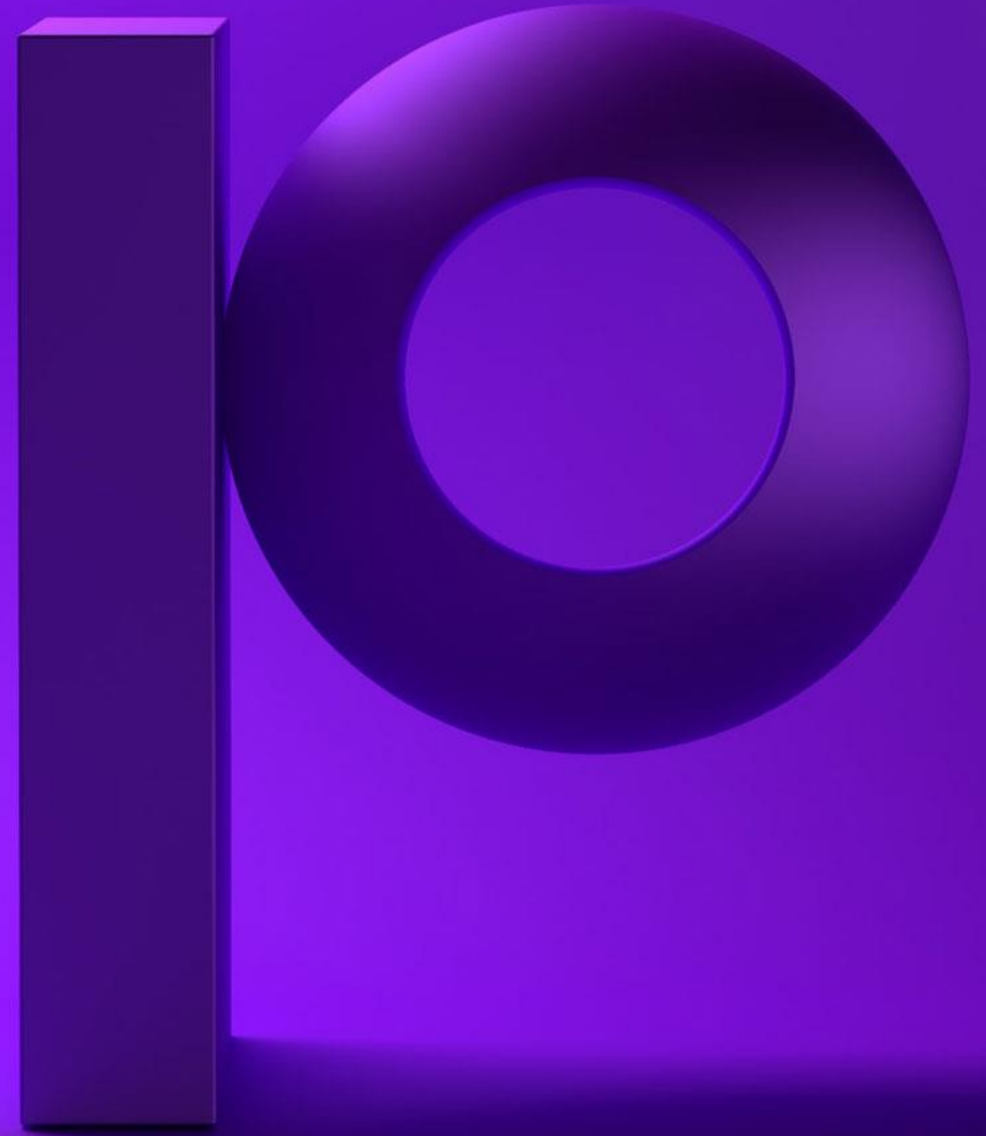precisely

Governance as a "painkiller"

A Business-First Approach to Data Governance

Stanley Tan – Regional Sales Director

Sam Darmo – Senior Sales Engineer

precisely

The global leader in data in action

Trust your data. Build your possibilities.

Our data integrity software and data enrichment products deliver accuracy and consistency to power confident business decisions.

12,000
customers

99
of the Fortune 100

Customers in more than
100 countries

2,500
employees

Brands you trust, trust us

OCBC Bank

UOB

income *made yours*

CIMB BANK

BANK OF SINGAPORE

STARHUB

amazon

standard chartered

ExxonMobil

Data leaders partner with us

databricks

snowflake

aws

CLOUDERA

collibra

splunk>

servicenow

IBM

Microsoft

confluent

Google Cloud

TOMTOM

here

SAP

OPENSHIFT

Exploding need for trusted data

Data is the fuel for decision-making today

83% of CEOs want their organisation to be more data-driven

IDC

Digital transformation investments to top $6.8 trillion globally by 2023

IDC

Global data infrastructure spending expected to reach $200 billion this year

Gartner

68% of Fortune 1000 businesses now have CDOs – up 6x in the last decade

Forbes

There's still work to do

We surveyed 300+ C-Level Data Executives in the Americas, EMEA and Asia Pacific

73% say a lack of technology or services to facilitate data integration is creating challenges for their teams

82% say data quality concerns represent a barrier to their digital transformation projects

80% find it challenging to ensure data is enriched at scale consistently

82% say deploying accessible location data across their enterprises is challenging

Data integrity is...

data with maximum accuracy, consistency, and context for confident business decision-making

