

Data Governance Executive Overview

Stephen Putman
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**THE
POWER
TO KNOW.**

About Your Instructor



Steve Putman

Technical Consultant
IM Management Consulting

Consulting for:

- Business Intelligence
- Data Quality
- Data Governance
- Master Data Management
- Data Integration
- Semantic Technology

Co-author of *The Data Governance eBook (2009)*

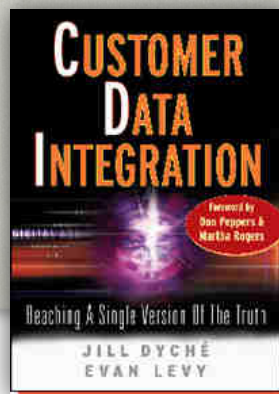
Today's Agenda

- 
- A yellow notepad with a red pencil is shown at an angle. The notepad has a list of five items written in black ink. The items are: 1: Data Governance: Defined, 2: Corporate Drivers, 3: A Framework for Data Governance, 4: Data Governance and Data Management Best Practices, and Q & A. The notepad is slightly overlapping another one behind it.
- 1: Data Governance: Defined
 - 2: Corporate Drivers
 - 3: A Framework for Data Governance
 - 4: Data Governance and Data Management Best Practices
 - Q & A

Industry Definitions of Data Governance

“The organizing framework for establishing strategy, objectives, and policies for corporate data.”

-Dyché & Levy



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Industry Definitions of Data Governance

“The overall management of the availability, integrity, and security of the data employed in an enterprise. A sound data governance program includes a governing body or council, a defined set of procedures, and a plan to execute those procedures.”



SearchDataManagement.com

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Industry Definitions of Data Governance

"The process by which an organization formalizes the 'fiduciary duty' for the management of data assets."

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Why Data Governance?

Applications: Data Generation & Manipulation

Sales Analysis

- Physician contact information
- Contact history
- Specialty details
- Hospital privileges
- Office location(s)
- Hospital privileges
- Event participation

Training Events

- Healthcare provider contact information
- Contact / invite history
- Participation history
- Event details
- Physician spend information
- Guest details

Order Management

- Customer/ Account Setup
- Invoicing
- Order Details
- Product Catalog
- Purchase Details
- Sales Forecast

Vaccine Systems

- Account details
- Healthcare provider details
- Delivery location
- Product approval details
- Purchase history
- Balance history

Third-Party Details

- Provider contact information
- Provider type (role / responsibility)
- Affiliations
- PPO relationships
- License details
- Tax identifier

Sales

Execs

Operations

Finance

Strategic Planning

Data Consumption

Why Data Governance?

Applications: Data Generation & Manipulation

Who can update contact details?

- Healthcare privileges
- Office location(s)
- Hospital privileges
- Event participation

Training Events

- Contact history
- Participant history
- Event history
- Physician information
- Guest details

Order Management

- Customer/ Account Setup
- Invoicing

How are conflicting needs addressed?

- Delivery location
- Product approval details
- Purchase history
- Balance history

Third-Party Details

- Provider contact information
- Provider type (role /

How is inaccurate information corrected?

How are changes identified & resolved?

Which stakeholders make the decisions?

Sales

Operations

Finance

Strategic Planning

Data Consumption

What Data Governance Does

Aligns data quality with business measures and acceptance.

Removes IT from business decision making.

Ensures data is managed separately from applications.

Establishes business stakeholders as information owners.

Ensures data is managed separately from applications.

Positions enterprise data issues as cross-functional.

Invites new rigor around monitoring and measurement.



Common Corporate Drivers

What's the highest-profile business need that can benefit from data governance?

What additional strategies or initiatives can leverage data governance?

Could individual projects or organizations benefit from data governance?



Articulating Data Governance Value



Do You Need Data Governance?

Have executives expressed frustration over the lack of ability to access or share data?

Has a highly-visible project been compromised due to poor quality or unavailable data?

