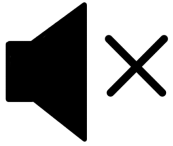Feb 8th, 2022

Calculating the Value of Data in your Enterprise

- David Gaffaney, Sr Principal, IPS Data Governance & Privacy
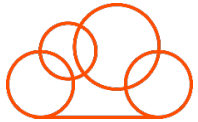
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Housekeeping Tips

- 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.

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Feature Rich Success Portal
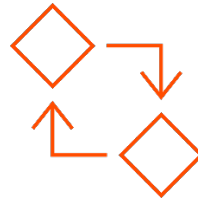
Bootstrap trial and POC Customers	Enriched Customer Onboarding experience	Product Learning Paths and Weekly Expert Sessions	Informatica Concierge	Tailored training and content recommendations

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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
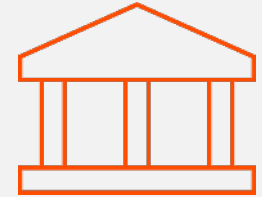
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Safe Harbor

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06.07.2022

The Value of Data in your Enterprise

Tech Tuesday Webinar Series

David Gaffaney, Domain Expert, Senior Principal, IPS

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Agenda

1 Fundamentals of Data Value

2 Taking an Industry Focus

3 Offense vs. Defense

4 Uncovering DEAD Data

5 Techniques:
Requirements, Community

6 The Plumbing:
Using EDC-DAA

7 What did we Learn?

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Fundamentals of Data Value

- Our customers serve every industry, providing goods and services to consumers, other companies, citizens, regulators, and so on…

- Every industry is data driven and can't successfully operate without **high value**, **high quality** data

- **It's ALL valuable**, but what is valuable to one company is not the same as another.

- Some categories **attract and retain** customers, others **prevent loss**.

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Industries Value Data Differently

Energy
Grid Management, Regulatory
Opportunity: Network Tuning, Outage Analysis

Public Sector
Citizen Service, Efficiency, Access
Opportunity: FOIA / Public Records
Taxes, Permitting

Insurance
Customer Insight, Retention, Regulatory
Opportunity: Customer Lifetime Value
Claims Adjudication

Banking
Account servicing, Leverage, Solvency
Opportunity: Monetization of Loan Data,
Assets Under Management

Life Sciences
Innovation/R&D , Regulatory
Supply Chain
Opportunity: Audit Readiness
Time to Market

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Offense vs. Defense

- **Value Generators** would include:
  - Prospective Customers: **Customer Acquisition**
  - Customer Account Data: **Revenue, Retention**
  - Customer Behavior Statistics: **Monetization**
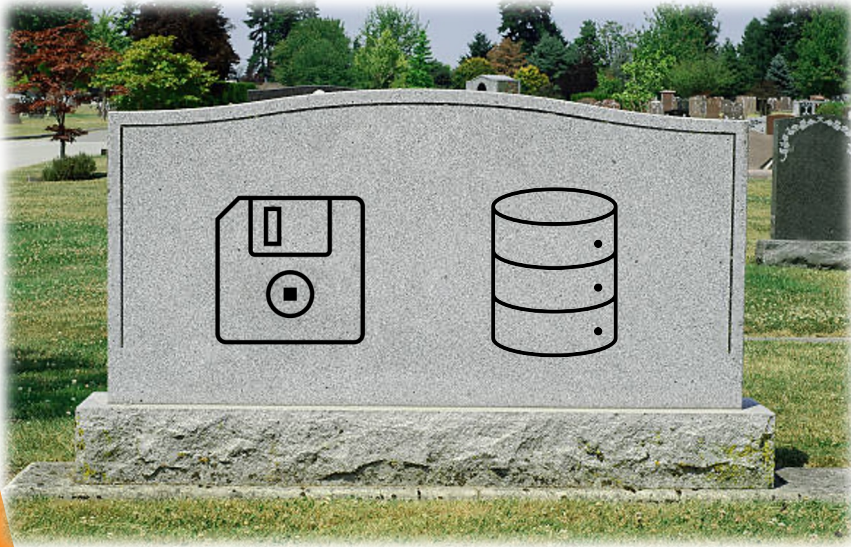 - Underwriting Analysis: **Profit Margin**

VS.

