforcement of authority over metadata.
- **Metadata Steward** – A person held formally accountable for their relationship to the metadata.



Metadata Will Not Govern Itself – Metadata Governance

What It Means to Govern Metadata

- What It Means to Govern
- Hold People Formally Accountable
- Metadata Definition, Production, and Usage
- Pay Attention to Metadata Lifecycle
- The Metadata Will Not Govern Itself



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What It Means to Govern Metadata

- What It Means to Govern

[to] gov·ern [data]

v. gov·erned, gov·ern·ing, gov·erns

- *[To] make and administer the public policy and affairs [of data]*
- *[To] exercise sovereign authority [in data]*
- *[To] control the speed or magnitude [of data]*
- *[To] regulate [data]*
- *[To] control the actions or behavior [of data]*
- *[To] keep under control [data]; to restrain [data]*
- *[To] exercise a deciding or determining influence [on data]*
- *[To] exercise political authority [over data]*

FreeDictionary.com [wrapper by Bob Seiner]



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What It Means to Govern Metadata

- Hold People Formally Accountable
 - What Does It Mean to Be Held Formally Accountable?
 - Accountable to Define the Appropriate Metadata
 - Accountable for Producing Quality Metadata
 - Accountable to Use Metadata



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What It Means to Govern Metadata

- Metadata Definition, Production, and Usage
 - What Does It Mean to Be Held Formally Accountable?
 - Accountable to Define the Appropriate Metadata (x2) – [Defining Which Metadata, Defining the Metadata](#)
 - Accountable for Producing Quality Metadata (x2) – [Follow Standards, Assure Metadata Production](#)
 - Accountable to Use Metadata (x2) – [Improve Discoverability, Improve Confidence](#)



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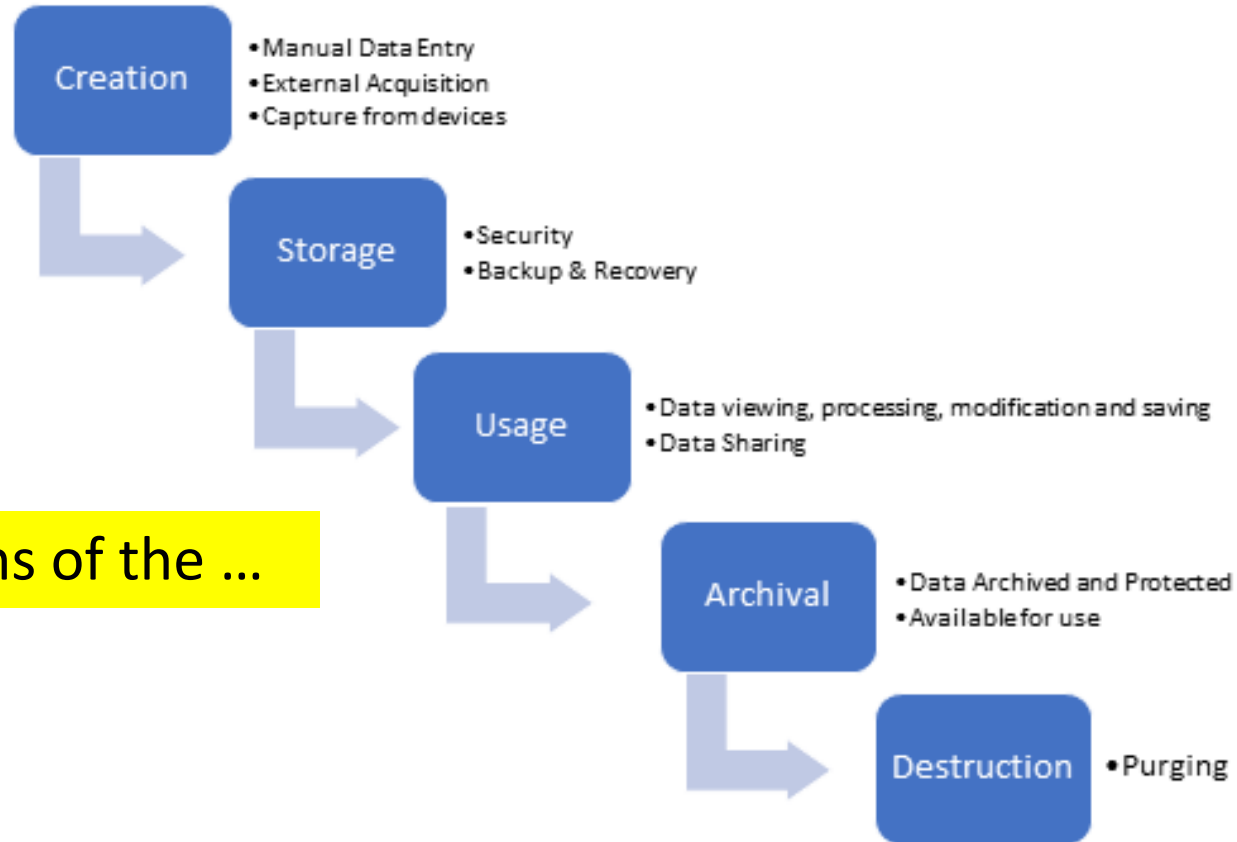
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What It Means to Govern Metadata