Data integrity is a journey

- Every journey to data integrity is unique and driven by business initiatives

- Market trends are accelerating the need for data integrity

- Precisely addresses needs across the data integrity journey

The Precisely Data Integrity Suite unites the steps to data integrity that unlock incremental value
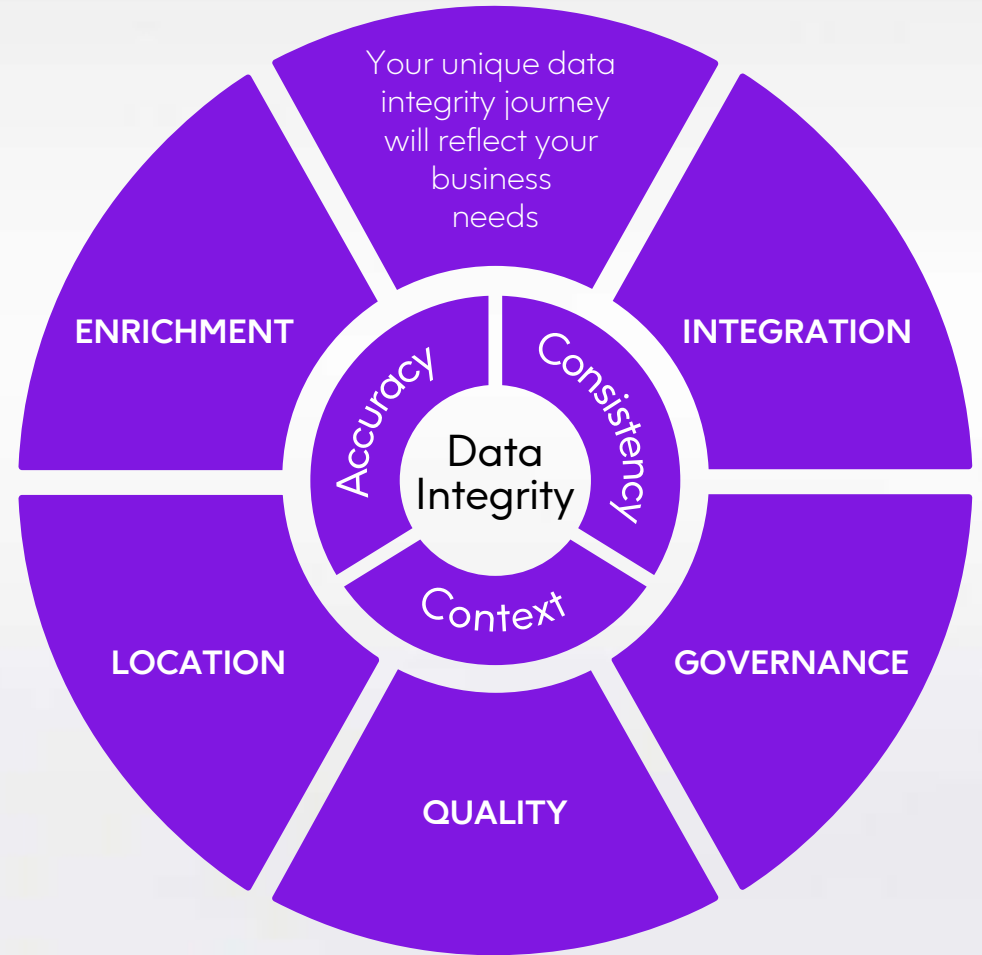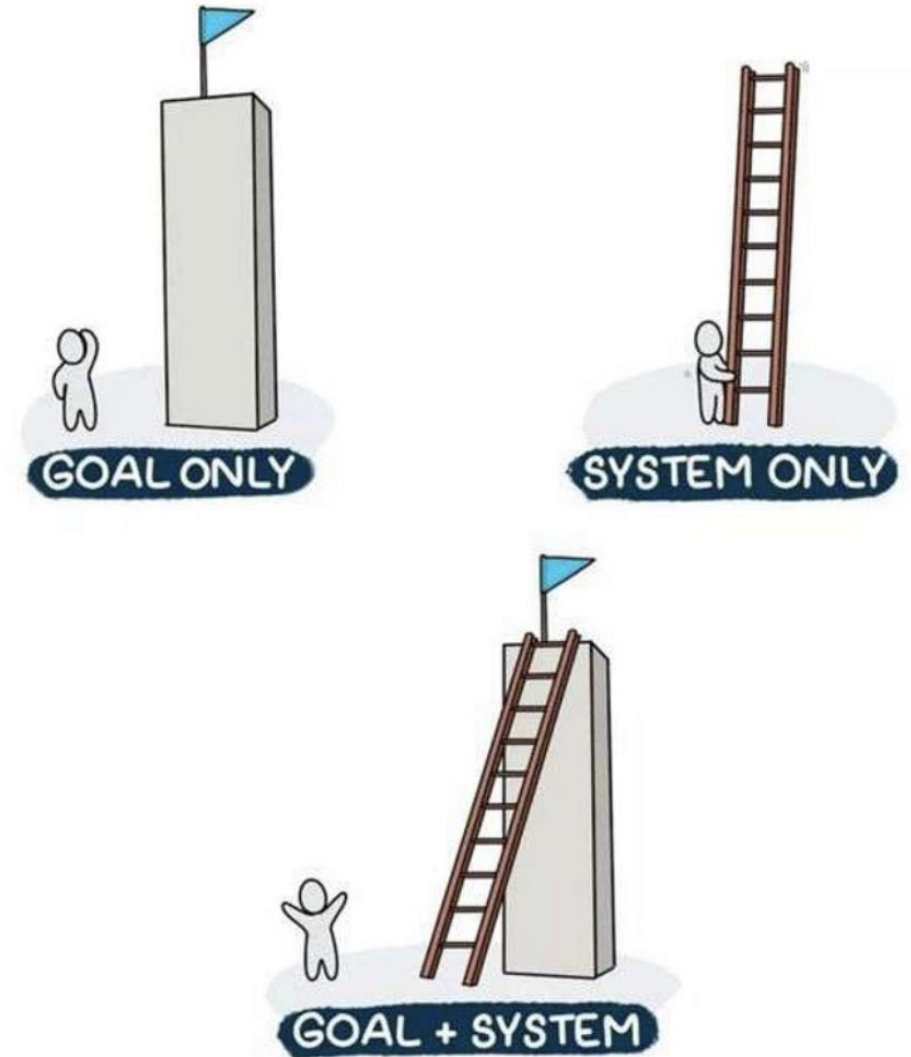
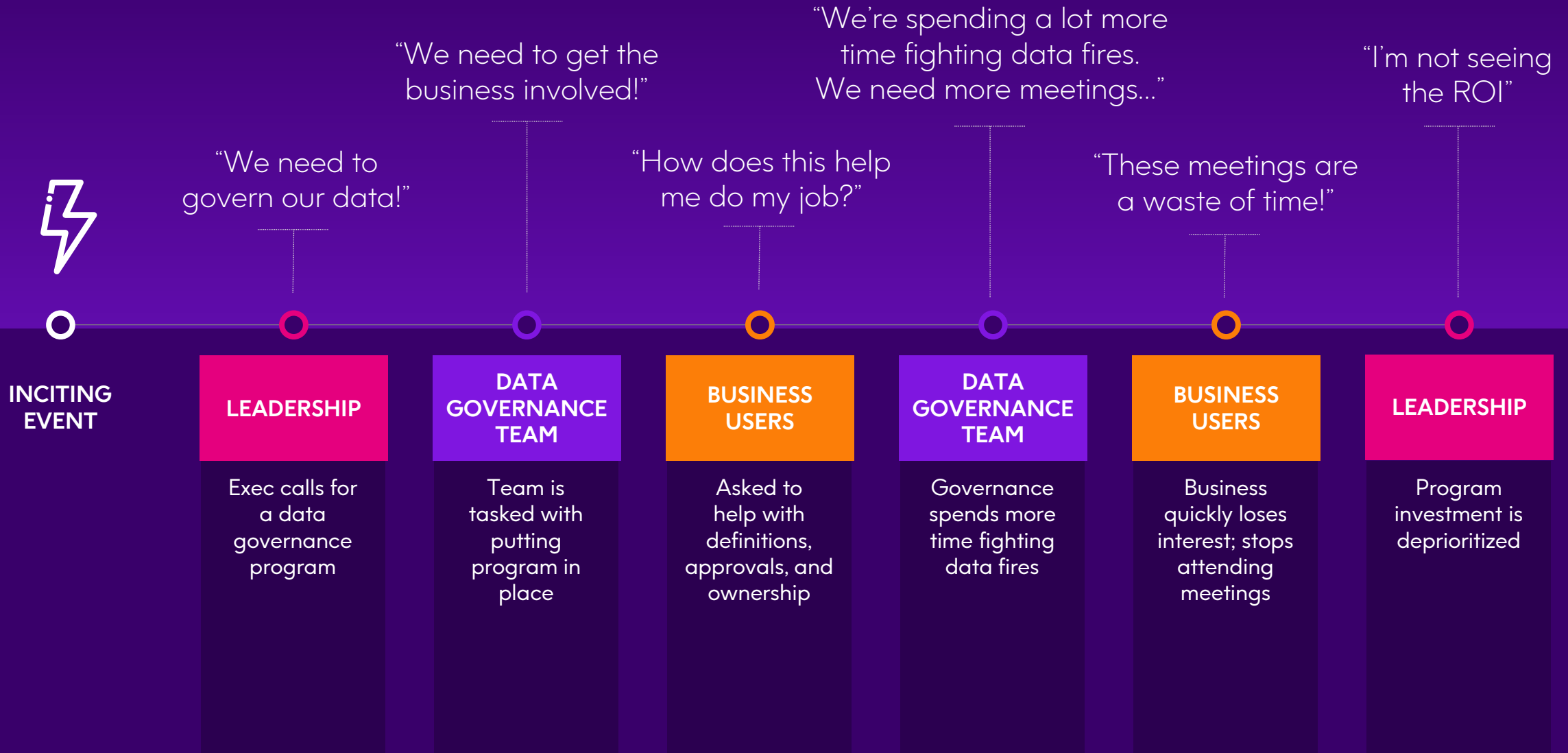# Governance as a "painkiller" How to Build "Business-First" Data Governance?

