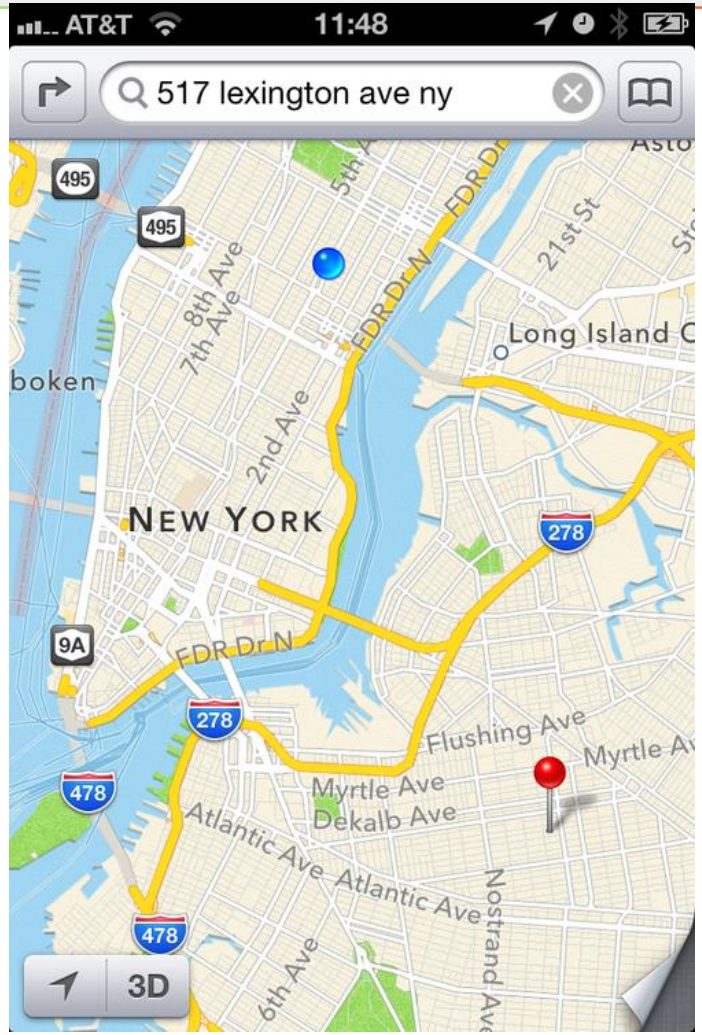
Collibra

Data Governance Software

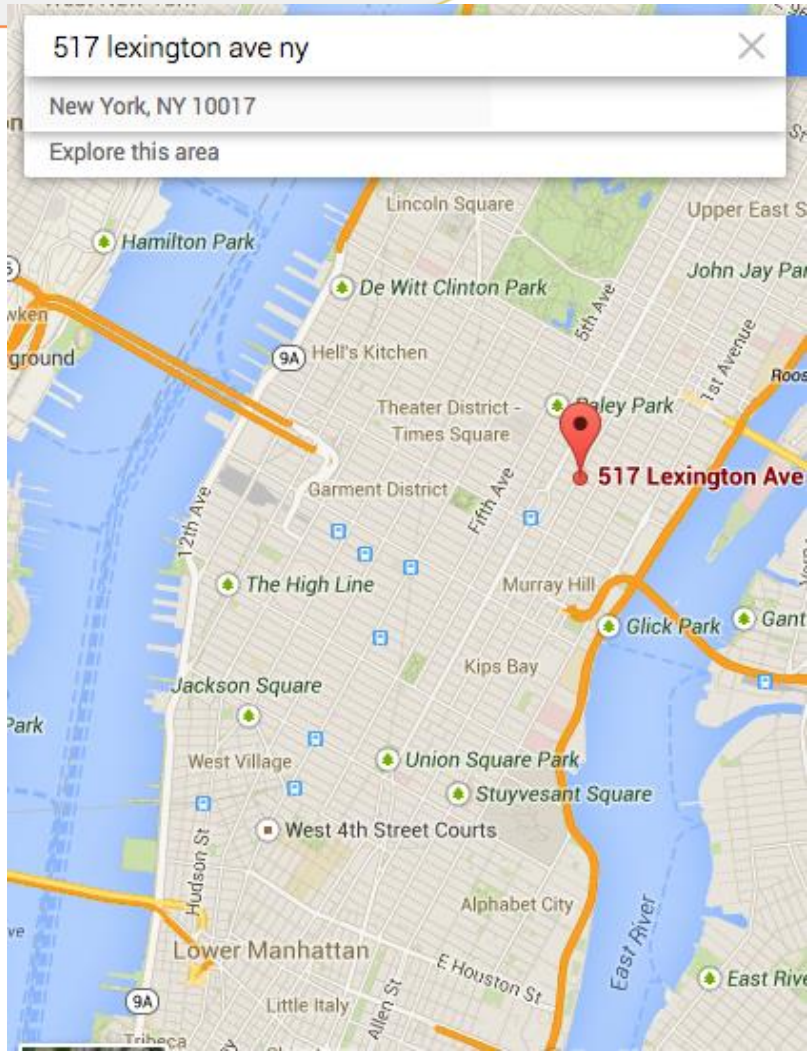
Prerequisites for Analytics: Data Stewardship and Data Sharing

www.collibra.com @collibra contact@collibra.com

Apple Maps vs Google Maps



Source:
http://theamazingios6maps.tumblr.com/post/32055905836/yup-lexington-avenue-is-now-in-brooklyn-and-no



Source: Google Maps (2013-09-25)

Bad business because of data

Australia police discourage use of **Apple maps** app after rescues ...

news.cnet.com/.../australia-police-discourage-use-of-**apple-maps**...

by Steven Musil - in 763 Google+ circles

Dec 9, 2012 - Australia police discourage use of **Apple maps** app after rescues ... **Apple** recognized a few months ago that its iOS map app was so inefficient that it encouraged use of competing ... Reimagining **death** for the 21st century.

→ **Make your customers very unhappy**

After $30 Billion Mistake, Can Tim Cook Manage **Apple**? - Forbes

www.forbes.com/.../after-30-billion-mistake-can-tim-cook-manage-**apple**...

Oct 1, 2012 - But since the **Apple Maps fiasco**, **Apple** has lost $30 billion in **stock market** value, reports The Guardian. At the core of this loss in value may ...

→ **Market starts questioning the company**

TomTom defends data after **Apple** map glitches | Reuters

www.reuters.com/.../us-tomtom-**apple-maps**-idUSBRE88K0PT20120921

Sep 21, 2012 - Grumbling over **maps fails** to dampen **Apple** iPhone 5 fever. Fri, Sep 21 2012. **Apple's** iPhone 5 uses chips from Qualcomm, Avago, Skyworks.

→ **Start a battle with your partners**

iOS 6: Using **Maps** - Support - **Apple**

support.**apple**.com/kb/HT5429

If **Maps fails** to display results, results are incorrect, locations are missing, or you experience any other issue while using **Maps**, you can report the issue:.

→ **Explode your support operations**

Bad business because of data

Apple fires manager of **Maps** team | Ars Technica

arstechnica.com/**apple**/2012/.../**apple-fires**-manager-of-**maps**-tea...

by Chris Foresman - in 289,232 Google+ circles

Nov 27, 2012 - **...** has **fired** the product manager behind iOS 6's infamously flawed **Maps** app. **...** **Apple** replaced Google as the data source for its **Maps** app in iOS 6 after **...** weighting of streets and other regions, **Apple maps fail** in this regard.

→ **Forced to reorganize & dump talent**

Apple continues mapping **buying spree** with HopStop to **...** - 9to5Mac

9to5mac.com/2013/.../**apple**-to-**buy**-hopstop-another-mapping-company...

Jul 19, 2013 - **Apple** continues mapping **buying spree** with HopStop to beef up transit **...** Among other complaints about **Apple's Maps**, many didn't like the lack **...**

