

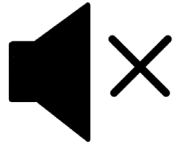
June 06th, 2023

Building Data Literacy in your Organization

- David Gaffaney, Sr Principal, IPS

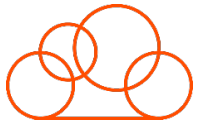


Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available on our **INFASupport YouTube channel** and **Success Portal** - where you can download the **slide deck** for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

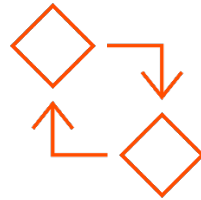
Feature Rich Success Portal



Bootstrap trial and
POC Customers



Enriched Customer
Onboarding
experience



Product Learning
Paths and Weekly
Expert Sessions

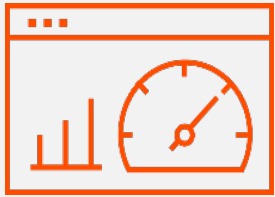


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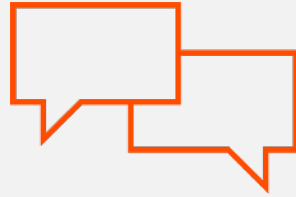
Tailored training and
content
recommendations

More Information



Success Portal

<https://success.informatica.com>



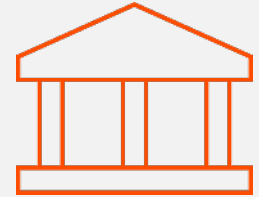
Communities & Support

<https://network.informatica.com>



Documentation

<https://docs.informatica.com>



University

<https://www.informatica.com/in/services-and-training/informatica-university.html>

Safe Harbor

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Informatica

Building a Data Literacy Program

Tech Tuesday Series

June 6th 2023

David Gaffaney

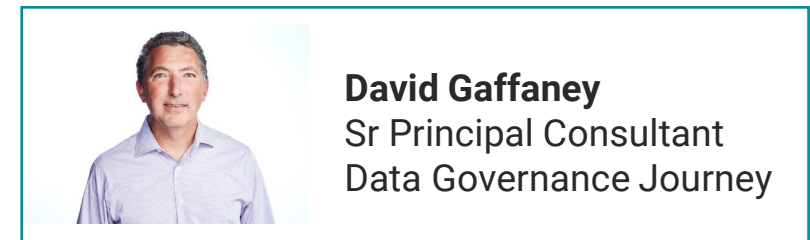
Senior Principal

Data Governance and Privacy Domain Expert

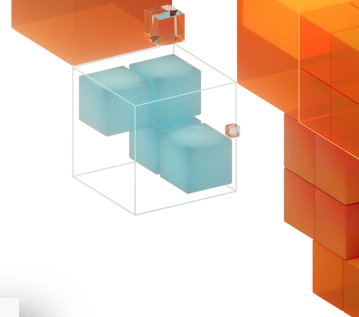


Today's Agenda

- 1 Data Literacy 101
- 2 The Data Governance Community
- 3 The Curriculum
- 4 Training Path and Skill Guides
- 5 Delivery Methods
- 6 Sample Training Tracks
- 7 Building the Execution Plan



Data Literacy 101



Strong Data Literacy will drive adoption, Weak Literacy will block it.



What is data literacy?

Data literacy is the ability to read, write, analyze, communicate, and reason with data. It's a skill that allows individuals and organizations to make better, data-driven decisions.

DataCamp: State of Data Literacy 2023

Important Because...

It is the **enabler**, it brings business concepts to the enterprise, not just definitions, but **origins, transformation, and delivery. The entire lifecycle.**

DG Programs Fail When...

There is **Inefficient** or **Corrupted** data handling without clear traceability; think **chain of custody**

There is **Inadequate Understanding** of data by consumers (and especially creators) that leads to misinterpretations

These **misinterpretations** lead to poor decision making and ineffective downstream data... which breaks **Data Trust.**

We want you to succeed!

We have assembled a curriculum and approach for building and executing a Data Literacy Program.

Yes, we are Informatica! It references our platform, but we are just one part of your DG Enterprise strategy

Who makes up your Governance Community?

Common Roles and Responsibilities

The roles shown here all have either a creator or consumer role within the governance program. Each has different skills they need to bring to the table.



DG Leadership

The leader(s) of the governance team with a direct hands-on role. May be multiple individuals for large teams.



Data Consumer

Typically Analysts and decision-makers that rely upon data sources for reports and dashboards. Can vary in technical ability.



Tech Steward

Technical Users or owners that have deep knowledge of the business data from a storage, access, and processing perspective



Business Steward

Experts in a particular business domain, very hands-on with the governance product set; Go-between with other business SMEs.



Administrator

Day to day Administrators for the Governance Platform as well as other key systems and data sources.

What should my Curriculum Be?

We recommend a **modular approach** that supports **common needs** across the Data Governance Community, while also taking a deep dive into focus areas when needed.



Data Governance Basics

An overview of core Data Governance concepts that the Community will need to understand, including the **Platforms, Common Activities, Benefits, and Governance** within the context of your organization.



Data Consumer

Training on the Skills a Consumer will need to **find** data, **request** it from data owners, and bring it into their own environment to use it for their business use cases. Explore **Collaboration and Social** options.



Data Stewardship

Data Stewards are the most active as **Creators**, their curriculum should include **navigation** of the platform, and the full lifecycle of **reviewing technical data** and lineage, assigning **business context** and staging for **publication**.