What is the challenge?

• Business has a goal in mind

• IT who manage data have systems

• How do we bring them together?

GOAL ONLY

SYSTEM ONLY

GOAL + SYSTEM

@melodie_tld

A Typical Governance Story

"We're spending a lot more time fighting data fires. We need more meetings..."

"We need to get the business involved!"

"I'm not seeing the ROI"

"We need to govern our data!"

"How does this help me do my job?"

"These meetings are a waste of time!"

INCITING EVENT

LEADERSHIP
Exec calls for a data governance program

DATA GOVERNANCE TEAM
Team is tasked with putting program in place

BUSINESS USERS
Asked to help with definitions, approvals, and ownership

DATA GOVERNANCE TEAM
Governance spends more time fighting data fires

BUSINESS USERS
Business quickly loses interest; stops attending meetings

LEADERSHIP
Program investment is deprioritized

Successful programs link Data Governance to business goals

Business goals inform your steps

Data to minimize risk	Data to deliver insights	Data to run the business
REPORTING & COMPLIANCE	**ANALYTICS & INSIGHTS**	**OPERATIONAL EXCELLENCE**
Data protection	Net Promoter Score	Optimize working capital
Risk and fraud	Website traffic	Enhance customer care
Privacy	Targeted marketing	Facilitate M&A
Safety	Customer retention	Lower operating expenses
Regulatory compliance	Buying patterns	Increase service levels
Internal reporting	Customer 360° view	Reduce attrition

How data drives Financial Services

Data to minimize risk	Data to deliver insights	Data to run the business
REPORTING & COMPLIANCE	**ANALYTICS & INSIGHTS**	**OPERATIONAL EXCELLENCE**
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Risk and fraud	Website traffic	Enhance customer care
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Mapping data governance to business value

| Goal	Org Stakeholders	Expected Outcomes	DG Objective	DG Capabilities
Improve personalization of customer products and services	• Marketing • Sales • Finance	• Increase NPS by 5% • 17%+ repeat customer purchases • 11% reduced churn	• Establish a common view of trusted customer data assets	• Data Catalog • Data Lineage • Approval Workflow • Data Integrity rules
Accurate and timely credit-risk analysis	• Underwriting • Loan office • Finance	• 10% reduction in expected loss • 20% lower Probability of Default	• Establish stage gates, rules, policies, and quality measures across credit risk analysis process	• Analytics governance • Model analysis • Data quality metrics
Increase user productivity by improving time-to-insights	• Business Analytics • IT • Data Office	• Improve decision-accuracy by 22% • Reduce time-to-insight by 45%	• Launch data literacy campaign across business data SMEs	• Data lineage • Data Catalog • Automated workflow
Mitigate risk and facilitate regulatory compliance and reporting	• Compliance Office • Finance • IT	• 10% improvement to Reputation Index • 15% reduction in regulatory fines and settlements	• Establish risk and control framework for regulatory drivers	• PII detection • Data monitoring • Access control

Governance as a "painkiller" and "vitamin"