- Pay Attention to Metadata Lifecycle – Same as a Data Lifecycle?



Governance in terms of the ...

... of metadata.



<https://www.dataworks.ie/5-stages-in-the-data-management-lifecycle-process/>



Metadata Will Not Govern Itself – Metadata Governance

What It Means to Govern Metadata

- The Metadata Will Not Govern Itself –
 - Metadata Actions Mirror Actions Taken With Data
 - Metadata Will Not **Define** Itself
 - Metadata Will Not **Produce** Itself
 - Metadata Will Not **Use** Itself
 - People Will Not Steward the Metadata Definition Without Formal Direction
 - People Will Not Steward the Metadata Production Without Direction
 - People Will Not Steward the Metadata Usage Without Direction



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How to Apply Data Governance to Metadata

- Value of Formalized Accountability
- Apply to Metadata Definition
- Apply to Metadata Production
- Apply to Metadata Usage



11



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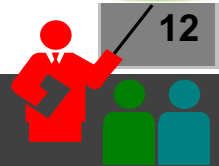
How to Apply Data Governance to Metadata

- Value of Formalized Accountability
 - Signals organization is ready to make stewardship of metadata a priority.
 - Signals that it is no longer business as usual when it comes to metadata.
 - Activates due diligence around metadata in their daily operations.
 - Provides transparency and expectations around metadata roles and responsibilities.
 - Provides a platform for recognition of metadata leaders.
 - Accelerates metadata maturity and governance journey.
 - Promotes realization of metadata governance adoption.

Adjusted from Lara Gureje – Formalize DG Roles to Activate Data Governance
<https://www.linkedin.com/pulse/formalize-your-data-role-activate-effective-lara-gureje>



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How to Apply Data Governance to Metadata

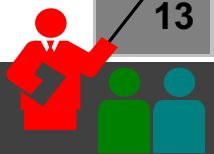
- Apply to Metadata **Definition**
 - Through formal accountability to **select metadata that will provide highest return.**
 - Through formal accountability to **describe metadata to the common and advanced stewards.**
 - Through formal accountability to **assure business value from governing the metadata.**
 - Through formal process to **define the best place for stewards to access the metadata.**



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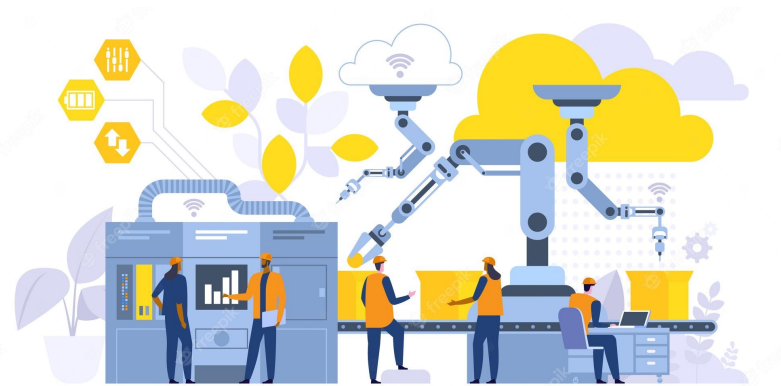
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How to Apply Data Governance to Metadata

