

Agenda

1. A Data Driven Organization
2. Start with what you know
3. The Business Case
4. Six Steps to Smart Governance



Information Governance Maturity Workshop

A Practitioner's Forum on Governance Issues

March 22-23, 2011

The Biltmore Estate
Asheville, North Carolina

Conference Fee: \$499

Meeting Topics

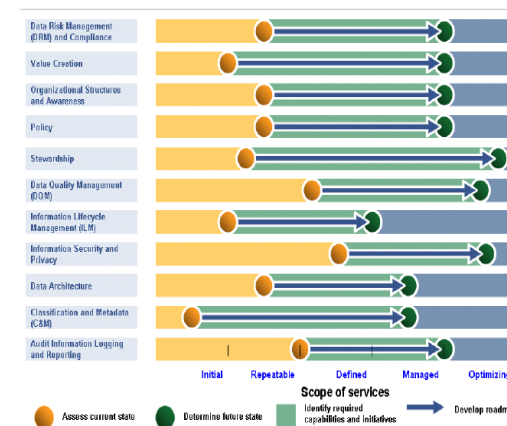
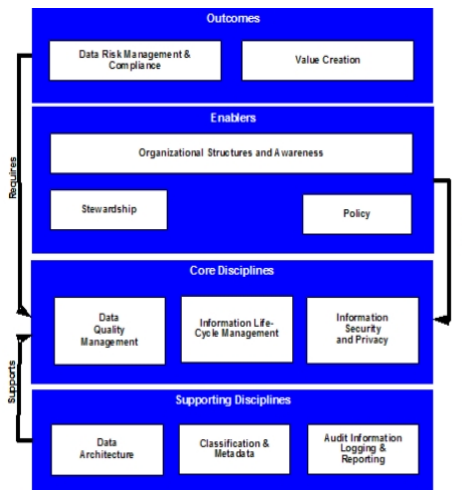
Information Governance Maturity
Metadata
Data Architecture
Data Quality
Organizational Structures

[HTTP://WWW.INFOGOVCOMMUNITY.COM](http://www.infogovcommunity.com)

That's why you need Data Governance...

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Five years ago,
The IBM Data
Governance
Council

Created the
Data
Governance
Maturity Model

To benchmark
organizational
maturity...

The Information Governance Community

1152 Members

- Australia

- South Africa

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- Poland

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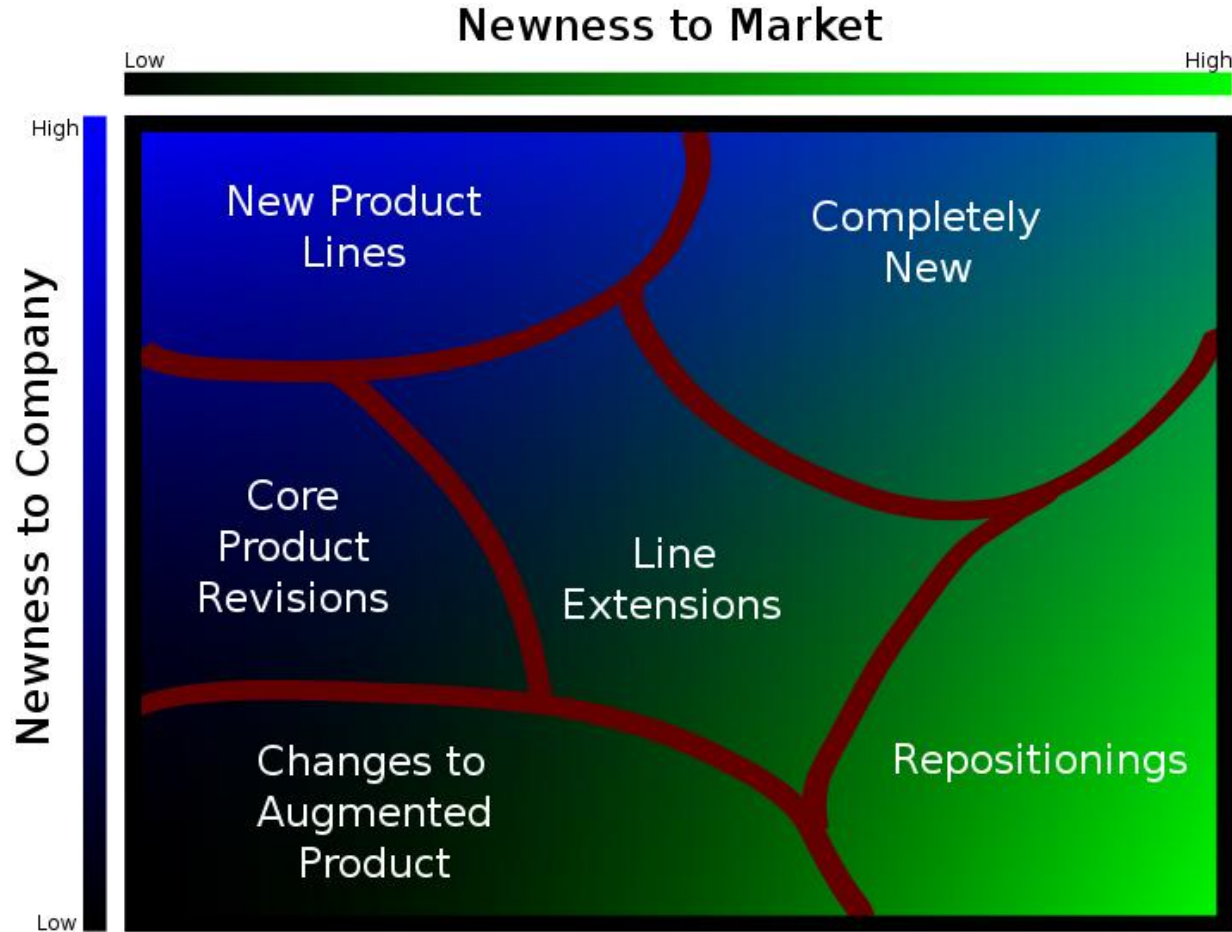
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Liberty Mutual Insurance	Luminis	Major Cities of Europe	KeyBank
Lloyds	MTS	Mocklenburg County	Longtop
MIRA Consulting	Masterkey Consulting Europe	Motivaction	MATRIX BPM
Mastercard	Minho Securities	National Bank of Canada	MasterCard
Micropub-Univers	National Australia Bank	Nuance Intelligence	Merill Lynch
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Telkom SA Limited	The World Bank	TolisSonera	The MDM Institute
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My company is like every organization...



