

6.1.2021

# Measuring the Success of your Data Governance Program

## *Webinar Series*

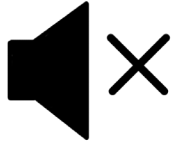
*David Gaffaney, Senior Principal, IPS*

*Donovan Tokuyama, Associate Consultant, IPS*



Informatica™

# 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



Informatica  
Concierge



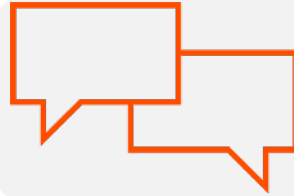
Tailored training and  
content  
recommendations

# More Information



## Success Portal

<https://success.informatica.com>



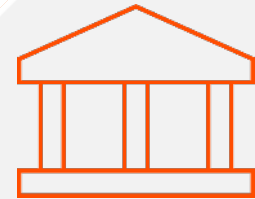
## Communities & Support

<https://network.informatica.com>



## Documentation

<https://docs.informatica.com>



## University

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

# Safe Harbor

The information being provided today is for informational purposes only. The development, release, and timing of any Informatica product or functionality described today remain at the sole discretion of Informatica and should not be relied upon in making a purchasing decision.

Statements made today are based on currently available information, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products or functionality in the future.

# Agenda

**1**

Creating your Definition of Success

**2**

Metrics! Business vs. Governance

**3**

Categories of Metrics

**4**

How Informatica supports Active Monitoring

**5**

APIs for Additional Insight

**6**

Short Demo

**7**

Don't forget the Feedback Loop

# Definition of Success: Running your business

Your own **success metrics** are driven  
by **business goals...**  
**which link to Data**

Support  
Improved  
Customer  
Acquisition

New Customers by Month
Abandonment Rate
Lead Source

Protect  
Sensitive Data

SSN and Passport#
Formulas and Recipes
Medical Encounter

Show Auditors  
we have  
Strong  
Business  
Practices

Financial Controls
Receivables
Transaction Limits

*A strong  
governance  
program supports  
these and has  
metrics of its own...*

# Definition of Success: Governing your Data

- Applying strong governance practices to all data leads to better:

- Quality

SSN and Passport#

SSN fits the **pattern**, and is **present** when required

- Consistency

New Customers by Month

Customer Count is in an acceptable range, with **approved reasonable values**

- Traceability

Receivables

Receivables components have **lineage** back to the source...

- Which leads to:

- Shorter time to respond to audits
- Reduced security exposure
- Rolodex® of experts (What?)

Let's bring it all together...





# Our Categories of Success Metrics

We have established **five key areas** for measuring the success of a governance program; As in the prior discussion, the **Governance Foundation** leads to positive **Business Impact**

## Adoption and Participation



Measure the success of the Governance program from an **adoption** perspective. Measure participation of **key stakeholders** and **contributors**.

## Coverage and Alignment



Understand the number of key high value business areas that are participating in the program, aligned with activities.

## Control and Quality



Measurements of the overall **quality of data** in the organization; Support of **workflows** to facilitate and record **decision-making**

## Measurability and KPIs



Measure Data Governance's **beneficial Impact** on the business from a **profitability** and **effectiveness** perspective

## Risk and Regulatory Insight



Break down **regulatory requirements**, **assess impacts** across the data landscape, design for **compliance**, and provide **traceability** from data to corresponding regulation.