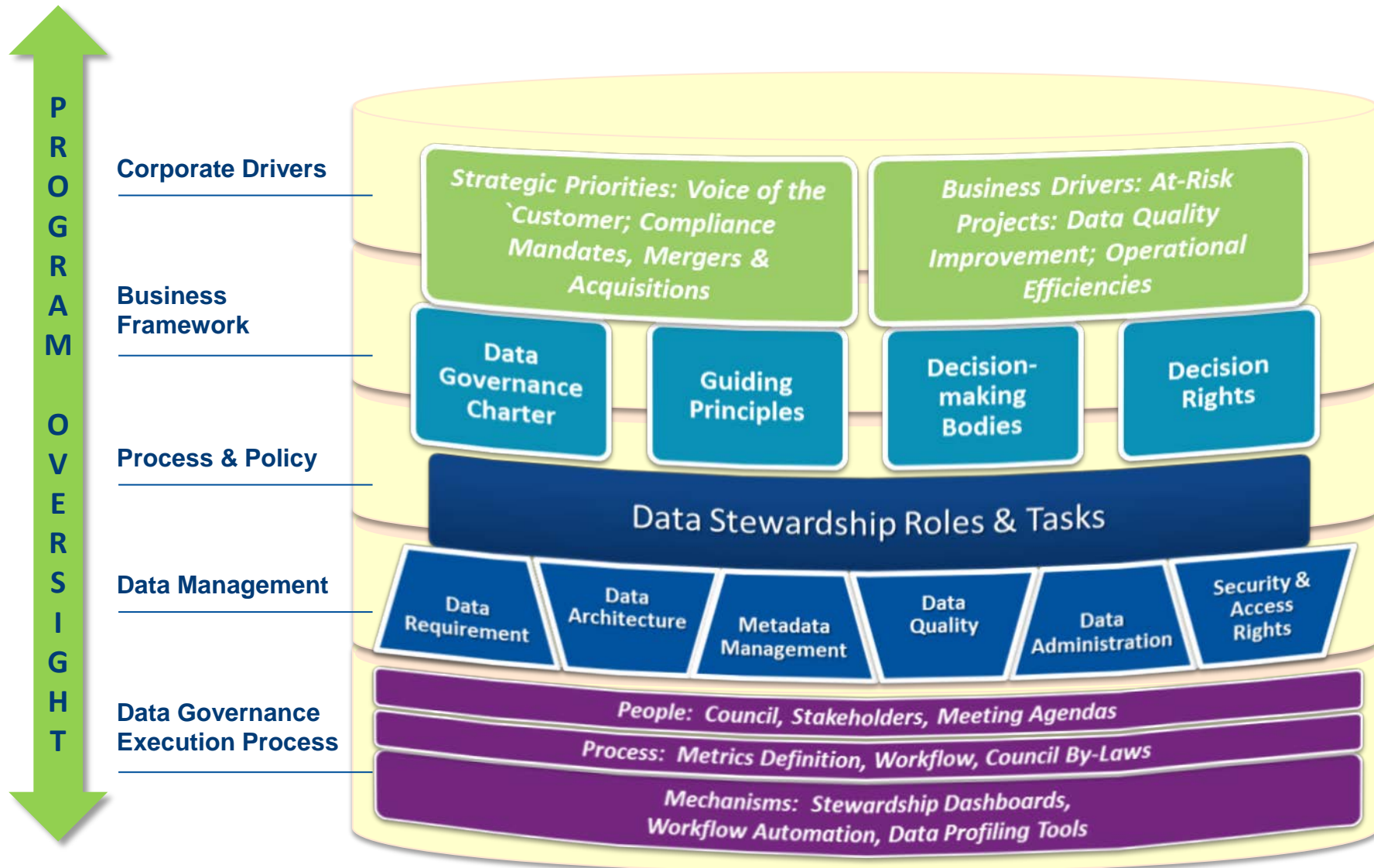
Is there a single organization, person, or group that is impeding progress because they won't share data?

Is time-to-delivery exacerbated due to difficulty finding, accessing, or creating information?

Are various organizations making different or contradictory decisions about the same data?

If you asked people if they trusted the data they used, would most of them say no?