...We are product-driven...

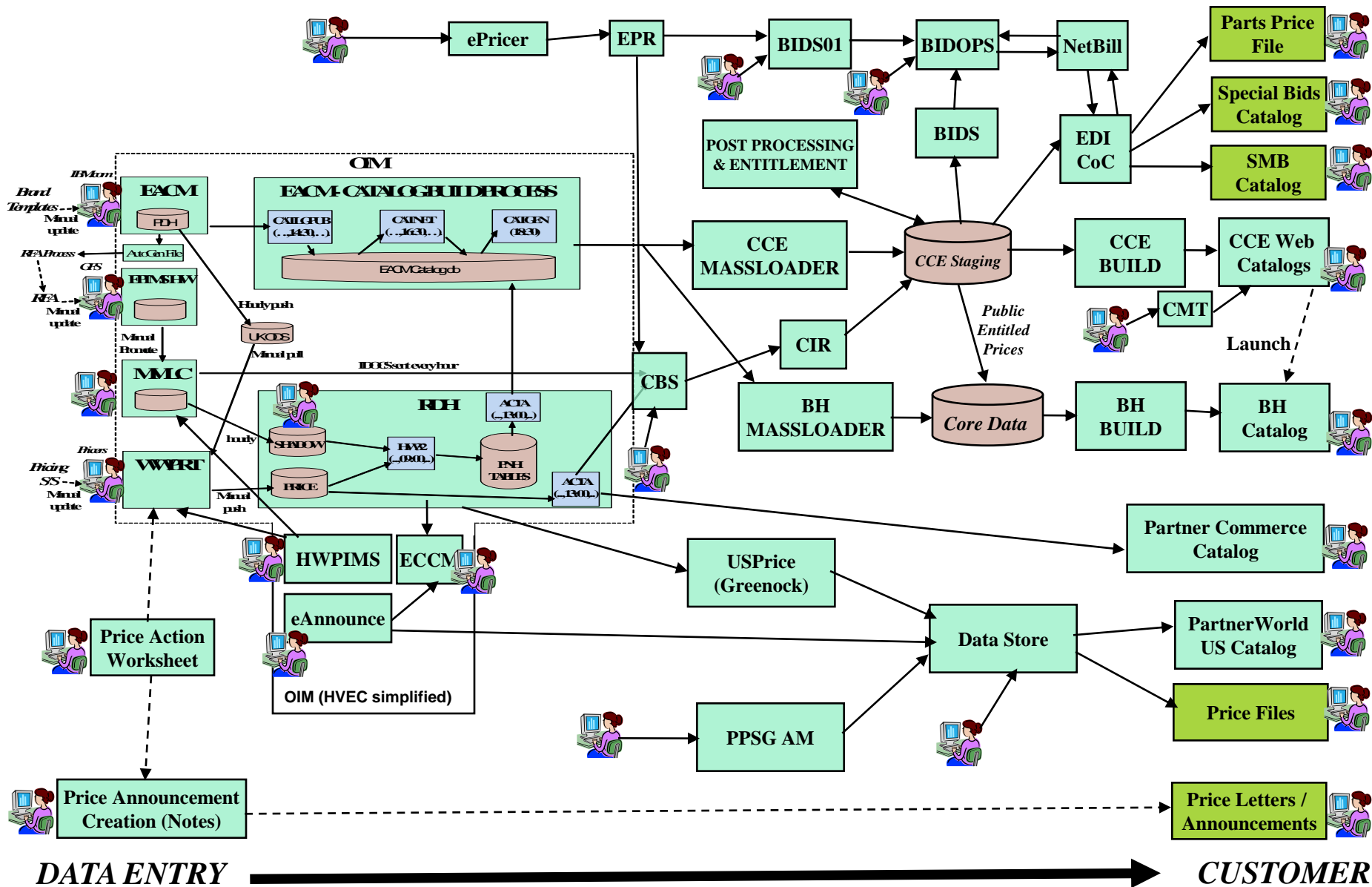
We'd rather look forward...