Goal	DG Objective	DG Capabilities
Improve personalization of customer products and services	• Establish trusted view of customer data assets	• Data Catalog • Data Lineage • Approval Workflow • Data Integrity rules
Accurate and timely credit-risk analysis	• Underwriting • Loan office • Finance	• 10% reduction in expected loss • 20% lower Probability of Default
Increase user productivity by improving time-to-insights	• Launch data literacy campaign across business data SMEs	• Data lineage • Data Catalog • Automated workflow
Mitigate risk and facilitate regulatory compliance and reporting	• Establish risk and control framework for regulatory drivers	• PII detection • Data monitoring • Access control

| PAINKILLER "Must Haves"	VITAMIN "Bonus"
Centralized collection of customer data elements used for marketing and promotion	Data profile providing additional context on volume, counts, location, and contents
Data lineage flow of upstream/downstream relationships	Impact analysis to business processes, metrics, and analytics
Approved governance ownership indicating data is certified for access and use	Automated approval workflow to grant access to data at source
Data integrity metrics to indicate data that is accurate, consistent, and trusted	Quality monitoring to trigger notifications below acceptable values

Takeaways

- Link data governance program initiatives to higher-level business goals, stakeholders, and business outcomes

- Identify data governance capabilities that directly serve as both painkillers and vitamins to protect and grow the business
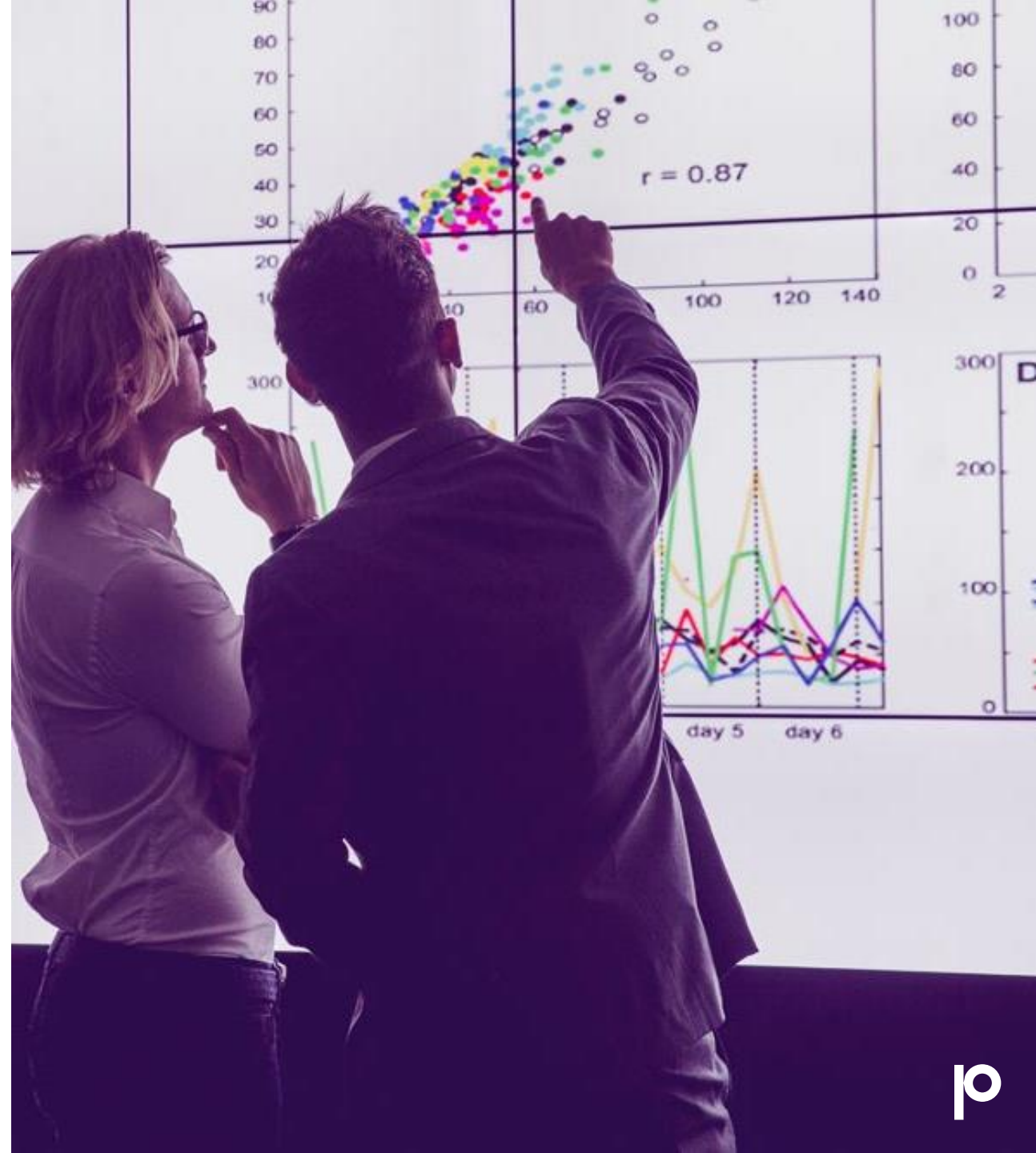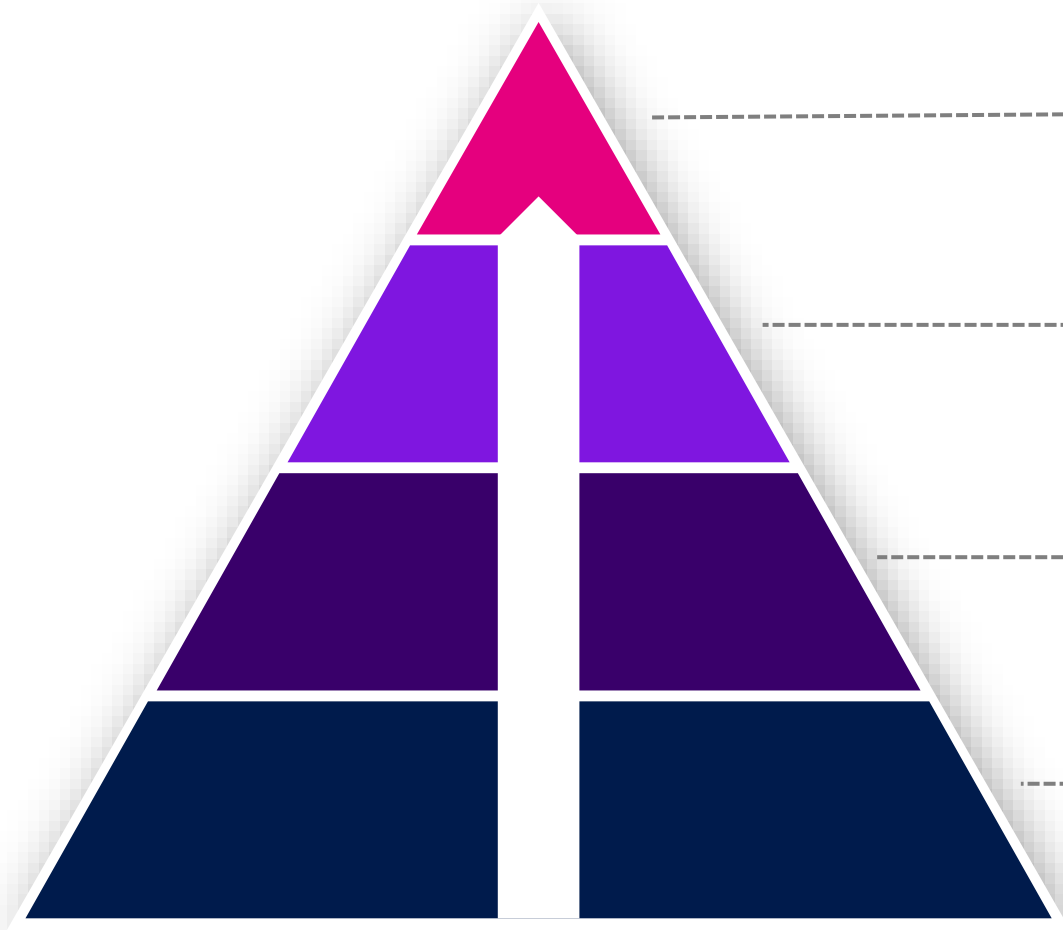
Successful programs prioritize the data that matters