# Data Management and Governance Program Metrics

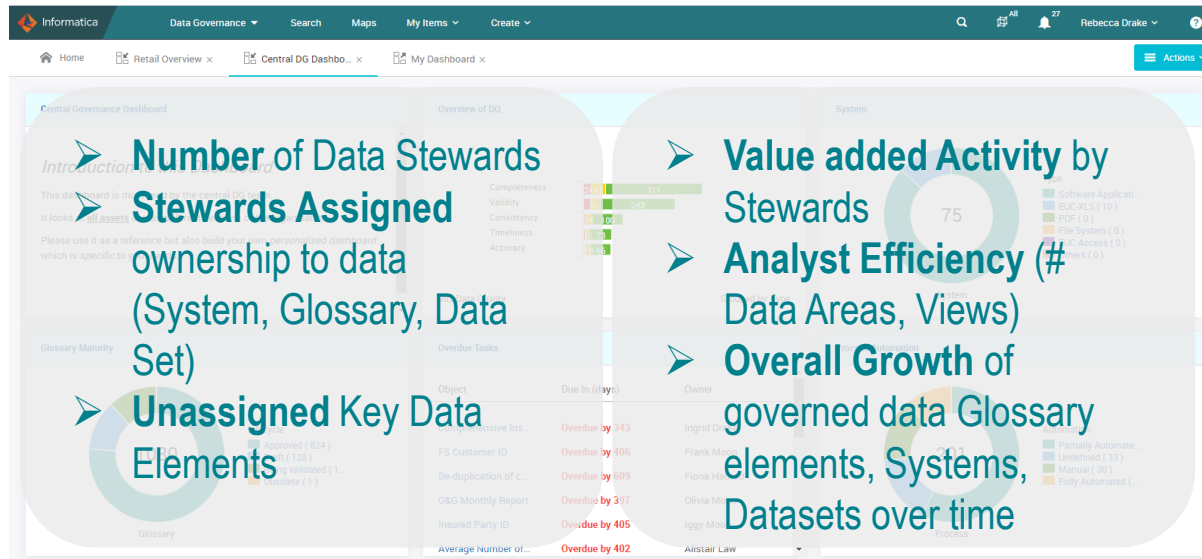
## Adoption and Participation



Measure the success of the Governance program from an **adoption** perspective. Measure participation of **key stakeholders** and **contributors**.



## Real-time Systematic Data



- Usage Metrics through **interviews, process review**
- **Awareness percentage**, Sentiment surveys
- **Onboarding and Training Growth Trends (eLearning)**
- Visits to **Governance Intranet**

*Manual, or Measured outside of the DG Platform*

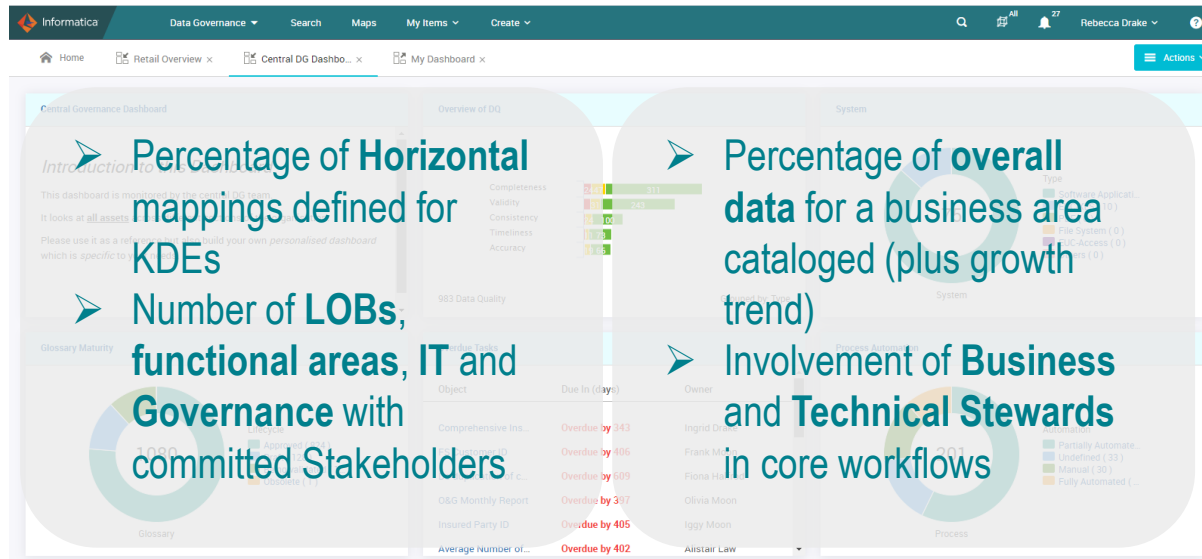
# Data Management and Governance Program Metrics

## Coverage and Alignment



Understand the number of key high value business areas that are participating in the program, aligned with activities.

