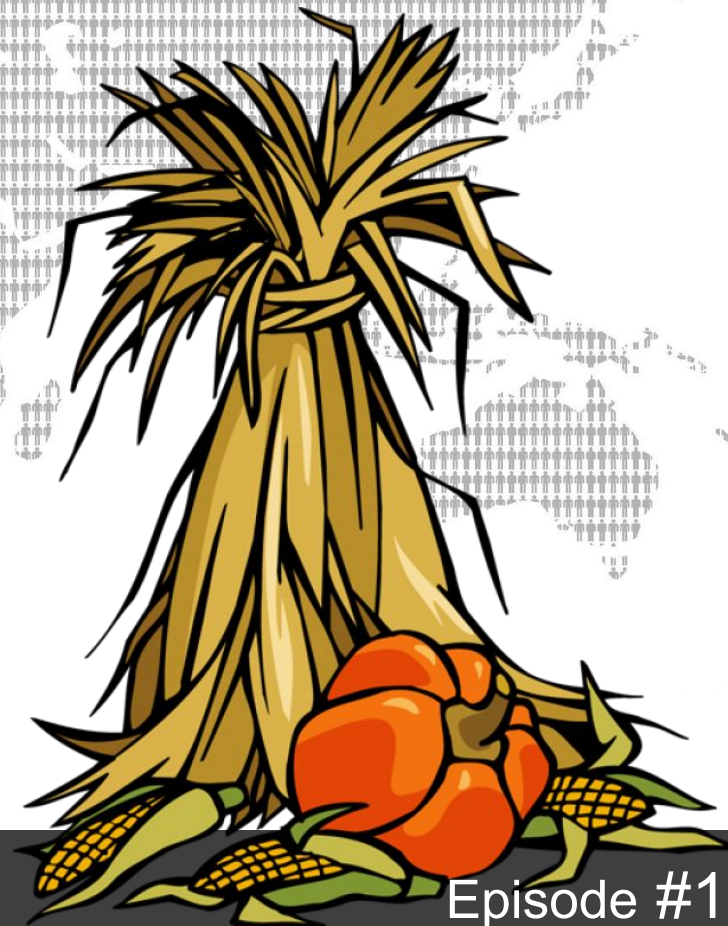


Real-World Data Governance

Unlocking Data Governance's Potential Through Data Stewardship

Monthly Webinar Series Hosted by DATAVERSITY

Robert S. Seiner – KIK Consulting
October 17, 2024 – 11:00 a.m. PT / 2:00 p.m. ET



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Episode #153



Where data comes to

Nathan Rain – Data Governance Spec

2024



AI-Powered Cloud Data Management

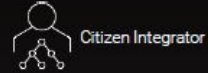
DATA CONSUMERS



ETL Developer



Data Engineer



Citizen Integrator



Data Scientist



Data Analyst



Business Users

Intelligent Data Management Cloud

DISCOVER &
UNDERSTAND



DATA
CATALOG

GOVERN &
PROTECT



GOVERNANCE &
PRIVACY

CLEANSE & TRUST



DATA
QUALITY

SHARE &
DEMOCRATIZE



DATA
MARKETPLACE

PROTECT SENSITIVE
DATA



DATA
ACCESS MANAGEMENT

ACCESS &
INTEGRATE



DATA
INTEGRATION

CONNECT &
AUTOMATE



API & APP
INTEGRATION

MASTER & RELATE



MDM & 360
APPLICATIONS

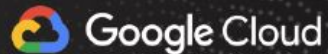
CLAIRE[®]

AI-Powered Metadata Intelligence & Automation

Connectivity

Metadata System of Record

DATA SOURCES



On-premises



Enterprise Cloud



Informatica[®]

AI-Powered Cloud Data Management

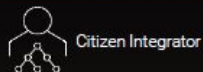
DATA CONSUMERS



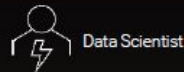
ETL Developer



Data Engineer



Citizen Integrator



Data Scientist



Data Analyst



Business Users

Intelligent Data Management Cloud

DISCOVER &
UNDERSTAND



DATA
CATALOG

- **Auto-discover** where data lives
- Build trust w/**Lineage & Impact**
- 200+ **classifications**
- Auto-**profile** data at scan

