IBM Cognos Performance
Better Intelligence. Better Business.

Data Governance

Lackó Darázsdi
IBM Information Management Technical Sales

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IBM´s Smarter Planet

A Smarter Planet Overview

The technology is here.
The people are ready.
The time is now.

- Overview
- Energy
- Traffic
- Food
- Infrastructure
- Retail
- Intelligence
- Stimulus
- Banking
- Telecom
- Oil
- Healthcare
- Cities
- Water
- Public safety
- Buildings
- Work
- Rail
- Products
- Education
- Government
- Cloud computing

Visions | Ideas

instrumented + interconnected + intelligent = smarter

IBM

Smarter Business

- Faster, better outcomes and results
- Today's focus
  - Optimize
  - Innovate
- Make your business smarter, more efficient, more effective

Transform Your Organization with Information

Volume of Digital Data

Variety of Information

Velocity of Decision Making

Lack of Insight

1 in 3 managers frequently make critical decisions without the information they need

Inefficient Access

1 in 2 don't have access to the information across their organization needed to do their jobs

Inability to Predict

3 in 4 business leaders say more predictive information would drive better decisions

Source: IBM Institute for Business Value

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Agenda

Topic

Introduction and objective

What is data governance?

Why is it there? What problems are underlying?

What you don´t want...

How to solve this? How IBM can help you?

How do you gain?

Summary

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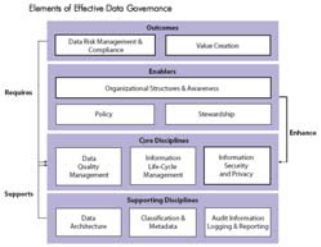
Introduction and objective

- Share knowledge in the area of data governance, two ways:

  - 1. Framework: IBM Data Governance Framework



  - 2. Software: IBM Information Management portfolio

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Wat is data governance?

Data governance is a quality control discipline for
assessing,
managing,
using,
improving,
monitoring,
maintaining,
and protecting organizational information.

Volume of Digital Data

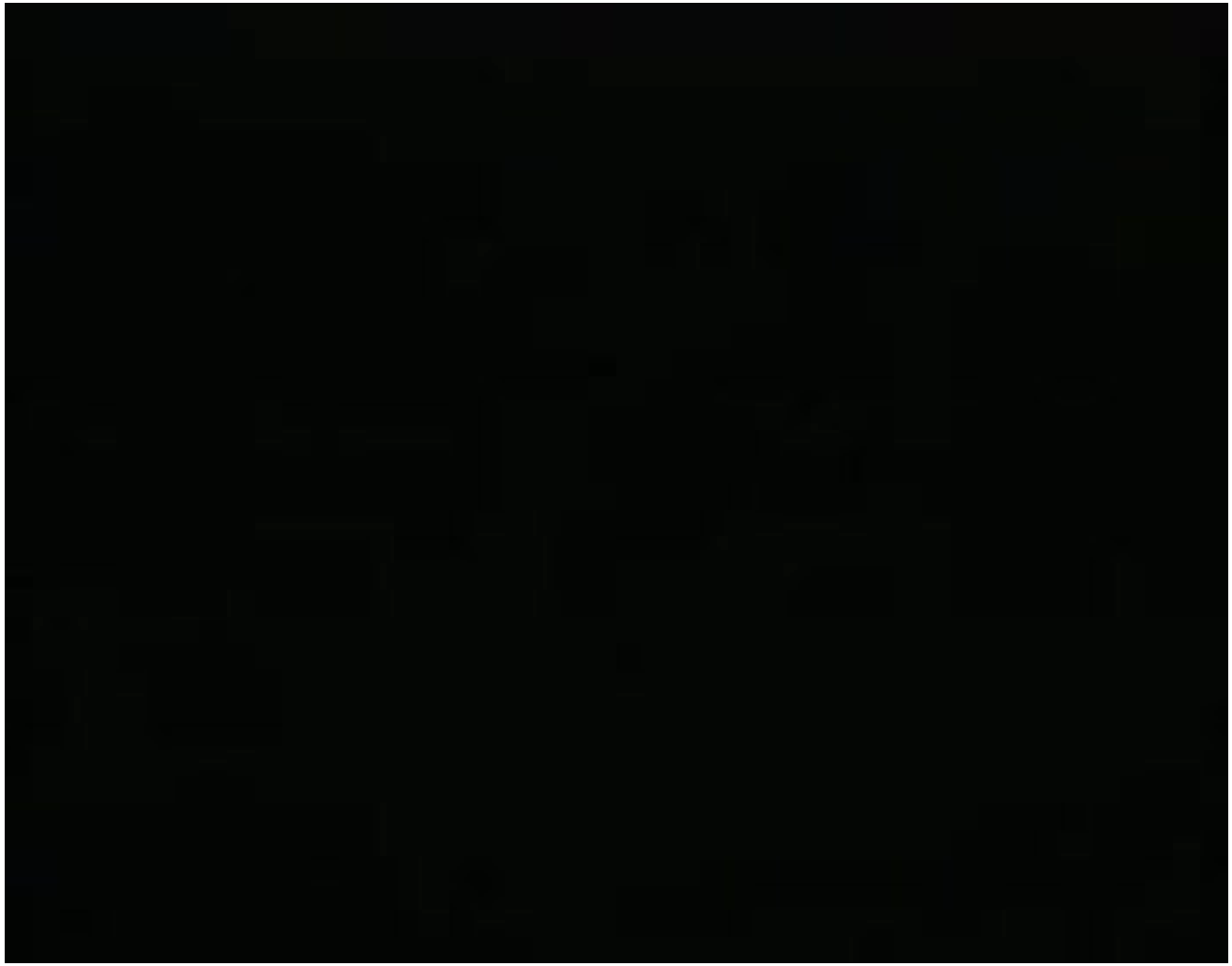
Why Data Governance? Is there a problem?

