Welcome to
Informatica Open House Session
Value of Enterprise Governance
2018
Data Governance
Today
Housekeeping

- Open House Forum rules so questions are encouraged
- Please turn phones on silent
- Get in on the conversation

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Senior Director, Data Governance
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Reimagine Data Governance

Patrick Dewald
Senior Director – Data Governance
Generational market disruption in data

1.0
Data used in specific business applications

2.0
Data used to support enterprise-wide business processes

3.0
Data powers digital transformation
Data is the foundation for digital transformation
Trends of Data Governance

1. Data is a strategic asset
2. New data consumers
3. Growing volume and type of data
4. Increase in data-centric regulations
Intelligent Data Governance
Data is the foundation for digital transformation

Intelligent Data Governance

Digital Transformation

New Business Models
New Processes
New Users
New Applications
New Infrastructure
New Regulations
Next Generation Data Governance

First Generation
- Top Down
  - Pushing policies & standards down, controlling and policing...
- Singular focus on data
  - data definitions, data policies, data rules, data committees...
- Success = More Governance
  - More policies, rules, standards, committees, roles, workflows...

Democratised
- graph

Business Understanding
- data & usage

New way of Working
- alignment by default
Intelligent Data Governance

1. Enable **collaboration across stakeholders** to collect the knowledge and context already in your business.

2. Realize governance by **connecting policy efforts with the technical and operational efforts**.

3. Enable the data governance stakeholder to **act with authority and confidence** to achieve measurable results with searchable and actionable enterprise views.

4. Empower the data governance stakeholder to always be in control by **monitoring and reporting attainment over time** in the right business context.

5. Democratize **data access for all** with the right user experiences spanning non-technical business users to IT.
## Enterprise Data Governance

<table>
<thead>
<tr>
<th>Role</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Governance Office</td>
<td>How can we implement data governance standards, facilitate change programs, monitor compliance?</td>
</tr>
<tr>
<td>Data Consumer</td>
<td>How can I discover, understand and trust data required for my analysis?</td>
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<tr>
<td>Data Steward</td>
<td>How can I manage metadata for key enterprise data assets?</td>
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<tr>
<td>Data Owner</td>
<td>How can I ensure data managed within application and supporting processes deliver value to the business?</td>
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<tr>
<td>Data Architect</td>
<td>How can IT enable business discover data assets with verified data quality and traceability?</td>
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</tbody>
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#### Business Data Governance

#### Technical Data Governance
Enterprise Unified Metadata Intelligence
AI-Assisted Cataloguing

Informatica Axon

Conceptual Model

Data Set

Attribute

Define

Physical Models

Composite Domain

Data Domain

Discover

Enterprise Data Catalog
Business & technical lineage automation

Informatica Axon

Conceptual

Business SME

Informatica Enterprise Data Catalog

Physical

Enterprise Architect

Document/Enforce

Validate/Recommend
Intelligent and Contextual Data Quality Management

Axon: Definition of Rule, Context, Reporting

IDQ: Rule Implementation and Measurement

Governance Council

Data Stewards
Data Governance – Instructing Data Security

Define security, portability, retention policies

Discover relevant data, assess coverage and risk, cost, alert on deviations/anomalies

Measure & monitor attainment against policies
Data Governance & Compliance for GDPR
GDPR & why it’s important

What is it?

• May 2018, the European Union General Data Protection Regulation (GDPR) comes into full force to **enhance protection of personal data**

Why is it important?

• Significant impact for organizations and how they manage data with some potentially very large penalties for violations – 4% of global revenues
• Impacts the storage, processing, access, transfer & disclosure of an individual’s data records

Who is affected?

• These protections apply to any organization (anywhere in the world) that processes the personal data of EU data subjects
Informatica for GDPR compliance efforts

DATA UNDERSTANDING & GOVERNANCE: AXON

DISCOVERY & ANALYSIS
SENSITIVE DATA
SECURE@SOURCE

CONSENT MASTERING & ENACTING RIGHTS
MASTER DATA MANAGEMENT

SECURE DATA
DATA MASKING & ARCHIVING, PURGING
Shaping Data Governance

SYD 20MAR18
CBR 21MAR18
MEL 22MAR18
D1.1
If Data Governance is so strategic and necessary why do so few initiatives succeed?
Research: Capgemini Data Management Global Centre of Excellence

What are the key challenges your organisation faces to deliver your planned Data Governance capability?

- All things Data Management
- Lack of Transparency: Processes, Data, Comms
- Executive Support
- Complicated Data = Complicated Governance
- Maintaining Momentum
- Lost in Translation
- Where do I start?
All Data Management boats rise and fall on the to same tide:
For eg: very complicated to be excellent in DG but low maturity in DQ

Example: utility, multiple attempts to set sail with DG, unsuccessful because systems producing core data domains drive division
Lack of Transparency

Transparency in policy / Authorisations

Transparency in data: lineage, conflict treatment

Communications: governance processes

- Example: asset-intensive multinational – tracking compliance to plan
- Example: infrastructure industry – transparency into end-to-end supply chain
Executive Support

What kind of support do you need?
What’s the best way to make the (data) traffic flow?
How senior do your data stewards need to be?

Example: emergency services

Example: electricity distributor undergoing a customer-centric transformation + automation + core systems refresh
Maintaining Momentum

Many DG programs start bright but fade quickly, end up a distant point in the broader portfolio of programs and BAU

Example: retailer with new competitive threat, new customer behaviours + need to run more efficiently: DG moved from a bureaucratic IT process to central to new value
Complicated Data = Complicated Governance

DG program works OK for traditional structured ‘core’ data world but data dumping on us from everywhere: fast & unstructured & external & context-driven

Example: asset-intensive network operator starting big data journey, can’t just extend current governance approaches to new data platform
Lost in Translation

‘The business aren’t complaining so I don’t know what’s wrong’

When they say ‘compliance’ or ‘governance’ that’s when we act

Need to unmask the DG requirement underneath all business requirements:

- Customer-related business requirements
- Supply chain-related business requirements
- Asset management-related business requirements
- Financial performance-related business requirements
Where do I start?

Does DG always feel important but not urgent?

How do I slice up a bigger challenge into bite sized pieces that bring a clear benefit?

How do I add DG increments to bigger initiatives?

Proactive / continuous improvement versus reactive / playing catch-up

Example: GDPR
Intelligent Enterprise Framework helps enterprises determine a comprehensive capability gap analysis to target state, and roadmap.
Shaping the right Data Governance voice depends on your focus on strategic and necessary business value points.
PANEL

Your Path to Data Governance & Compliance

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Danny Centen
Head of Data Management
Capgemini
Tips to action

1. Iterate: think big, move small, surf waves

2. Modulate: sing when you need to, shoot when you must

3. Integrate: one program, applied to all systems, stakeholders, strategy & situations

4. Infiltrate: go meet your analytics practitioners, listen to your risk managers and your DQ experts, and disrupt the Google ‘best practice’ searchers

5. Create: if you’re already good, look at governing external / streaming / unstructured / new data
50 years of connecting people and technology into a better way of working
50 years of advisory and delivery excellence
Thanks for joining us today

Networking & Demo Huts available

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