GOVERN &
PROTECT



GOVERNANCE &
PRIVACY

- Business Glossary
- Apply **policy** to data, raise employee **awareness**, & **reduce risk**
- Establish **ownership & accountability**
- **Organize** data by hierarchy

SHARE &
DEMOCRATIZE



DATA
MARKETPLACE

- **Publish data collections**
- **Shop & request** access to **approved** data sets

CLEANSE & TRUST



DATA
QUALITY

- Apply 250+ **DQ Rules**
- Automatically **Cleanse** data
- Alert on **data anomalies**

PROTECT SENSITIVE
DATA



DATA ACCESS
MANAGEMENT

- **Define policy** in one place
- Broad range of **policy enforcement** points
- **Streamline access** requests in marketplace

CONNECT &
AUTOMATE



API & APP
INTEGRATION

- **Self-service wizards** (codeless) for business processes automation
- Highly **secure**

ACCESS &
INTEGRATE



DATA
INTEGRATION

- Codeless integration via **200+ connectors**
- Flexible processing options for cost optimization
- Built in **alert & monitoring** mechanisms

MASTER & RELATE



MDM & 360
APPLICATIONS

- **Match & merge** multiple data sources to create a single trusted record
- Create a **360 degree view**



Common Challenges in Data Governance

Where is the data coming from?



Data Engineer

Data Architect



Who can provide feedback?

Can I trust this report?



Executives

How do we get access to data?



How do we safely and smartly protect data?

Which definition is correct?



Stakeholder

Where can I find 'PII' data?



Scientist

Analyst



Who owns this data?

Data Governance is about enabling organizations to **DEFINE, DISCOVER, MEASURE, COLLABORATE, PROTECT, and SHARE** on all data concepts.



Thank you!
Nate Rain
nrain@informatica.com



Enabling Modern Data Stewardship with erwin by Quest

**Presenter Danny Sandwell, Solutions Marketing
Quest Software**

erwin[®]
by Quest

Top CDO objectives for 2024



Organizations Need to Up Their Data Game

Serve up the 4C's for datasets

Consistent

Trusted, value-scored, ready and available

Context

Context-based indexing and searching

Curated

Business definitions, rules, processes and context

Clean

Watermarked, trusted and free from drift

Data Products = Transparency and Explainability

“As analytics artifacts are delivered to consuming users, more must be taken into consideration than just the object itself. **Organizations taking a product approach to analytics delivery will find increased trust across domains and reduced redundancies in development.**”