- Apply to Metadata **Production**
 - Through formal accountability to **produce metadata that will provide highest return.**
 - Through formal accountability to **assure that metadata production will be high quality.**
 - Through a formal process to **define the business value from producing metadata.**
 - Through a formal process to **define the best place for stewards to produce the metadata.**



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How to Apply Data Governance to Metadata

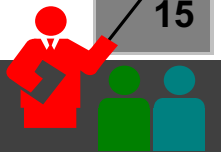
- Apply to Metadata **Usage**
 - Through formal accountability to **use metadata that will provide highest return.**
 - Through formal accountability to **assure that metadata usage will be effective.**
 - Through a formal process to **define the business value from using metadata.**
 - Through a formal process to **define the best place for stewards to use the metadata.**



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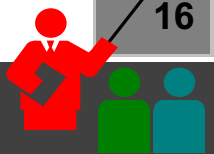
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Metadata Roles and Responsibilities

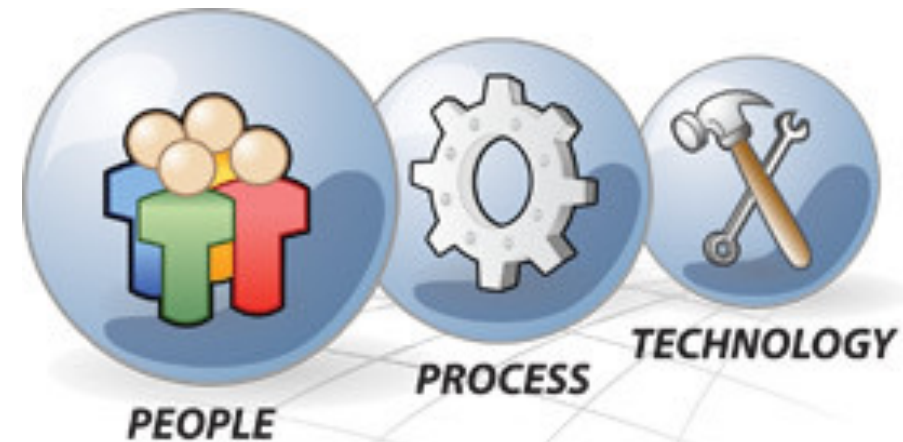
- Executive
- Strategic
- Tactical
- Operational
- Support



Metadata Will Not Govern Itself – Metadata Governance

Metadata Roles and Responsibilities

- Executive
 - Executive Role for Metadata Governance
 - Support, Sponsor, and Understand
 - Assure Capacity and Resources
 - People
 - Process
 - Technology



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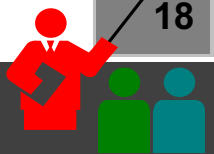
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Metadata Roles and Responsibilities

- Strategic
 - Strategic Role for Metadata Governance
 - Promote, Activate, and Engage
 - Data Governance Council
 - Point of Escalation
 - Strategic Decisions Per Governance of Metadata
 - Assure Capacity Resources at the Functional Level



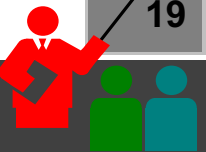
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Metadata Roles and Responsibilities