Technical Stewardship

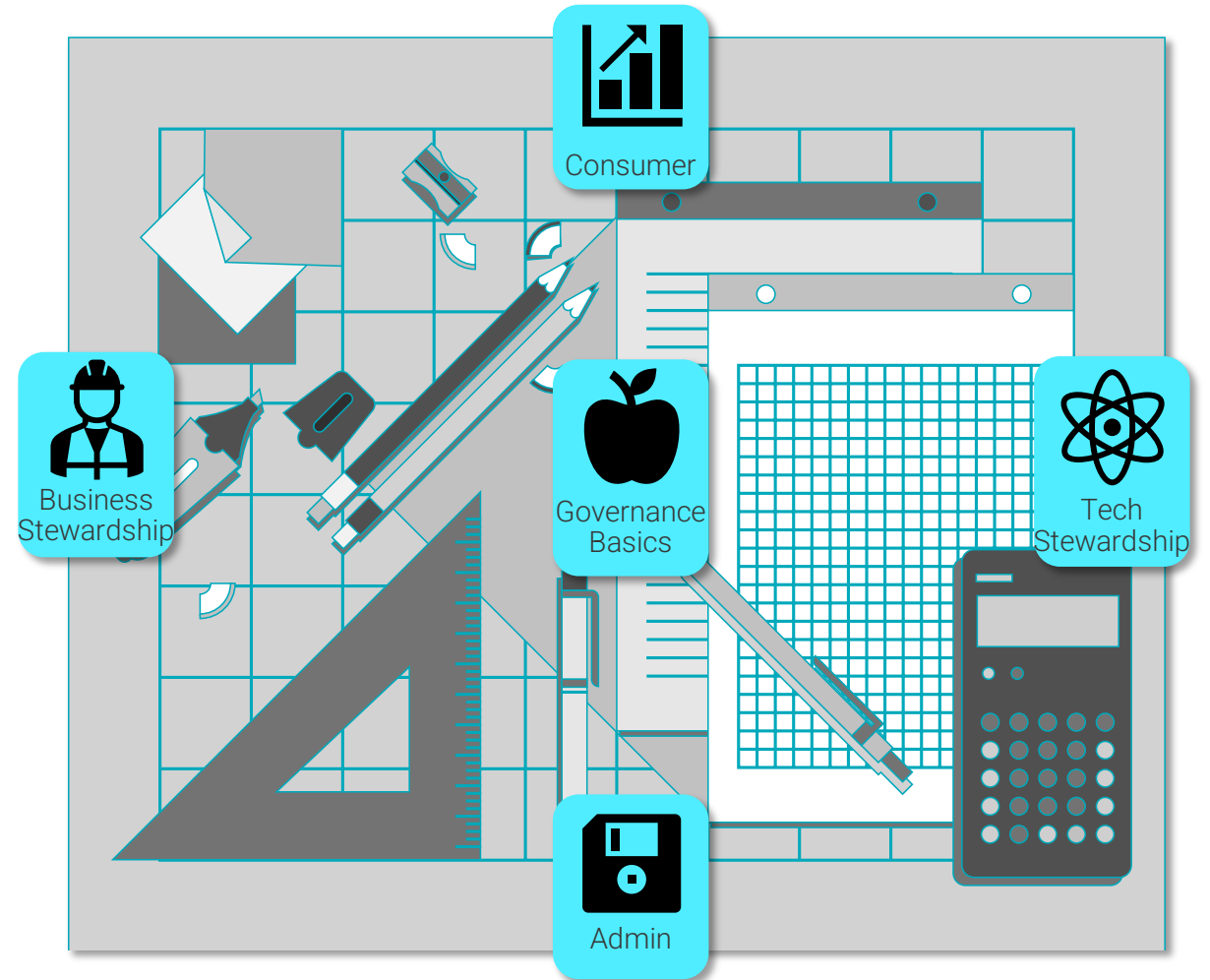
The Technical Steward is involved in the scanning and profiling of **technical data** to bringing it into the Governance platform. This curriculum is more technically focused but also covers data set publishing.



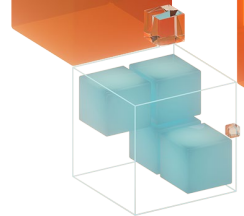
Administration

This curriculum is a combination of Informatica Platform tasks, but also ACME's core **systems and security**. Core topics include **User Administration, Data Source** configuration, **performance tuning, security**, and general platform administration.

Setting the Training Path



Raw Materials: Target Skill Guide and Methods



| Skill | Role | Business Focus | | | | | Technical | |
|---------------------------------|------|----------------|---------------|------------|-----------------------|-------------|-----------|-------------------|
| | | DGO Lead | Data Consumer | Data Owner | Data Collection Owner | Data Arch / | Analyst | Marketplace Admin |
| Data Governance | | 4 | | | | | | 3 |
| Application Knowledge | | | | | | | | |
| Business Glossary / Dictionary | | | | | | | | 2 |
| Regulation / Policy | | | | | | | | 2 |
| Admin / DBA | | | | | | | | 3 |
| Security / Information Security | | | | | | | | 2 |
| Analytics / Process | | | | | | | | |
| Training / Soft Skills | | | | | | | | |

| Skill | Description | Levels | | Core Technologies | Typical Training Plan |
|---------------------------------|--|--------------------------------|---|---|--|
| | | 1 | 4 | | |
| Data Governance | General Knowledge and concepts of data governance and its role within Customer | 1: Indicates general awareness | 4: A leader that develops and educates on the program | Non-specific | Industry education, e.g. Gartner, Customer Data Literacy <i>Informatica Data Consumer Track</i> |
| Application Knowledge | Knowledge and insight into the key Customer systems that support the governance use cases | 1: Indicates general awareness | 4: Application Architect or DBA with deep knowledge of the specific application or database | Customer Operational Systems (e.g. SAP, CDS, Retailer data sets, etc.) | Customer Internal training. <i>Informatica Technical Steward track</i> |
| Business Glossary / Dictionary | Knowledge and understanding of the business concepts in key domains such as Sales, Manufacturing, Logistics, etc. | 1: Indicates general awareness | 4: Domain expert with insight into definitions, policies and processes involved in the domain | Customer Operational Systems <i>Informatica Data Governance</i> | Customer Internal Training <i>Informatica Data Steward track</i> |
| Regulation / Policy | Knowledge of specific business terms and taxonomy within Customer, including relationships to other concepts such as business process and regulations. | 1: Indicates general awareness | 4: Business Term SME in a particular area of specialty; Data Dictionary management | Customer Business facing systems and Dashboards <i>Informatica Data Governance</i> | Customer Domain Knowledge <i>Informatica Data Steward Track</i> |
| Admin / DBA | Knowledge of data management policy and regulations that apply to specific business domains | 1: Indicates general awareness | 4: Compliance and / or regulatory knowledge for a particular focus area (e.g. FDA, CCPA, DOT, GAAP) | Customer Policy database <i>Informatica Data Governance for (Processes)</i> | Customer Regulatory Knowledge <i>Informatica Data Steward Track</i> |
| Security / Information Security | System administrator or data base administrator for specific systems. Informatica Administrators likely independent of other Customer System Admins | 1: Indicates general awareness | 4: Architect / Database Admin | Customer databases and applications <i>Informatica management</i> | Customer Technical Training <i>Informatica Administration</i> |
| Analytics / Process | Security administrator on systems such as SailPoint, LDAP, Active Directory, etc. | 1: Indicates general awareness | 4: System Administrator on multiple security technologies | Security Applications <i>Consulted on Informatica Configuration</i> | Customer Security Training <i>Informatica Administration</i> |
| Training / Soft Skills | Understanding and Knowledge of analytics systems and process management as impacted by core business use cases. | 1: Indicates general awareness | 4: Business Process Expert | Analytics and Process applications <i>Consulted on Informatica Configuration</i> | Customer Analytics |
| Training / Soft Skills | Ability to develop and execute training and enablement tasks for key roles in the Customer enterprise. Includes Change Management | 1: Indicates general awareness | 4: Skilled in presentation development and delivery, training certifications | Training Systems, Working knowledge of applications for training conduct | Customer Technical and System Training Change Management Applications as needed |

Required Skills: **4** **3** **2** **1**
 Strong Weak

Delivery Methods

Job Aid

A Job Aid is a **step-by-step guide** to common tasks, typically Self Guided.