– Gartner Reference Architecture for Federated Analytics, July 2023



Access

Making data products available, discoverable, and reusable

Value

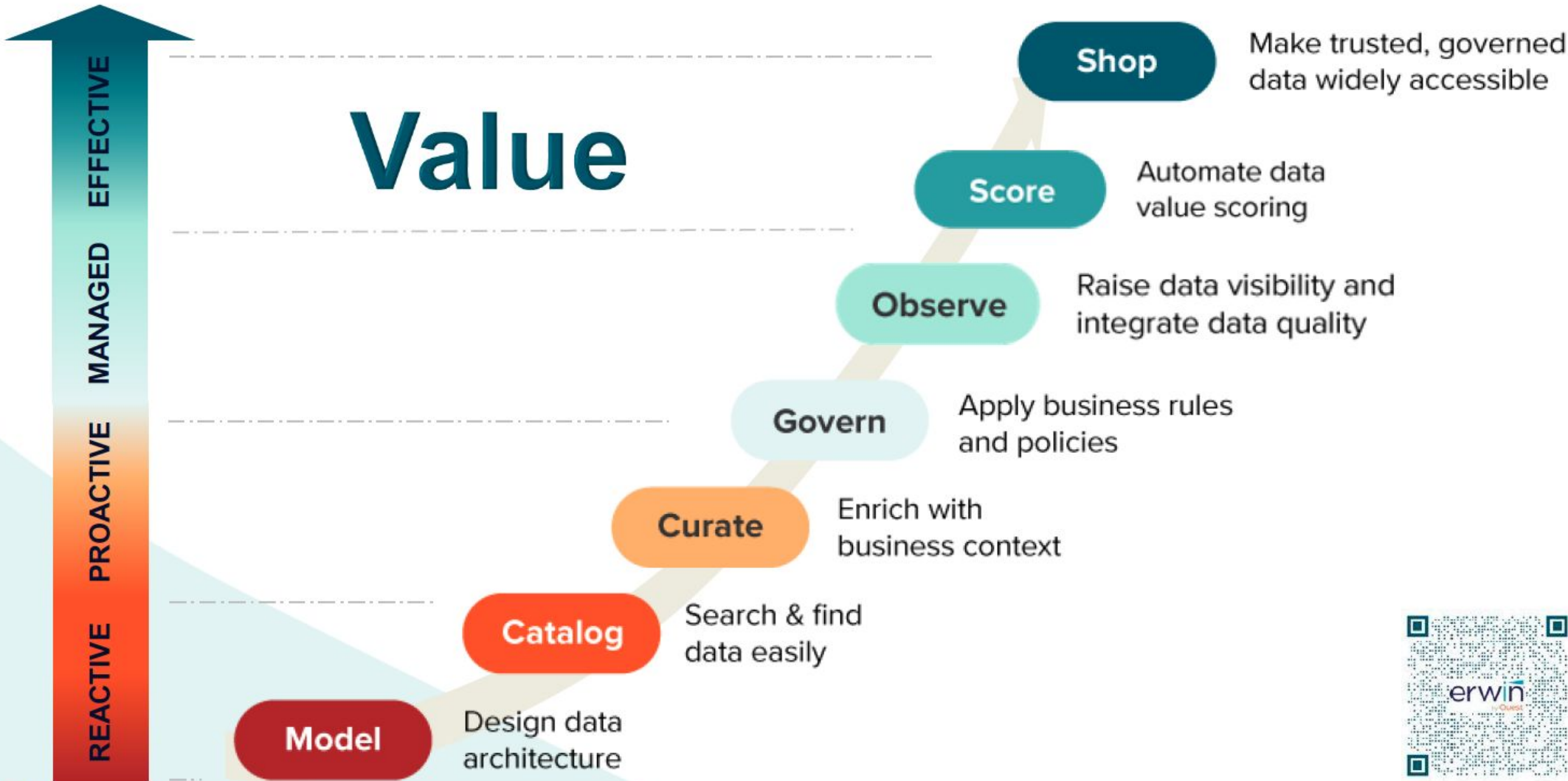
The business value derived from the data products to drive data valuation

Ownership

Who is responsible to maintain, monetize and nurture the data product through its life

– IDC FutureScape Worldwide Future of Enterprise Intelligence 2024 Predictions

7 steps to maximize data value



Experience Data Intelligence

See firsthand the impact that erwin can make in a hands-on “day in the life” session for your company.

- Exchange knowledge and efficiently collaborate around your data
- Make it easy to shop for best-fitting, high-value datasets
- Govern and share trusted datasets from many environments in one location
- Model, deliver and govern data products across your organization

Let's get started.



Unlocking Data Governance's Potential Through Data Stewardship

Introduction

Real-World Data Governance – Monthly Webinar Series

November 21, 2024: Executing Authority and Formalizing Accountability for Data
Third Thursday each Month @ 2pm EST – Register at TDAN.com, KIKconsulting.com, DATAVERSITY.net

Dataversity DGIQE and AIGOV Conference

December 9-12, 2024: Washington, DC
Tutorial: Build an Effective AI and Data Governance Joint Framework
Session: Re(setting) a DG Council in Federal Government

Non-Invasive Data Governance / Non-Invasive Data Governance Strikes Again Books

2014: ISBN 9781935504856 / TechnicsPub.com / Amazon.com
2023: ISBN 9781634623599 / TechnicsPub.com / Amazon.com
2025: TBA – NIDG: Unleashed?