- Most companies can't measure risks and forecast losses
- Most organizations don't have x-functional risk organizations and loss repositories that disseminate loss information to every stakeholder
- No organization is able to:
  - **Calculate exposure probabilities for operational and business decisions**
  - **Provide risk choices and model potential policy outcomes**
  - **Record decisions and compare them to results to improve business performance over time**
- No regulatory authority has any visibility into any of these processes and that hurts our markets and economies

You need to make better decisions

What you don´t want..

What happens if you do not have any data?



We are all Victims of Toxic Content: Air France 447 on Bolivian TV

What you don´t want..

What happens if you do not verify your data?

Variety of Information

Bolivian News mistakes Flight 815 for Air France plane.mpg

Bolivian television lost creditability – no trusted data

What questions should we ask ourselves to prefend blunders?

Velocity of Decision Making

Could this type of event happen to me?

If not, why not? Why are my controls better?

If yes, how? What could the impact be?

What can I learn from this event? Are there lessons that can help my business become more effective?

Can we see any patterns and trends across different events that indicate a ‘growing concern’?

Were there any warning signs? Indicators? How can I bring these measures into my business?

How did management respond to the event? How would our management respond if this event happened to us?

You need to be able to trust your data

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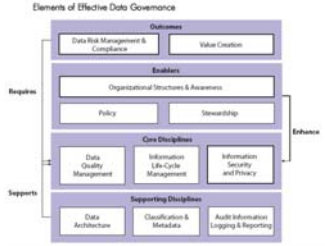
Data Governance in your organisation

- Use of frameworks
  - Help at planning and execution
  - Gives insight of completeness
  - Describes scope
  - Is result oriented: Risico Management, Compliance and Value creation

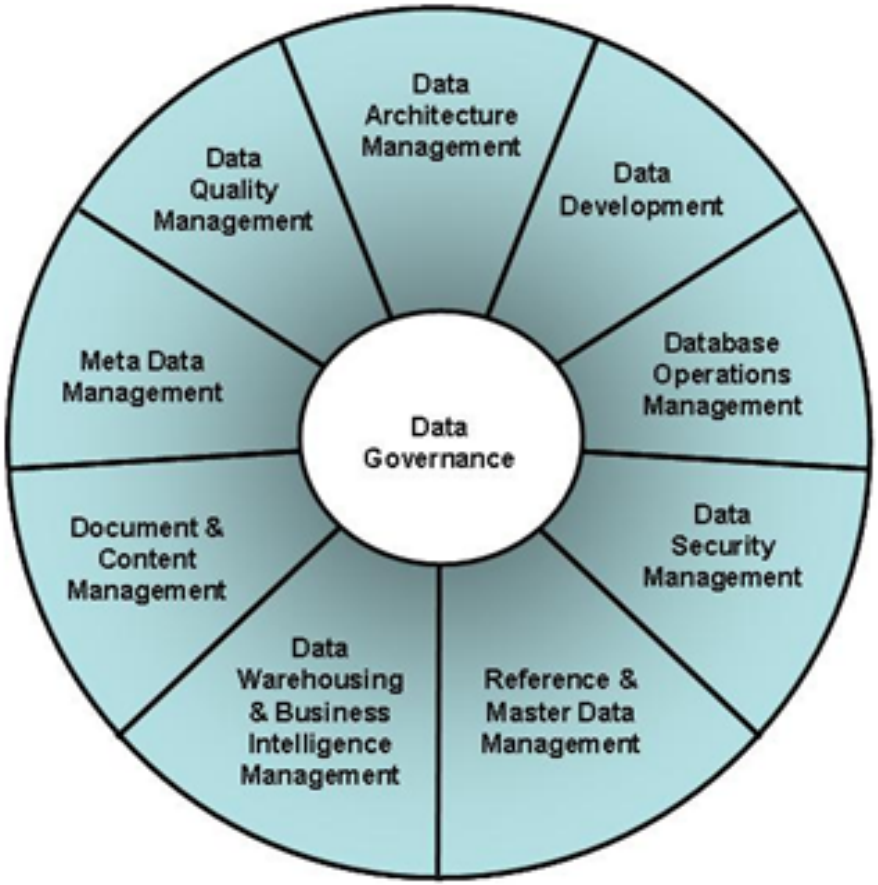


- Use of tools: software
  - Supports common language
  - Provides dataquality
  - Contains metadata and classification
  - Supports Informatie life cycle management
  - Rapports and Performance management

