

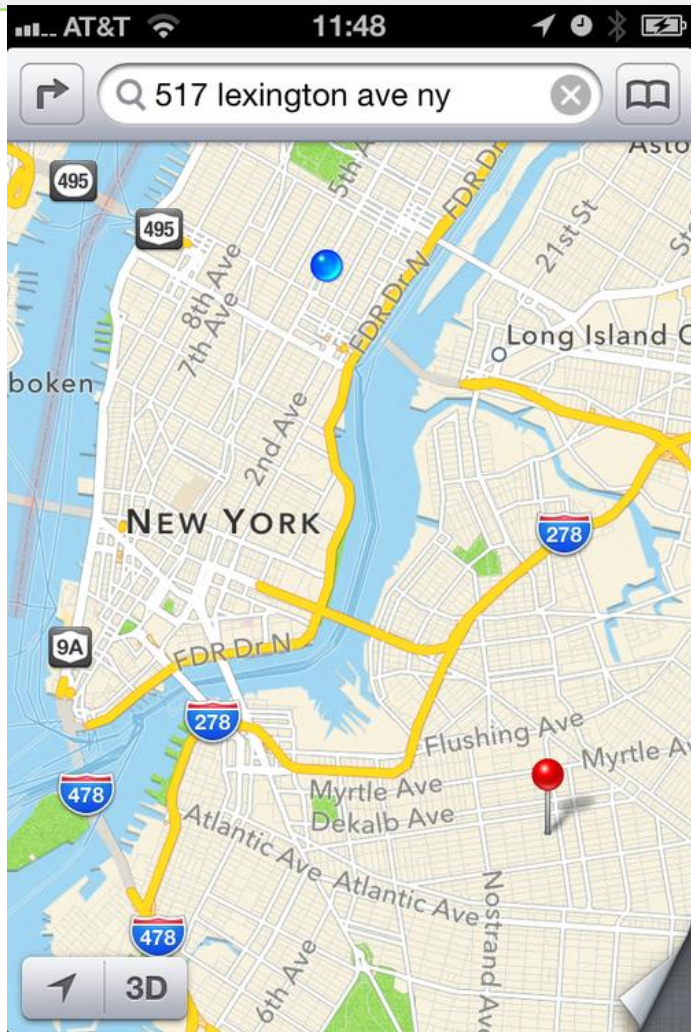


Collibra

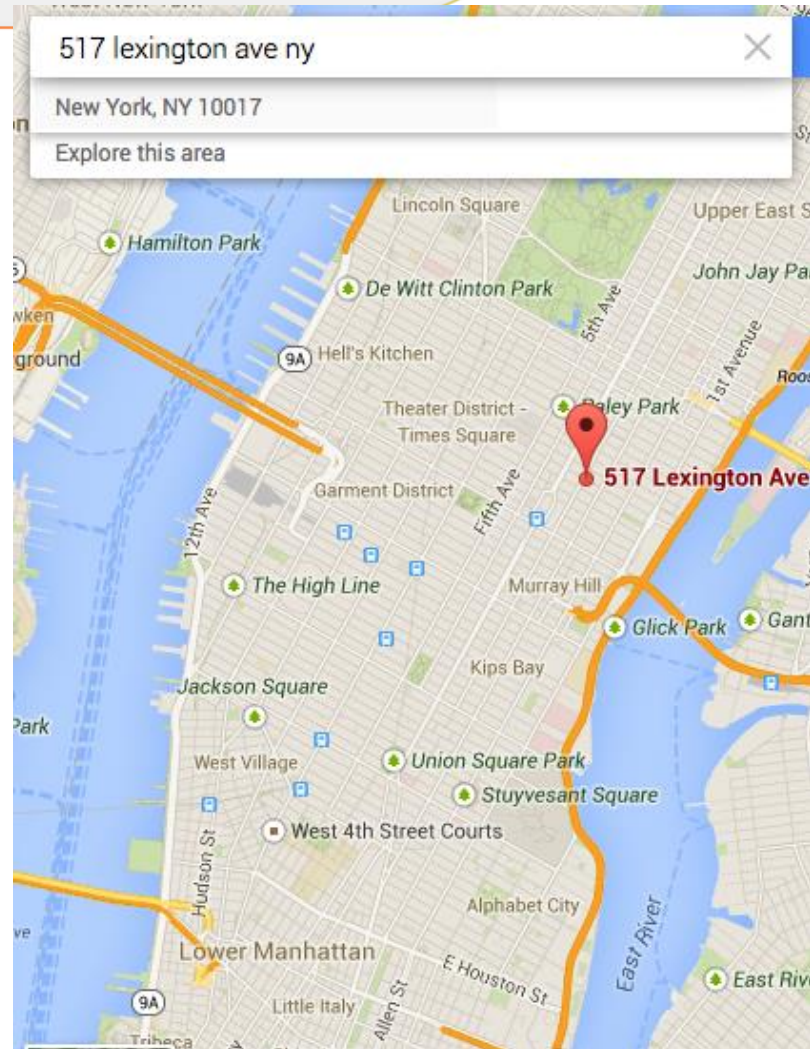
Data Governance Software

Prerequisites for Analytics: Data Stewardship and Data Sharing

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

The screenshot shows the Google Map Content Partners Help Center page. At the top, the Google logo is on the left, and a search bar with the text "Search Map Content Partners Help" is in the center. To the right of the search bar is a blue button with a magnifying glass icon. Below the search bar, the text "Map Content Partners" is displayed in red, and a "Contact Us" button is on the right. A yellow callout box contains text about the Map Content Partners Help Center and a link to "Let us know." To the right of the callout box, under the heading "Additional resources", are links for "Map content specifications", "Map content partner publicity guidelines", and "Let us know about your map content". Below the callout box, under the heading "How to", is a list of topics: "Partnering with Google", "Licensing Your Map Content to Google", "Providing Your Map Content to Google", "Map Content Types and Specifications", "Google's Use of Your Map Content", "Publicizing Your Partnership with Google", "What types of geospatial data or map content can my organization add to Google's services?", "What organizations can share map content with Google?", "How do I tell Google about the map content my organization has to add to Google services?", "Should my organization provide its map content to Google through a third party, such as a regional consortium or state/provincial or national government agency?", and "Can a data collection service". At the bottom left, the text "Map Content Partners - Help for other Google products" is displayed.

→ ↻ <https://support.google.com/mapcontentpartners/>

Google Search Map Content Partners Help 🔍

Map Content Partners [Contact Us](#)

The **Map Content Partners Help Center** contains information for organizations that contribute authoritative mapping data to Google, including 3D models, aerial imagery, public transit routes and schedules, terrain and many types of vector data.

Have map content you want to share? [Let us know.](#)

Additional resources

- [Map content specifications](#)
- [Map content partner publicity guidelines](#)
- [Let us know about your map content](#)

How to

- Partnering with Google**
- [Licensing Your Map Content to Google](#)
- [Providing Your Map Content to Google](#)
- [Map Content Types and Specifications](#)
- [Google's Use of Your Map Content](#)
- [Publicizing Your Partnership with Google](#)
- [What types of geospatial data or map content can my organization add to Google's services?](#)
- [What organizations can share map content with Google?](#)
- [How do I tell Google about the map content my organization has to add to Google services?](#)
- [Should my organization provide its map content to Google through a third party, such as a regional consortium or state/provincial or national government agency?](#)
- [Can a data collection service](#)

Map Content Partners - Help for other Google products




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.