## Real-time Systematic Data



➤ Percentage of **Horizontal** mappings defined for KDEs

➤ Number of **LOBs**, functional areas, IT and Governance with committed Stakeholders

➤ Percentage of **overall data** for a business area cataloged (plus growth trend)

➤ Involvement of **Business and Technical Stewards** in core workflows



- **Awareness interviews** and surveys with broad user groups
- Number of **Strategic applications** in use vs. **Non-Strategic** (e.g. retiring, or manual)

*Manual, or Measured outside of the DG Platform*

# Data Management and Governance Program Metrics

## Control and Quality



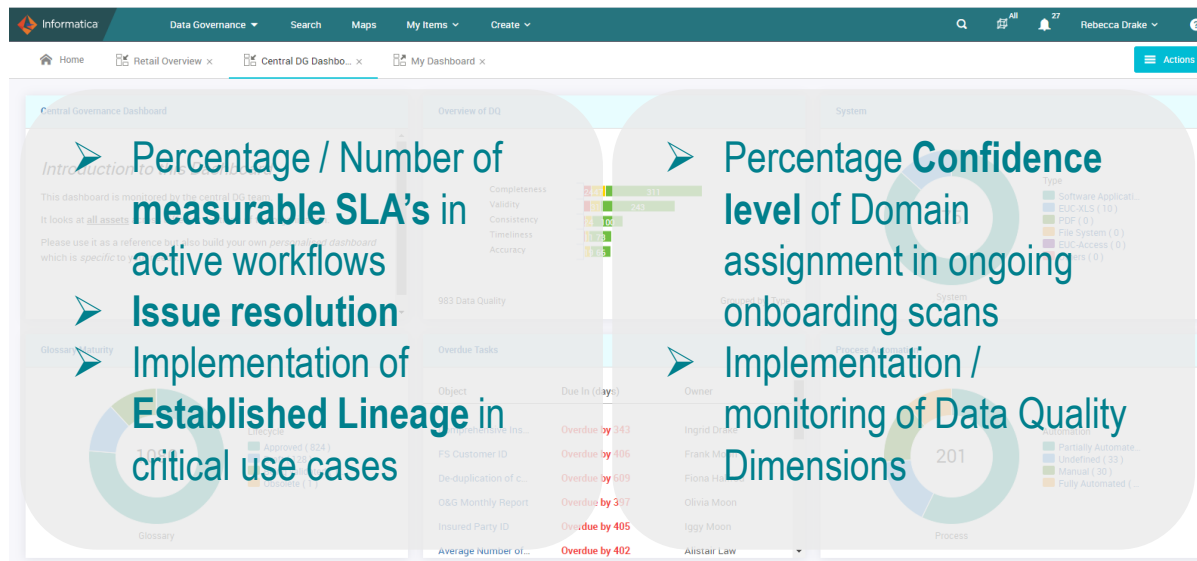
Measurements of the overall **quality of data** in the organization; Support of **workflows** to facilitate and record **decision-making**



- Discussion of **known issues** or inaccuracies from a reporting or visibility perspective
- Discussion of known **disconnects** between business units, partners, or vendors
- Unit cost of data, **risk of exposure**
- **Storage volume** and storage efficiency of data (DQ)

*Manual, or Measured outside of the DG Platform*

## Real-time Systematic Data



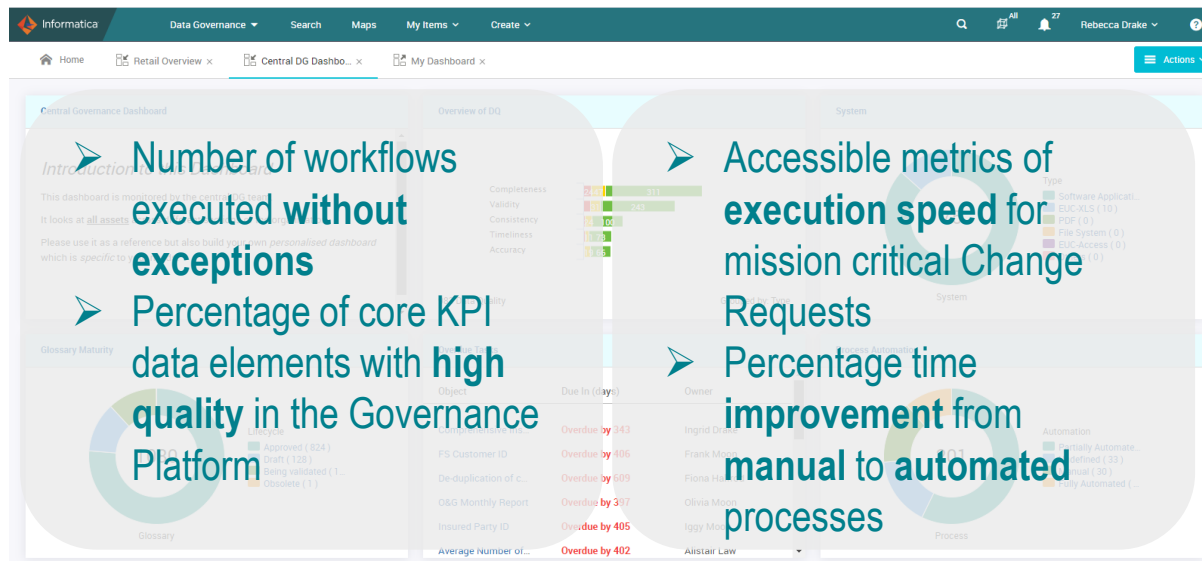
# Data Management and Governance Program Metrics