You need to have this in place

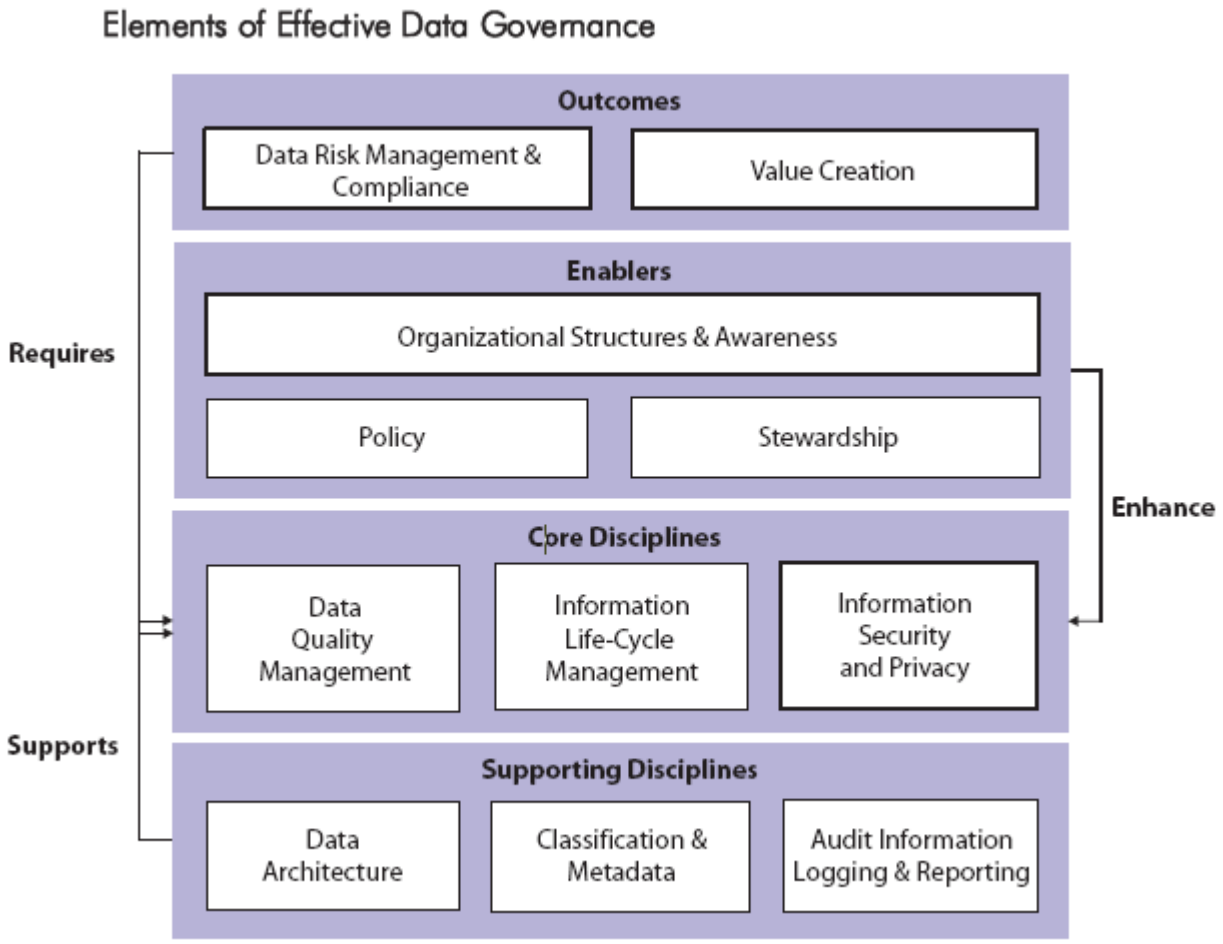
Use of Frameworks

DAMA Functional Framework



Source: The DAMA Guide to the Data Management Body of Knowledge (DAMA DM BOK) framework categories