→ **Keep paying to fix your mistakes**

Apple CEO apologizes for **Maps** flaws, **recommends** rivals | Reuters

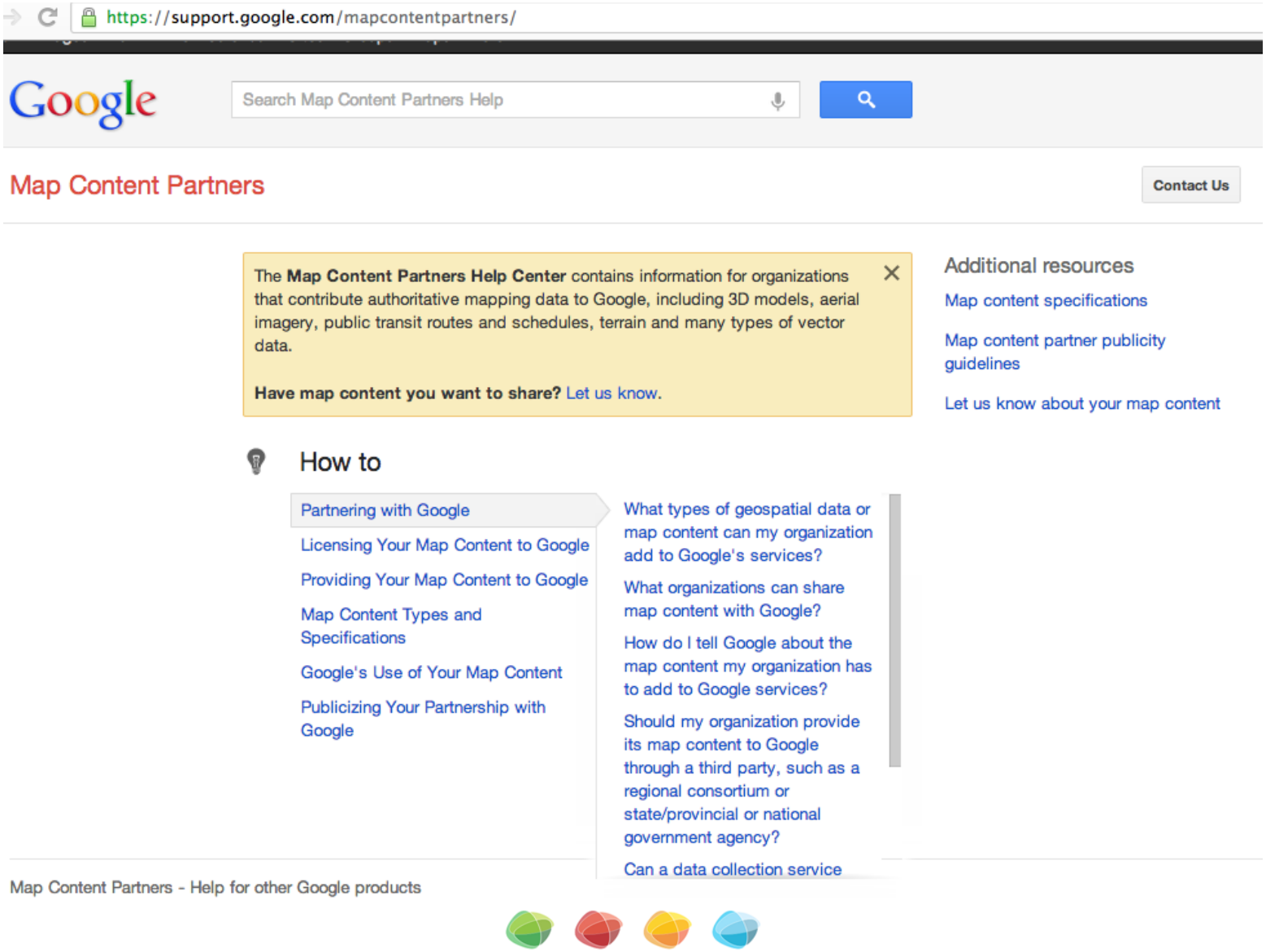
www.reuters.com/article/.../us-**apple**-cook-idUSBRE88R0SN20120929

Sep 28, 2012 - **Apple CEO** apologizes for **Maps** flaws, **recommends** rivals **...** **Google** says **Maps** not waiting in wings for iPhone 5. Tue, Sep 25 2012. Apple **...**

→ **Recommend competition to customers**

Google's approach – a different way of thinking about data

Google's approach – clear data policies with partners



Problem

- **Data is getting …**
  - … bigger, faster, in more shapes and formats, from more sources … more complex to control
  - … more important for business, both for operational and analytical purposes
- **Business wants to keep focusing on the business**
  - Data is in databases and servers, so IT is covering it
  - Complexity increase makes current approach tedious, error prone and unsustainable

Solution

- **Make slogan “data is an asset” *actionable*:**
  - Stop trying to convince the business with “it is the right thing to do”
  - Start involving the business in a way that is easy to understand, practical and effective
- **Make the data management process a sustainable *business process***
  - IT cannot focus on technology alone and needs to facilitate business taking ownership
  - Show & communicate that “data drives business” and “business drives data”

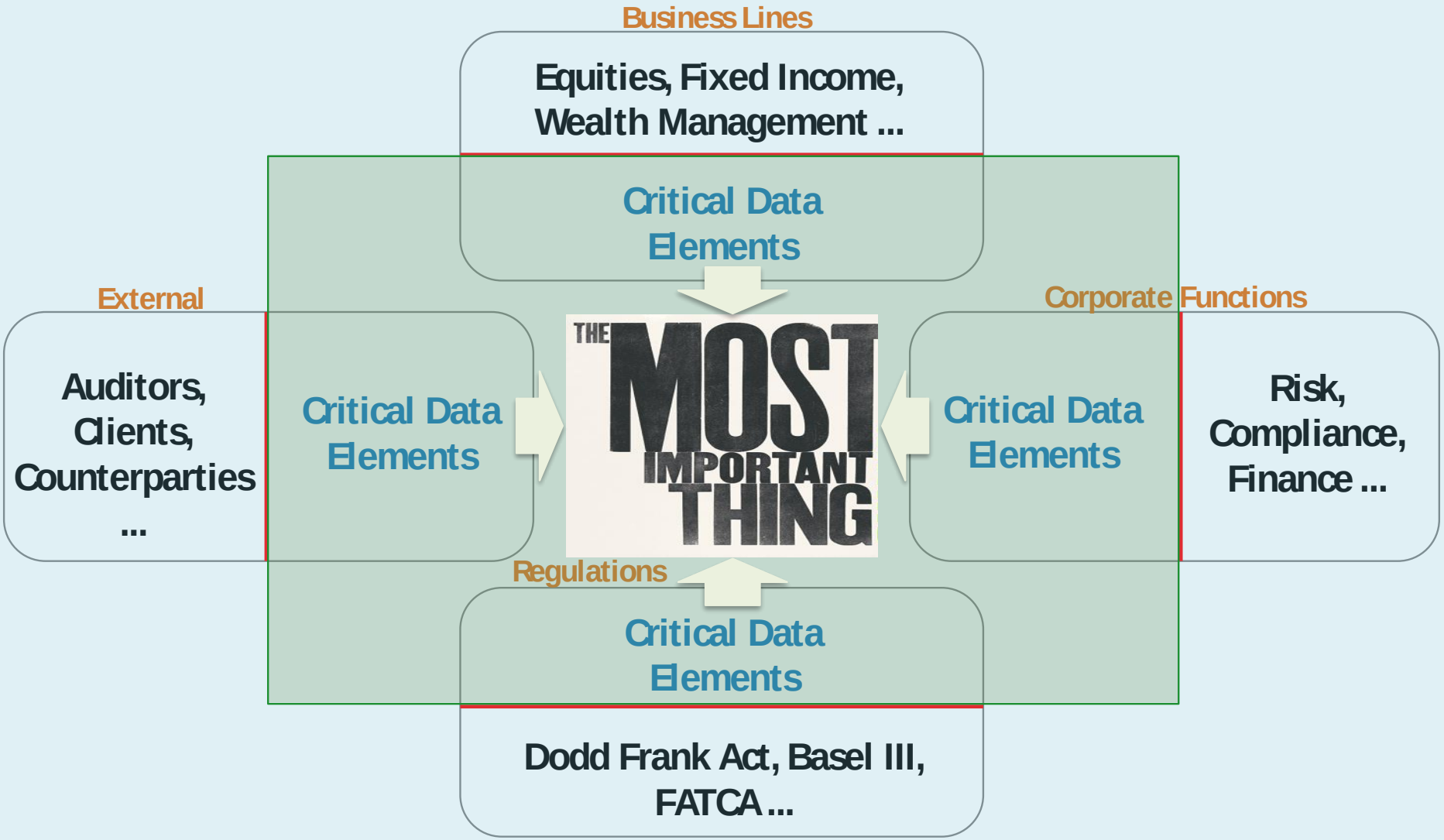
Where to start?

- Thousands and thousands of different data elements
- It takes significant time and effort to define, categorize, relate to business terms, establish governance, etc.
- Not all data elements are equally important to business or corporate functions
- Regulatory pressure is increasing and much more data points are required at higher frequency
- Some data elements are required by auditors, counterparties, etc.

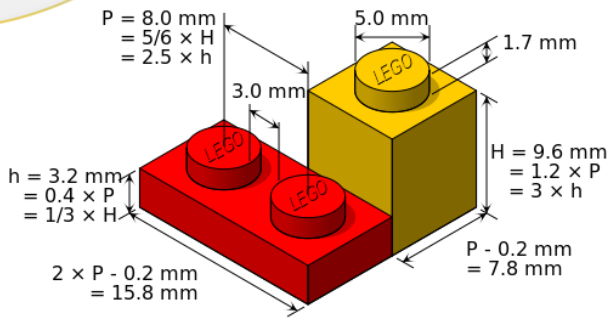
Basel's Principles

- Governance
- Data Architecture and infrastructure
- Data Accuracy and Integrity
- Completeness
- Timeliness
- Adaptability
- Reporting accuracy
- Comprehensiveness