They are in sequential order, usually with **clicks and text-entry instructions with screen shots** from the ACME environment. Media may be a PDF type document or HTML popup presented with the application.

Video

A Video is typically a **narrated screen capture** demonstrating common tasks.

The best videos are under 5 minutes and introduce a task, show the task, then view results and alternate paths.



Job Aid Video Manual INFA U

Manual

A Manual is a **standalone document**, typically in a read-only PDF. It is intended to be accessed by topic through a Table of Contents or Index (vs. read end to end).

May be ACME authored or be sourced from Informatica or other vendor.

Informatica University

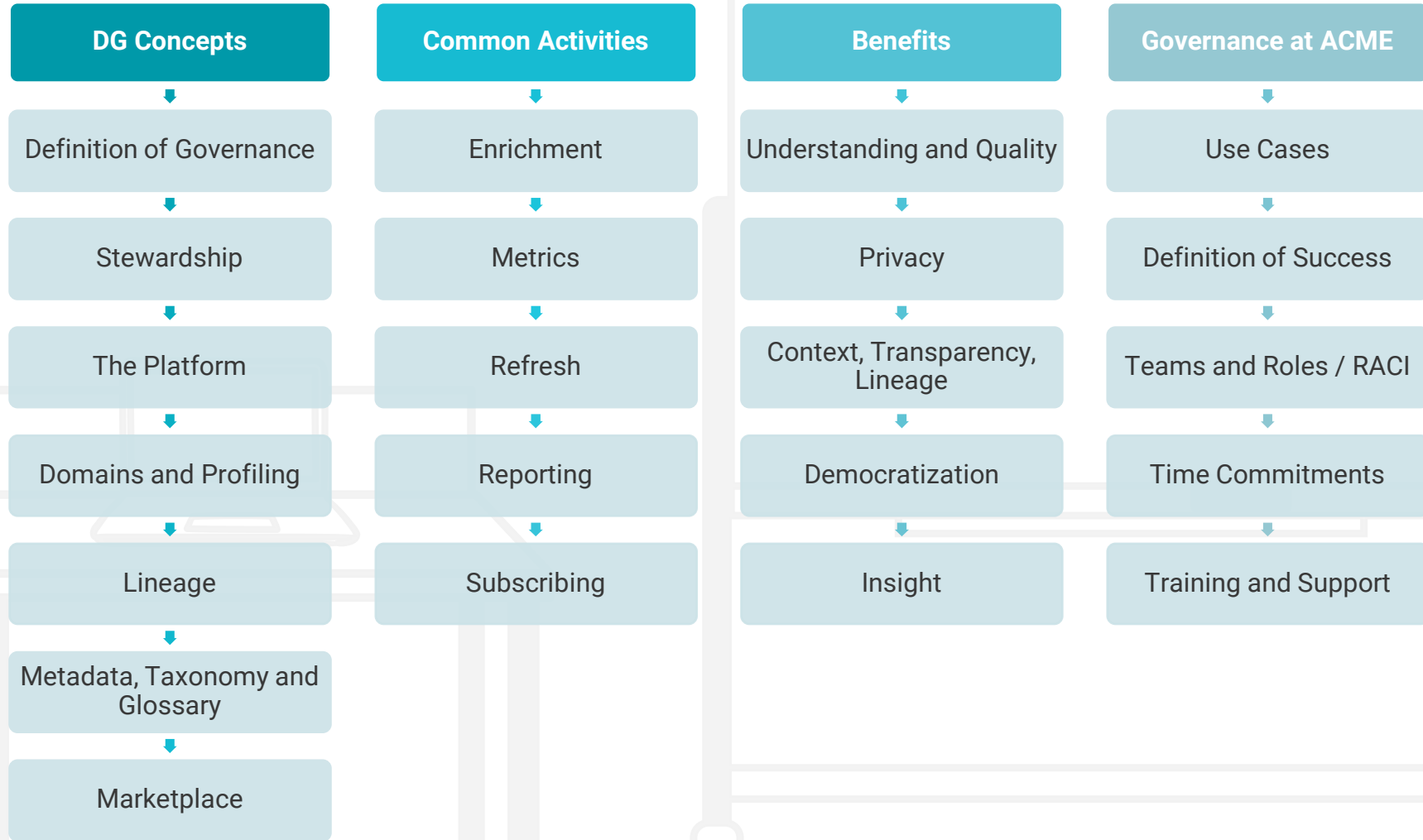
These are **structured classes** offered by **Informatica**, either instructor led or self-guided. Usually presented in a **group format** over sequential days.

This may be the initial exposure for key Stewards and Admins, then reinforced with Job Aids, Videos and Manuals.

