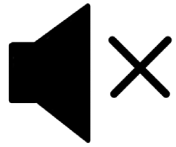


Oct 03, 2023

Data Governance Use-Case Finalization Strategy

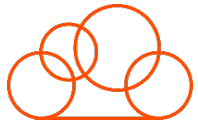
- Ronit Sen, Principal Consultant, IPS

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 [Success Portal](#) - where you can also 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.

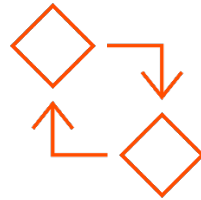
Feature Rich Success Portal



Bootstrap trial and
POC Customers



Enriched Customer
Onboarding
experience



Product Learning
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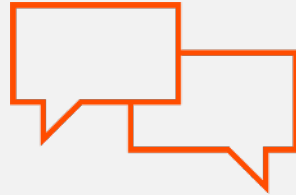
Tailored training and
content
recommendations

More Information



Success Portal

<https://success.informatica.com>



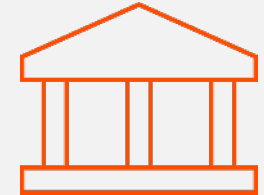
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Data Governance Use-Case Finalization Strategy

Ronit Sen

3rd October 2023

Where data & AI come to **LIFE**

Agenda

- Overview
- Important Considerations
- Five Point Strategy to Finalize Data Governance Use Cases
- Summary
- Sample Questionnaire to Finalize Data Governance Use Cases
- Sample Prioritized Data Governance Use Case based on 5 Point Strategy
- Q/A

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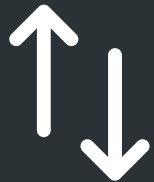
Overview



Increase in Data Growth



Need to Govern it All



80/20 Rule

Important Considerations

Here are some important considerations for selection, prioritization, and shortlisting of Data Governance Use Cases:

Identifying,
Selecting, and
Creating a
Pipeline

Prioritize Use
Case and Order
of Execution

Review the Use
Case Pipeline

Five Point Strategy to Finalize Data Governance Use Cases

1 Data Governance Business Drivers

First step is to identify and prioritize the business drivers for a Data Governance program, as these programs are usually sponsored by the business.

It's essential to align program's expected outcomes with the business drivers to justify sponsorship and define the criteria for measuring the program's success.

2 Data Assets

The next step would be to identify and prioritize the Data Domains, Data Systems & Critical Data Elements that require governance based on the selected business drivers and expected outcomes.

Data Assets can be a good starting point to identify a Data Governance use case. With modern Data Management design techniques having many-to-many relationships between Data Assets and Business Processes, it's important to have a holistic view of Business Processes, People, and Data Management tech Capabilities that the selected Data Assets are linked to.

This approach allows Data Governance practitioners to create a unified set of governance assets that meet the needs of various business processes and stakeholders for a shared set of data assets.

Five Point Strategy to Finalize Data Governance Use Cases

3 Business Processes & Stakeholders

In Step 3, you need to determine which business processes rely on the data assets that were identified in Step 2. This allows Data Governance Practitioners to pinpoint the individuals and groups within the organization who will benefit from the Data Governance Program. The subsequent task is to connect these stakeholders to the program using a RASCI matrix.

The effectiveness of the Data Governance Program hinges on its ability to have a positive impact on the most vital business processes and influential stakeholders in the organization. Therefore, the success of the program will depend on how effectively it can influence these critical areas.

Data Management Tech Capabilities

4 To ensure comprehensive data governance, it is crucial not only to manage the data and its assets but also the technology capabilities that handle the data. Thus, begin by examining the Data Assets and Business Processes and then work backward to pinpoint the Data Management technology capabilities that need to be integrated with the Governance processes outlined by the Data Governance Program.

5 Data Governance Tech Capabilities

Develop an implementation strategy for Data Governance that considers the data literacy, data security, data trust, data quality, and data retention requirements of the organization. Construct the strategy by prioritizing the most critical DG Business Drivers, People, Data Assets, and Technological Capabilities that have the greatest impact.

Summary

Identify and shortlist Data Governance use cases

Prioritize use cases for implementation

Identify business and technical assets

Sample Questionnaire to Finalize Data Governance Use Cases

Data Governance Business Drivers

1 Q. What are the key Business Drivers for the DG Program (Short Term & Long Term)?

Sample Answer - Improving Data Collaboration, Trust, and Security for Regulatory Compliance, etc.

Q. What key DG Business Drivers would you like to address as part of the time boxed, high value and high impact use case?

Sample Answer - Improving Data Trust, and Data Collaboration for Financial Reporting.

Data Assets

2 Q. What are the Data Domains that need to be governed as part of the use case to address DG Business Drivers?

Sample Answer - Customer data, Financial data, etc.

Q. What are the systems where data for these data domains resides?

Sample Answer - CRMS (Customer Relationship Management System), Core Banking System, Data Lake, MDM System, etc.

Q. What are the Critical Data Elements that needs to be governed for the identified Data Domains, Systems based on the DG Business Drivers for the identified use case?

Sample Answer - Critical Data Elements can be Customer Passport Number, Wealth Added, Employee Salary, etc.

* Data Cataloging could be the first step to identify the Systems & CDEs associated to the Data Domains.

Sample Questionnaire to Finalize Data Governance Use Cases

3 Business Processes & Stakeholders

Q. What are the Business Processes related to the identified Data Domains, Systems, and Critical Data Elements ?

Sample Answer - Business Processes can be Customer Onboarding, Financial Reporting, Inventory and Vendor Management, etc.

Q. Who are the stakeholders associated to Business Processes and what are their respective Roles & Responsibilities ?

Sample Answer - Stakeholders and related personas are Data Consumers (e.g., CFO), Data Stewards, Business SMEs (e.g. Marketing Lead), etc.

* Identified stakeholders become the stakeholders of the DG program. Roles and Responsibilities of these stakeholders in the DG program are defined through a RASCI chart.

4 Data Management Tech Capabilities

Q. What Data Management technologies are used to manage identified data assets and support related business processes ?

Sample Answer - Data Management tools and products like Informatica PowerCenter, Amazon S3, Oracle, Tableau, etc.

Q. What Data Management technologies need to be governed as part of the Data Governance use case?

Sample Answer – Data integration and Business Intelligence.

* Data Governance use case can be focused around governing a subset of data management technologies (DI, BI, DP, etc.) currently in use to support business processes.

Sample Questionnaire to Finalize Data Governance Use Cases

5 Data Governance Tech Capabilities

Q. What Data Governance Tech Capabilities need to be used to govern identified Data Assets and related Business Processes, People and Business Process Tech Capabilities?

Sample Answer – Data Quality and Data Literacy.

Sample Prioritized Data Governance Use Case based on 5 Point Strategy

“ABC” bank wants to start implementing a Data Governance use case running for about 4 months to address the following:

Business Drivers: Compliance to GDPR Regulatory requirements.

Identified Data Assets, Systems and CDEs: Customer Data Domain with 18 CDEs present in four different systems (Finacle, Salesforce, and Data Lake)

Related Business Processes: Customer Onboarding

Associated Business Outcomes: Compliance to GDPR regulation and improved reporting of Data Quality for Customer data.

Related Stakeholders: External Auditors, Product Owners, Data Consumers, Compliance Officers and System Owners.

Associated Data Management Tech Capabilities: Data Entry Point (Channels), Salesforce, Oracle Database, Tableau, Amazon S3

Data Governance Tech Capabilities: Data Literacy (CDGC) and Data Quality (CDQ, CDI)



Thank You

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Q/A

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