Find out what is critical…

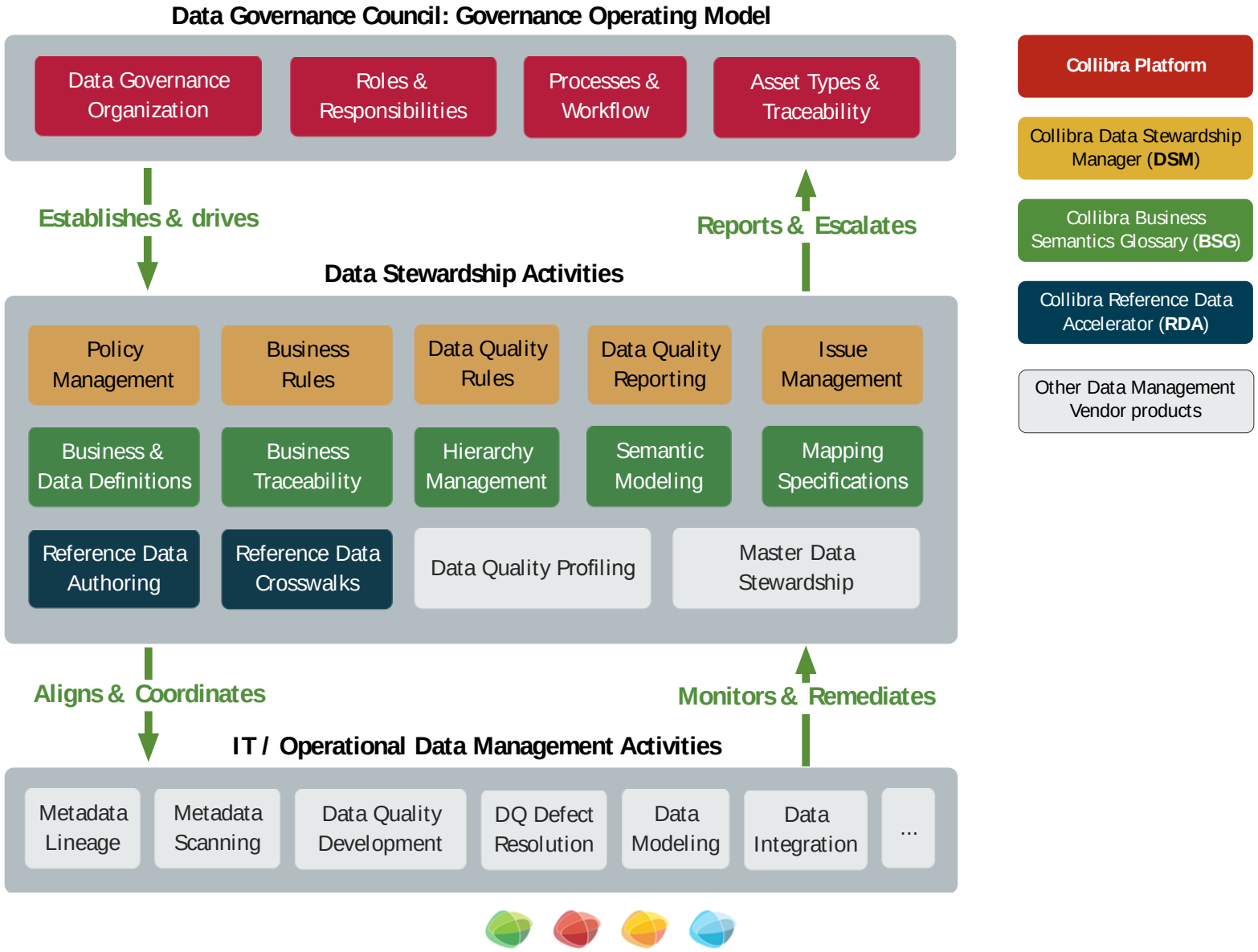


…and use it to drive change



- Move from report based delivery to data element based delivery
- Select Critical Data Elements based on business line and corporate function needs, regulatory and external requirements
- Streamline internal (e.g., MA) & external reporting
- Show proof of control over data: regulatory forbearance & compliance as well as overall increased internal efficiency
- Deliver faster at lower cost

Positioning



Applying Data Governance

Load Your Operating Model

Organization

Set-up DG Council, Stewardship Committee and Working Groups
Multi-Tier Organization Support: Centralized, Decentralized or Federated

People & Processes

Roles, Responsibilities & Controls
Data Ownership
Workflows & Common Processes
SME Outreach
Collaboration

Asset Types

Business and Data Definitions
Taxonomies
Reference Data
Rules and Policies
Business Traceability

Execute

Reference Data Management

Business Glossary
Data Dictionary

Policy Management
Issue Management

Monitor

Actionable Metrics
Make Good Conduct Visible

Measure Maturity Progress
Data Quality Issue Management

Stakeholders

Data Governance Council

Mary Smith
Chief Steward (Finance)

Bob Brown
Data Governance Officer

Mike Jones
Chief Steward (Sales)