Non-Invasive Data Governance / Metadata Governance Online Learning Plans

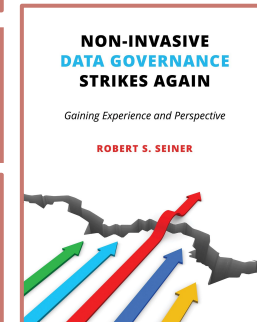
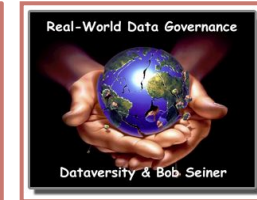
Most Recent: Business Glossaries, Data Dictionaries and Data Catalogs
DATAVERSITY Training Center – <https://training.dataversity.net>

KIK Consulting & Educational Services

[KIKConsulting.com](https://www.kikconsulting.com)
The Home of Non-Invasive Data Governance™

Carnegie Mellon University (CMU)

Adjunct Faculty: Heinz College Executive Education – Chief Data and AI Officer (CDAIO) Certificate Program



Unlocking Data Governance's Potential Through Data Stewardship

Abstract

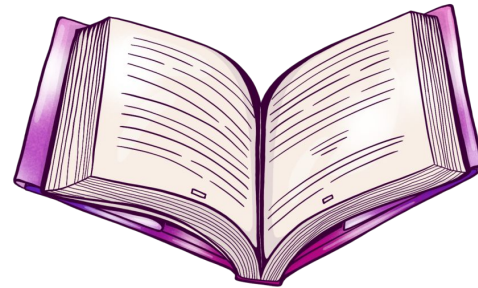
- In this webinar, I will talk about ...
 - The Crucial Role of Data Stewardship in Governance Success
 - Empowering Data Stewards as Guardians of Data Quality
 - Fostering a Culture of Accountability and Ownership
 - Integrating Data Stewardship into Your Governance Framework
 - Stories of Stewardship's Role in Governance Success



Unlocking Data Governance's Potential Through Data Stewardship

Definitions

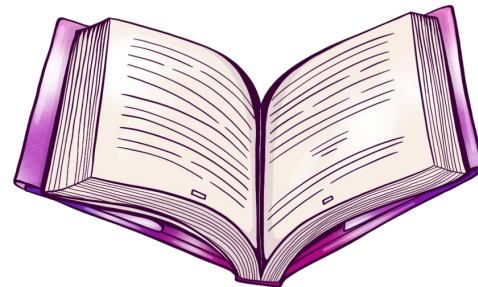
- Data Governance – The execution and enforcement of authority over data.
- Data Stewardship – Formal accountability for data.
- Data Steward – A person held formally accountable for their relationship to the data.



Unlocking Data Governance's Potential Through Data Stewardship

Definitions

- **Unlocking Potential** – **Empowering individuals** and teams to achieve **extraordinary results** by unleashing their **inherent capabilities** and driving innovation.
 - **Empowering Individuals** – Equipping people with the knowledge, tools, and confidence to take ownership (sic) and make impactful decisions.
 - **Extraordinary Results** – Exceptional outcomes achieved when effort, innovation, and collaboration go beyond the expected.
 - **Inherent Capabilities** – Natural strengths and potential within individuals or systems that enable them to perform and excel.



Unlocking Data Governance's Potential Through Data Stewardship

The Crucial Role of Data Stewardship in Governance Success

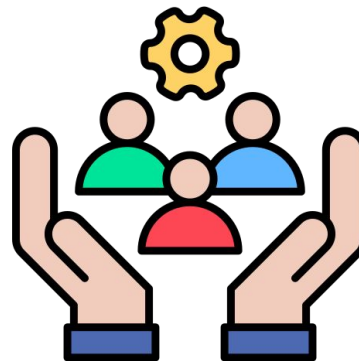
- Stewardship as Accountability
- Embed Stewardship in Existing Roles
- Stewards as Bridge Builders
- Long-Term Governance Sustainability