Data Governance Framework



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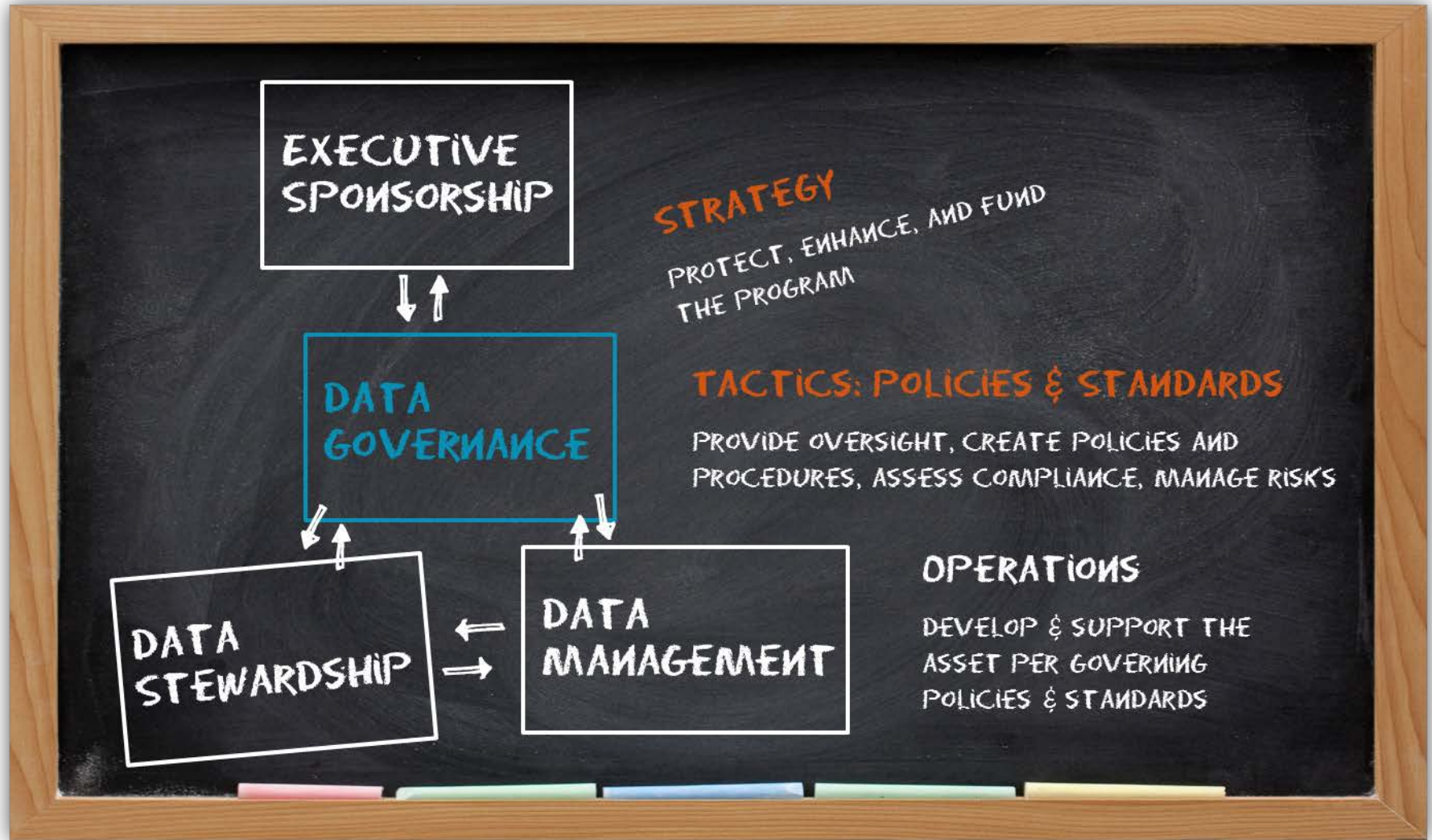
Your Data Governance Mission Statement

“Our corporate data is too difficult to find, gather, clean, integrate, and deploy. It’s our job to change that.”