Data Governance Working Group

Emma Miller
Data Governance Manager

Data Governance Manager

Finance

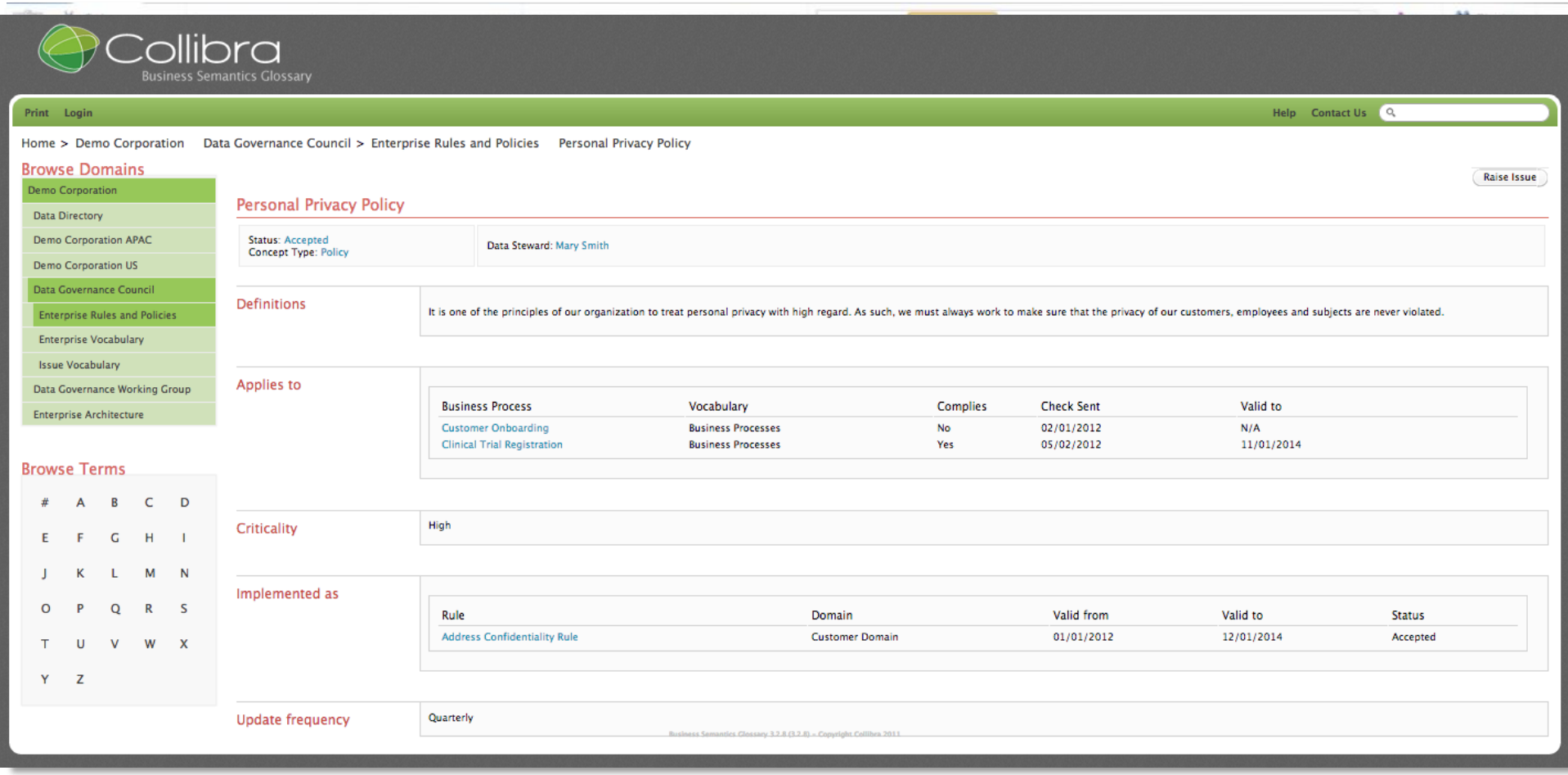
John Fisher
Data Steward

…

Sales

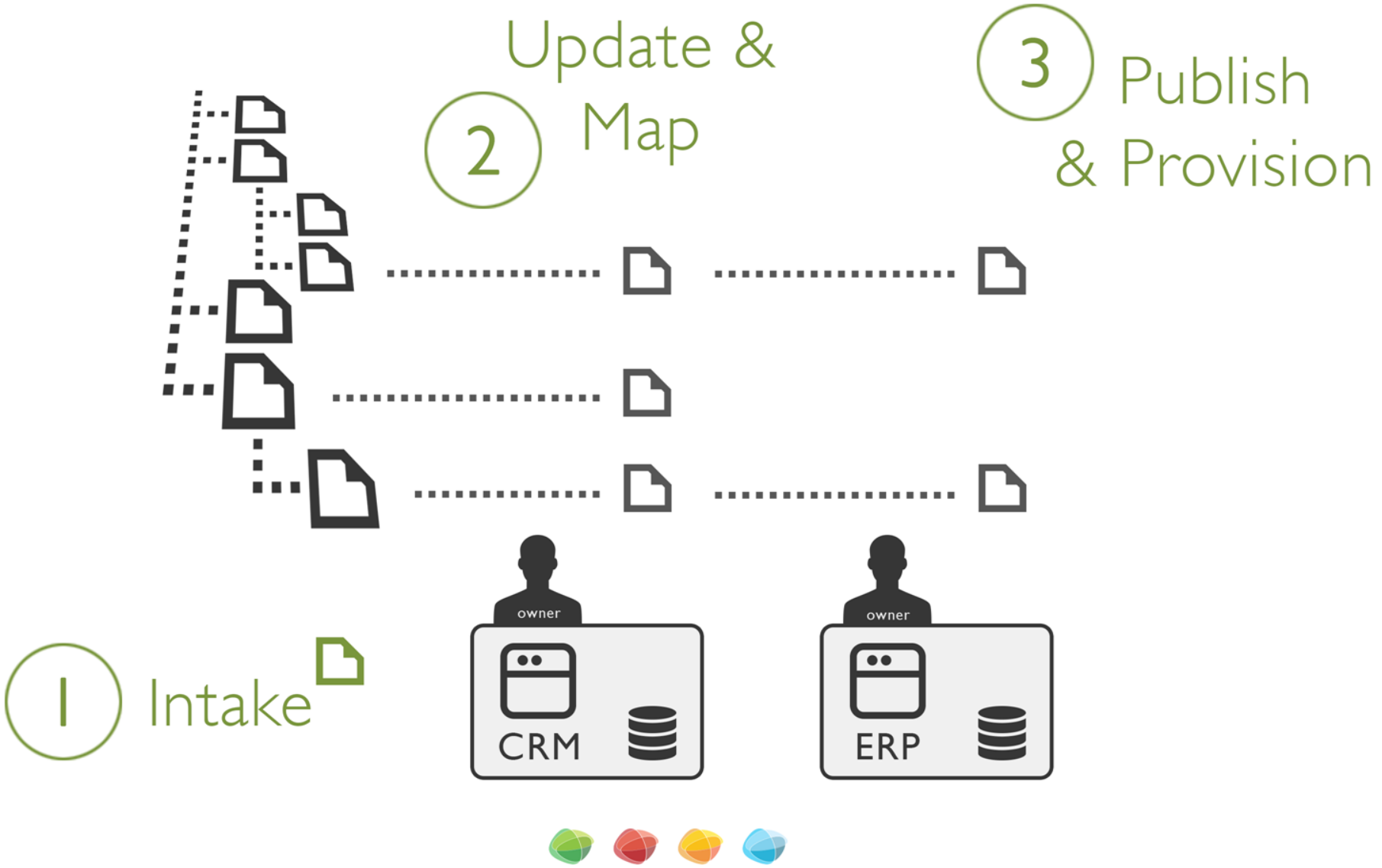
Judy Clark
Business Steward

Search and interact

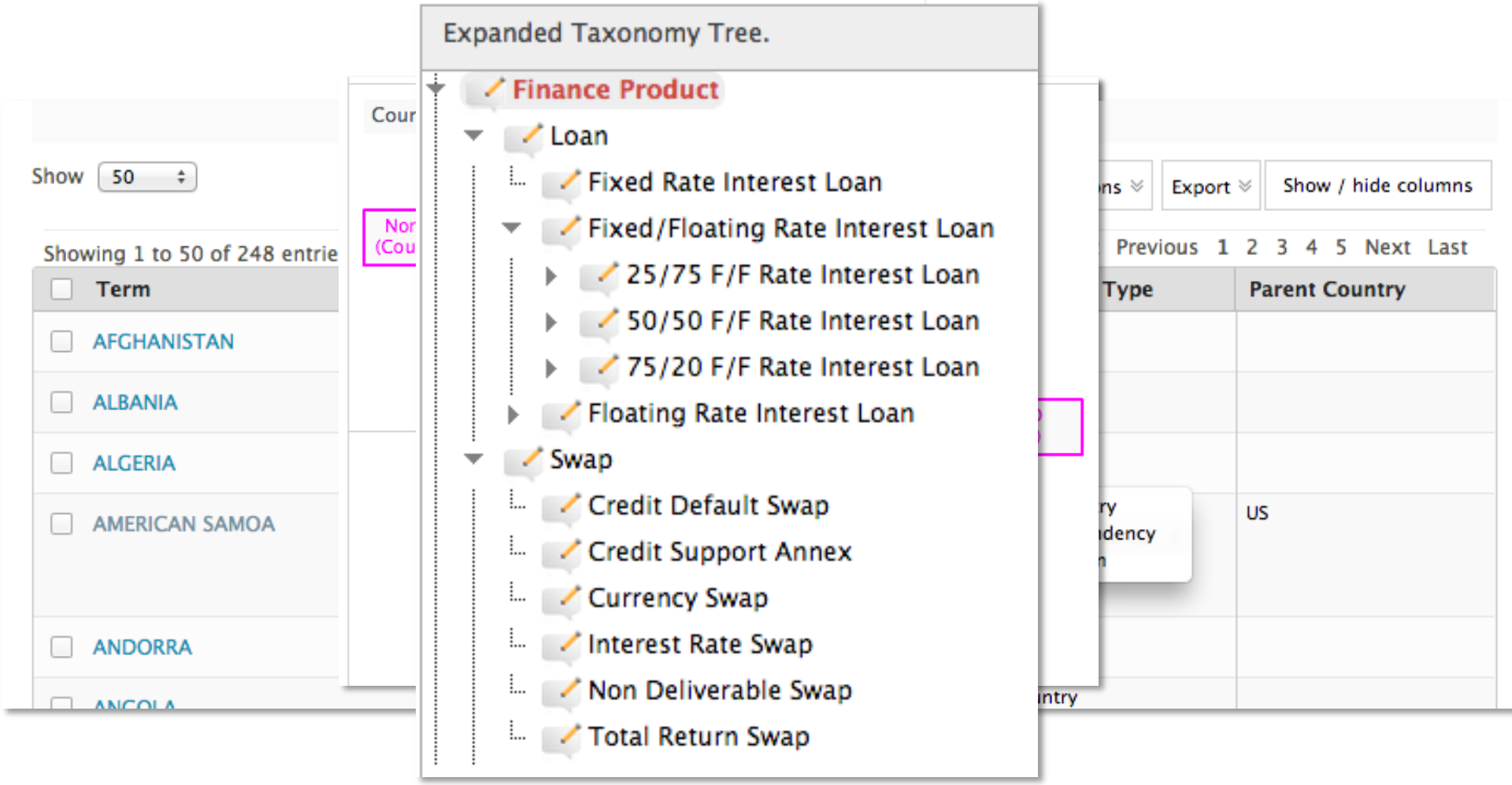


Business Glossary

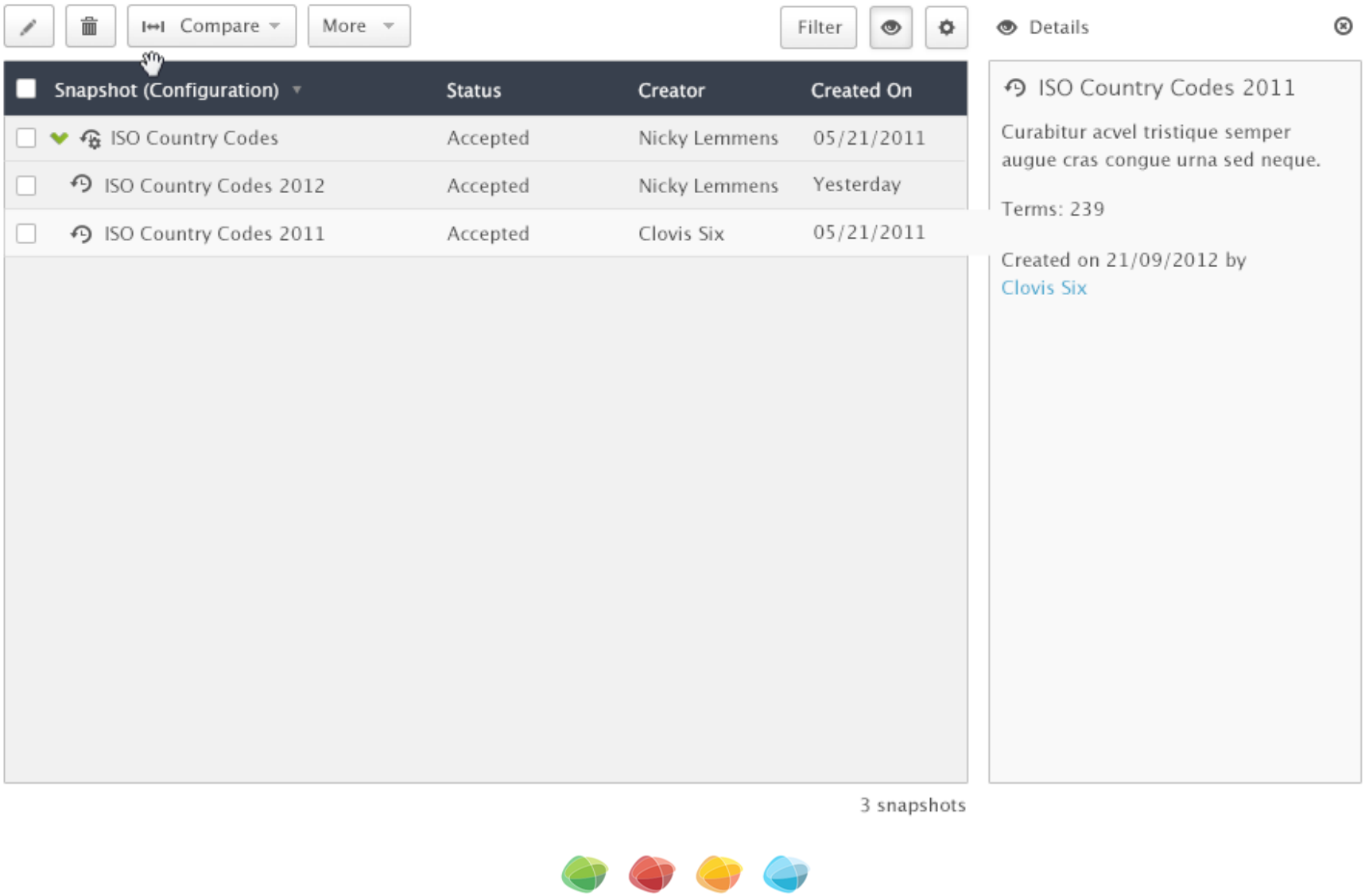
Reference Data



Manage, mapping & hierarchy



Timetravel


Compare
More
Filter
Details
Snapshot (Configuration)
Status
Creator
Created On
ISO Country Codes
Accepted
Nicky Lemmens
05/21/2011
ISO Country Codes 2012
Accepted
Nicky Lemmens
Yesterday
ISO Country Codes 2011
Accepted
Clovis Six
05/21/2011
ISO Country Codes 2011
Curabitur acvel tristique semper augue cras congue urna sed neque.
Terms: 239
Created on 21/09/2012 by
Clovis Six
3 snapshots

Data Stewardship Management

The process of data management

- **Intake / Proposal**
- **Review, approval, voting**
- **Escalation**
- **Issue management**
- **Data Sharing**
- **Security classification**
- **Policy audit**
- **…**

I put my heart and my soul into my work, and have lost my mind in the process.