Unlocking Data Governance's Potential Through Data Stewardship

The Crucial Role of Data Stewardship in Governance Success

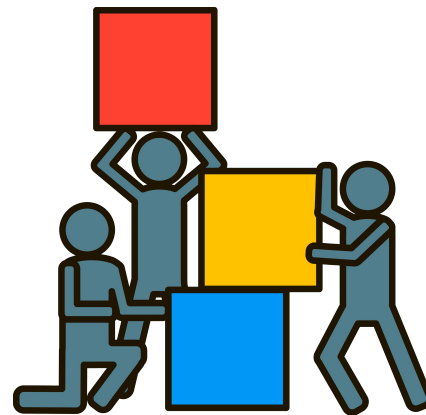
- Stewardship as Accountability – Data stewardship *formalizes accountability*, ensuring that individuals managing data understand their roles and responsibilities. This is key to maintaining data quality, consistency, and governance compliance.
 - Notice I didn't say "assigns accountability".
 - People are already accountable; Not always formally ... enough.
 - Managing data = defining, producing, and using data.
 - Stewardship as an auditable requirement.
 - "Maintaining" is a key word. --- "How long will we need to have data stewards?"



Unlocking Data Governance's Potential Through Data Stewardship

The Crucial Role of Data Stewardship in Governance Success

- Embed Stewardship in Existing Roles – Rather than creating new positions, stewardship can be embedded within current roles. This minimizes disruption and empowers employees to govern data as part of their natural workflows.
 - Stewardship is a natural extension of existing responsibilities.
 - Leverage current relationships with data for effective governance.
 - Empower employees to take ownership without added burden.
 - Minimize disruption by integrating stewardship into daily workflows.



Unlocking Data Governance's Potential Through Data Stewardship

The Crucial Role of Data Stewardship in Governance Success

- Stewards as Bridge Builders – Data stewards act as the critical link between business and IT. Their role ensures that technical teams understand business needs and business teams adhere to governance policies, driving cross-functional collaboration.
 - Use stewards to facilitate communication between business and IT teams.
 - Align governance policies with business needs for seamless operations. Or other way around?
 - Promote cross-functional collaboration through stewardship roles.
 - Strengthen governance by embedding stewards as key connectors across departments.



Unlocking Data Governance's Potential Through Data Stewardship

The Crucial Role of Data Stewardship in Governance Success

- Long-Term Governance Sustainability – By integrating stewardship into existing operations, organizations can ensure a sustainable governance model. This helps drive continuous improvement in data governance practices without the need for frequent structural changes.
 - Embedding stewardship ensures governance adapts naturally over time.
 - Sustain governance without constant restructuring or added roles.
 - Continuously improve by applying governance through processes and formalized accountability.
 - Gain long-term governance success through practical, non-invasive integration. *Build into what people do.*



Unlocking Data Governance's Potential Through Data Stewardship

Empowering Data Stewards as Guardians of Data Quality

- Formalize Data Quality Accountability
- Enable Proactive Data Quality Monitoring
- Integrate Data Quality with Business Operations
- Foster a Culture of Data Ownership



Unlocking Data Governance's Potential Through Data Stewardship

Empowering Data Stewards as Guardians of Data Quality

- Formalize Data Quality Accountability – Data stewards are key to maintaining high data quality standards by being directly responsible for the accuracy, completeness, and reliability of data in their domain.
 - Hold stewards naturally accountable for data quality without extra layers of oversight.
 - Empower existing roles to ensure accuracy, completeness, and reliability.
 - Non-invasive governance embeds data quality as a core responsibility.
 - Drive data quality improvement through formalized, role-based accountability.



Unlocking Data Governance's Potential Through Data Stewardship

Empowering Data Stewards as Guardians of Data Quality

- Enable Proactive Data Quality Monitoring – Empowering data stewards with the right tools and authority allows them to identify and resolve data quality issues before they impact business operations.
 - Equip stewards with tools to proactively catch data quality issues early.
 - Non-invasive governance ensures monitoring is part of daily responsibilities.
 - Empower stewards to resolve issues before they disrupt operations.
 - Embed quality checks into natural workflows for continuous improvement.



Unlocking Data Governance's Potential Through Data Stewardship

Empowering Data Stewards as Guardians of Data Quality

- Integrate Data Quality with Business Operations – By embedding data stewardship into everyday workflows, data quality becomes a natural part of business processes, not an afterthought, ensuring continuous improvements.
 - Embed stewardship into daily operations to naturally enhance data quality.
 - Make data quality part of business processes, not an additional task.
 - Continuously improve data quality through non-invasive integration.
 - Align business goals with data quality efforts for seamless execution.