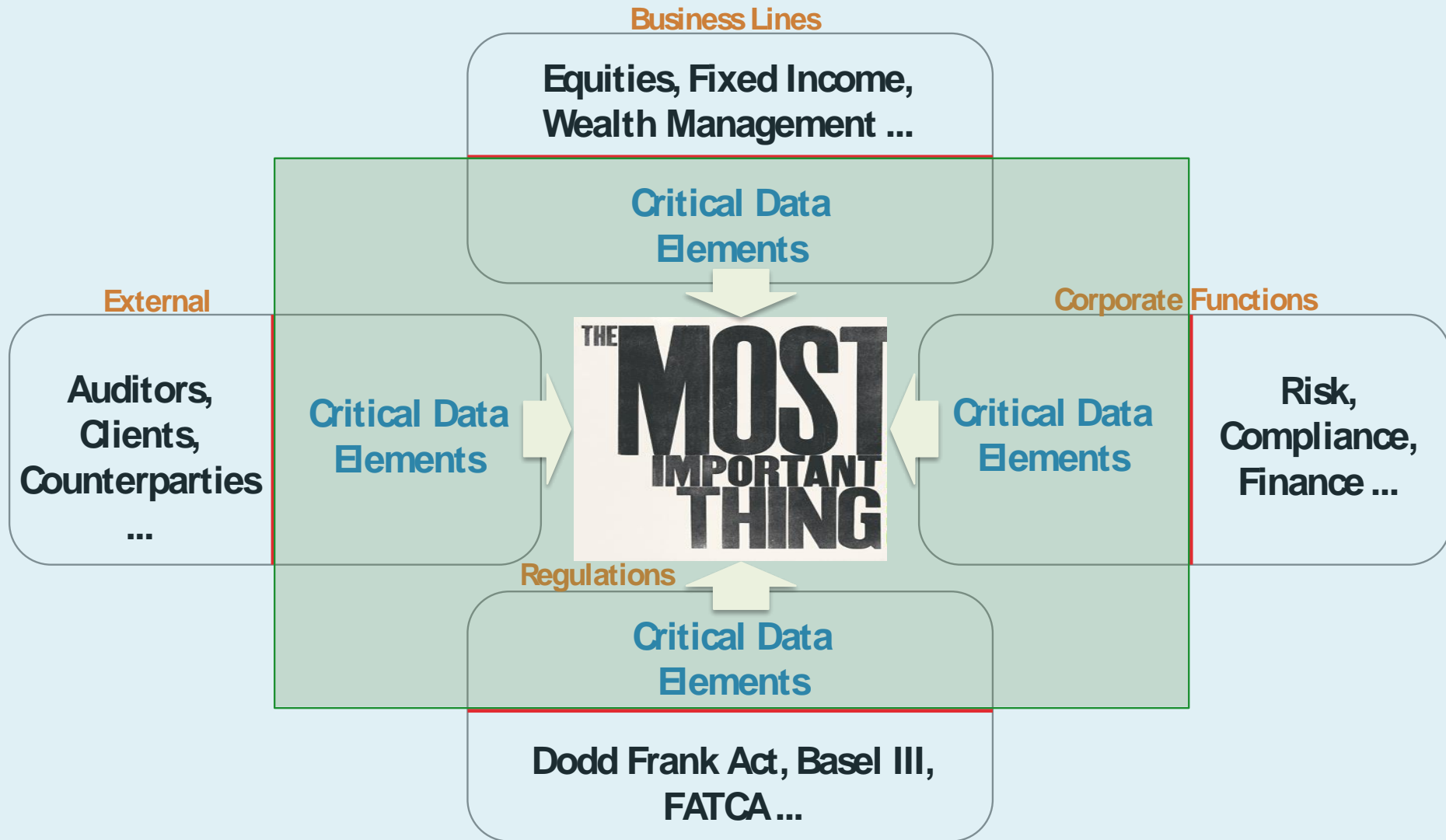
Basel's Principles

Governance

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

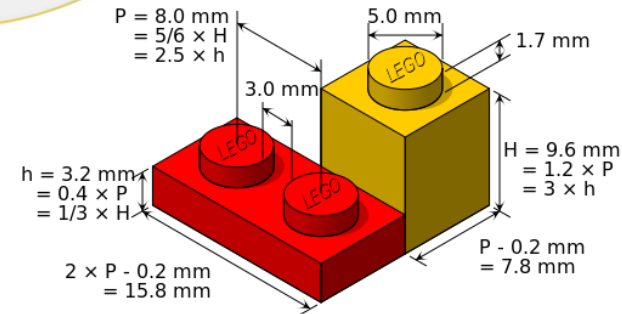


Find out what is critical...