Not all data is created equal

IOOIIO

~5% critical data

95% of business results

95% all other data

5% results
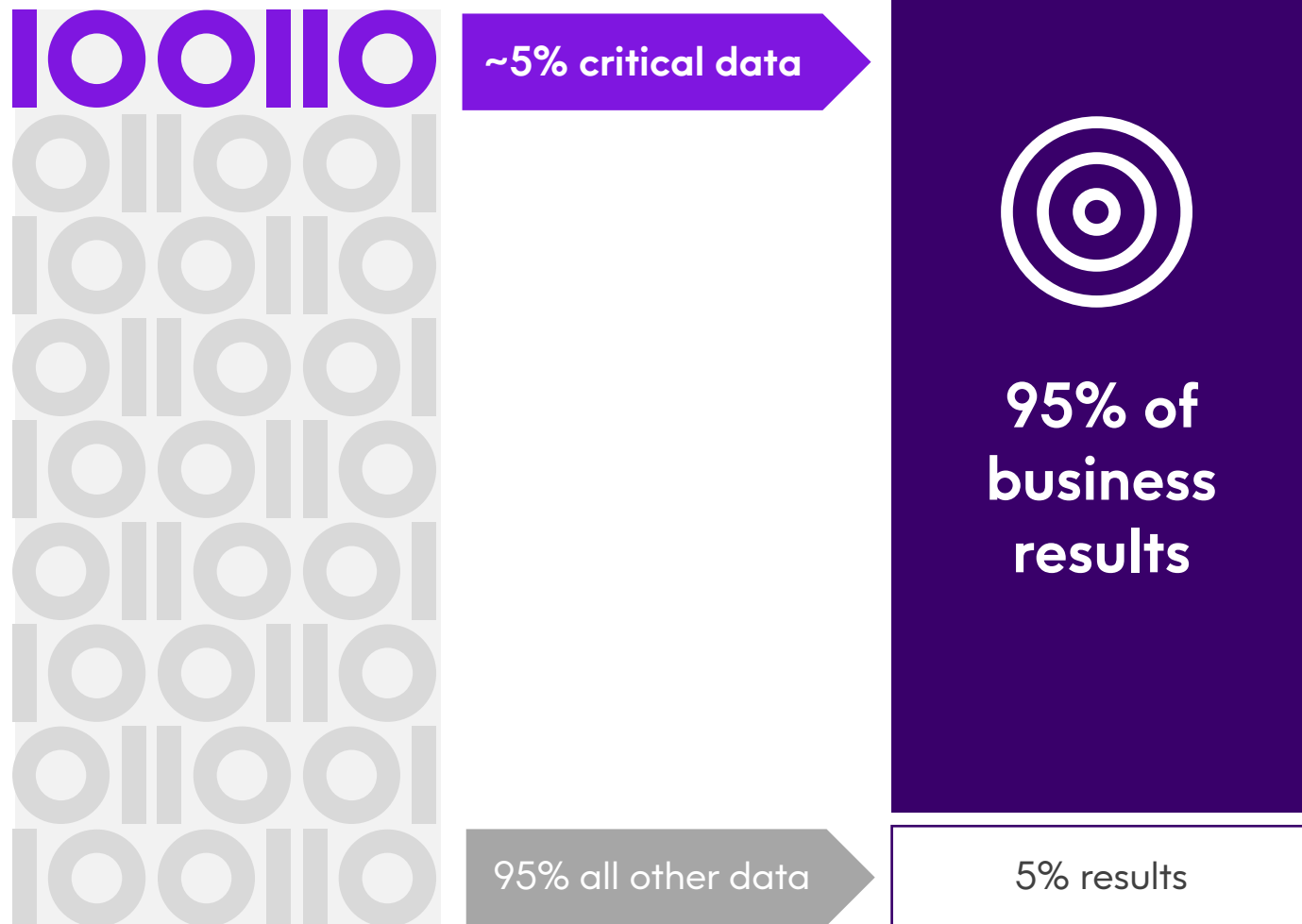
Data Governance programs that prioritize critical data have **5x faster** time-to-value

Focusing on what matters (critical data adding value)

Actionable Insights & Business Value
Strategic enterprise and organizational business value drivers

KPIs / Performance Measures / Analytics
Measuring process effectiveness & enabling sound business decisions

Information
Information required to run the business and conduct daily operations

Data
Selection of data maintained at the system level (tables and fields)

CRITICAL DATA

Prioritizing what matters

"We need to personalize our outreach to reduce churn."