- **Protective** Data includes:
  - Sensitive Data **PHI, HIPAA Regulated**
  - Financial Regulatory: **Financial Audit, Rate Reviews, Solvency**
  - Data Commonly Litigated (eDiscovery): **Claims, HR, Accounts**

# What is Blocking success? Your information may be...

- **D**ifficult to Access

  - Data trapped in older systems is **hard to find** and access

  - Can't find an **Expert**

- **E**fficiency and Accuracy are lacking

  - When did it **go bad**? Why is it so hard to fix?

- **A**rchaic and Irrelevant

  - Buried in **out-of-date** information

- **D**ecaying Data

 - Without Community involvement, any library can **go stale**

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Underlying Requirements
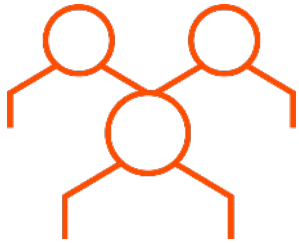
Ability to… Gain Insight into Data Usage and User Adoption

- Assess which data assets are in demand by which group of users

- Gain visibility into the top contributors, influencers and subject matter experts

- Spot trends and uncover usage patterns to ensure relevant data assets are available
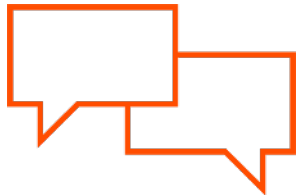
Ability to… Build Best Practices for Data-Driven Decision Making

- Identify data usage best practices, and socialize them across functions

- Diagnose and remediate instances of low data usage and adoption

- Empower and expand data-driven decision making

Ability to… Understand and Maximize Data Asset Value

- Understand the value of any data asset within the catalog

- Focus organizations on their most valued assets

- Drive greater data value with data knowledge, collaboration, and usage

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# Leads us to: Data Has **More Value** when it works for us

Visibility to data asset usage, inventory, enrichment, collaboration and data value

❖ **We need to answer these Questions**

- Who is using **which asset**, **which feature**, and **when**?
- What is the **catalog adoption** rate?
- What are the **top searches**, and average searches per user?
- What is the **most accessed** catalog module or assets?
- Who is **actively curating** assets?
- What percentage of objects have **lineage**, **owners**, **description**, business terms?
- Who are the top **contributors** (and SMEs) seen via collaboration activities?
- Which **user groups**, **datasets** need more attention and why?
- Who modified and scanned **sensitive data sources**?
- How can we **grow data asset value**?

Insight

❖ **Track Key Metrics**
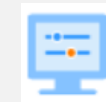
❖ **Monitor Activities**
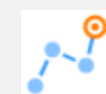
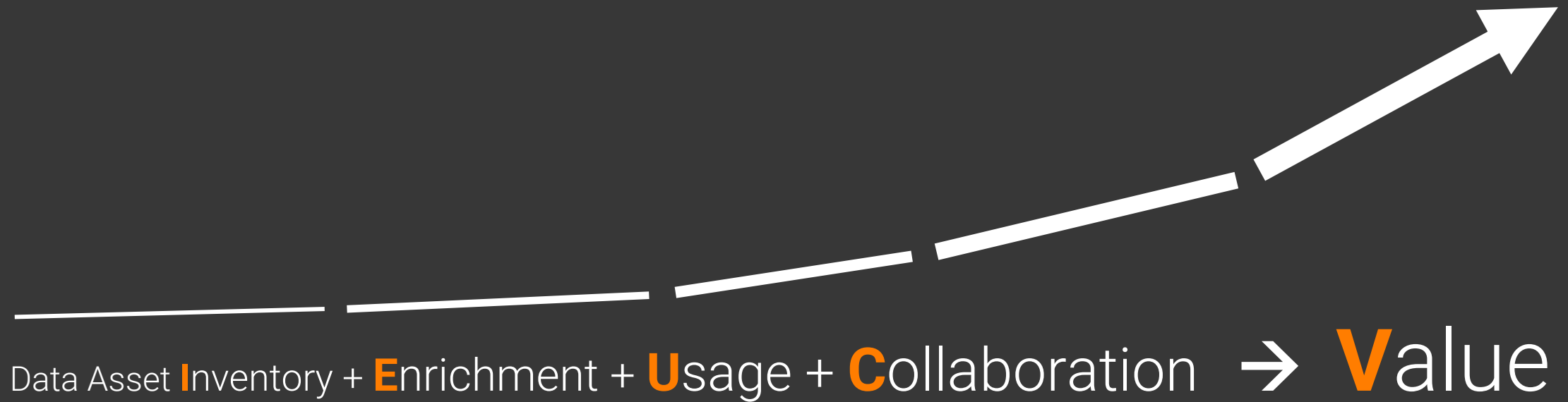❖ **Undercover Patterns**