...than back on past experience



The IBM Info Supply Chain for System X Announcement process



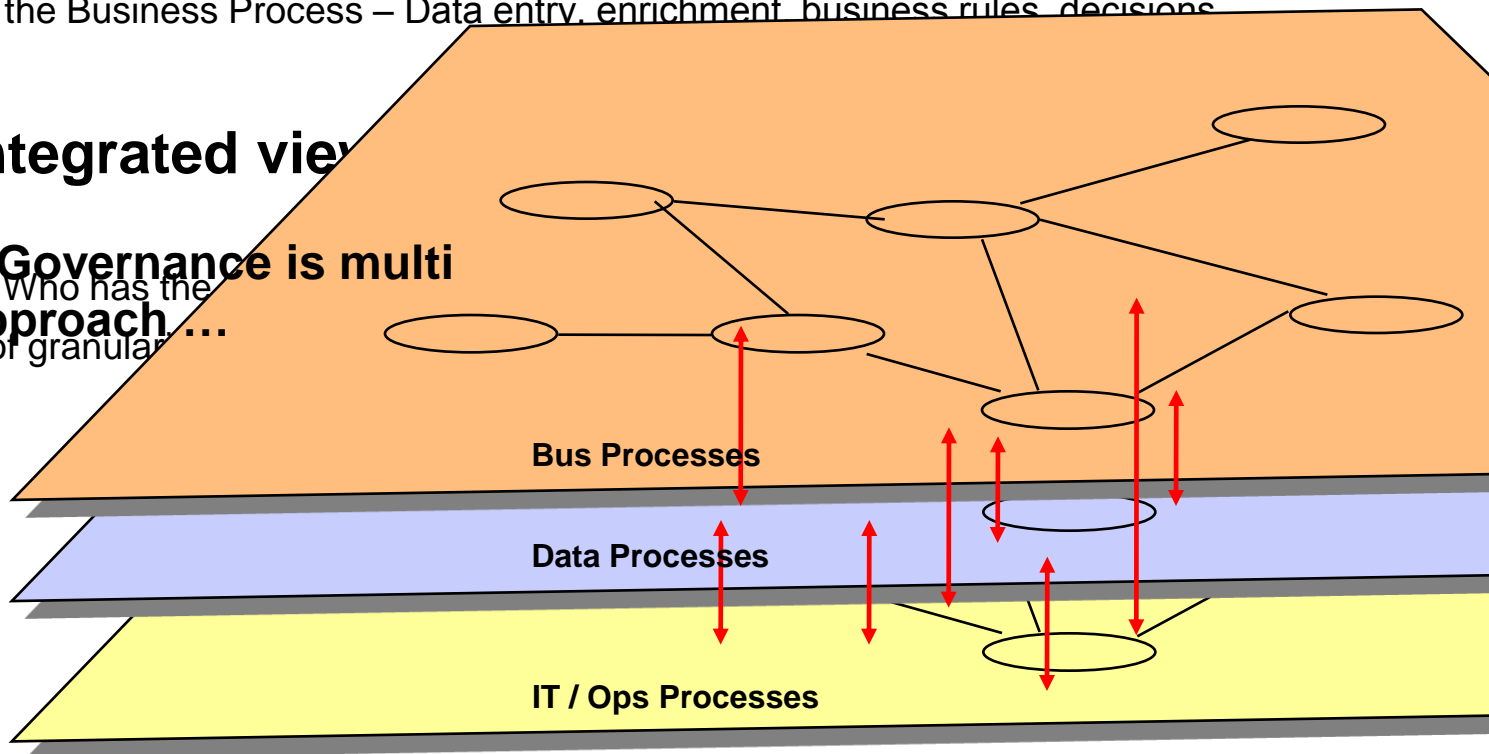
Understanding the Information Supply Chain

Governing the information chain requires working within multiple spheres ...

- Understand the Data - Data definitions, Data flows, transformations, integrations...
- Understand underlying IT – System flows, Data structures, Interfaces, Service Level Agreements ...
- Understand the Business Process – Data entry, enrichment, business rules, decisions

Getting an integrated view across spheres ...

- **Information Governance is multi-discipline approach ...**
 - Where is or Who has the data ...
 - What level of granular ...



We all share the same challenge...



...To become Data Driven Organizations

Data Driven Organizations

- 1. Set Business and IT Goals jointly with shared accountability**
- 2. Use common metrics to build Operational Awareness and develop business cases for change**
- 3. Delegate authority and make decisions based on facts and forecasts**
- 4. Communicate constantly to educate and change behavior**
- 5. Measure the outcomes of every policy before committing to new ones**
- 6. Audit themselves to improve constantly**