Goal	Org Stakeholders	Expected Results	DG Objective	DG Capabilities
Improve personalization of customer goods and services	Marketing Sales Finance	• Increase referrals by 5% • 17%+ repeat customer purchases • 11% reduced churn	• Establish a common view of trusted customer data	• Data Catalog • Data Lineage • Approval Workflow • Data Integrity rules

Critical Customer Attributes (Typical Examples)

- Customer Account Group
- Customer Name
- Address
- Zip Code
- Email Address
- Telephone Number
- Class of Trade
- NAICS Code
- SIC Code
- Market
- Sub-Market
- Vertical
- Sub Vertical
- Customer Size
- Number of Employees
- Sales District
- Sales Office
- Tax Jurisdiction
- Tax Indicator

Name and Address

Market Segmentation

Business Alignment

Tax

- Group Key
- Tolerance Group
- Credit Rep Group
- Credit Limit
- Risk Category
- Terms of Payment
- Bill PO Complete
- Order Acknowledgements
- EDI Delayed Billing
- Invoice Output
- Priced Pack Slip / BWG
- Shipping Conditions
- Shipping Location
- Freight Allowance
- Condition Group 2
- Condition Group 3
- Handling Charge Exception
- Price List Type

Credit

Billing

E-Business

Shipping

Takeaways

- Save time and effort by prioritizing critical data

- Establish ownership and visibility to critical data that impacts decision-making and compliance/risk
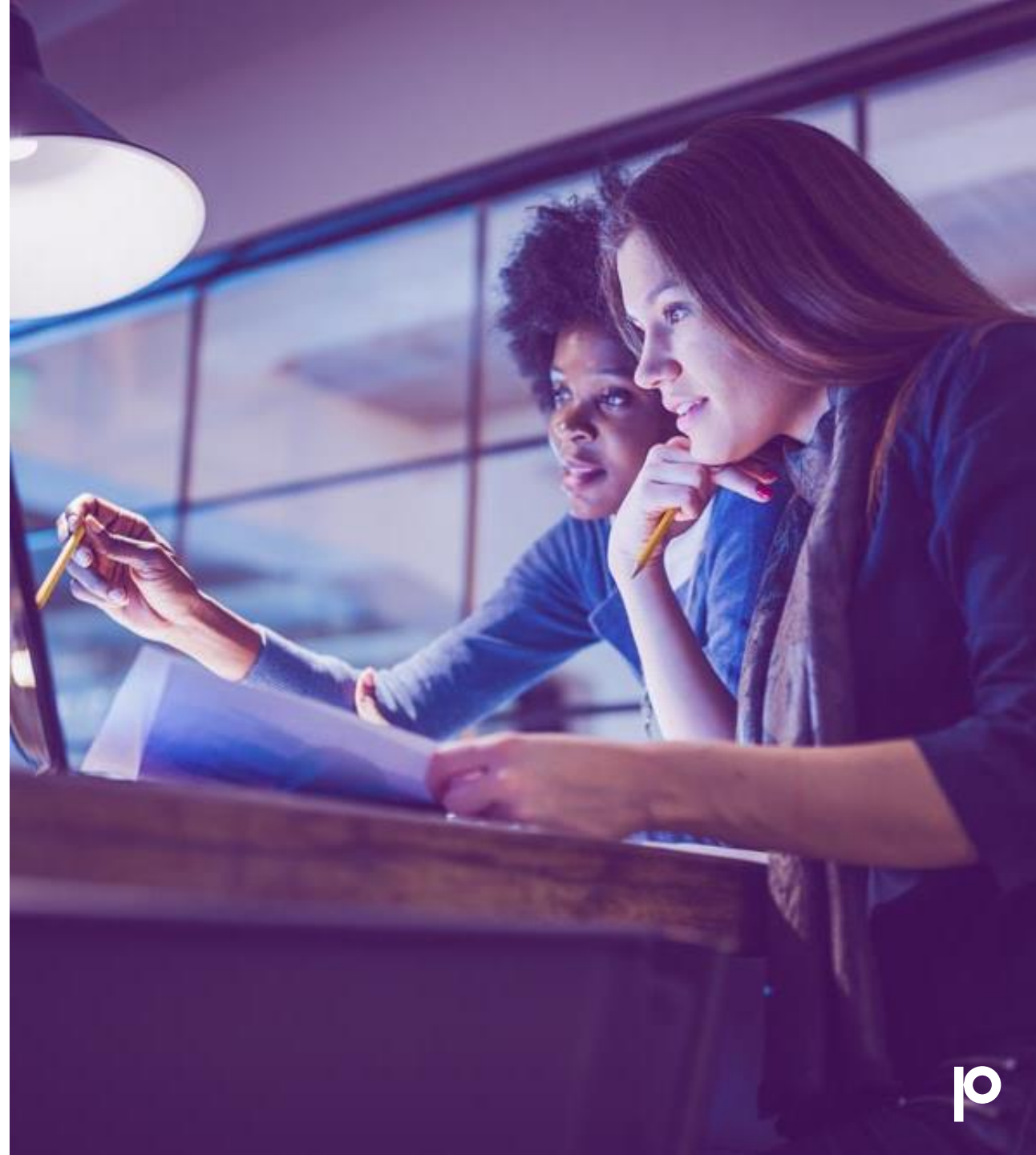
Successful programs
build engagement across three levels

Bridging the gap between business & IT

Strategic	**Transform the Business** Critical information driving business goals, objectives, KPIs, and metrics	e.g., KPIs / metrics, strategic programs, data privacy & protection
Operational	**Grow the Business** Critical data that drives business processes and operations	e.g., product development, planning, sourcing, manufacturing
Tactical	**Run the Business** Critical data assets that have operational, compliance and analytical business impacts	e.g., data migrations, system implementations, data science & engineering

Value metrics across three levels

Strategic

- Business Transformation Lead
- CDO / Data & Analytics Lead
- CIO

Value Metrics: Business Impact / ROI

- Process enablement
- KPI's / PPI's
- Customer sentiment
- Project acceleration

Operational

- Business Process Lead
- Data Governance Lead
- Data Management Lead
- Information Architect

Value Metrics: Performance Improvement

- Data Quality (e.g. Accuracy)
- # of touches
- Data Error % (Rework %)
- Cycle time vs SLA's
- Timeliness / availability

Tactical

- Business Data SME
- Data Analyst / Scientist
- Data Steward
- Data Maintenance & Quality
- Data Engineer

Value Metrics: Efficiency & Effectiveness

- Volume / counts
- Completeness
- Accessibility
- Curation times
- Scale (# Systems managed)

The Value Story

Value metrics come together at each level to tell a complete story that resonates.