Vincent Van Gogh

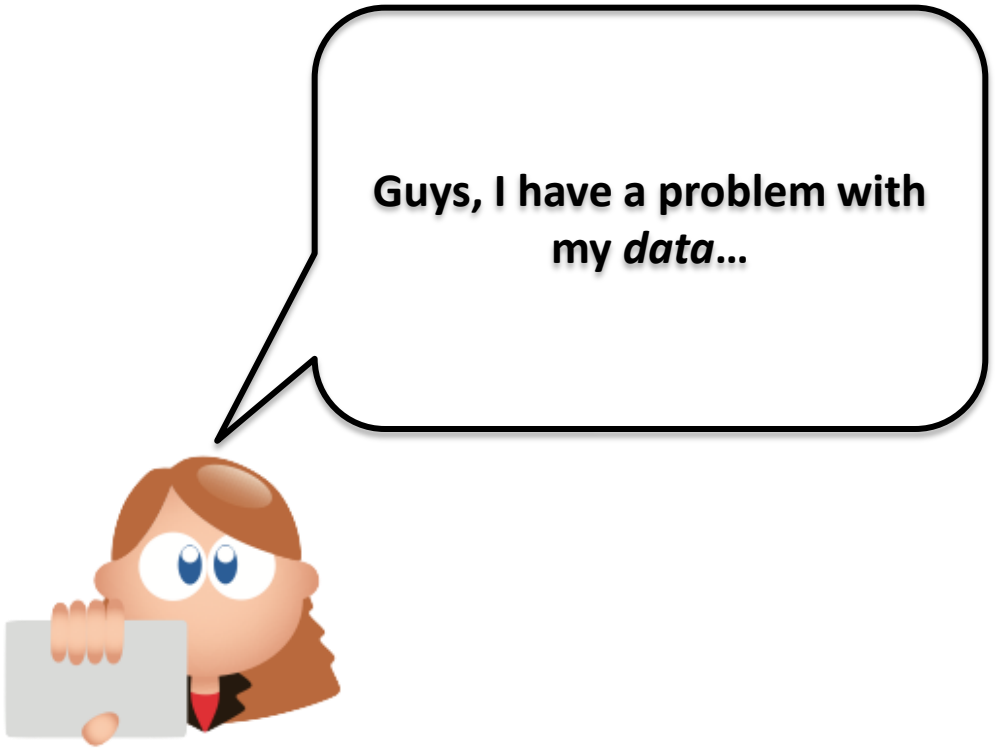
Issue Management

Picture by Andrew Aveley

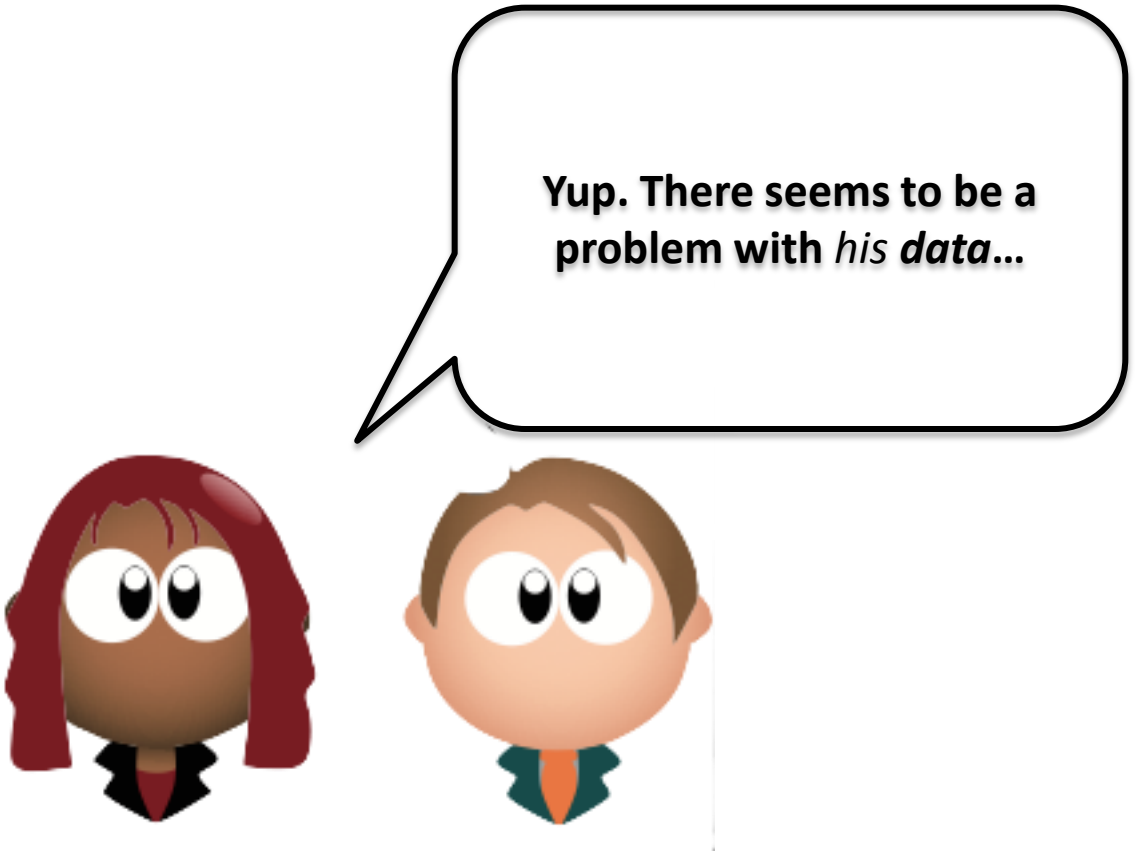
Source: http://photo.getaway.co.za/2012/03/26/andrew-aveley-hidden-danger/