IBM Data Governance Council Framework

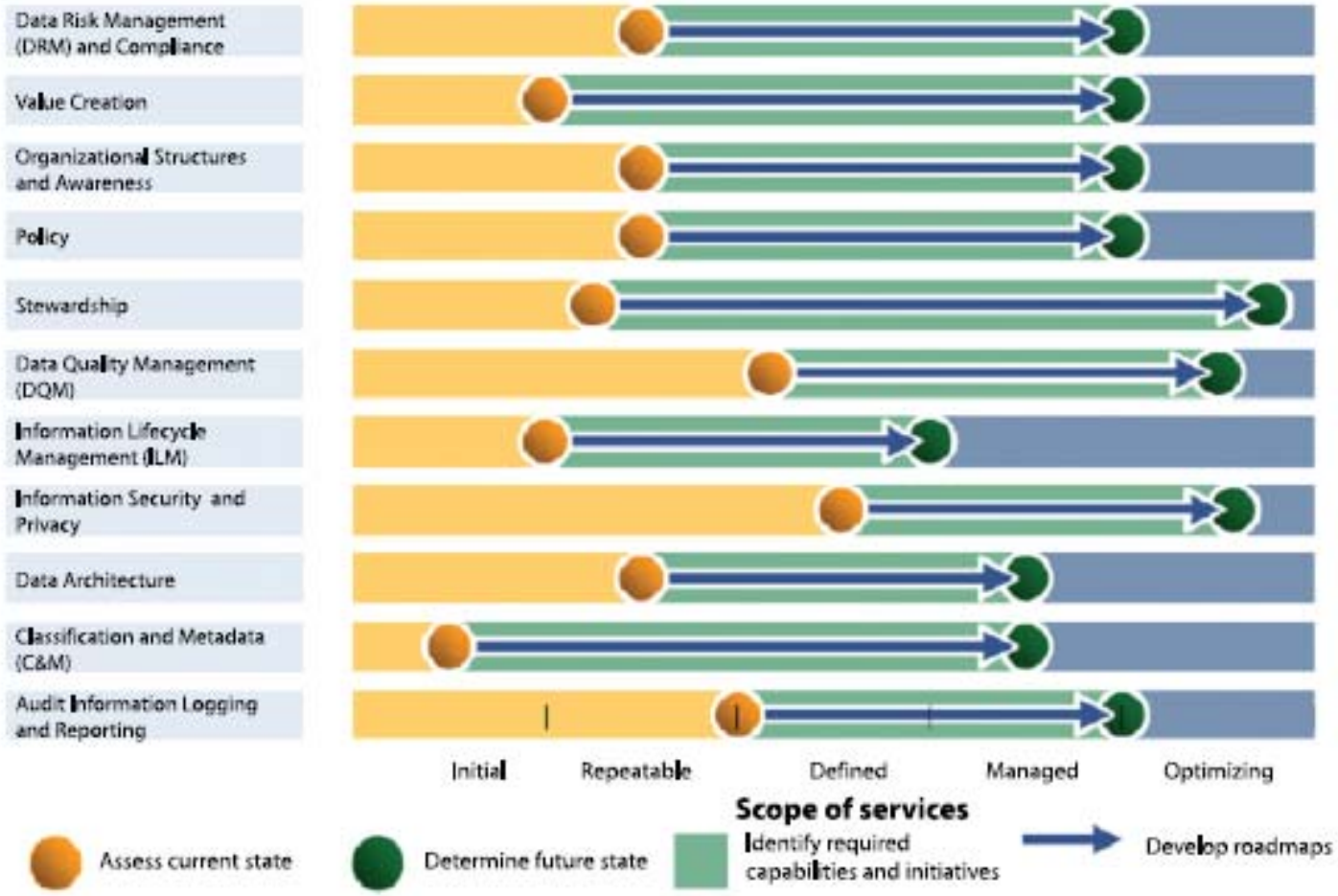


Source: IBM Data Governance Council, www.ibm.com

Six step approach

1. Build an organization structure (Build)
2. Assess the current situation (Assess)
3. Create a strategy (Create)
4. Develop data stewardships (Develop)
5. Measure progress with key values (Measure)
6. Report results (Report)

Example of Data Governance Scorecard



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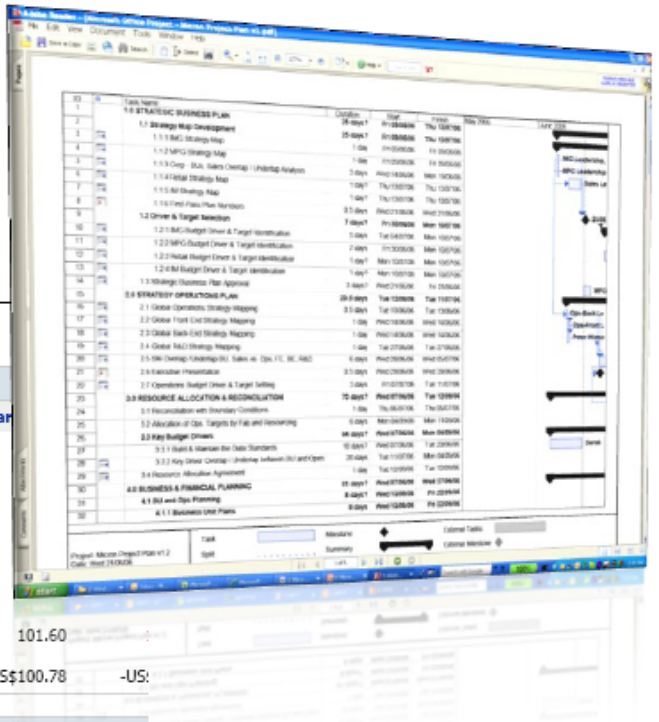
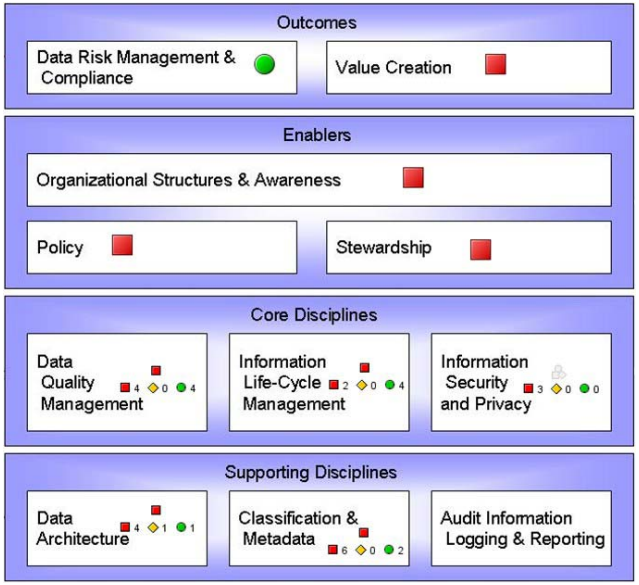
IBM DG Scorecard Report Card – integrated into your BI solutions (IBM Cognos Metric Studio)

DGMM Strategy Map
Measurement Identification
Implementation Road map



Data Governance Scorecard



DG Scorecard

No filter | Strategic Theme

Architecture

Name	Actual	Tar
DG Architecture Issues	110.23	
No.of Data Reconciliation Points	105.62	
Data Warehouse Availability Status	115.41	
No. of Data Architecture Projects	111.07	
Hours spent on Data Architecture Work	111.62	101.60
Cost of Data Architecture Work	US$91.37	US$100.78

Audit & Reporting

Name	Actual	Target	Varian
No. of Audits	82.94	99.09	
No. of Deficiencies	102.63	98.06	
No. of Deficiencies Remediated	82.90	104.76	
Audit Hours	105.48	96.87	
Cost of Audit Activity	US$80.58	US$99.40	

Use of tools: software

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How do I know that that I have an accurate view and how do I know what this data means?

Business Users

Subject Matter Experts

How can I actively collaborate with developers, f.e. in the area of data mapping/business rules?

I need a graphical environment to easily adapt to future data requirements (SID..?)

Developers

What about Governance, Security, Scalability?

Architects

Simplify administration, deployment, & maintenance

DBAs

How can I quickly tell the business where the data is coming from?