Unlocking Data Governance's Potential Through Data Stewardship

Empowering Data Stewards as Guardians of Data Quality

- Foster a Culture of Data Ownership – Data stewards can drive a sense of ownership and responsibility for data quality across teams, creating a shared culture where quality is everyone's responsibility, not just an isolated function.
 - Build a shared responsibility for data quality across all teams.
 - Empower individuals to take ownership of the data they interact with daily.
 - Encourage a culture where data quality is naturally ingrained in everyone's role.
 - Shift from isolated data management to a collaborative, organization-wide effort.



Unlocking Data Governance's Potential Through Data Stewardship

Fostering a Culture of Accountability and Ownership

- Encourage Data Accountability Across Teams
- Build Ownership Through Stewardship
- Create Clear Lines of Responsibility
- Sustain Accountability Through Regular Feedback



Unlocking Data Governance's Potential Through Data Stewardship

Fostering a Culture of Accountability and Ownership

- Encourage Data Accountability Across Teams – Data stewardship ensures that every team member understands their role in maintaining data accuracy, creating a culture where accountability for data quality is shared across the organization.
 - Embed data accountability into everyday roles to make it a natural part of operations.
 - Empower teams to recognize their direct impact on data quality and governance.
 - Create a shared understanding of how each role contributes to data accuracy.
 - Drive a culture where data accountability is seen as a collective responsibility, not just IT's role.



Unlocking Data Governance's Potential Through Data Stewardship

Fostering a Culture of Accountability and Ownership

- Build Ownership Through Stewardship – Empowering employees as data stewards fosters a sense of ownership, making them more invested in the integrity, security, and utility of the data they manage.
 - Empower stewards to take ownership (sic) over the data they naturally interact with in their daily roles.
 - Encourage a sense of responsibility for data quality, security, and usability without overwhelming staff with new roles.
 - Embed stewardship within existing workflows to enhance data integrity seamlessly.
 - Foster long-term commitment to data governance by making stewardship a core part of the business culture.



Unlocking Data Governance's Potential Through Data Stewardship

Fostering a Culture of Accountability and Ownership

- Create Clear Lines of Responsibility – By assigning clear data ownership and stewardship responsibilities, organizations prevent confusion, making it easier to hold individuals accountable for the quality and management of their data.
 - Recognizing stewardship roles based on data relationships helps avoid ambiguity, ensuring accountability is clear and actionable.
 - Clear lines of responsibility empower individuals to take ownership without overwhelming them with new roles or duties.
 - NIDG supports embedding governance into current workflows, making accountability *feel natural and intuitive*.
 - Defined stewardship roles reduce gaps in data management, leading to better data quality and governance across the board.



Unlocking Data Governance's Potential Through Data Stewardship

Fostering a Culture of Accountability and Ownership

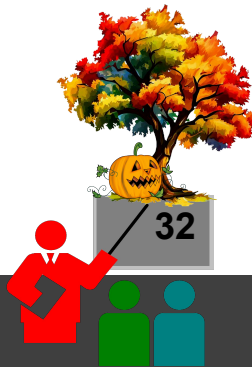
- Sustain Accountability Through Regular Feedback – Continuous feedback loops and performance metrics ensure that data stewards remain engaged, reinforcing accountability and the long-term success of data governance initiatives.
 - Regular feedback empowers stewards to stay proactive in maintaining data quality and governance.
 - Continuous improvement is driven by performance metrics that align with everyday data responsibilities.
 - NIDG encourages ongoing dialogue and collaboration, reinforcing a shared commitment to governance success.
 - Feedback loops ensure accountability remains dynamic, adapting to the evolving needs of the organization and governance efforts.