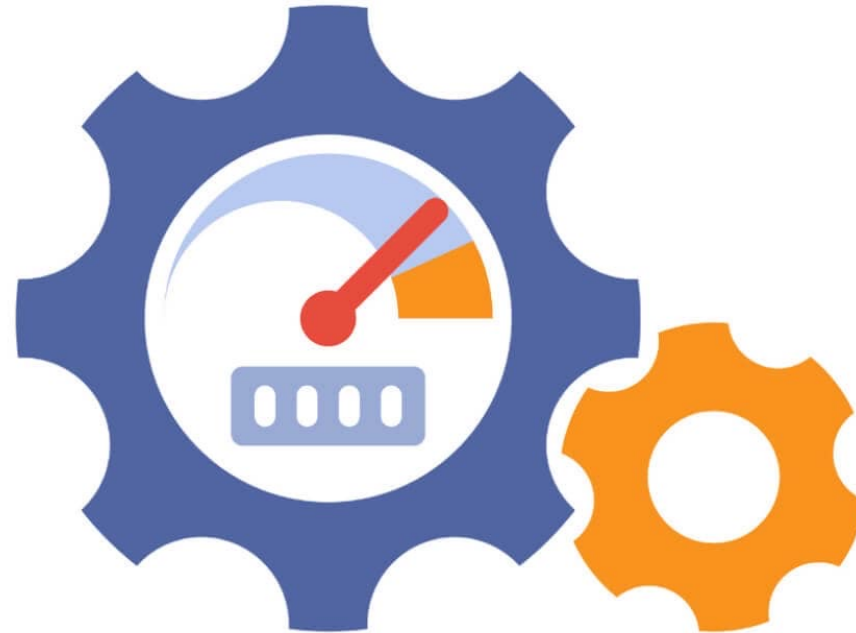
- Tactical
 - Tactical Role for Metadata Governance
 - Define, Locate, and Manage Category of Metadata
 - Metadata Category Subject Matter Experts
 - Metadata Decision Maker
 - Metadata Standards
 - Manage Metadata Subject Center (Community) of Excellence



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Metadata Roles and Responsibilities

- Operational
 - Operational Role for Metadata Governance
 - Produce and Use Metadata
 - Metadata Stewards
 - Metadata Producers
 - Metadata Users
 - Manage Eyes and Ears



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20



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Metadata Roles and Responsibilities

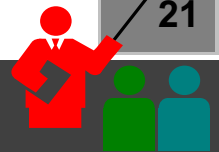
- Support
 - Support Roles for Metadata Governance
 - Govern Metadata Activities
 - Metadata Support
 - Technology
 - Quality
 - Security
 - Legal
 - Audit
 - Human Resources
 - Communications / Training
 - Change Management
 - Project Management



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21



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The Role of the Metadata Steward

- Execute and Enforce Authority Over Metadata
- Formally Accountable for Defining Metadata
- Formally Accountable for Producing Metadata
- Formally Accountable for Usage of Metadata



Metadata Will Not Govern Itself – Metadata Governance

The Role of the Metadata Steward

- Execute and Enforce Authority Over Metadata
 - Concept of Governing Metadata May Be New to Your Organization
 - Therefore, Metadata Governance May Feel More Invasive
 - Always Better to Build Activities Into People’s Jobs
 - Consider Gamifying Metadata Governance
 - Holding People Formally Accountable for the Actions They Take With Metadata



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23



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The Role of the Metadata Steward

- Formally Accountable for **Defining** Metadata
 - **Selecting the Appropriate Metadata** to Be Governed
 - **Providing Definition for the Metadata** That Will Be Governed
 - **Providing Guidelines and Standards** for the Metadata That Will Be Governed
 - **Monitoring Requirements for Additional Metadata** That Will Be Governed