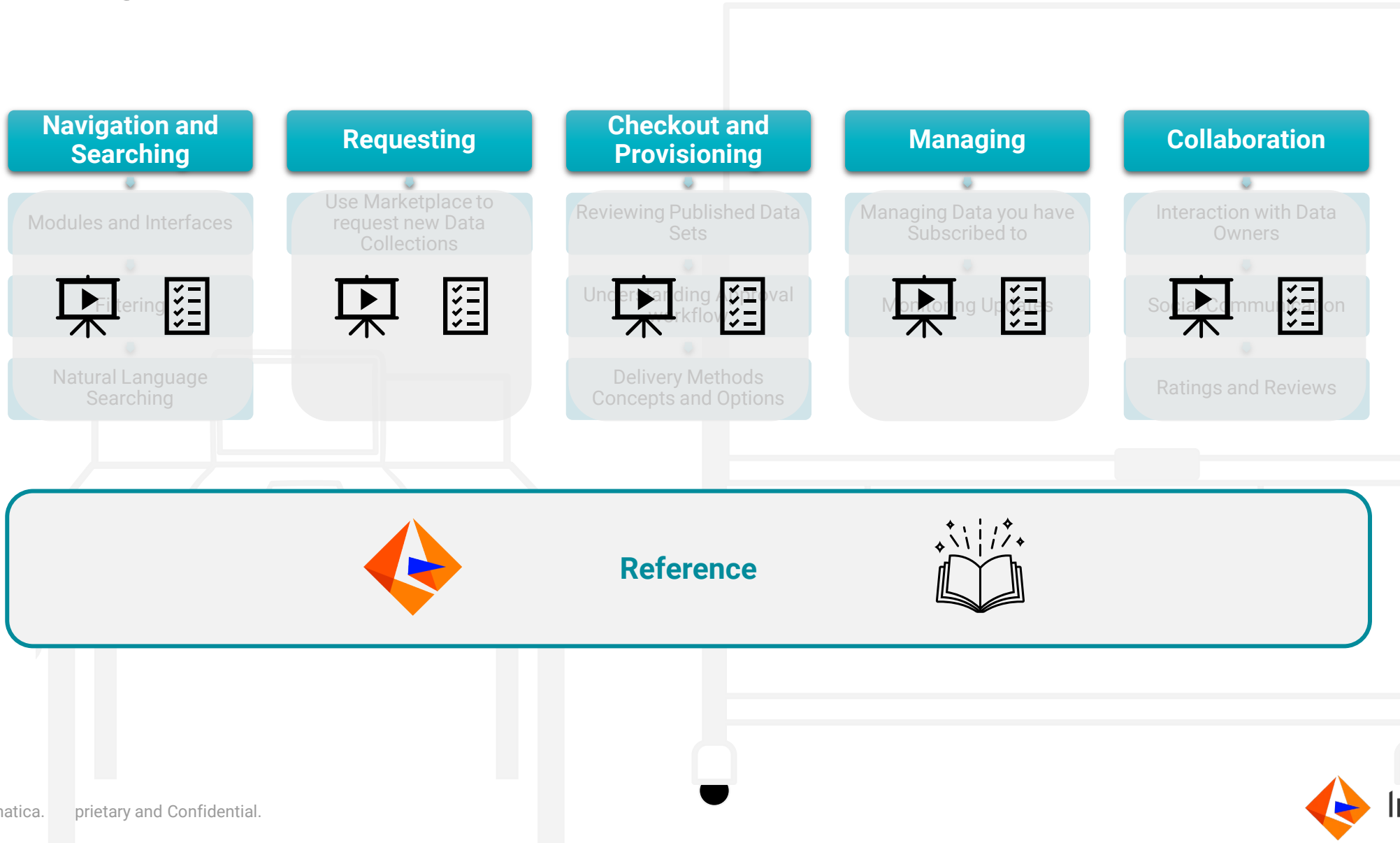
*Our **Success Portal** is also another great resource.*

Track: Data Governance Basics

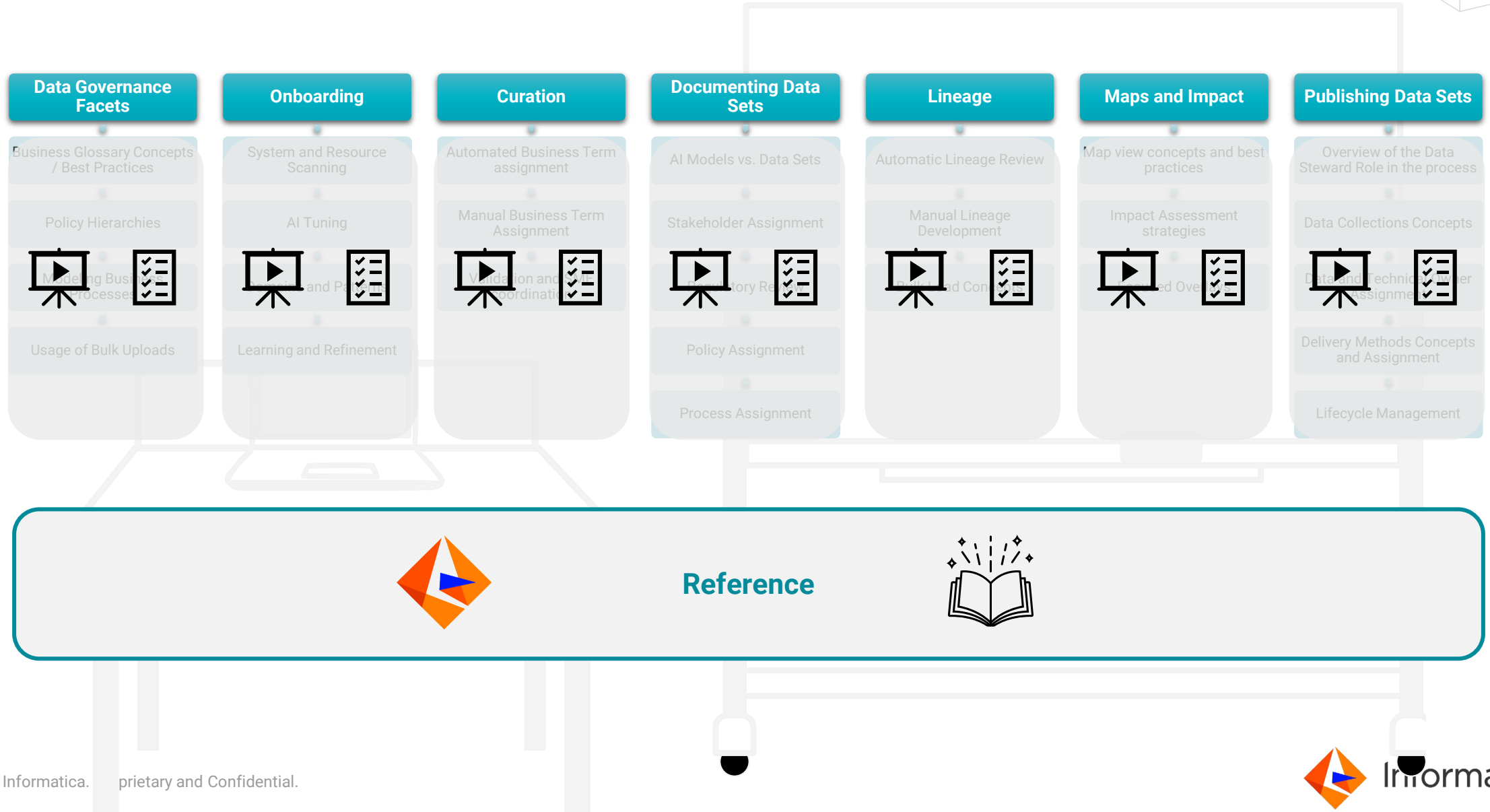
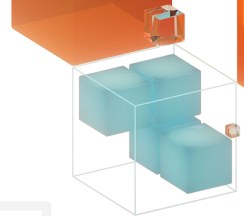
Collateral