Data Analysts

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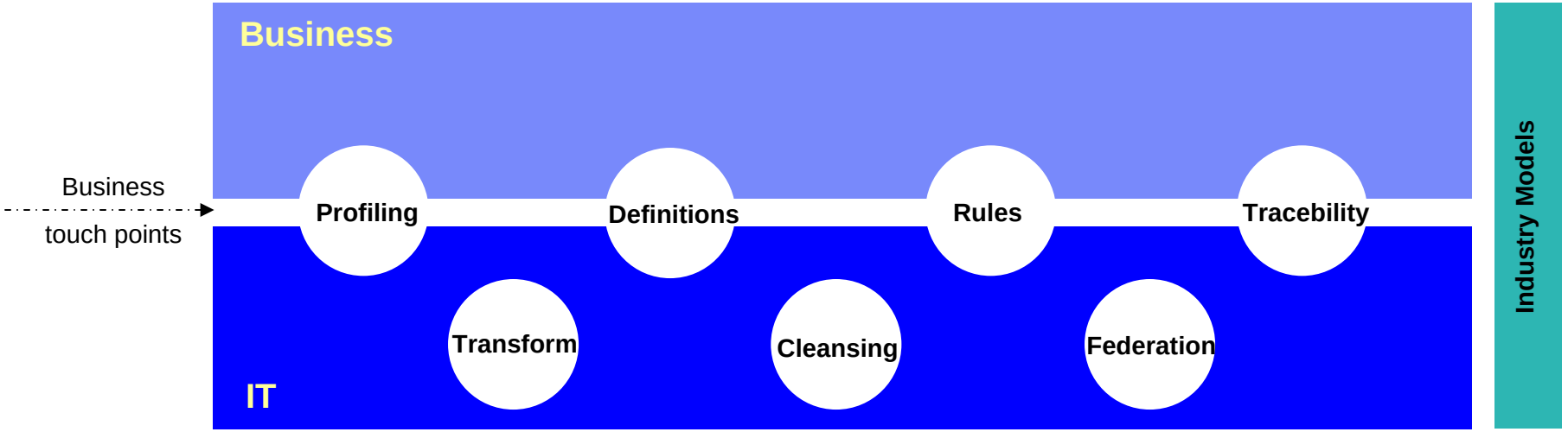
Business & IT alignment in information delivery

Offer tailored collaborative solutions for both Business & IT



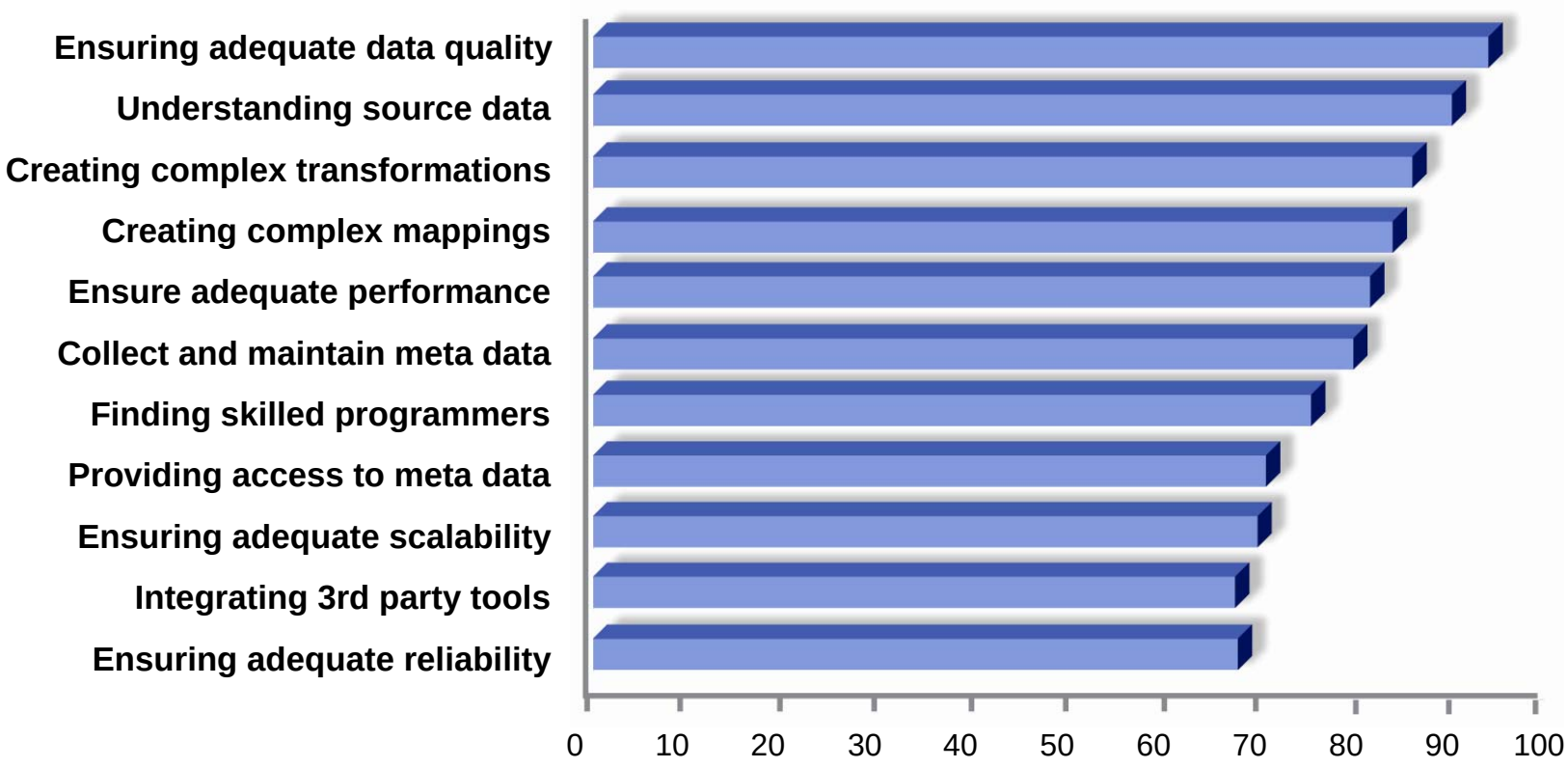
In order to take full control of information integration and enable the business to drive definition, rules and results a solution needs to deliver non-technical solutions to be able to:

- **Understand the nature of the data in all of its aspects**
- **Manage business definitions and terminology**
- **Manage and control source to target translations**
- **Leverage existing investments in data models**
- **Fully understand and control data traceability**