## Measurability and KPIs



Measure Data Governance's **beneficial Impact** on the business from a **profitability** and **effectiveness** perspective

## Real-time Systematic Data



- Increased ability to align and interface with **external partners** (e.g. supply chain, vendor partners, service partners)
- **Revenue growth** aligned with core processes
- Enablement of Data **innovation / monetization** projects enabled; value of these products

*Manual, or Measured outside of the DG Platform*

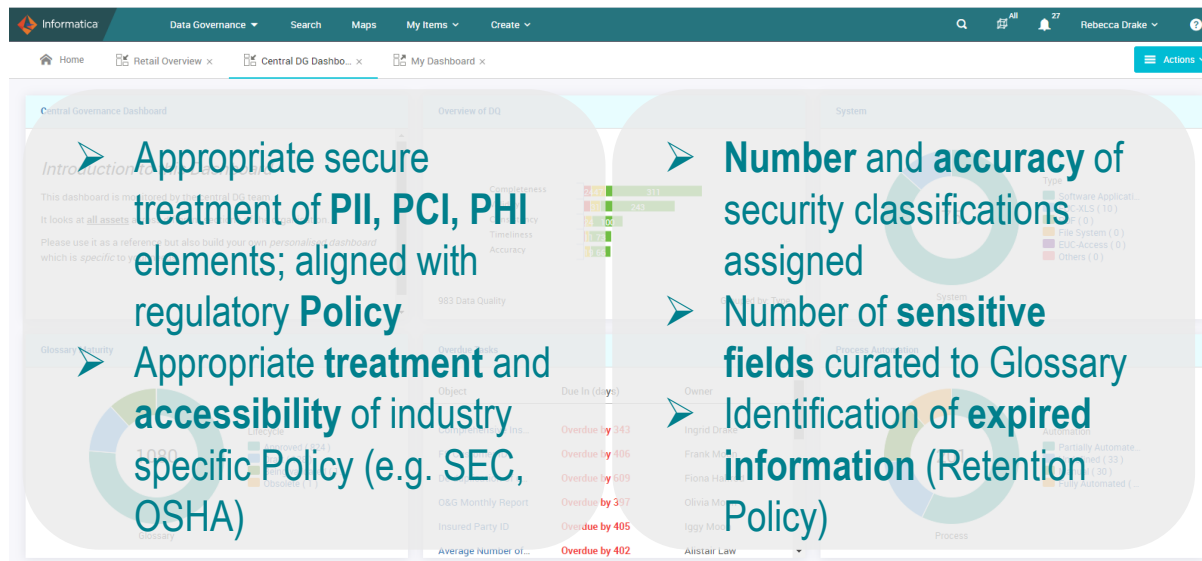
# Data Management and Governance Program Metrics

## Risk and Regulatory Insight



Break down **regulatory requirements**, **assess impacts** across the data landscape, design for **compliance**, and provide **traceability** from data to corresponding regulation.