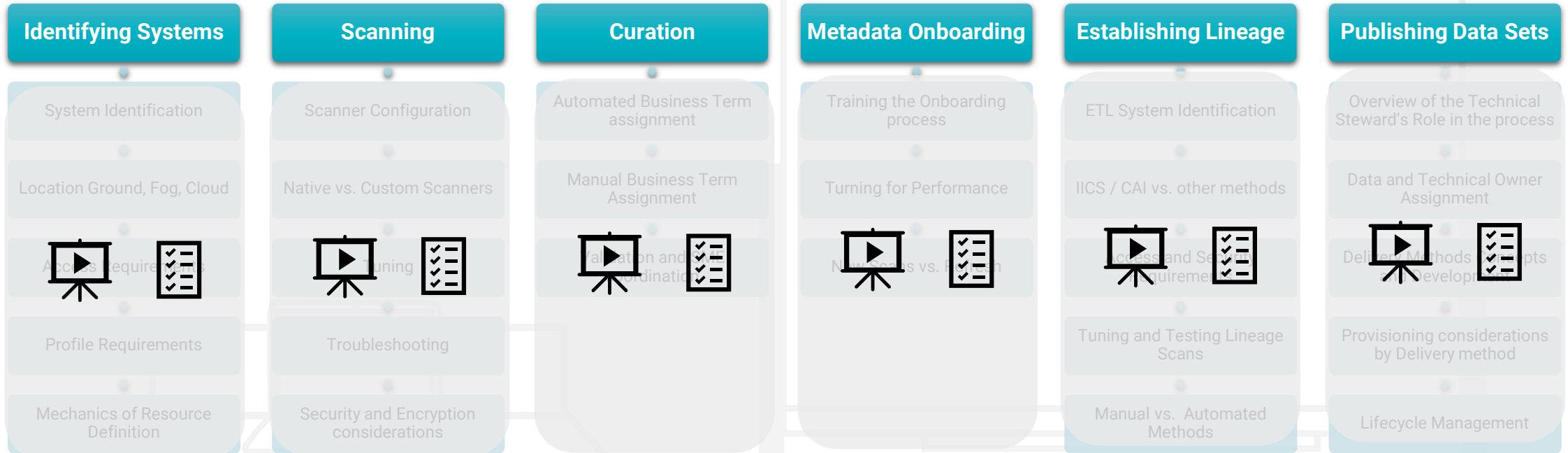
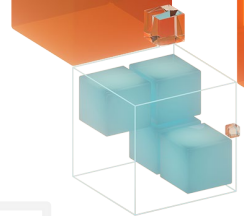
Training Track: Data Consumer