Detect and research the issue

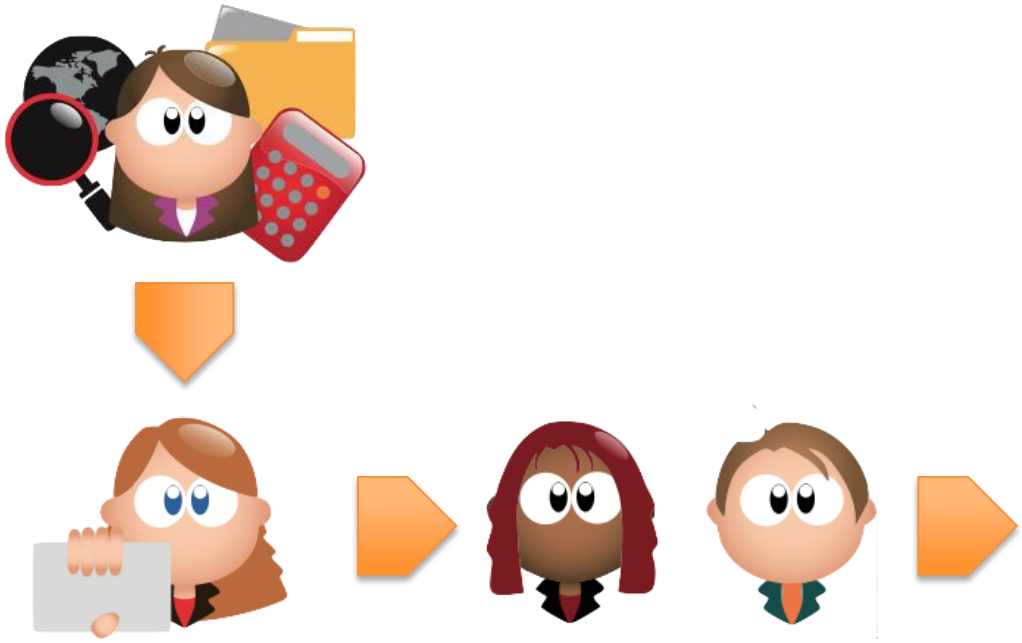
Communicate the issue

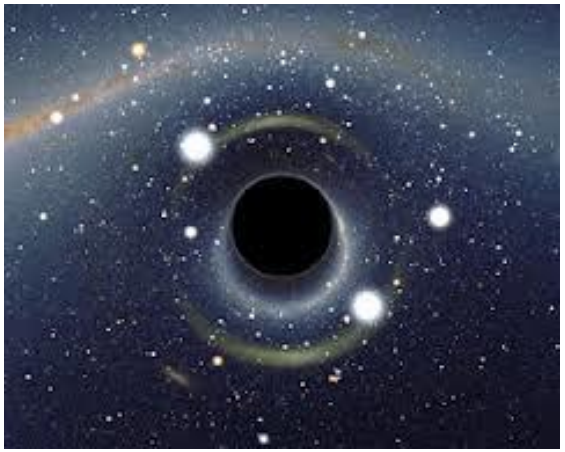


Hoping for feedback in the communication



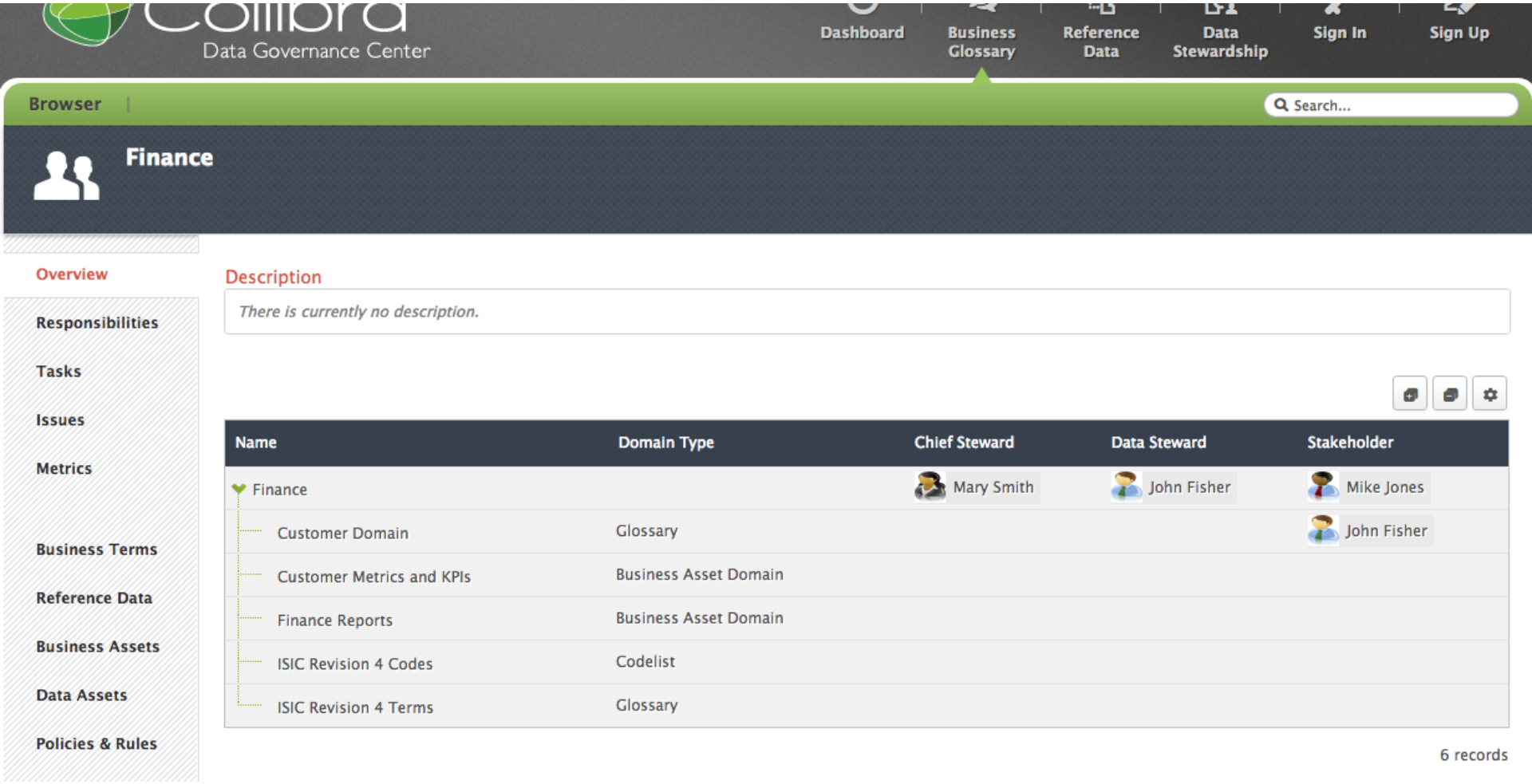
Processing the issue



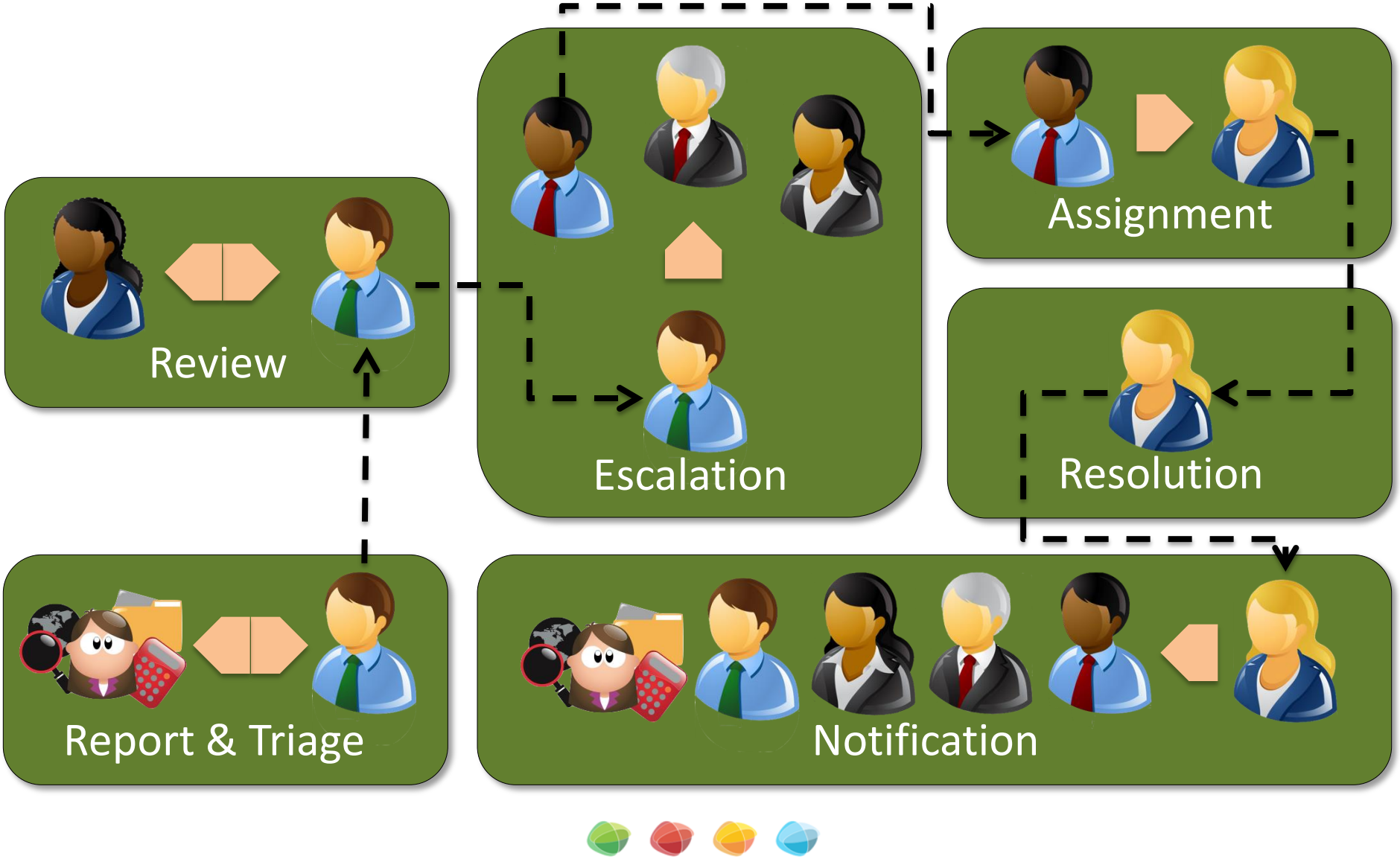


/dev/null

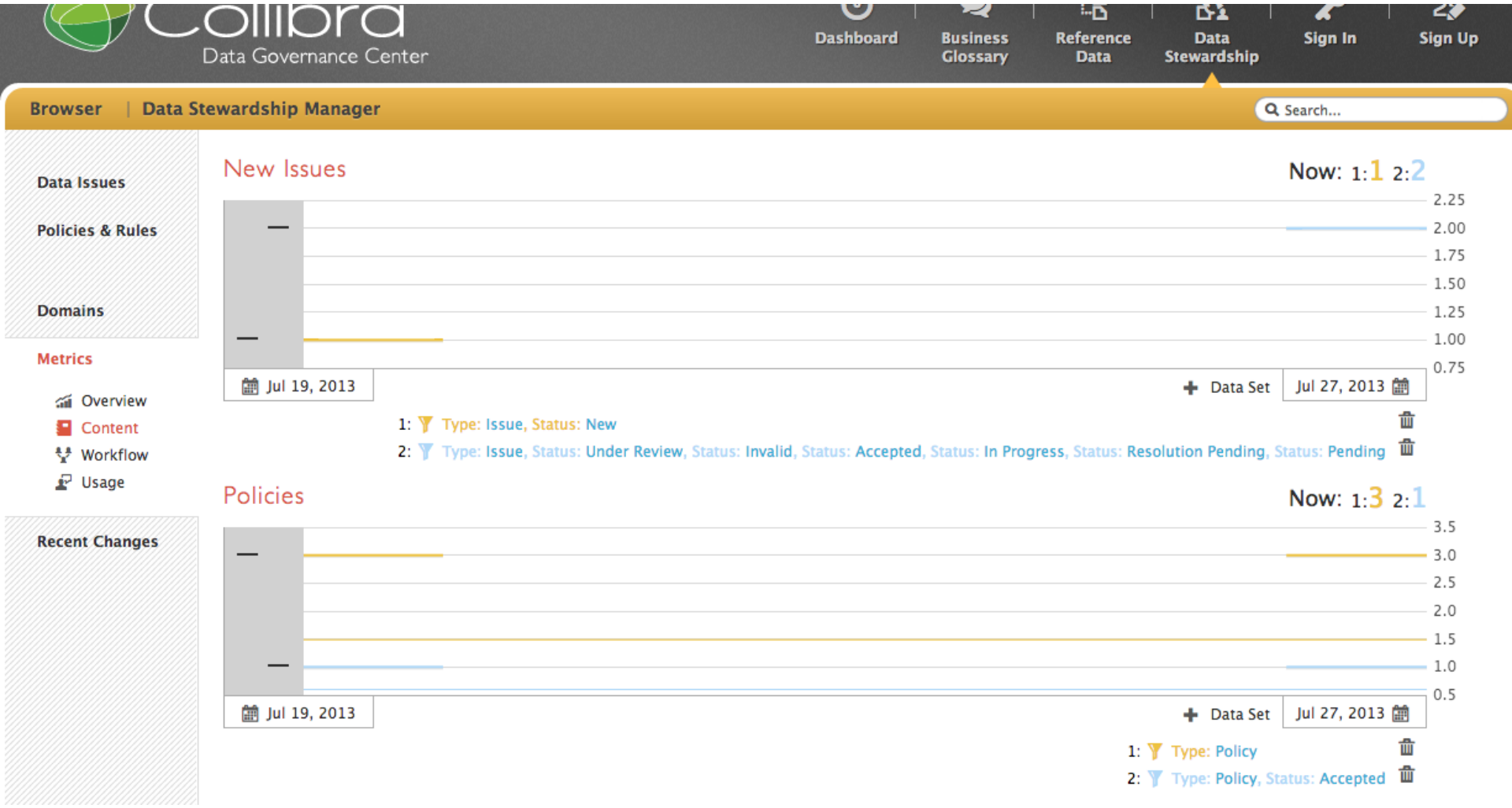
Organization, roles & responsibilities



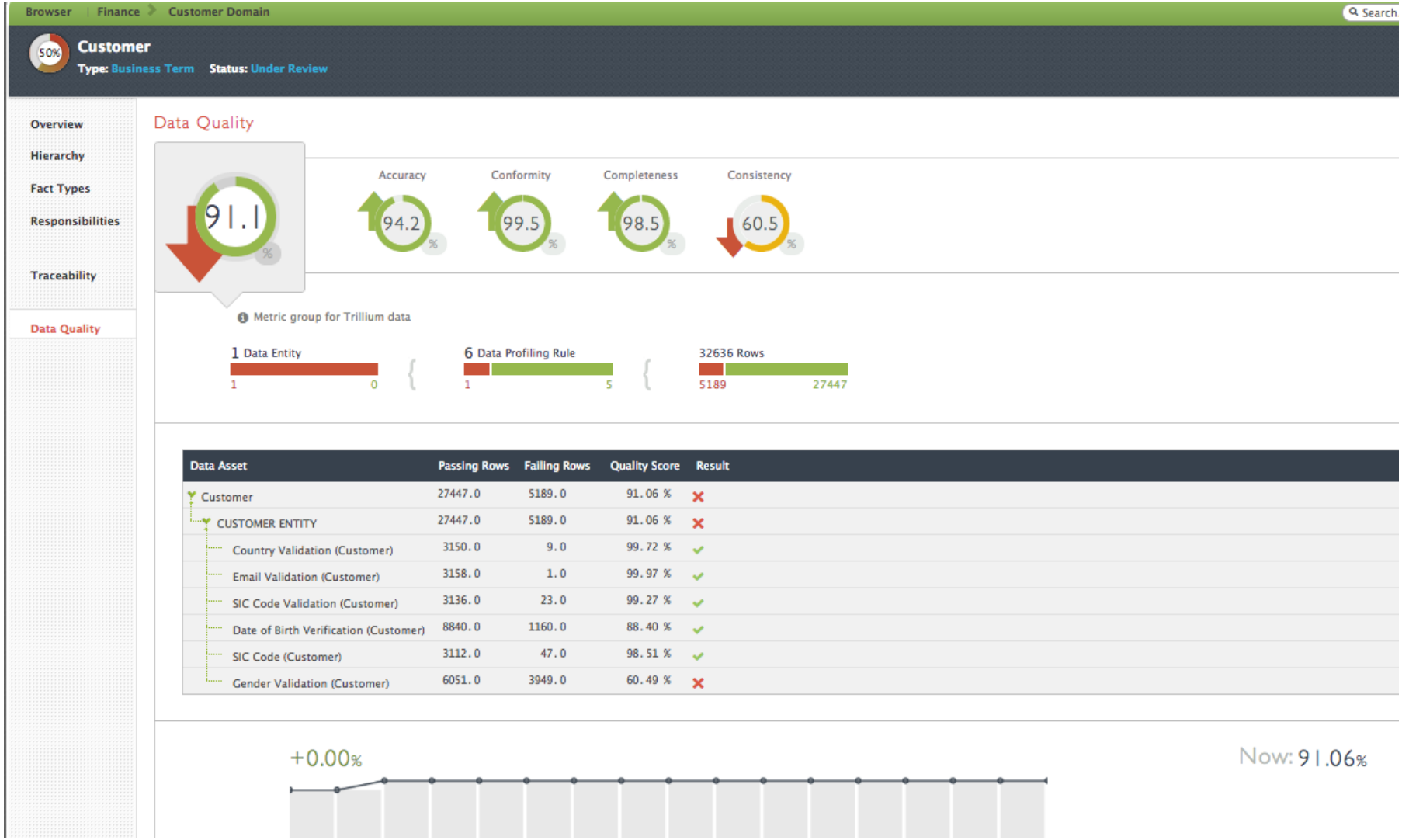
Report, Resolve, Notify



Metrics


Collibra
Data Governance Center
Dashboard
Business Glossary
Reference Data
Data Stewardship
Sign In
Sign Up
Browser | Data Stewardship Manager
Search...
Data Issues
Policies & Rules
Domains
Metrics
Overview
Content
Workflow
Usage
Recent Changes
New Issues
Now: 1:1 2:2
2.25
2.00
1.75
1.50
1.25
1.00
0.75
Jul 19, 2013
Data Set
Jul 27, 2013
1: Type: Issue, Status: New
2: Type: Issue, Status: Under Review, Status: Invalid, Status: Accepted, Status: In Progress, Status: Resolution Pending, Status: Pending
Policies
Now: 1:3 2:1
3.5
3.0
2.5
2.0
1.5
1.0
0.5
Jul 19, 2013
Data Set
Jul 27, 2013
1: Type: Policy
2: Type: Policy, Status: Accepted

Metrics


Browser
Finance
Customer Domain
Search
50%
Customer
Type: Business Term
Status: Under Review
Overview
Hierarchy
Fact Types
Responsibilities
Traceability
Data Quality
Data Quality
91.1
Accuracy
94.2
Conformity
99.5