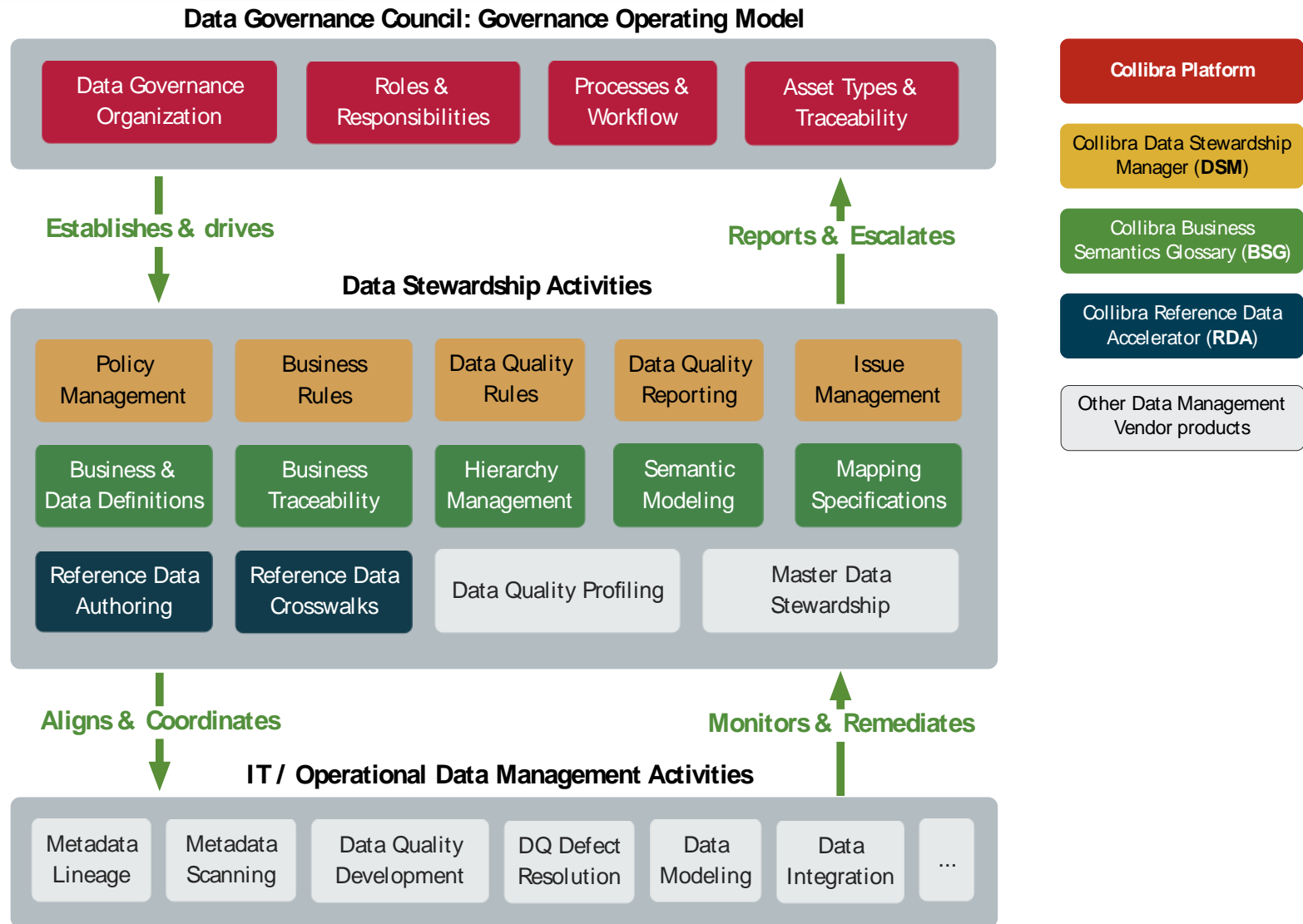


...and use it to drive change

- 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



Mary Smith
Chief Steward
(Finance)



Bob Brown
Data Governance
Officer



Mike Jones
Chief Steward
(Sales)

Data Governance Council

Emma Miller
Data Governance
Manager



Data Governance
Manager

Data Governance Working Group

Finance



John Fisher
Data Steward

...

Sales



Judy Clark
Business Steward



Search and interact

Browse Domains

- Demo Corporation
 - Data Directory
 - Demo Corporation APAC
 - Demo Corporation US
 - Data Governance Council
 - Enterprise Rules and Policies**
 - Enterprise Vocabulary
 - Issue Vocabulary
 - Data Governance Working Group
 - Enterprise Architecture

[Raise Issue](#)

Personal Privacy Policy

Status: [Accepted](#)
Concept Type: [Policy](#)

Data Steward: [Mary Smith](#)

Definitions

It is one of the principles of our organization to treat personal privacy with high regard. As such, we must always work to make sure that the privacy of our customers, employees and subjects are never violated.