## Real-time Systematic Data



- **Speed and quality** of audit responses and **eDiscovery** requests
- Ability to comply with **CCPA**, **GDPR**, state privacy regulations
- Number and scope of **security breaches**
- Ability of **third party auditors** as to their ability to find and process information

*Manual, or Measured outside of the DG Platform*

# Governance Program Metrics: Minimum Standards

- The Strategy above shows a full suite of metrics and monitoring insight into a mature program.
- To get started, focus on the **minimum standards** for success. This will involve key measures for **Stakeholders**, **Adoption** and influence on **Business KPIs**. Early on we want to show progress on the essential fronts,



## Stewardship

- Number of Stewards
- Managed Data, Managed Systems
- Coverage across the Enterprise



## Adoption

- Steward Contributions
- Workflow Activity
- System Usage Patterns



## Business KPIs

- Key Systems Governed
- Insight into Data Lineage and Quality



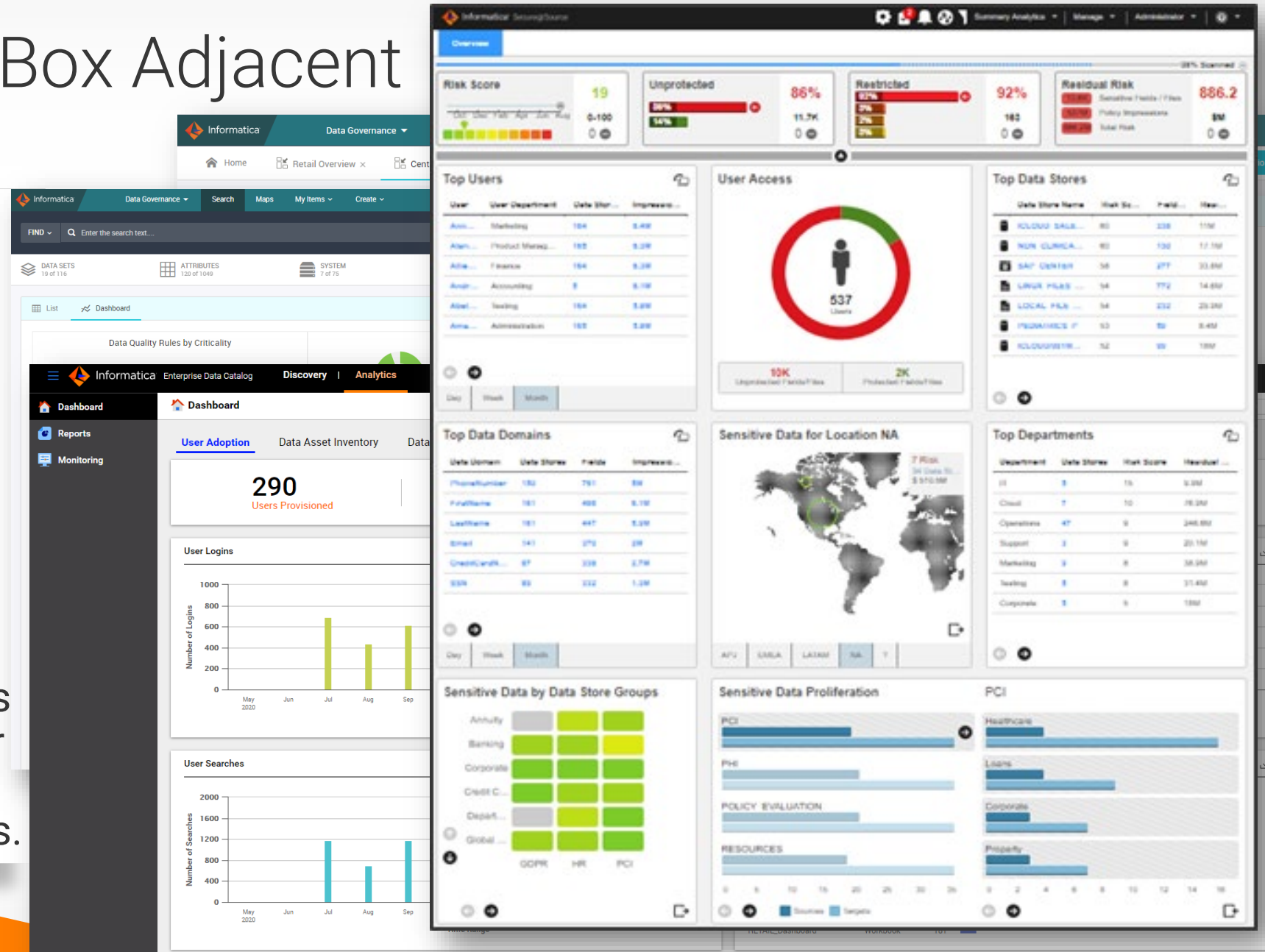


# How Informatica Enables Measurement



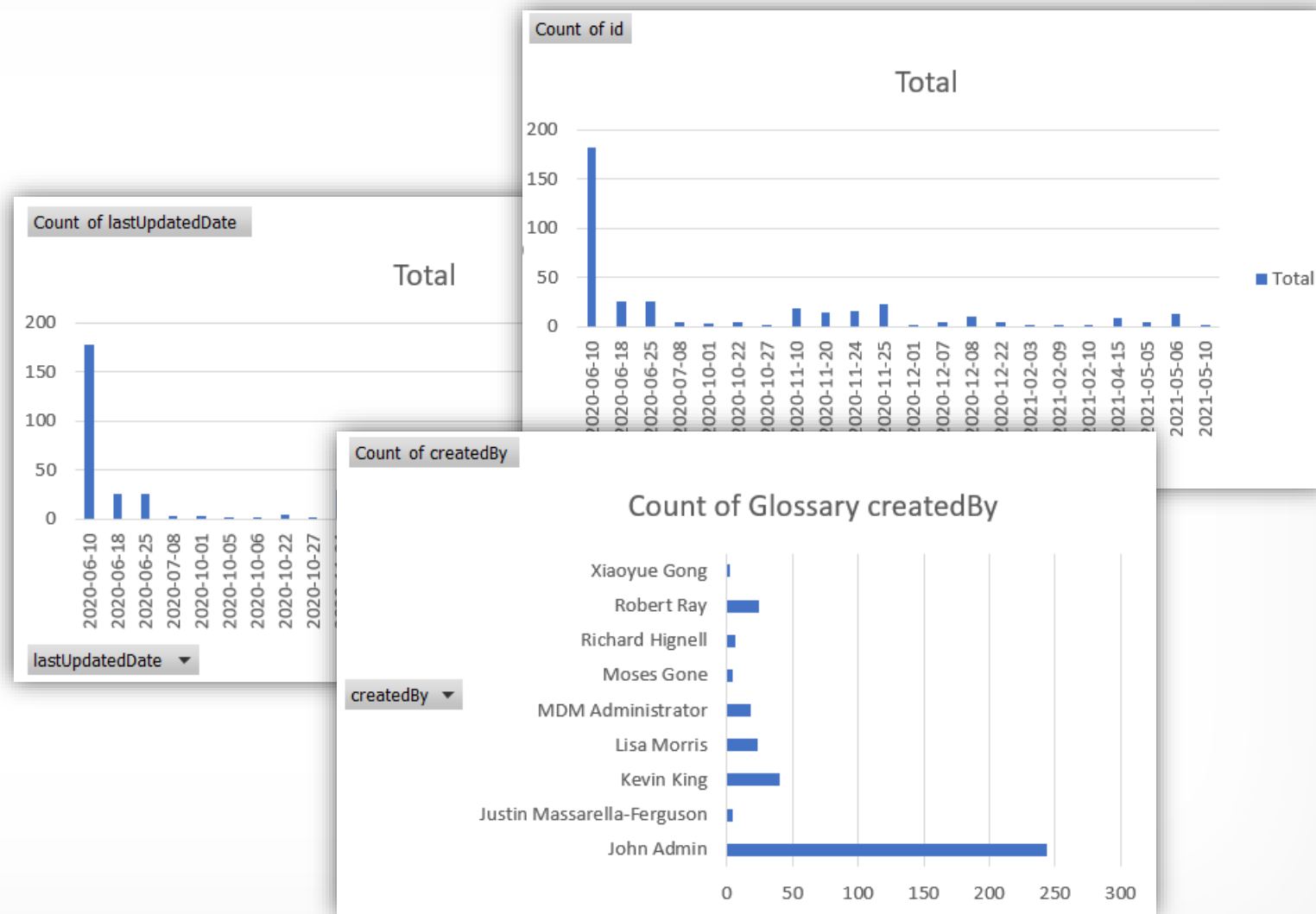
# Out of the Box, Box Adjacent

- Informatica Data Governance provides integrated Metrics via **Axon Dashboards**, **EDC Analytics**, **Informatica Data Quality scorecards** and **Data Privacy Manager**.
- We also support **API access** to all Axon activities, which provides the ability to get to lower levels of granularity for your own custom reports.