Tactical Value Metrics (Inputs)

- Catalog assets
- Terms defined
- Quality rules developed
- Data owners identified
- Issue requests

- We've catalogued 10,000 supplier data assets…
- Defined the top 50 critical supplier terms …
- Aligned on key rules and policies for each…
- And our data quality is showing 90+% accuracy and consistency for supplier spend data…

Lead to

As a result…

Strategic Value Metrics (Outcomes)

- FTE Productivity
- Data Literacy index
- Adoption / NPS
- Cycle time
- Data sharing

- Our supplier data setup process has decreased by 25%…
- We're able to identify top 20 vendors 33% faster for contract renegotiations…
- And we've increased FTE productivity by 20% due to data self-service …

Takeaways

- Communicate governance value across three levels – Strategic, Operational, and Tactical

- Quantify business impact with value metrics that resonate across each level

Successful programs
# embed governance in the business

Proper data governance removes friction

Why aren't people coming to my monthly governance meetings?

- Meetings
- Surveys
- Approvals
- Procedures

Bowling alley framework

- Make it easy for business teams to contribute and get engaged

- Embed governance in their everyday activities and tasks

- Invest in tools that promote collaboration for all users
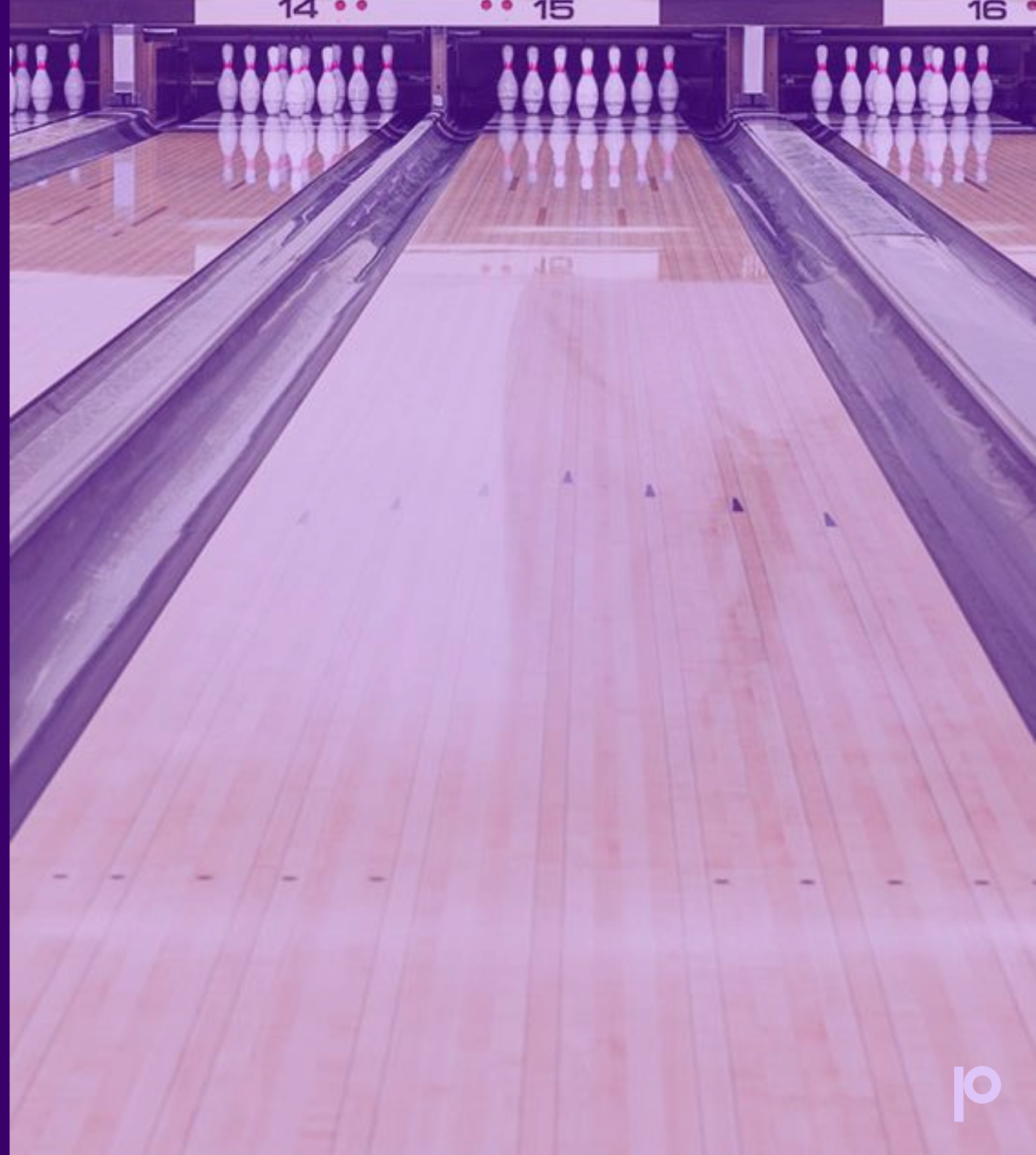
Bowling alley framework