Applies to

Business Process	Vocabulary	Complies	Check Sent	Valid to
Customer Onboarding	Business Processes	No	02/01/2012	N/A
Clinical Trial Registration	Business Processes	Yes	05/02/2012	11/01/2014

Criticality

High

Implemented as

Rule	Domain	Valid from	Valid to	Status
Address Confidentiality Rule	Customer Domain	01/01/2012	12/01/2014	Accepted

Update frequency

Quarterly

Browse Terms

#	A	B	C	D
E	F	G	H	I
J	K	L	M	N
O	P	Q	R	S
T	U	V	W	X
Y	Z			



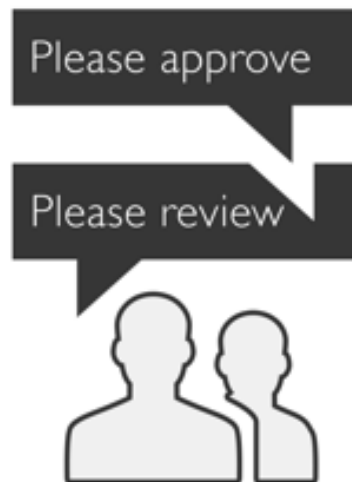
Business Glossary

1



Import

2



Improve

3



Publish

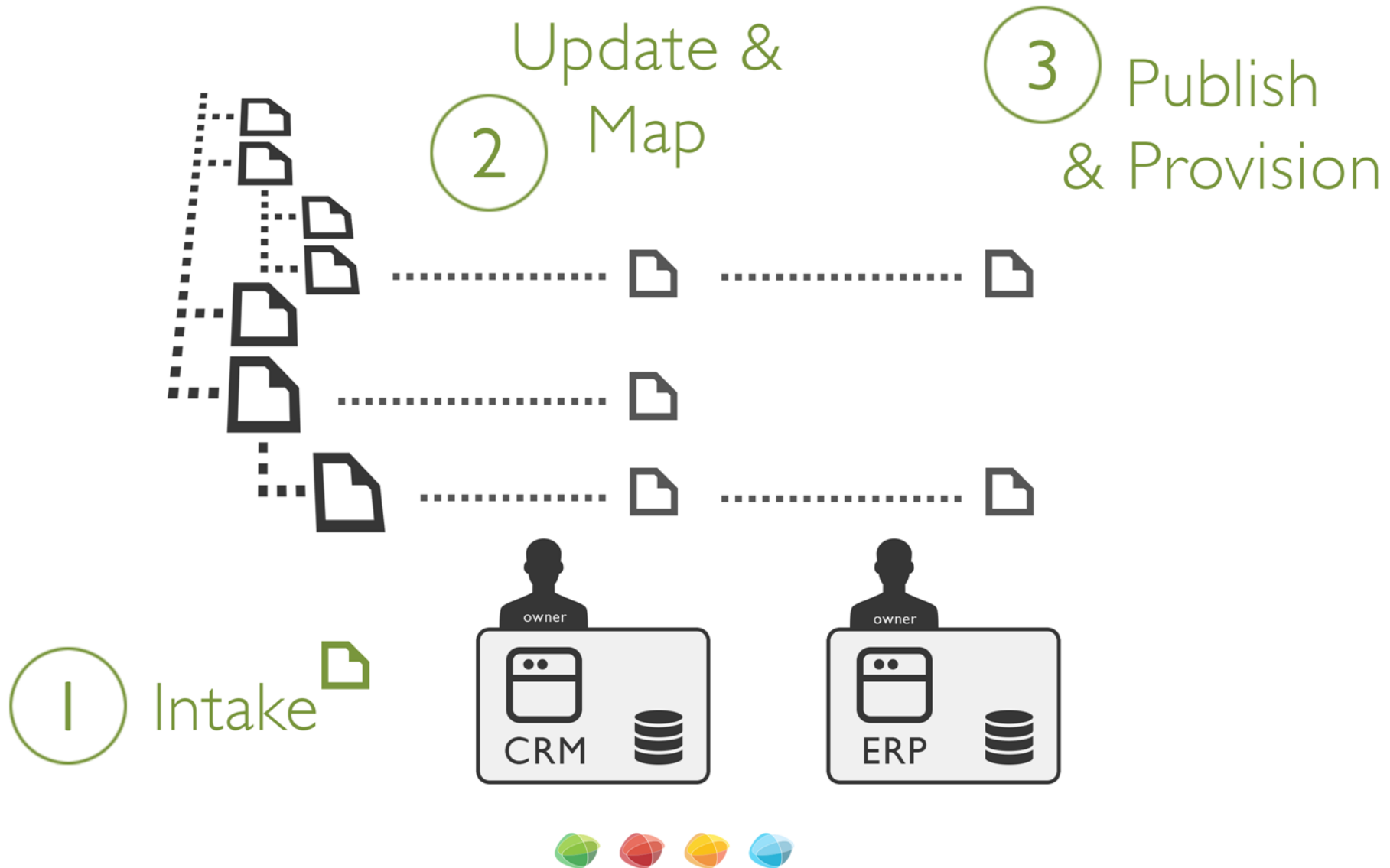
4



Use



Reference Data



Manage, mapping & hierarchy

Expanded Taxonomy Tree.

- ✎ Finance Product
 - ▼ ✎ Loan
 - ⋮ ✎ Fixed Rate Interest Loan
 - ▼ ✎ Fixed/Floating Rate Interest Loan
 - ▶ ✎ 25/75 F/F Rate Interest Loan
 - ▶ ✎ 50/50 F/F Rate Interest Loan