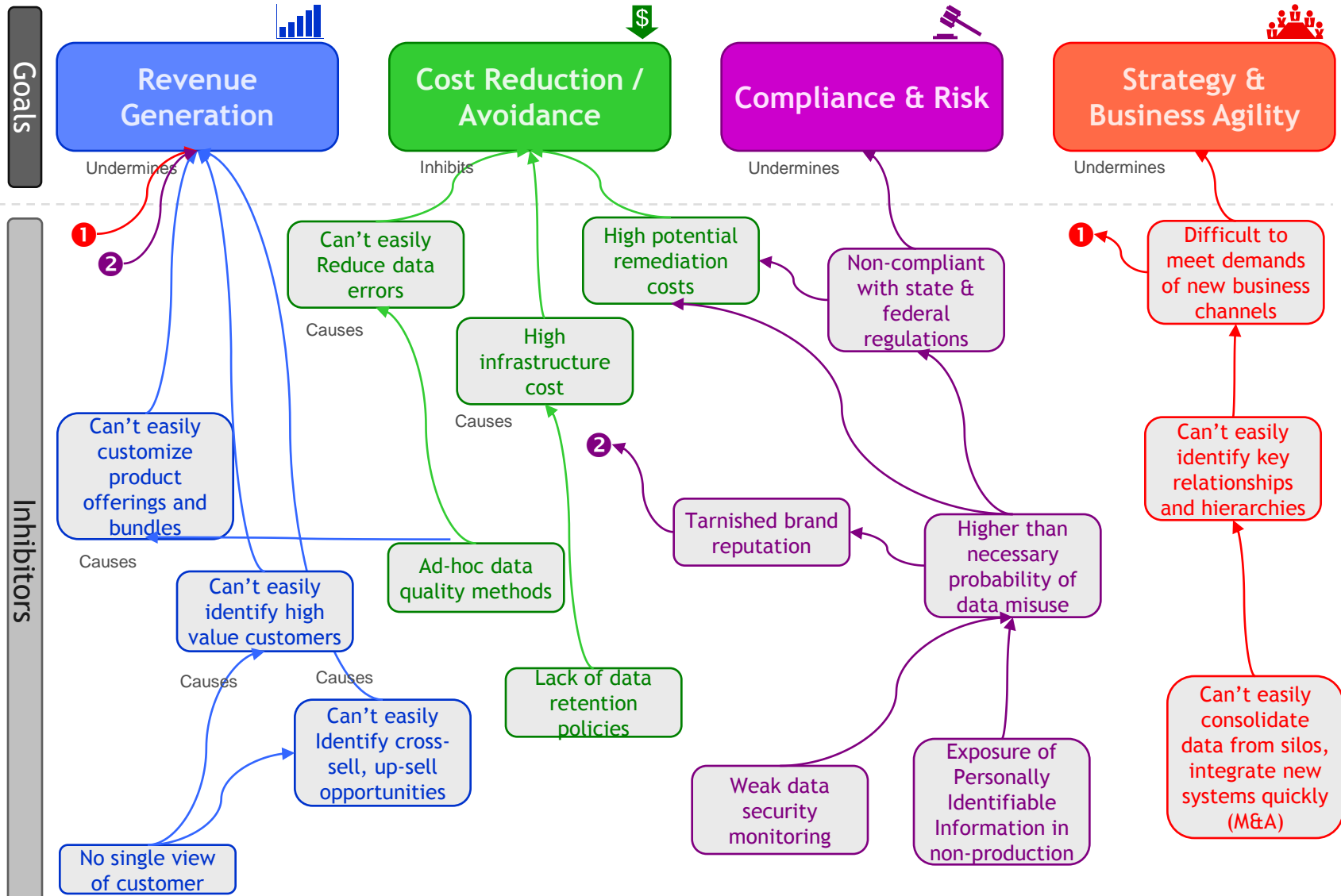
To become a Data Driven Organization



...You need Data Governance



To overcome challenges and achieve common goals



Governance is the Activity of



Coordinating
Communication



To Achieve
Collective
Goals



Through
Collaboration



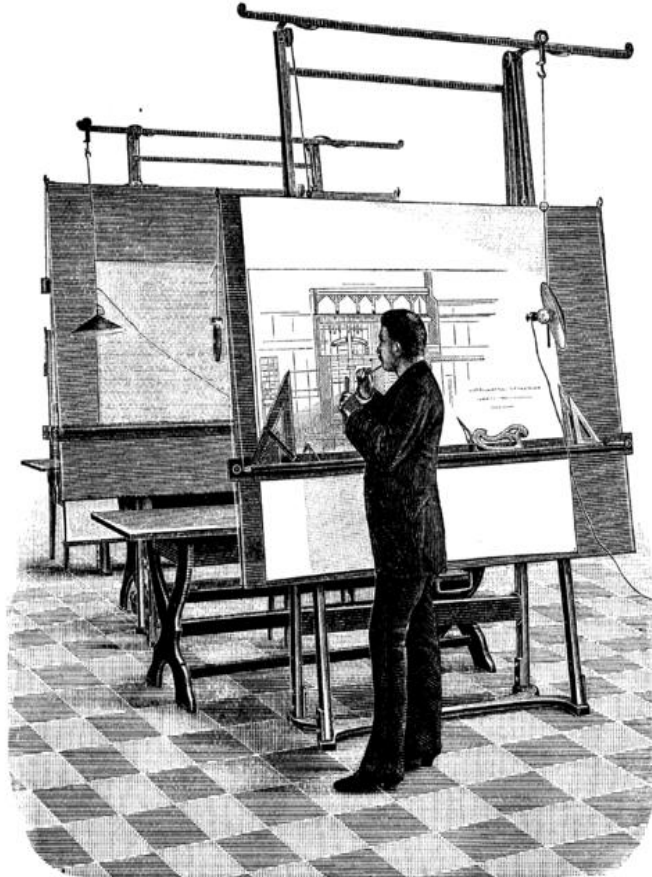
To achieve better business outcomes...



... you need more information, people, and systems



Lets talk about People:



Architects define the world as it should be:

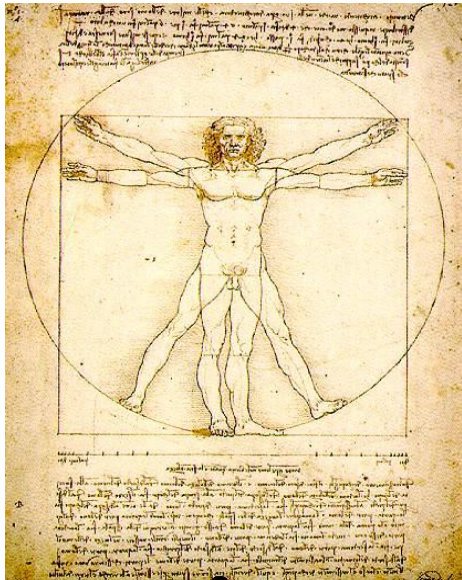
- Standards
- Policies
- Guidelines



Stewards measure the world as it is:

- Assessments
- Compliance
- Monitoring

You need a 3-step process to monitor change...