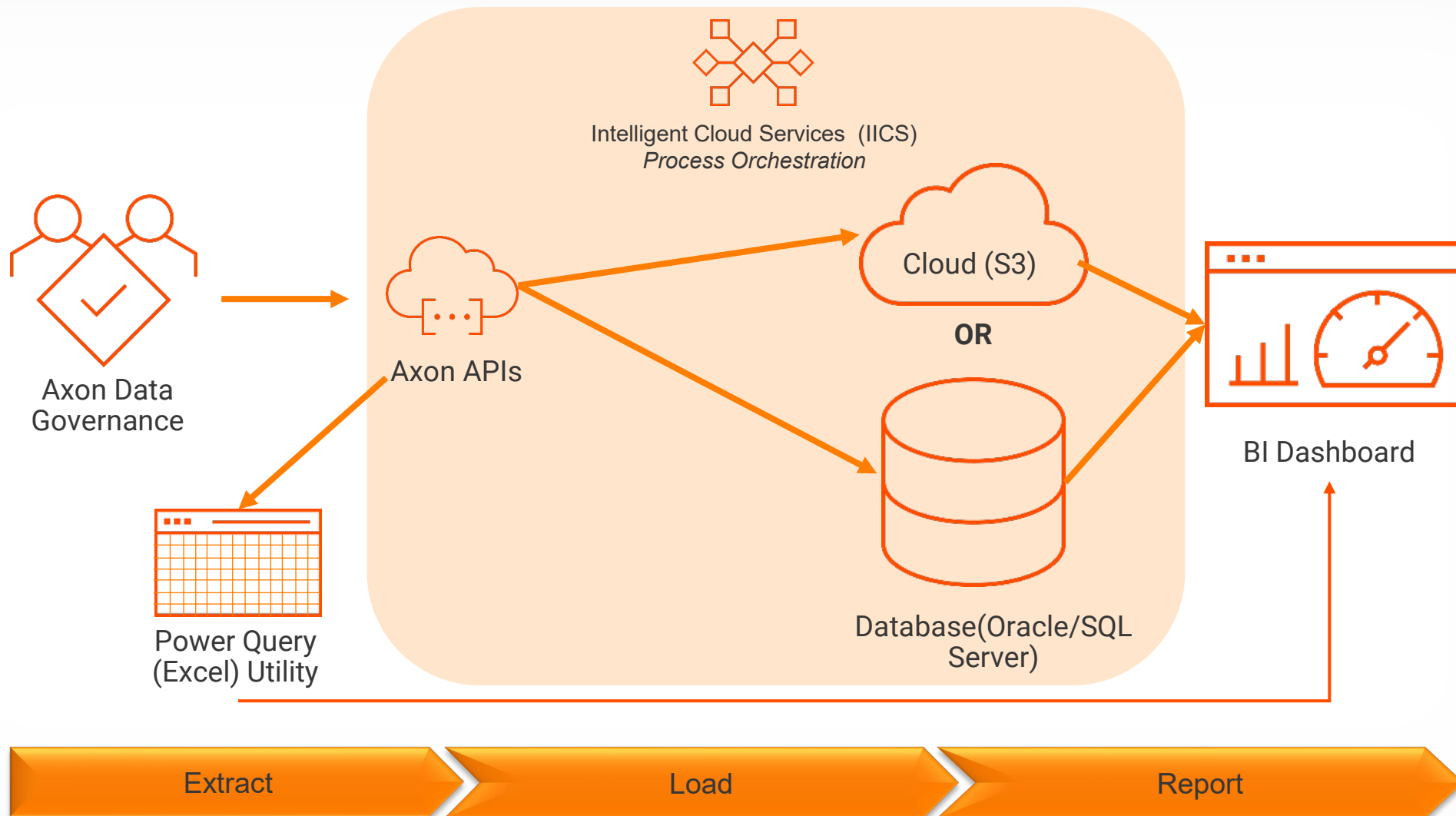


# Custom DG Reports & Dashboards in Axon

- Through APIs, Axon provides a **comprehensive and flexible** centralized solution for capturing current and historic activity in the platform
- These can be used to build extensive **Dashboards** and trend charts to track and monitor the overall **engagement** and **progress** of a Data Governance initiative.
- We can pull data into Excel or leading BI tools for more extensive dashboarding.



# Solution Architecture and Methodology



# Conclusion: Metrics without action...

Metrics are a way to gain insight into your performance, but it is also critical to capture results and mitigate missed targets.



Q&A

Thank You