❖ **Spot Trends**

❖ **Improve Data Value**

❖ **Capture Misuse**

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Informatica EDC Data Asset Analytics

- We work with **Resources**, **Enrichment**, **Features** and **Collaboration to put a value on Data.** We define them like this:

Data Asset **I**nventory + **E**nrichment + **U**sage + **C**ollaboration → **V**alue

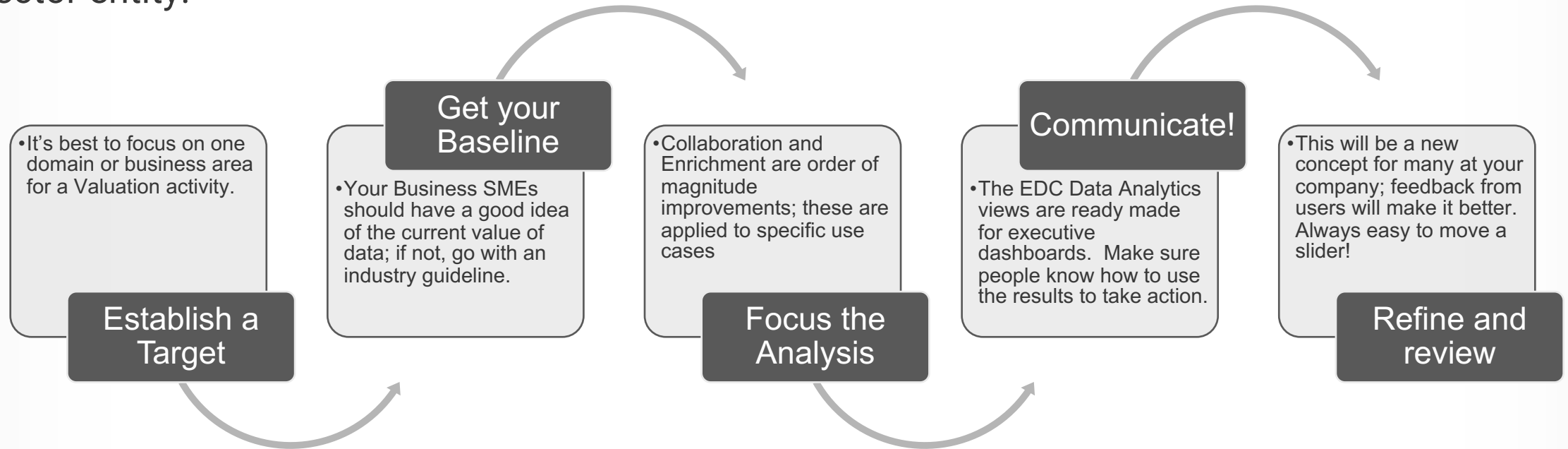# Example: Data Monetization

In this scenario, the Resources have been scanned and tagged, and Stewards have been hard at work enhancing Data. Now we can move the sliders and start to get some numbers to work with.
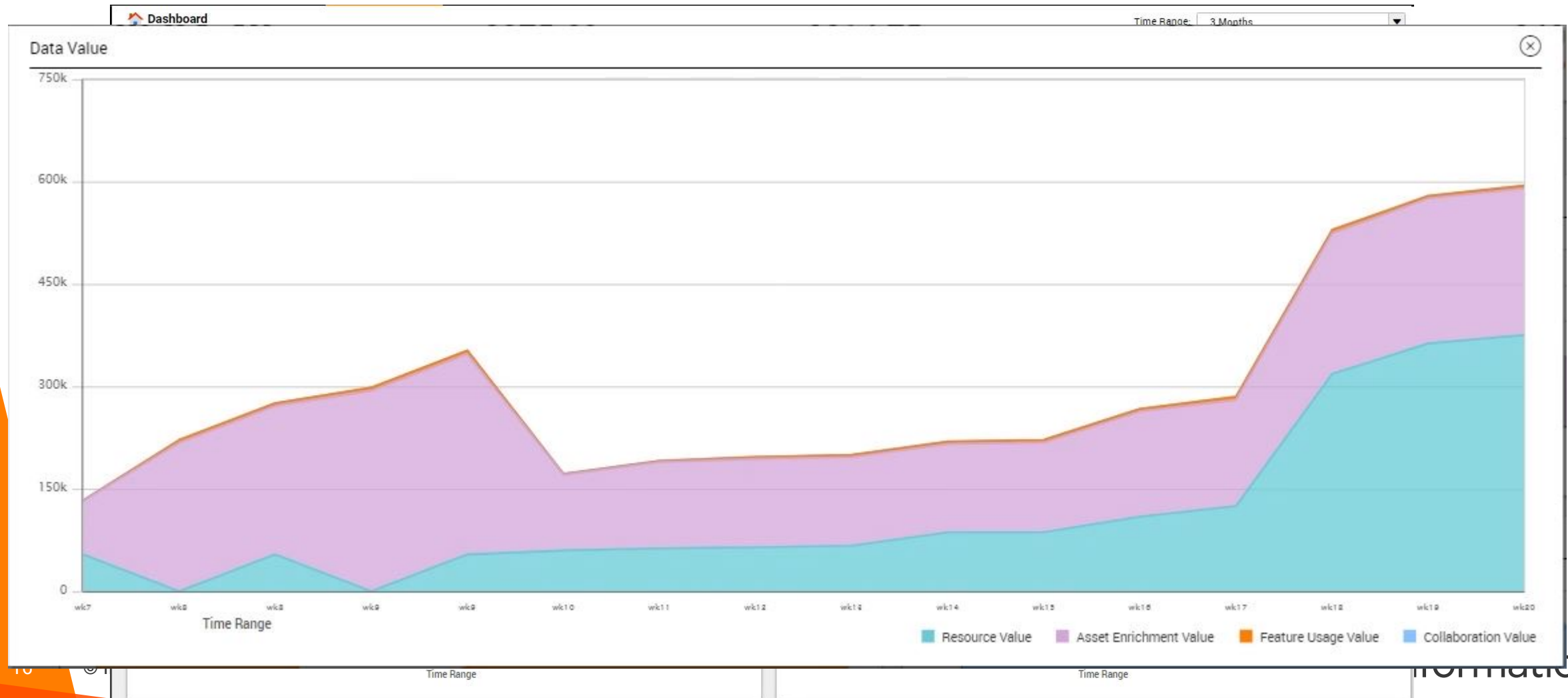
Conclusion: What did we Learn?

We can all agree that our business and technical data drives success in any industry or public sector entity.

Establish a Target
- It's best to focus on one domain or business area for a Valuation activity.

Get your Baseline
- Your Business SMEs should have a good idea of the current value of data; if not, go with an industry guideline.

Focus the Analysis
- Collaboration and Enrichment are order of magnitude improvements; these are applied to specific use cases

Communicate!
- The EDC Data Analytics views are ready made for executive dashboards. Make sure people know how to use the results to take action.

Refine and review
- This will be a new concept for many at your company; feedback from users will make it better. Always easy to move a slider!

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More Information is Available

- Introducing Data Asset Analytics. Tech Tuesday, September 2020
https://success.informatica.com/explore/tt-webinars/EDC-New-Feature-Data-Asset-Analytics.html

- Success Portal Learning Path: Data Governance and Privacy
https://success.informatica.com/data-governance.html