Assessment



Investigation



Gleaning

...So you know what to fix before it fixes you

In 2009, I hosted a Data Governance Council Meeting



...in Kuala Lumpur, Malaysia for 30 customers



At the meeting we had one customer with a problem



...and he wanted help from the Council to solve.



Branch reps consistently input bad data



The screenshot shows the configuration interface for a BPM rule. The rule is named "Bank Account Validation" and is associated with the function "APXSUMBA". The condition is defined as "BANK_ACCOUNT_NUM is not null and xbol_bank_account_pkg.validate_nz(BANK_ACCOUNT_NUM) is not null". The trigger event is "WHEN.VALIDATE.RECORD" and the trigger object is "ACCOUNTS". The processing mode is "Not in Enter-Query Mode". The context includes a "Site" field.

Seq	Description	Level	Enabled
10	Bank Account Validation	Function	<input checked="" type="checkbox"/>

Condition: `BANK_ACCOUNT_NUM is not null and xbol_bank_account_pkg.validate_nz(BANK_ACCOUNT_NUM) is not null`

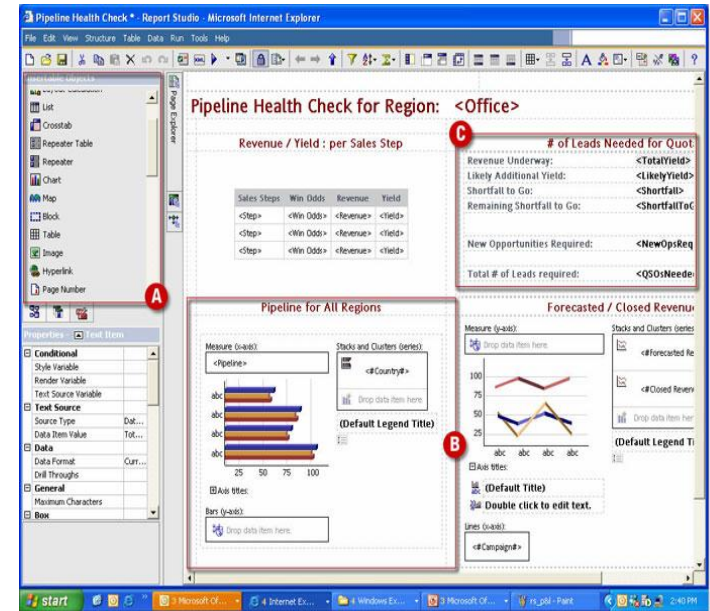
Processing Mode: `Not in Enter-Query Mode`

Context:

Level	Value
Site	

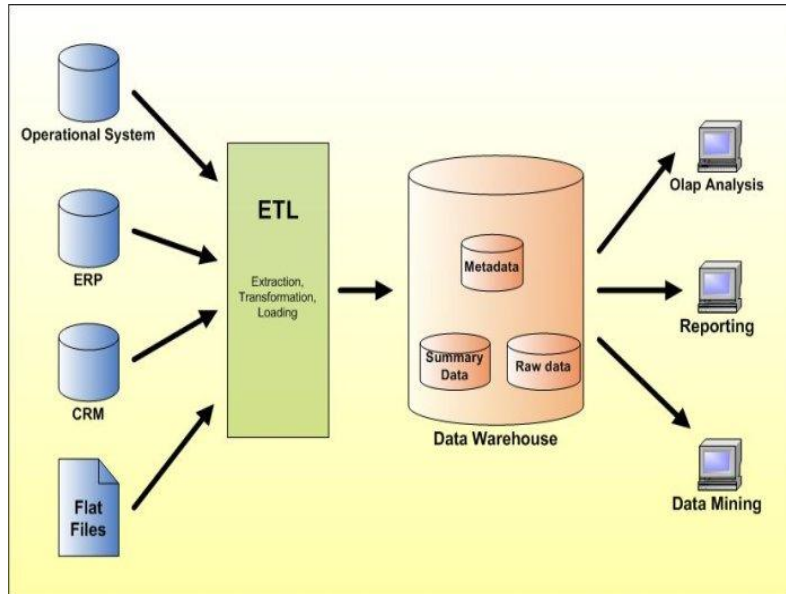
...When opening new accounts

This bad data flows downstream and pollutes Business



...Reports that executives use to make decisions

How do we fix this?



A new Data Architecture?

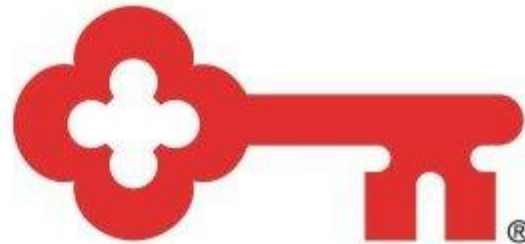
Data Cleansing Tools?

We tried all of that...