Completeness
98.5
Consistency
60.5
Metric group for Trillium data
1 Data Entity
1
0
6 Data Profiling Rule
1
5
32636 Rows
5189
27447
Data Asset
Passing Rows
Failing Rows
Quality Score
Result
Customer 27447.0 5189.0 91.06 %
CUSTOMER ENTITY 27447.0 5189.0 91.06 %
Country Validation (Customer) 3150.0 9.0 99.72 %
Email Validation (Customer) 3158.0 1.0 99.97 %
SIC Code Validation (Customer) 3136.0 23.0 99.27 %
Date of Birth Verification (Customer) 8840.0 1160.0 88.40 %
SIC Code (Customer) 3112.0 47.0 98.51 %
Gender Validation (Customer) 6051.0 3949.0 60.49 %
+0.00%
Now: 91.06%

Data Sharing

Source: http://www.cutestpaw.com/images/sharing-is-caring-4/

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Shopping Cart

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	Price	Quantity
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The DAMA Guide to the Data Management Body of Knowledge (DAMA-DMBOK) Print Edition - DAMA International; **Perfect Paperback** In Stock Eligible for FREE Super Saver Shipping This will be a gift (Learn more) Delete · Save for later	$74.95	1
Data Governance: How to Design, Deploy and Sustain an Effective Data Governance Program - John Ladley; **Paperback** In Stock Eligible for FREE Super Saver Shipping This will be a gift (Learn more) Delete · Save for later	$44.99 You save: $4.96 (10%)	