Track: Data Steward / Data Owner




Track: Technical Steward

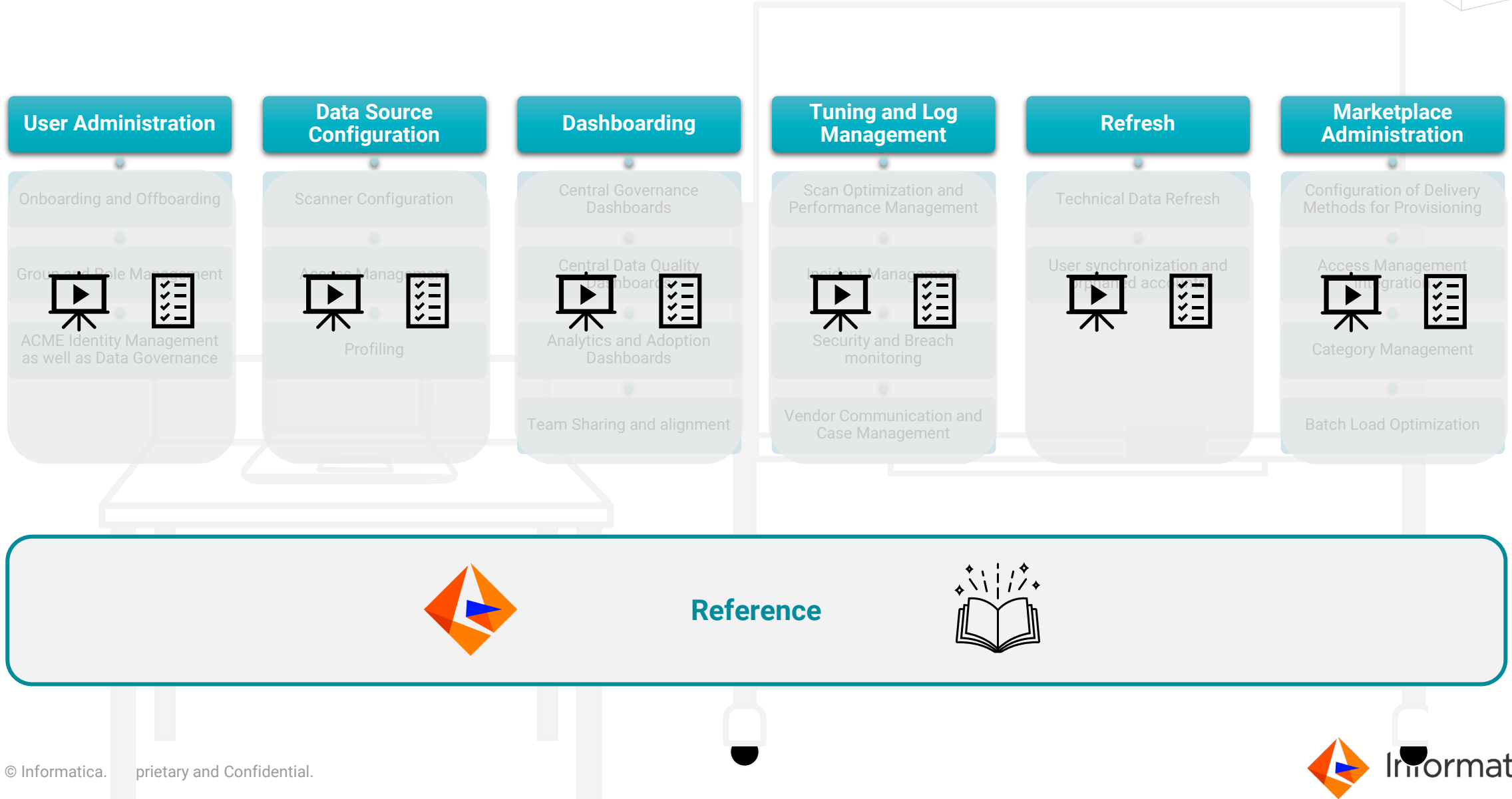




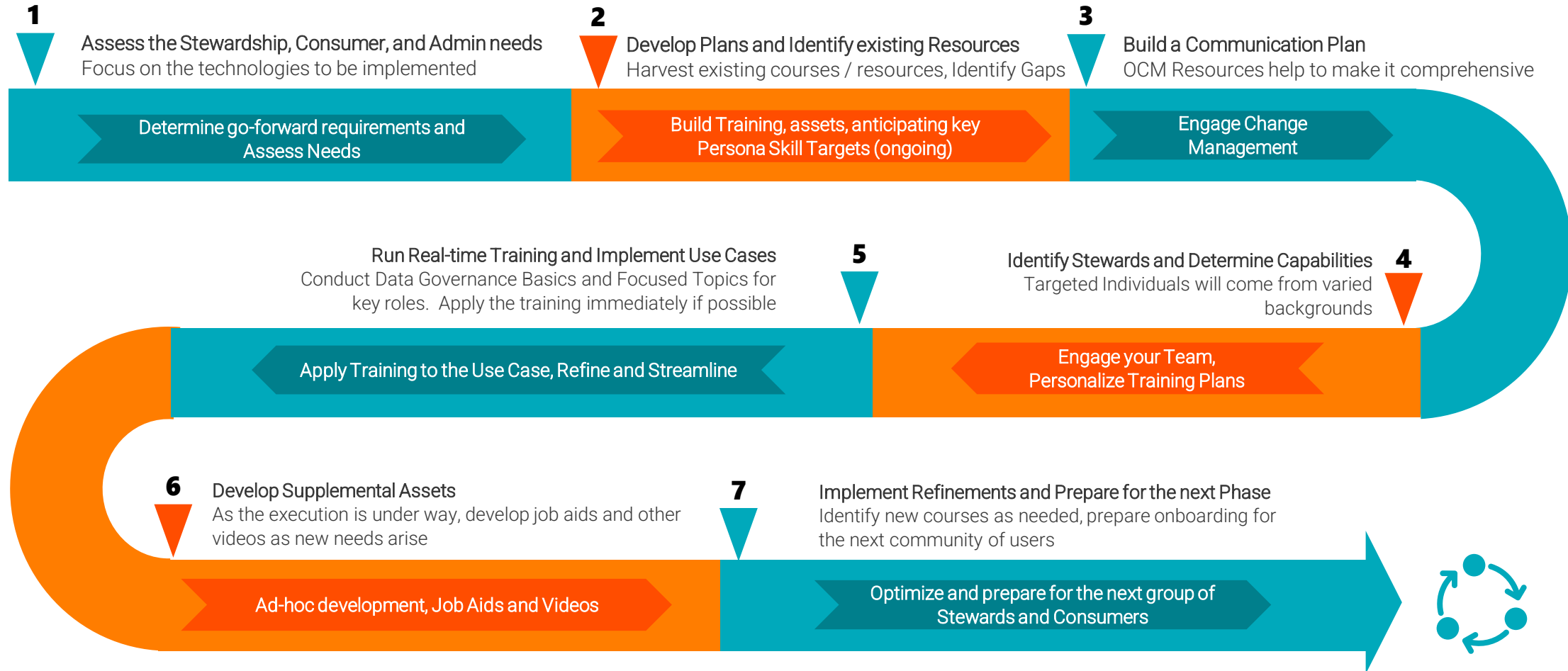
Reference



Track: Administration



Data Literacy Execution Plan



Informatica

Q&A

PANEL

Mary Wilson
Senior Principal Advisory Consultant

Tara Smith