This can only be achieved with a fully integrated platform

Information Integration

Critical Factors for Successful Information Integration



Source: TDWI World Conference

IBM

Leaders Investing to Optimize Information Assets

Clients Tell Us What They Are Looking For …

InfoSphere Capabilities

Insightful

Derive meaning from information changes

In Context

Real-time delivery of relevant information when and where it's needed

Complete

Related information reconciled into a single and holistic view

Accurate

Complex and disparate data transformed, cleansed and delivered

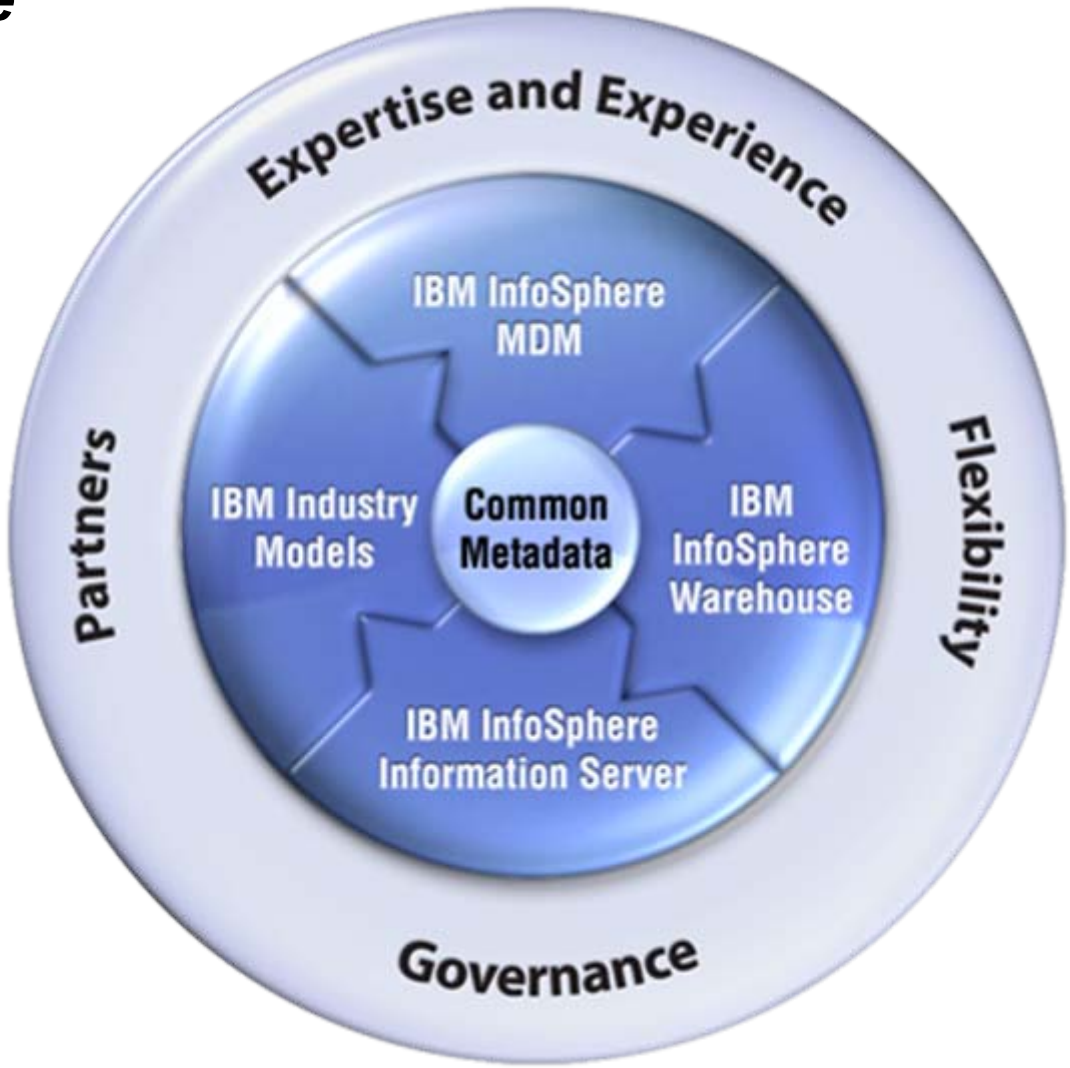
An Enterprise Data Governance Platform should...

1. ... Deliver a broad range of data integration capabilities ...

2. ... tailored to the needs of both business & IT users in doing their part of the work effectively and efficiently ...

3. ... in an integrated way to enable business & IT alignment, traceability/auditability and re-useability of information assets for collaboration to ensure better business outcome.

InfoSphere


Expertise and Experience
Partners
Flexibility
Governance
IBM InfoSphere MDM
IBM Industry Models
Common Metadata
IBM InfoSphere Warehouse
IBM InfoSphere Information Server