Unlocking Data Governance's Potential Through Data Stewardship

Integrating Data Stewardship into Your Governance Framework

- Embed Stewardship in Existing Roles
- Define Clear Stewardship Responsibilities
- Cross-Functional Stewardship Collaboration
- Continuous Improvement Through Stewardship



Unlocking Data Governance's Potential Through Data Stewardship

Integrating Data Stewardship into Your Governance Framework

| | Data | Roles | Processes | Communications | Metrics | Tools |
|-------------|------|-------|-----------|----------------|---------|-------|
| Executive | | | | | | |
| Strategic | | | | | | |
| Tactical | | | | | | |
| Operational | | | | | | |
| Support | | | | | | |



Unlocking Data Governance's Potential Through Data Stewardship

Integrating Data Stewardship into Your Governance Framework

| | Data | Roles | Processes | Communications | Metrics | Tools |
|-------------|------|-------|-----------|----------------|---------|-------|
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| Support | | | | | | |



Unlocking Data Governance's Potential Through Data Stewardship

Integrating Data Stewardship into Your Governance Framework

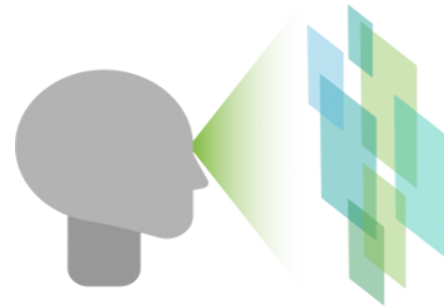
- Embed Stewardship in Existing Roles – Rather than creating new roles, data stewardship can be naturally integrated into existing responsibilities, ensuring minimal disruption while enhancing accountability for data governance.
 - Embed stewardship into current roles ensures seamless integration without adding extra layers of complexity.
 - NIDG emphasizes leveraging existing relationships with data (as definers, producers and users of data), fostering accountability without overburdening employees.
 - By utilizing existing structures, data governance can be enhanced without disrupting ongoing business operations.
 - Natural role integration empowers teams to take ownership of data governance within their established workflows, driving efficiency and consistency.



Unlocking Data Governance's Potential Through Data Stewardship

Integrating Data Stewardship into Your Governance Framework

- Define Clear Stewardship Responsibilities – To ensure success, it's critical to clearly define the roles and expectations of data stewards within the governance framework, ensuring they have the authority and tools to manage data quality effectively.
 - Clear stewardship responsibilities align with the NIDG approach by **recognizing** roles based on natural data relationships, not creating new ones.
 - Defined responsibilities ensure that data stewards are empowered to manage data quality without disrupting existing workflows.
 - Provide data stewards with the right tools and authority ensures accountability while maintaining a non-invasive governance structure.
 - Establishing clear expectations minimizes confusion and strengthens the impact of data governance across the organization.



Unlocking Data Governance's Potential Through Data Stewardship

Integrating Data Stewardship into Your Governance Framework

- Cross-Functional Stewardship Collaboration – Integrating data stewardship means fostering collaboration across departments, ensuring that data ownership and governance practices are shared responsibilities across business units and IT.
 - Cross-functional collaboration aligns with NIDG by encouraging teams to naturally govern data within their current roles and responsibilities.
 - Fostering stewardship collaboration strengthens communication between business units and IT without adding complexity.
 - Sharing responsibility across departments ensures that data governance becomes a collective effort rather than siloed within specific teams.
 - NIDG enables seamless integration of governance practices into everyday workflows, promoting collaboration without disruption.



Unlocking Data Governance's Potential Through Data Stewardship

Integrating Data Stewardship into Your Governance Framework

- Continuous Improvement Through Stewardship – Data stewards play a crucial role in identifying gaps and driving continuous improvements in governance practices, making the framework more agile and adaptable to evolving data needs.
 - Data stewards must learn to naturally identify gaps in data governance through their existing roles, ensuring improvements are both practical and non-invasive.
 - NIDG empowers stewards to drive continuous improvement by embedding responsibility within current processes, fostering adaptability.
 - Continuous feedback loops in NIDG allow stewards to refine governance practices without disrupting the organization's workflow.
 - Stewards enhance agility by addressing data challenges as they arise, making governance more responsive to evolving business needs.