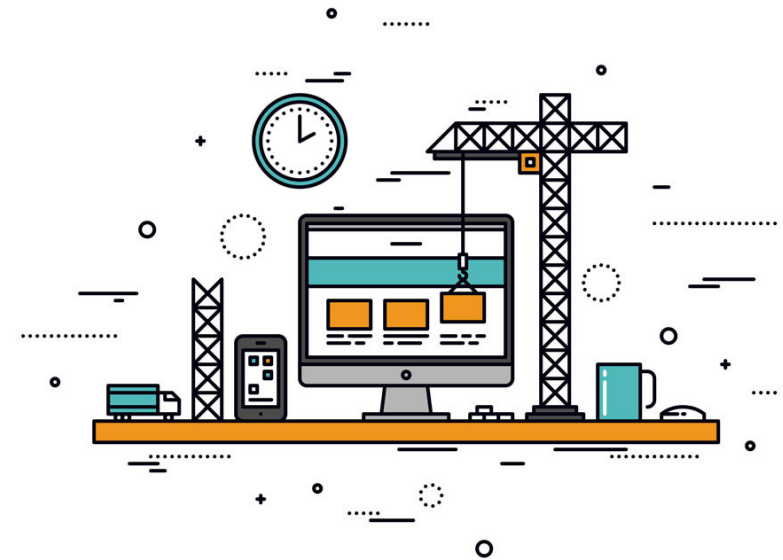
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The Role of the Metadata Steward

- Formally Accountable for **Producing** Metadata
 - **Producing** the Metadata
 - **Following Guidelines** for Metadata Production
 - **Assuring Dimensions of Metadata Quality** Production
 - Accuracy
 - Completeness
 - Consistency
 - Timeliness
 - Uniqueness
 - Validity



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The Role of the Metadata Steward

- Formally Accountable for **Usage** of Metadata
 - Improved Knowledge of the Data to Assure ...
 - **Appropriate** Use of Data
 - **Compliant** Use of Data
 - **Responsible** Use of Data
 - **Ethical** Use of Data
 - **Sharing of Data and Data Rules**



Metadata Will Not Govern Itself – Metadata Governance

Metadata Automation and Change Management

- Automation Considerations
- Change Management to Reflect Reality
- What Technology Can Govern
- What Manually Must Be Governed
- Metadata Will Not Govern Itself



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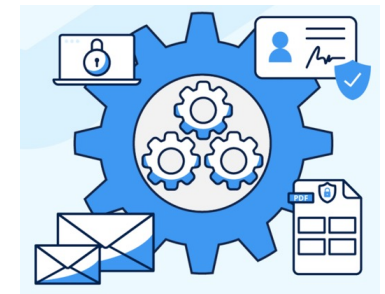
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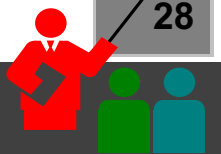
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Metadata Automation and Change Management

- Automation Considerations
 - Metadata That Must Be Kept Current!
 - **Change Management Automation Assures Timeliness; Manual Efforts Do Not!**
 - Basic Questions
 - Where and When Do Metadata Changes Occur?
 - How Will Metadata Changes Be Reflected in the Data Catalog?
 - Who Will Be Notified of Changes to Metadata?
 - What Metadata Processes Will Be Triggered By Changes to Metadata?



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Metadata Will Not Govern Itself – Metadata Governance Metadata Automation and Change Management

- Change Management to Reflect Reality
 - [Case Study: BCWPA – “File Layout Changed Last Week – Is It Up to Date?”]
 - Difficult Enough to Get People to Use the Data Catalog a First Time!
 - If Users Do Not See Current and Governed Metadata – They Will Lose Confidence!
 - More Difficult the Next Time to Get People to Use the Data Catalog!
 - Metadata Must Reflect Reality.