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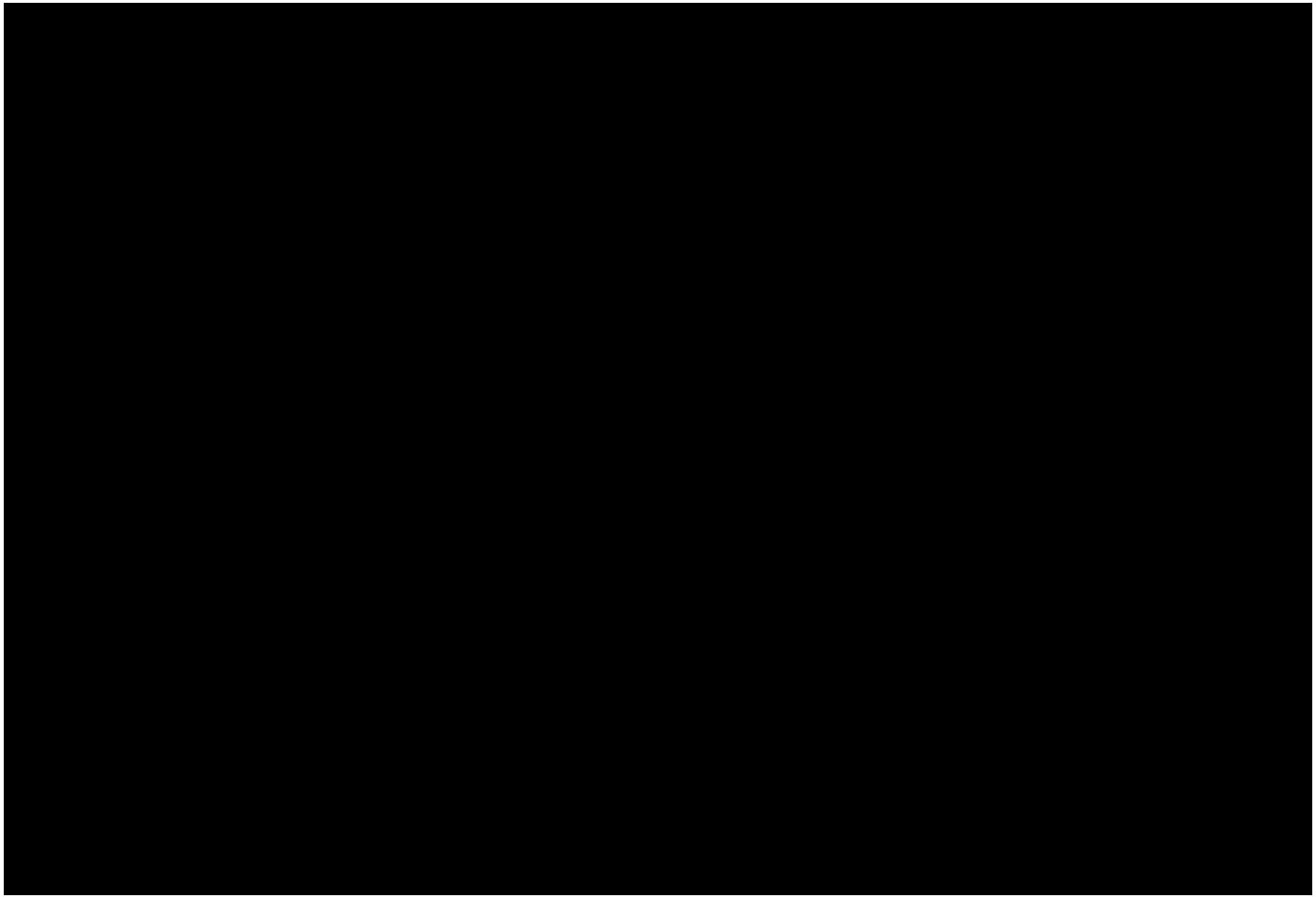
New York Police Department



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Customers

Customers		Business Partners	Academia
Abbott	IBM CIO Office	Application Security	Nova Southeastern
American Express	Kasikornbank	Axentis	Bucerius Law School
Bank of America	Key Bank	Continuity Software	
Bank of Montreal	MasterCard	Guardium	
Bank of Tokyo/Mitsubishi	Merrill Lynch	Intellinx	
Bell Canada	Novartis	Involv	
BITS	Nordea Bank	OpenPages	
Cadence Design	PFG	Paisley	
Citigroup	TIAA-CREF	Perficient	
Danske Bank	TeliaSonera	RiskWatch	
Deutsche Bank	VP Securities Services	SecNap	
Discover Financial	Washington Mutual	Tizor	
Equifax	Wachovia	Veronis	
Fannie Mae	The World Bank		

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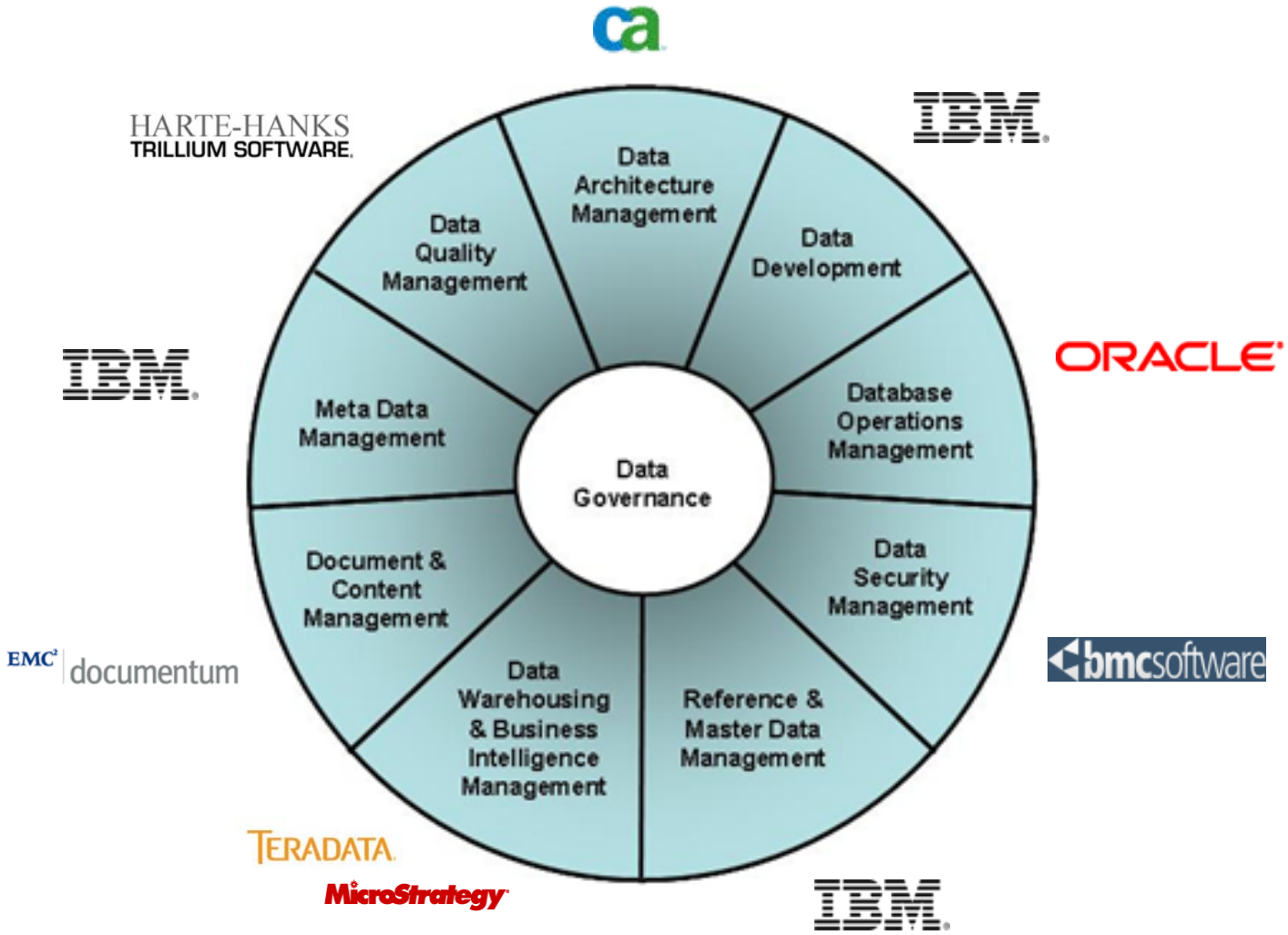