The next day, a Council Member presented

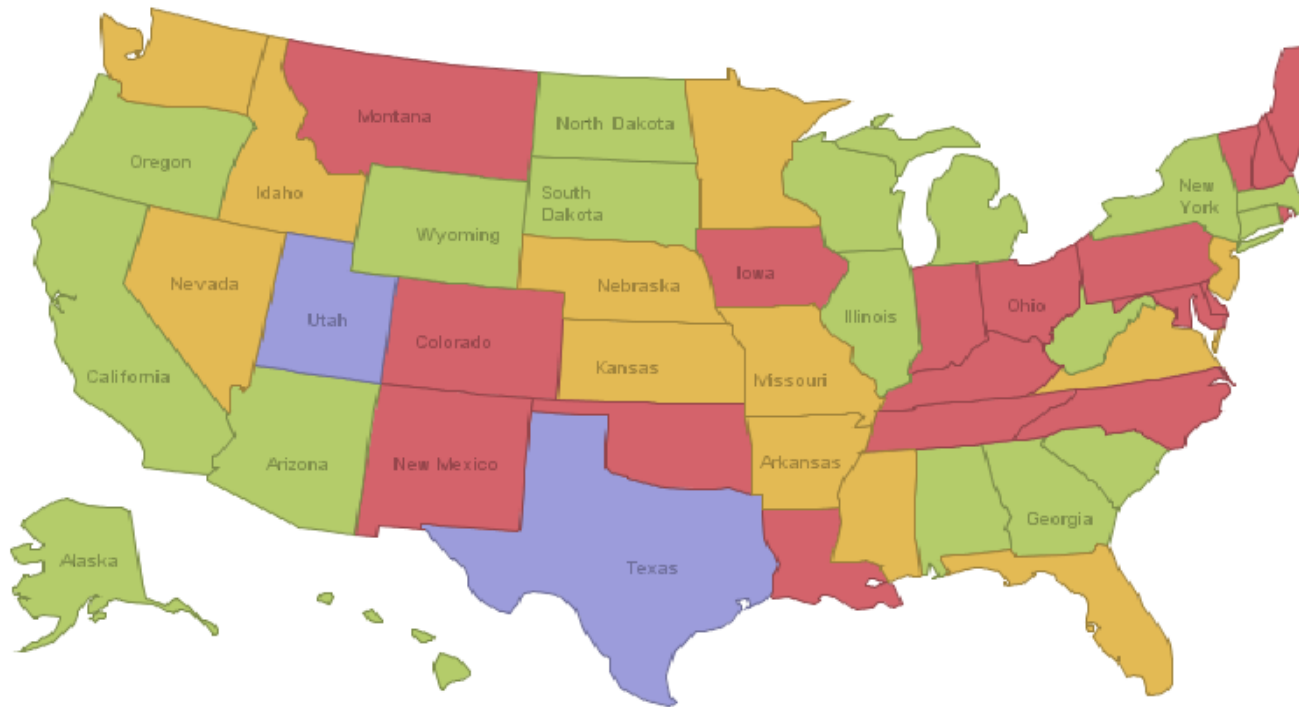
KeyBank



Achieve anything

“...Yeah, we had that problem.”

“We created a data map...

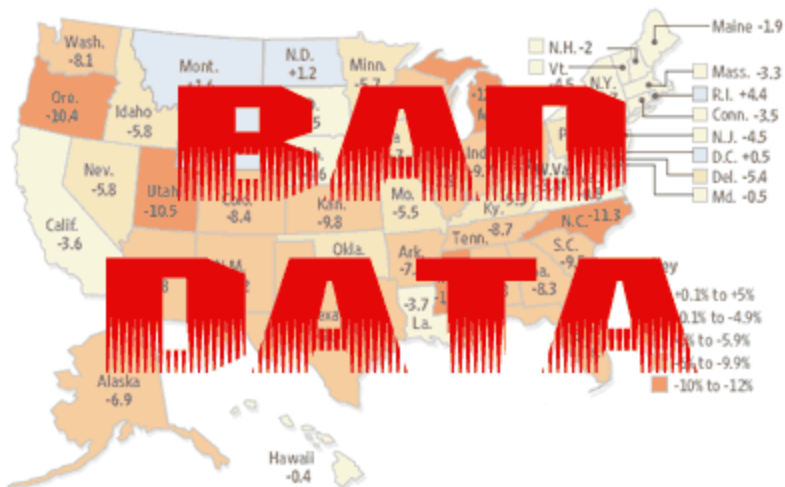


Created on Many Eyes (<http://many-eyes.com>) © IBM

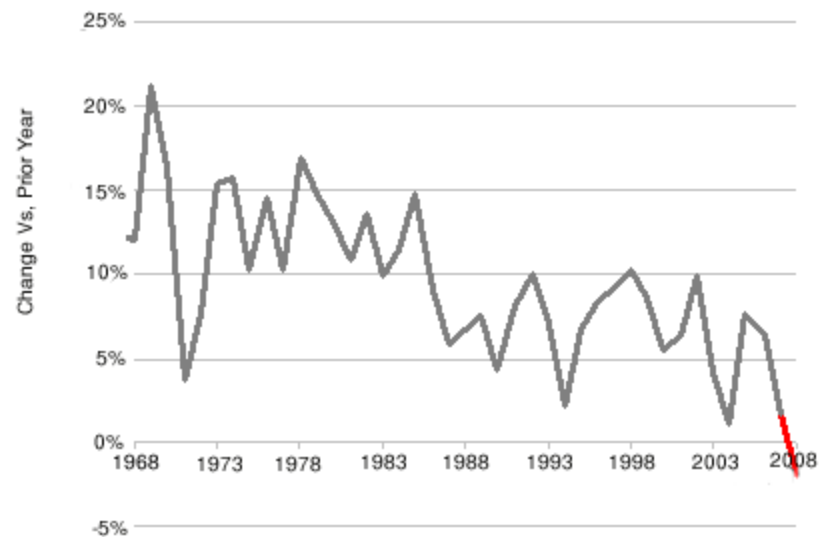
“To illustrate where bad data came from...