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Data Governance Program Roles



Data Governance Council

Key Attributes & Skills

Can balance enterprise and functional/org needs

Invested in or accountable for current data initiatives

Proven “change agent”

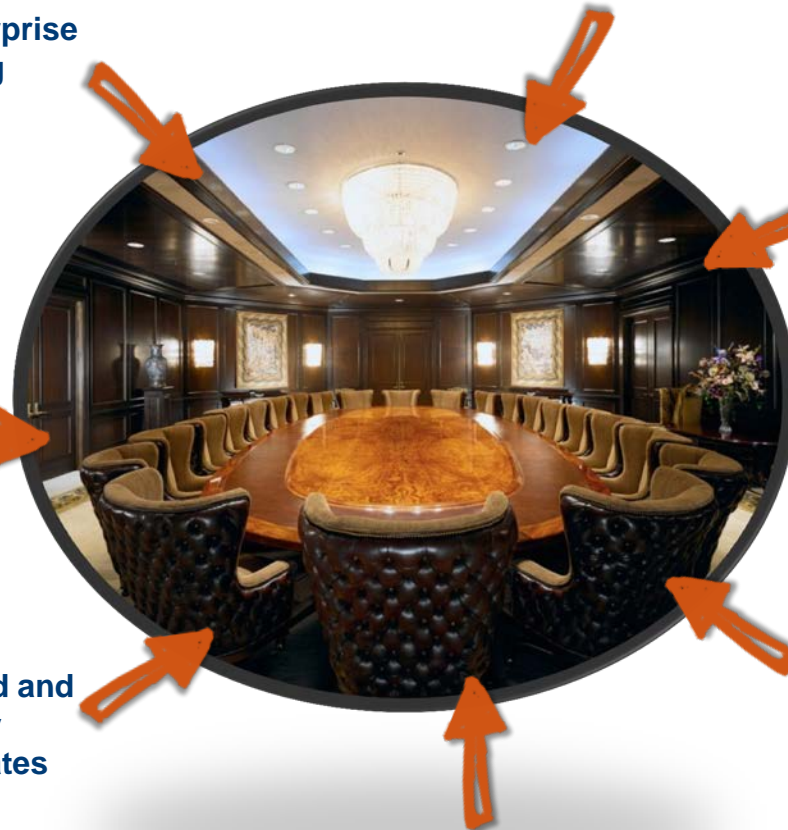
- Effectively challenges the status quo for continuous improvement
- Takes timely and effective action when something goes wrong
- Has charisma, vision, patience & tenacity to institutionalize change

Authority to establish and enforce policies and procedures across divisions and functions

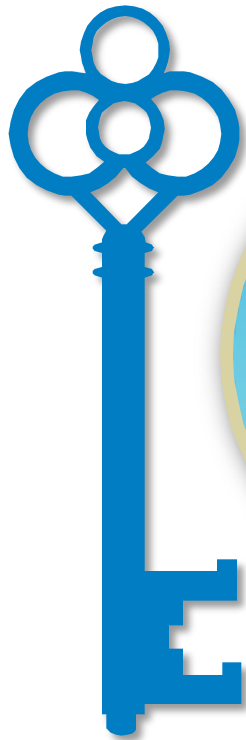
Respected and trusted by subordinates

Have specialized knowledge and skills associated with a particular function or discipline

Esteemed by their peers



Data Governance: A Key Truth



Good governance cannot be mandated.

It must be designed.

**The process of engaging the business and
“thinking it through” should be iterative.**

This cultivates ownership and commitment.

Additional Resources

White Papers, Articles, e-Books, and more!

- Visit: www.thedataroundtable.com
- Recommended Reading:
 - “Data Stewardship Strategy: 6 Keys to Success”
 - “Data Governance from the Ground Up: A Case Study”
- Video:
 - “The 5 Models of Data Stewardship”
- Podcast:
 - “Creating Successful Data Governance Programs”
- Baseline Blog Posts:
 - “Leadership Lessons from Colby the Dog”
 - “Embrace Disruption, Governance Soldier!”
 - “Data Stewardship: Metadata is Key”



Thanks!



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