Education Services, Informatica University

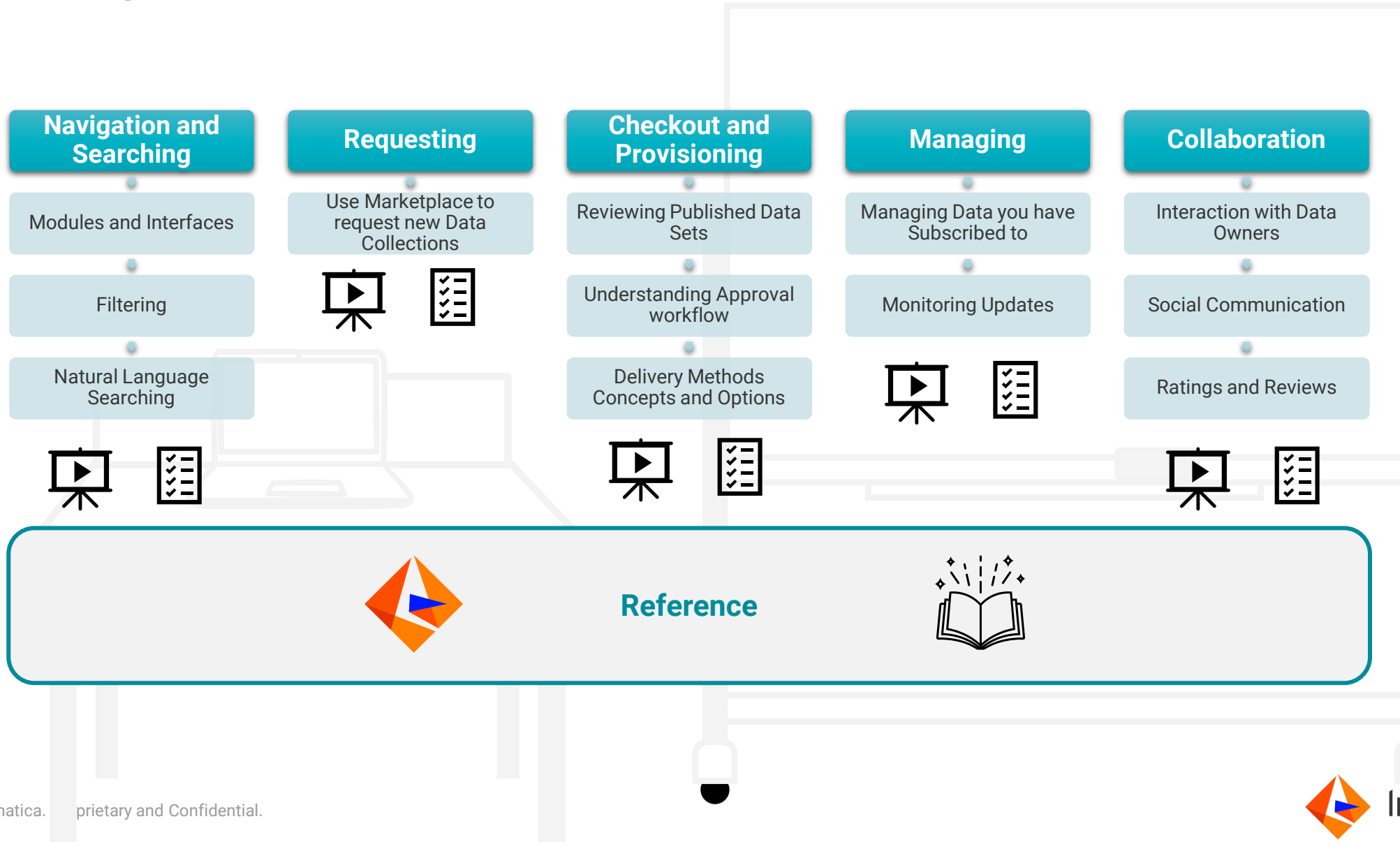


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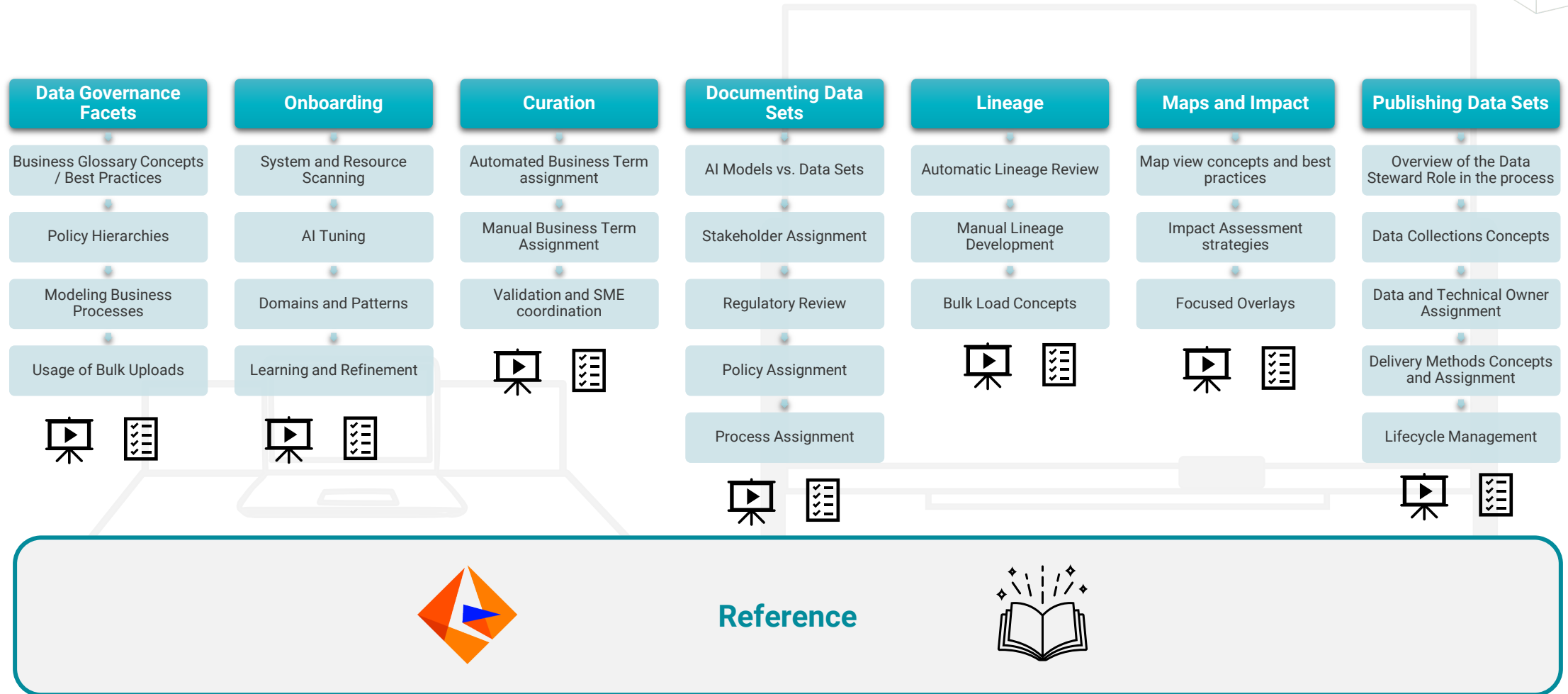
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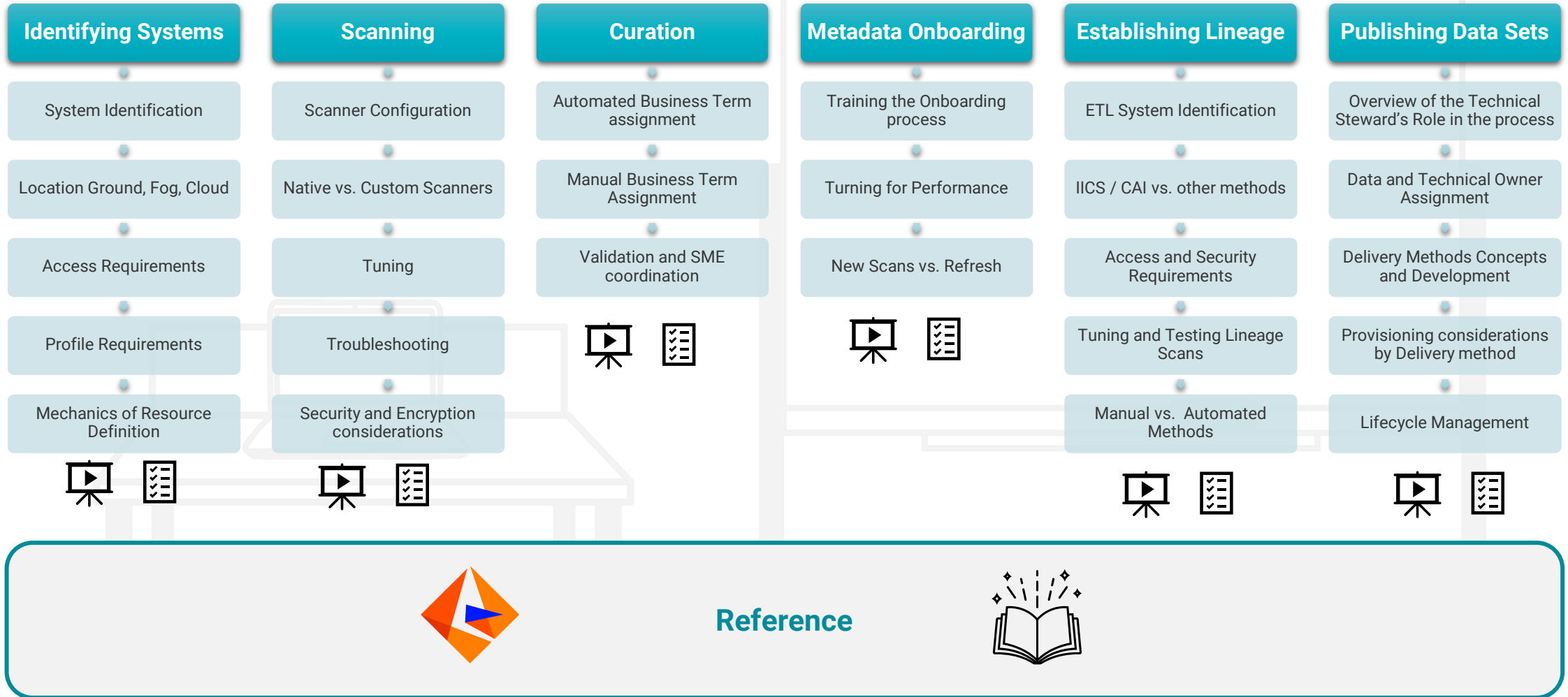
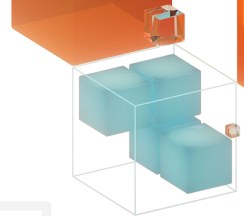
Training Track: Data Consumer