We trended the bad data over time

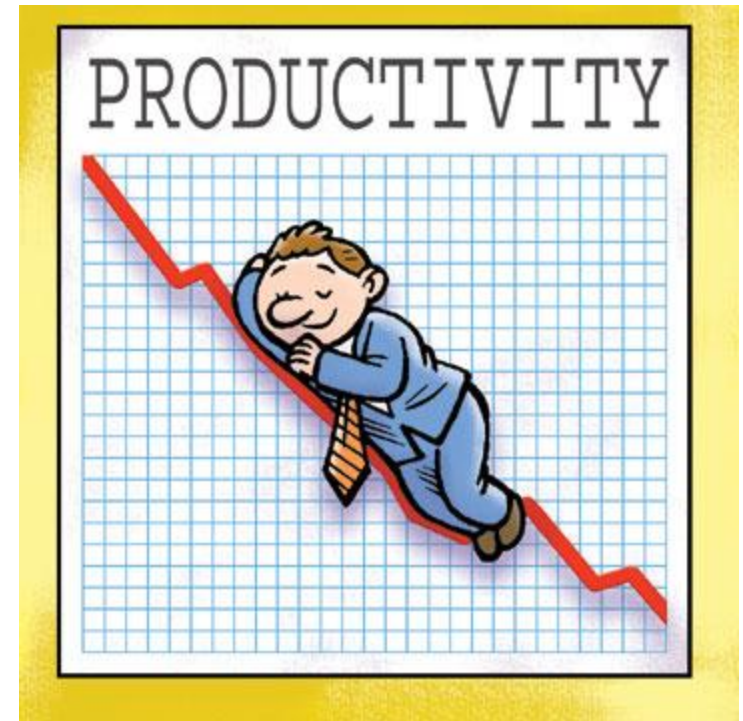


Revenue Growth in the US Banking Industry



...to show how it impacted our revenue results

How much it cost us to fix

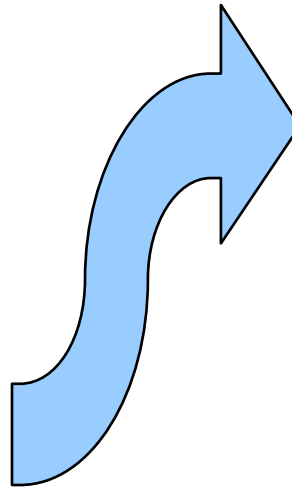


...and what that meant in lost productivity

He took the Business Case to the...



Data Governance Council



Senior Leadership Team

The solution came from HR...