Shared Goals

Engagement bumpers

- Personalized onboarding
- Governance bootcamps
- Recurring newsletters
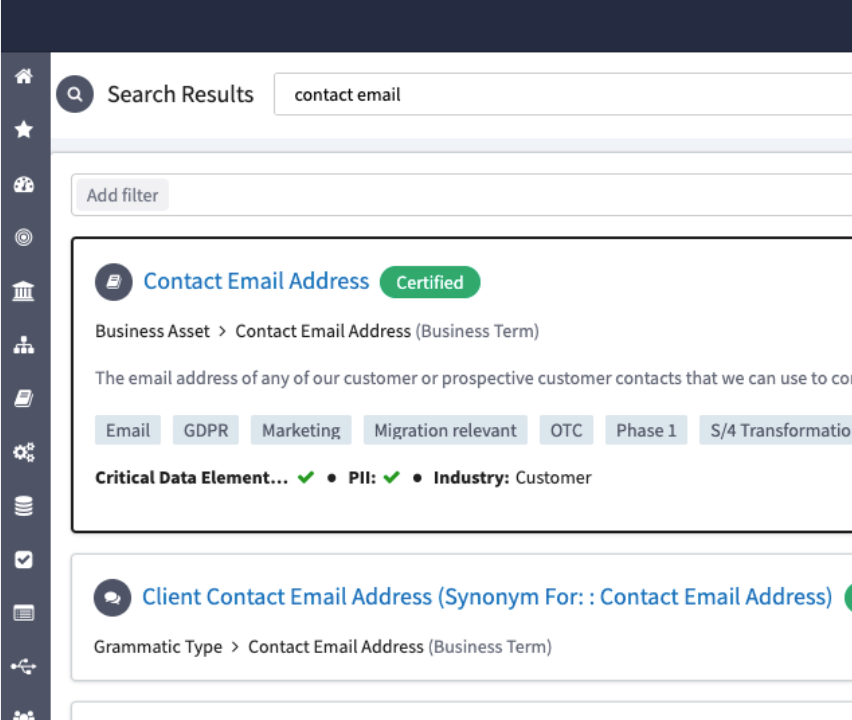- Leadership endorsements
- Governance ambassadors

Solution bumpers

- Platform training videos
- Business-friendly UX
- Targeted Recommendations
- Progress scorecards
- Data Integrity dashboards

Launch

Explainer Videos
Improved DG Council attendance by 52%

Top 10 Avg Governance Score Leaderboard

	Assignee Name	Average Score
1	Franco	100.0%
2	Danielle	100.0%
3	Emily	100.0%
4	Keith	100.0%
5	Julie	99.6%
6	Michael	92.2%
7	Craig	87.4%
8	Christopher	83.8%

Data Catalog Scavenger Hunt
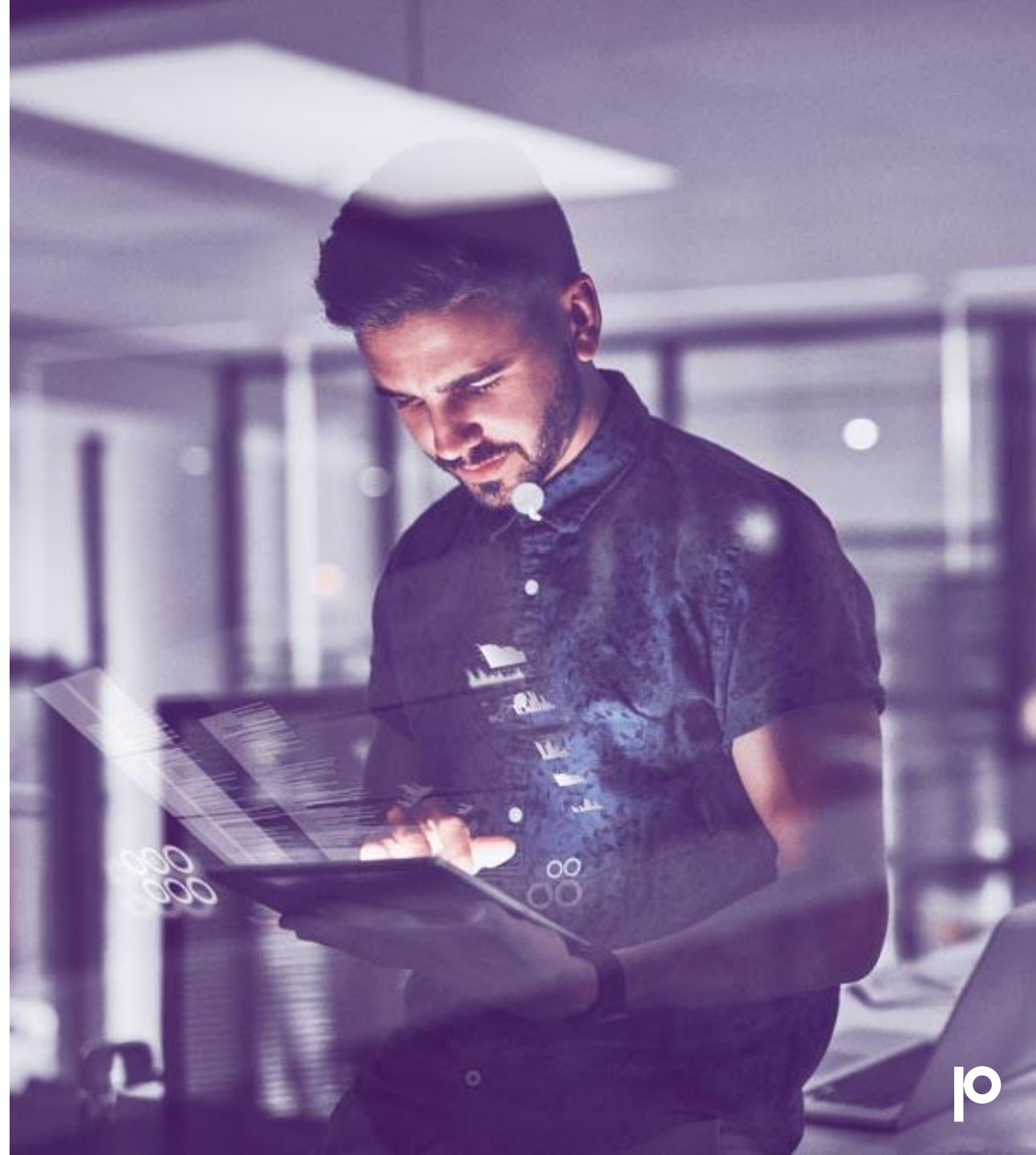Increased platform adoption by 36%

Steward Gamification
Increased workflow speed by 18%

Takeaways

- Clear a path to your stakeholder's desired outcomes

- Make it easy for stakeholders to contribute to a strong data culture

Business-first approach

- Link Data Governance to business goals

- Prioritize the data that matters

- Build stakeholder engagement across three levels

- Embed governance in everyday business tasks

Benefits of a business-first approach

Accelerate program roll-out by **18-40%**

Generate **2-7x** greater ROI

Increase likelihood of reinvestment by **over 75%**

Questions?

precisely

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precisely.com/solution/data-governance-solutions