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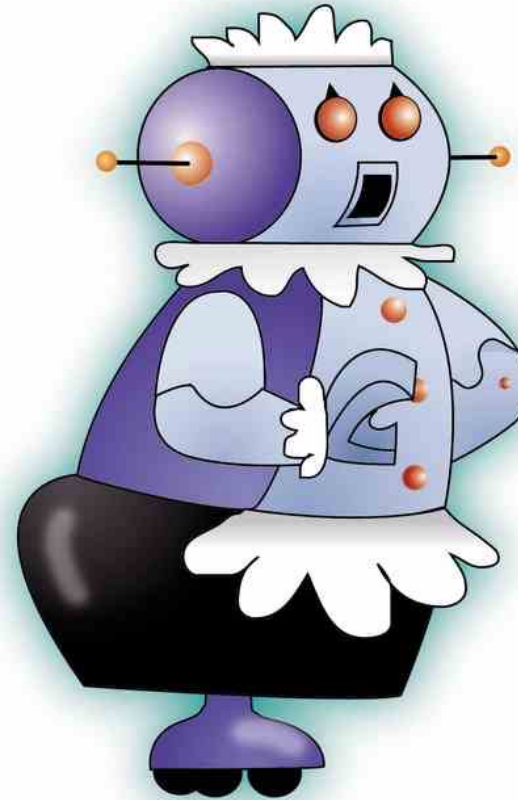
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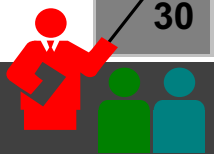
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Metadata Automation and Change Management

- What Technology Can Govern
 - Metadata That Is Managed Through a Tool
 - Process to Notify Appropriate Stakeholders
 - Process to Engage Appropriate Stakeholders
 - Metadata Change Management
 - Metadata Discovery and Delivery



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Metadata Automation and Change Management

- What Manually Must Be Governed
 - Metadata Content
 - Quality Standards for Metadata Entry
 - Formal Stewardship of the Metadata
 - Definition of Metadata
 - Production of Metadata
 - Usage of Metadata

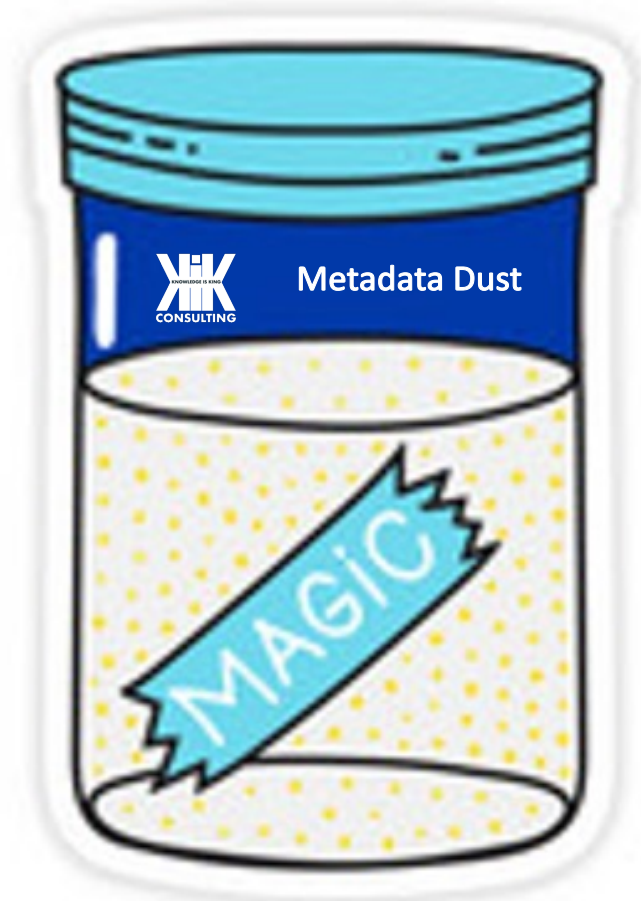


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Metadata Will Not Govern Itself – Metadata Governance Metadata Automation and Change Management

- Metadata Will Not Govern Itself
 - KIK Pixey Dust – Order Today! It's in Short Supply!
 - But Seriously ...
 - Metadata Must Be Governed Like Other Data
 - Metadata Must Be Stewarded Like Other Data
 - Quality Metadata Relies On Metadata Governance



Metadata Will Not Govern Itself – Metadata Governance

Summary

- In the webinar, I shared ...
 - What It Means to Govern Metadata
 - How to Apply Data Governance to Metadata
 - Metadata Roles and Responsibilities
 - The Role of the Metadata Steward
 - Metadata Automation and Change Management



33



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Q & A - Contact Information

- **Robert S. Seiner**

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Thank you