They changed the compensation model for reps



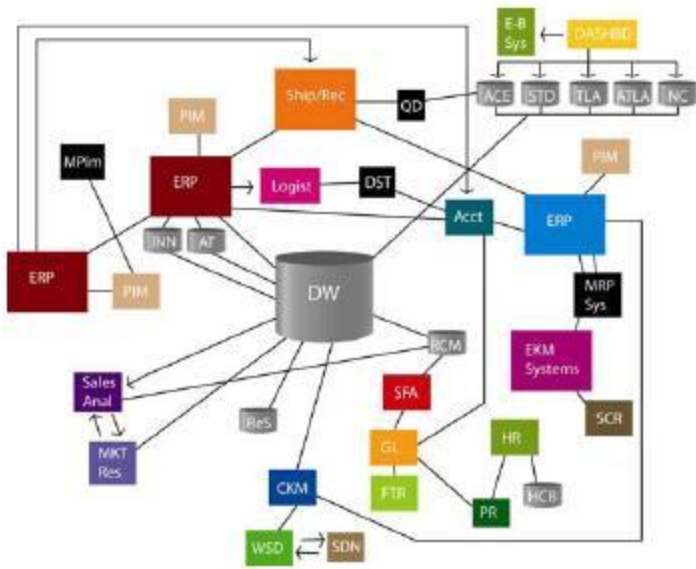
Your goal is organizational awareness



...because people don't know what they don't know



Especially Between



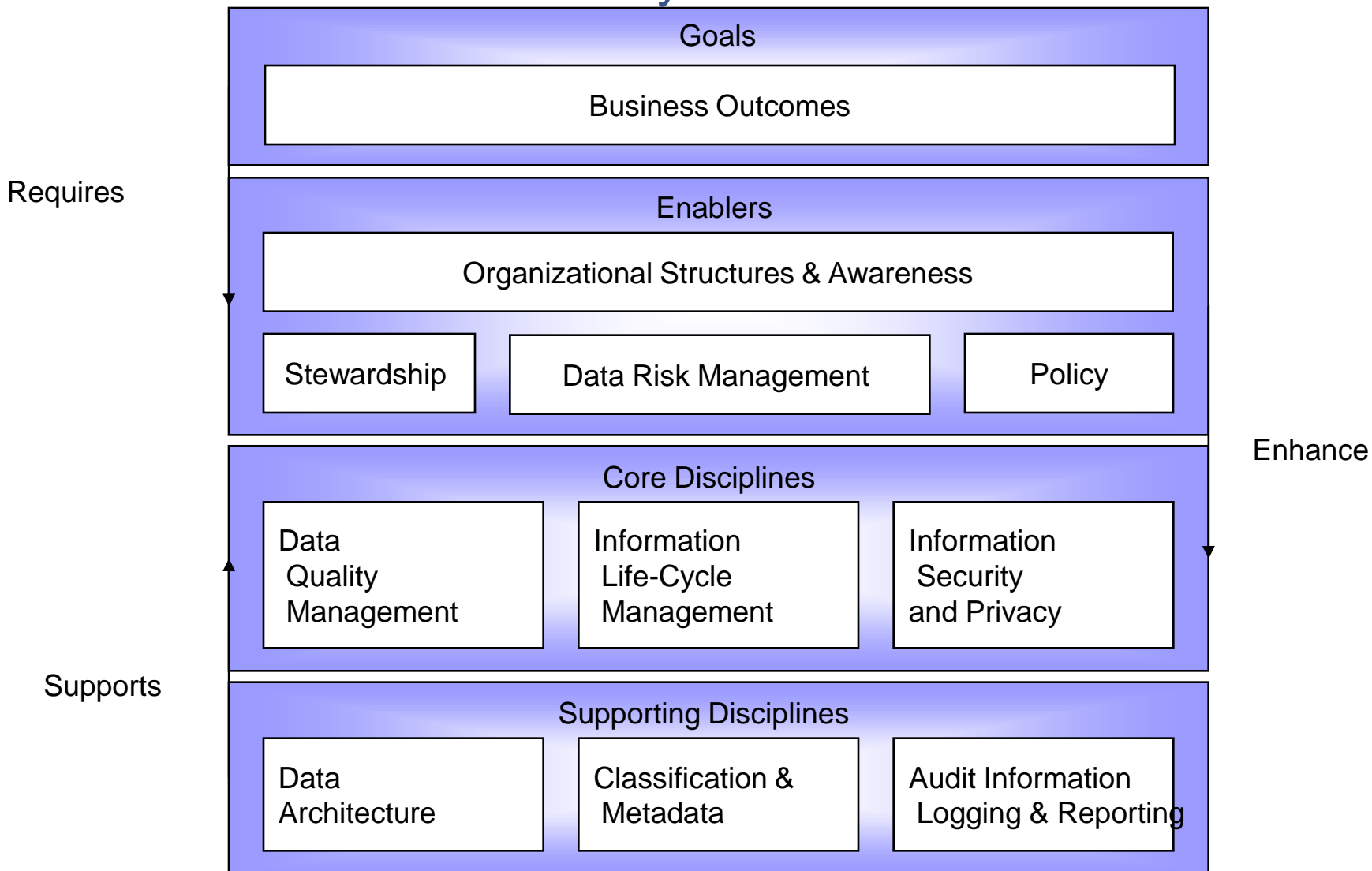
Where's the Data?

IT



Business

1. You can use The Maturity Model to



... Assess potential risks to Data Integrity from SDLC

1. At www.infogovcommunity.com, you can...

2

Self Assessment Survey Complete

You scored a **2 out of 5** Your company could use some improvement.

		Section	Your Score	# Taken By Community	Community Average	Community Median
✓	<input type="button" value="Re-Take"/>	Data Architecture	1	40	2.5	2.4
✓	<input type="button" value="Re-Take"/>	Audit	1	18	2.2	2.1
✓	<input type="button" value="Re-Take"/>	Data Risk Management	2	17	1.9	1.8
✓	<input type="button" value="Re-Take"/>	ILM	3	13	2.1	2
✓	<input type="button" value="Re-Take"/>	Metadata	1	17	1.3	1.1
✓	<input type="button" value="Re-Take"/>	Org Awareness & Structure	3	26	1.7	1.4
✓	<input type="button" value="Re-Take"/>	Security	2	13	2.2	2.2
✓	<input type="button" value="Re-Take"/>	Stewardship	1	22	2.1	1.8
✓	<input type="button" value="Re-Take"/>	Data Quality	3	26	2.2	2
✓	<input type="button" value="Re-Take"/>	Value Creation	1	19	1.9	1.6
✓	<input type="button" value="Re-Take"/>	Policy	1	15	1.9	2
Total Score:			122 out of 340			

Evaluate your own IG Maturity...for FREE...

Join the global community and work with your peers



How can you best plan for and manage the accelerating impact of data on your organization?

The InfoGov Community connects you directly with thought leaders in world-leading enterprises. As a member you hear about, and help shape, new standards of data and information governance that rank your organization among global leaders.

JOIN NOW

Learn more about
MEMBERSHIP BENEFITS

Join the InfoGov Community to

- ▶ Be part of a private network of international industry leaders in information governance
- ▶ Rank among the first to understand and define data and information governance standards.
- ▶ Benchmark and advance your organization as a governance leader.

Topics under discussion right now: [View more topics](#)

i How Would You Create a Data Governance Maturity Model?
Who should build it and what should it contain?

i Achieving a New Model
How do we get to a modern Maturity Model?

www.infogovcommunity.com

And here's what you can do to succeed

Join a Movement: www.infogovcommunity.com

- Benchmark your organization online
- Work with others on the Maturity Model
- Compare best practices in online peer reviews
- Be recognized for what you contribute on the Leaderboard

Start a program: IBM can help!

- Free workshops from the information Agenda Tiger Team
- Best of breed solutions to help you succeed.