Data Governance Workshop

Outcomes
- Understand your strategic objectives, key business drivers, associated initiatives
- Understand your organization's readiness for DG and how to adopt a DG framework
- Identify new roles and responsibilities necessary for your DG initiative
- Gain Insight into DG success factors
- Define a plan for moving forward with your data governance program

Typical duration
- 4 hours

Data is driving the transformation imperatives for every CIO & CDO, but to be able to utilize it, control it, protect it and make it understood, a data governance program must be implemented to enable those efforts.

- **There's never been so much data to work with.**
  And the volume, variety, and velocity just keep increasing.
- **There have never been more users and consumers of data.**
  In every department, managers and decision-makers are hungry for trusted, actionable data.
- **There have never been more examples of data-driven disruption.**
  Virtually every market has been shaken to its roots by new players who deploy and harness data in new ways.
- **There is an increasing need to understand the data and to ensure that processes are in place to protect it.**
  Changing regulations on privacy and regulation will require that processes are established to show users where the data is and what is in place to protect it.

Clearly, the ability to unleash that power and understanding is a strategic success factor for every enterprise today. And that begs the question . . .

If you value your data, do you care about the governance around it?

Utilizing Informatica's **Data Governance Framework** we will quickly review your business drivers, data needs, program governance, and change management challenges to recommend an initial roadmap and pilot project to get started on your journey.

Workshop Approach
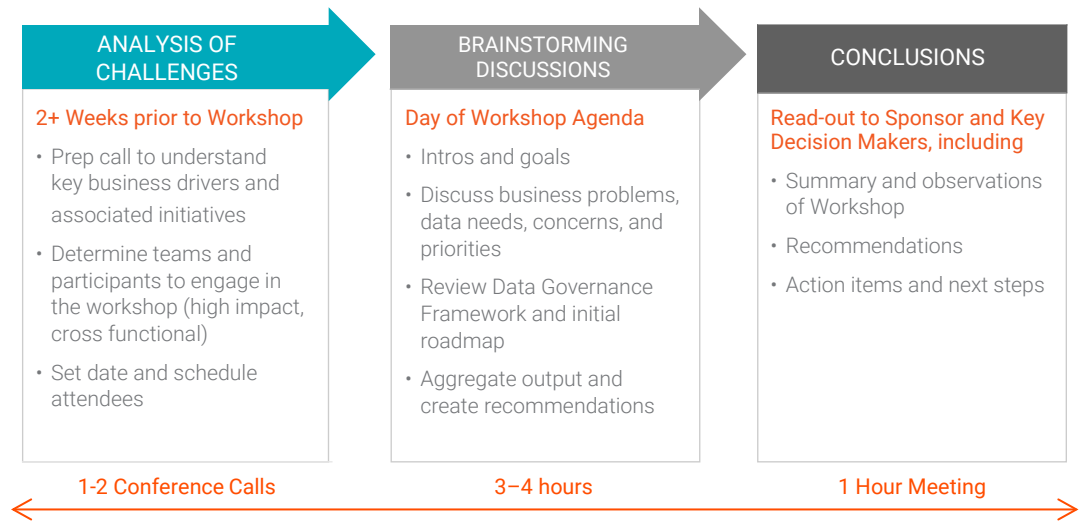
ANALYSIS OF CHALLENGES	BRAINSTORMING DISCUSSIONS	CONCLUSIONS
2+ Weeks prior to Workshop • Prep call to understand key business drivers and associated initiatives • Determine teams and participants to engage in the workshop (high impact, cross functional) • Set date and schedule attendees	**Day of Workshop Agenda** • Intros and goals • Discuss business problems, data needs, concerns, and priorities • Review Data Governance Framework and initial roadmap • Aggregate output and create recommendations	**Read-out to Sponsor and Key Decision Makers, including** • Summary and observations of Workshop • Recommendations • Action items and next steps
1-2 Conference Calls	3–4 hours	1 Hour Meeting

This workshop is geared towards CIOs, CDOs and senior business leaders charged with making better use of data to drive business strategies. It will provide value to those who:

• Are beginning their data governance journey
• Have previously attempted to create a data governance program
• Are Struggling with getting buy-in from executive leadership
• Want to align their data and analytics programs with business outcomes
• Have been technology focused and need to align technical capabilities with business value

You will leave this session with an understanding of all the considerations necessary to define a robust data governance program with a practical approach to move forward.

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