Use point solutions or ....

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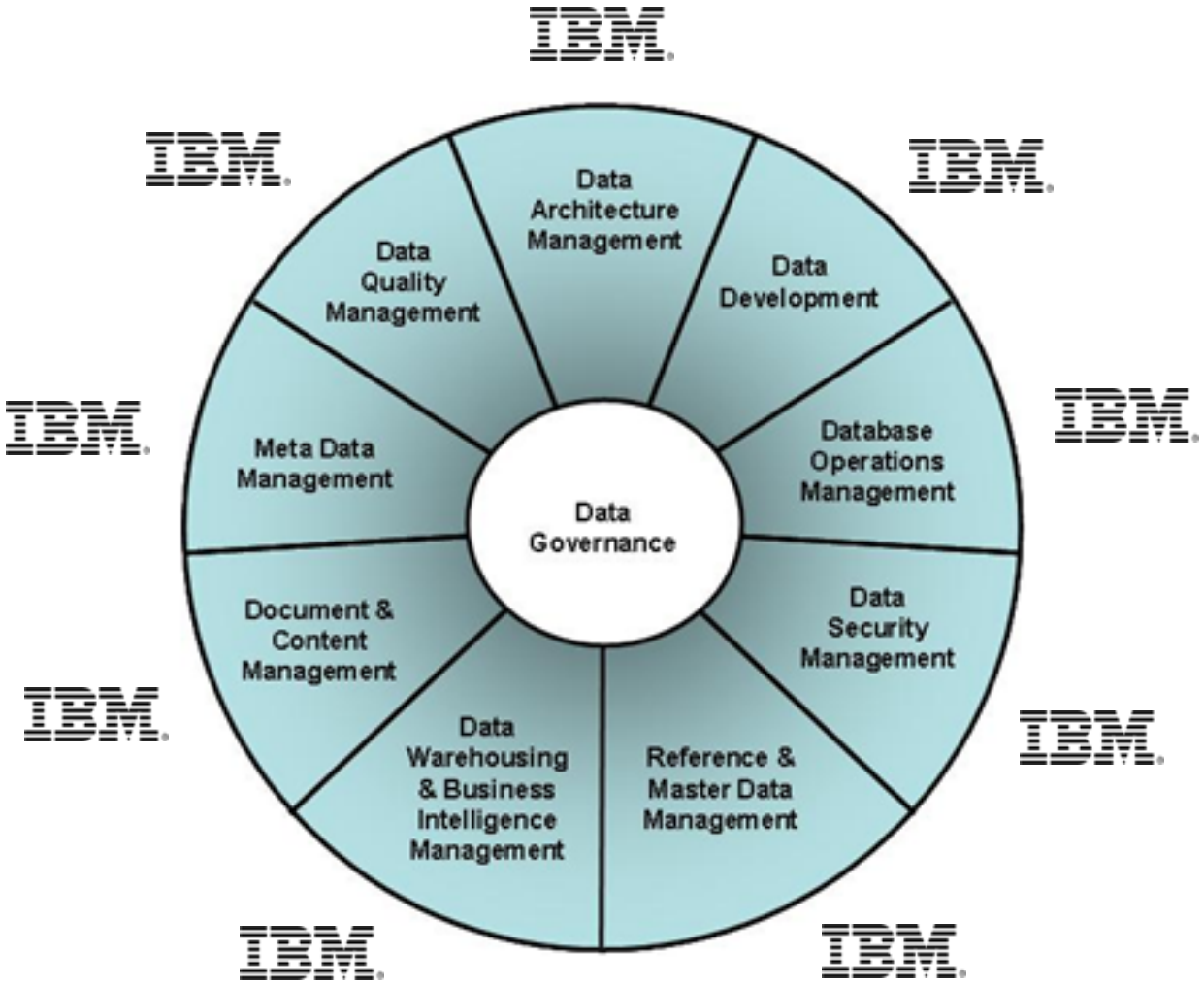

One vendor, one solution. Trusted data, better decisions.

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