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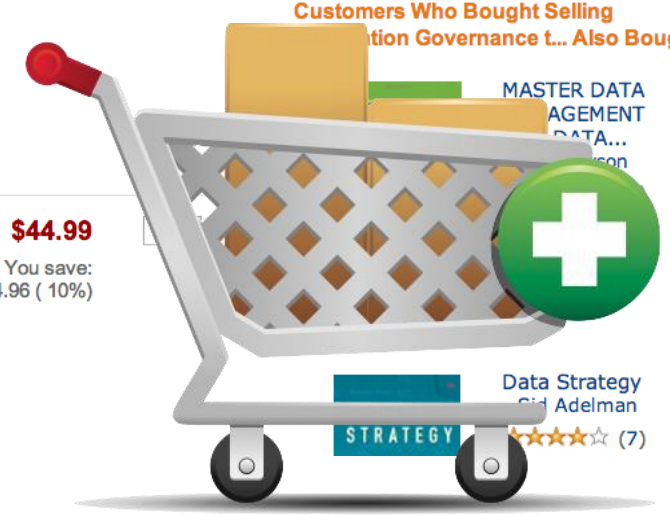
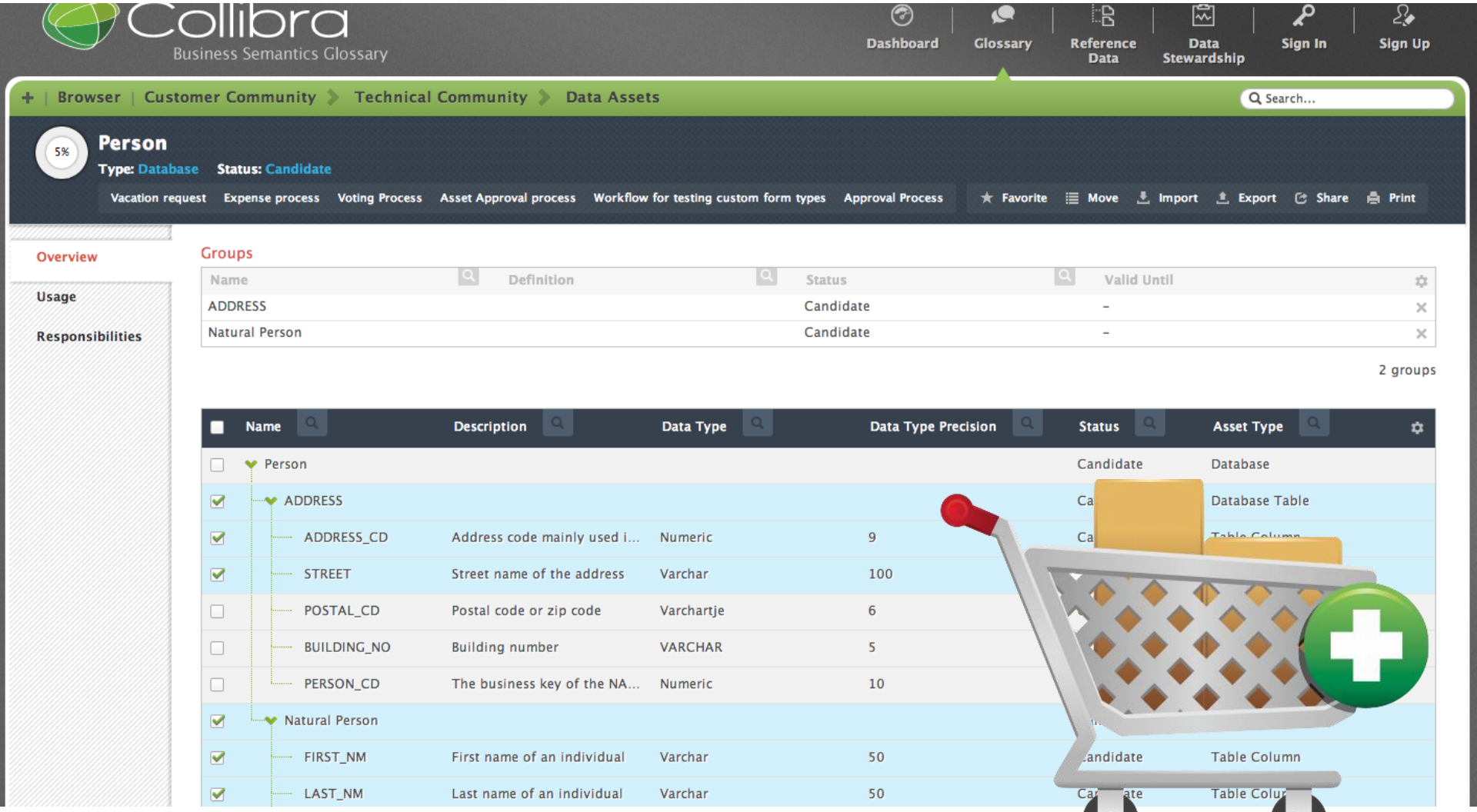


Data Sharing

- **Find the data assets you need for your business process**
- **Stay compliant with the rules & policies that apply to those data assets**
- **Coordinate with the relevant stewards, stakeholders and owners for the data logistics**

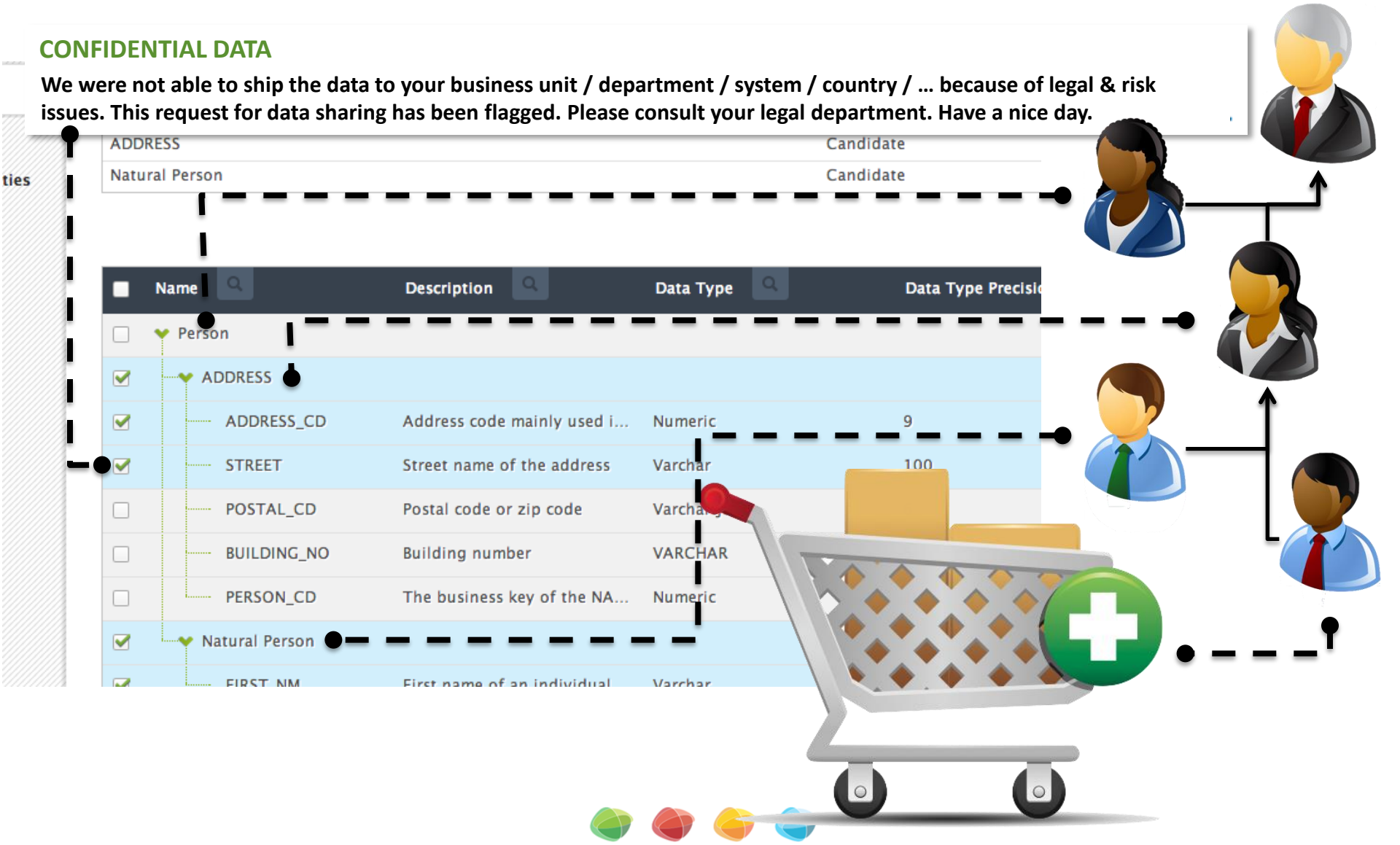
Shopping for data



Controlling your data sharing

CONFIDENTIAL DATA

We were not able to ship the data to your business unit / department / system / country / … because of legal & risk issues. This request for data sharing has been flagged. Please consult your legal department. Have a nice day.



Collibra

Data Governance
Software Company

- **Collibra is a leading Data Governance software company bringing Business and IT together to govern data as an enterprise asset.**
- **As a best of breed vendor, Collibra provides the data steward organization with a technology platform that supports their activities.**
- **Collibra is a Gartner Cool vendor for Enterprise Information Management.**

Services

- **Launch**
  - Strategic workshop (1 day)
  - Data Governance & Stewardship fundamentals (2 days)
  - Quick Start (10 days)
- **Accelerate & sustain**
  - Data Steward training & certification
  - Mentoring
- **Industry specific**
  - Critical Data Elements kick start offering
  - Industry specific Governance templates

Products

The MDM Institute Analyst Report

"DGC 4.0 is an excellent choice for enterprises looking to embark on their Data Governance journey.", Aaron Zornes

Data Governance Center

"Deploys 20 times faster than anything else we have tried before".
Information Architect at large financial services organisation

- **Business friendly, collaborative web-based application**
- **Fastest time to deployment**
- **Out of the box & fully configurable operating model (roles, workflows, metrics, federation, …)**
- **Governance engine with detailed & open API**

Data as an asset?

Jeff Immelt
GE CEO

"Companies must rethink data sharing"

- Company strategy built around data sharing
- Shift from being manufacturer associated with jet engines to an organization where information is an asset

Source: http://www.computerweekly.com/news/2240186452/Companies-must-rethink-data-sharing-says-GE-CEO-Jeff-Immelt

Collibra

Data Governance Software

Questions & Feedback?

www.collibra.com @collibra contact@collibra.com