38



Unlocking Data Governance's Potential Through Data Stewardship

Stories of Stewardship's Role in Governance Success

- Case Study: Stewardship Driving Data Quality Improvements
- Cross-Departmental Success Through Stewardship
- Stewardship's Impact on Regulatory Compliance
- Transforming Data Culture Through Stewardship



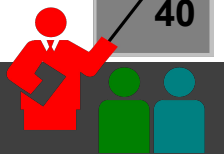
Unlocking Data Governance's Potential Through Data Stewardship

Stories of Stewardship's Role in Governance Success

- Case Study: Stewardship Driving Data Quality Improvements – Data stewards played a pivotal role in improving data quality, highlighting the practical benefits of stewardship in real-world governance.
 - Data stewards, embedded in existing roles, identified data quality issues and addressed them without disrupting business operations.
 - Leveraging NIDG empowered stewards to enhance data quality by working within their current workflows.
 - Emphasizing the role of stewards in fostering accountability for data quality across departments, lead to measurable improvements.
 - NIDG approach enabled continuous data quality enhancements through steward-led initiatives, driving long-term success.



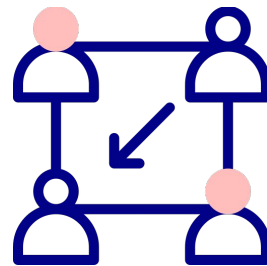
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Unlocking Data Governance's Potential Through Data Stewardship

Stories of Stewardship's Role in Governance Success

- Cross-Departmental Success Through Stewardship – Data stewards fostered collaboration across departments, leading to better decision-making and governance alignment across business units.
 - Stewards bridged the gap between business units and IT, fostering better collaboration and understanding of governance needs.
 - Cross-departmental stewardship led to shared data governance responsibilities, improving decision-making across the organization.
 - Integrated stewardship into existing processes, ensuring seamless collaboration without disrupting workflows.
 - Stewardship-driven collaboration led to aligned governance strategies, resulting in improved data accuracy and business outcomes.



Unlocking Data Governance's Potential Through Data Stewardship

Stories of Stewardship's Role in Governance Success

- Stewardship's Impact on Regulatory Compliance – Data stewardship helped an organization meet stringent regulatory requirements, avoiding penalties and enhancing data management practices.
 - Embedded data stewards ensured continuous regulatory compliance by making it part of everyday operations.
 - Stewardship helped prevent costly penalties by aligning data practices with evolving regulatory requirements.
 - Enabled stewards to manage compliance seamlessly within their existing roles, reducing the need for additional oversight.
 - Stewardship-driven governance improved the organization's ability to adapt quickly to new regulations, ensuring long-term compliance success.



Unlocking Data Governance's Potential Through Data Stewardship

Stories of Stewardship's Role in Governance Success

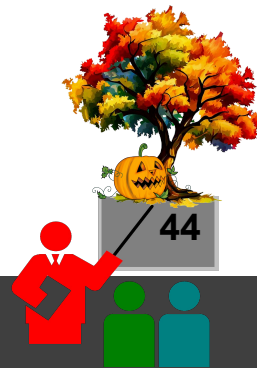
- Transforming Data Culture Through Stewardship – A culture of data accountability and ownership was built through effective stewardship, transforming how the organization treated and leveraged its data.
 - Data stewardship fostered a culture of accountability by embedding ownership (sic) into existing roles, transforming data management practices.
 - The Non-Invasive Data Governance approach empowered stewards to drive cultural change without disrupting current workflows.
 - Promoted data stewardship as a shared responsibility across the organization, improving data quality and trust.
 - Shifted the organization's mindset, making data a valued asset and enhancing decision-making capabilities.



Unlocking Data Governance's Potential Through Data Stewardship

Summary

- In the webinar, I talked about ...
 - The Crucial Role of Data Stewardship in Governance Success
 - Empowering Data Stewards as Guardians of Data Quality
 - Fostering a Culture of Accountability and Ownership
 - Integrating Data Stewardship into Your Governance Framework
 - Stories of Stewardship's Role in Governance Success



Unlocking Data Governance's Potential Through Data Stewardship

Q & A - Contact Information

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Thank you!