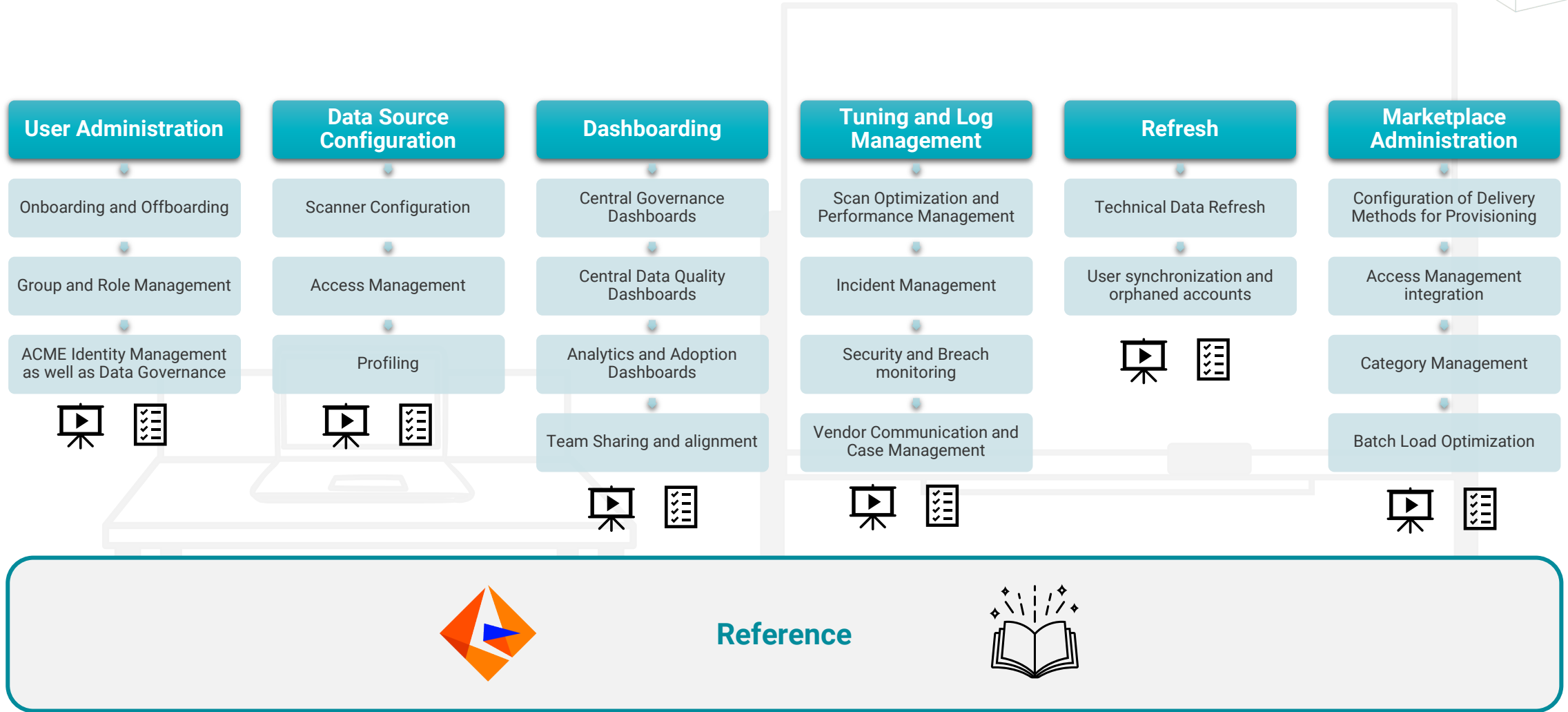
Track: Data Steward / Data Owner



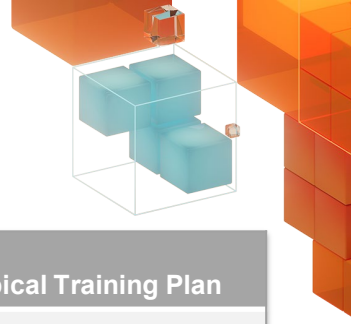
Track: Technical Steward



Track: Administration



Data Literacy Skill Guide



| | Skill | Description | Levels | Core Technologies | Typical Training Plan |
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Blue Text indicates Informatica Platform Impact