 - ▶ ✎ 75/20 F/F Rate Interest Loan
 - ▶ ✎ Floating Rate Interest Loan
 - ▼ ✎ Swap
 - ⋮ ✎ Credit Default Swap
 - ⋮ ✎ Credit Support Annex
 - ⋮ ✎ Currency Swap
 - ⋮ ✎ Interest Rate Swap
 - ⋮ ✎ Non Deliverable Swap
 - ⋮ ✎ Total Return Swap







Timetravel

 Compare ▾ More ▾

 Filter

 Details



<input type="checkbox"/> Snapshot (Configuration) ▾	Status	Creator	Created On
<input type="checkbox"/>   ISO Country Codes	Accepted	Nicky Lemmens	05/21/2011
<input type="checkbox"/>  ISO Country Codes 2012	Accepted	Nicky Lemmens	Yesterday
<input type="checkbox"/>  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

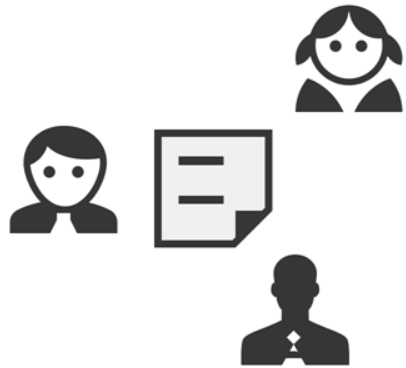
Created on 21/09/2012 by
[Clovis Six](#)

3 snapshots



Data Stewardship Management

1



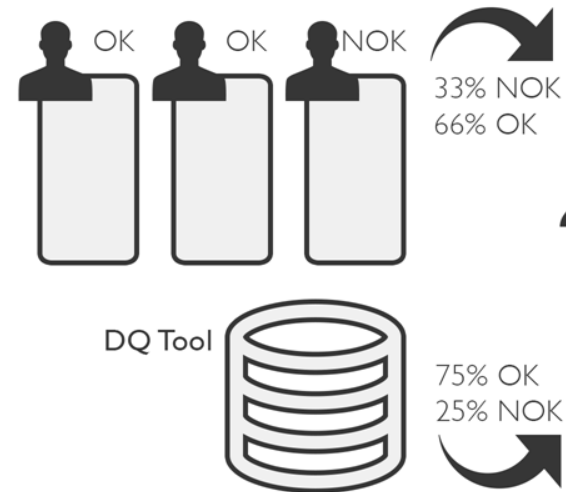
Define

2



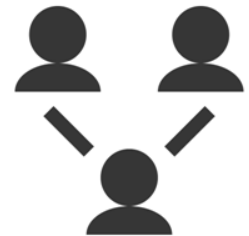
Apply

3



Comply

4



Act

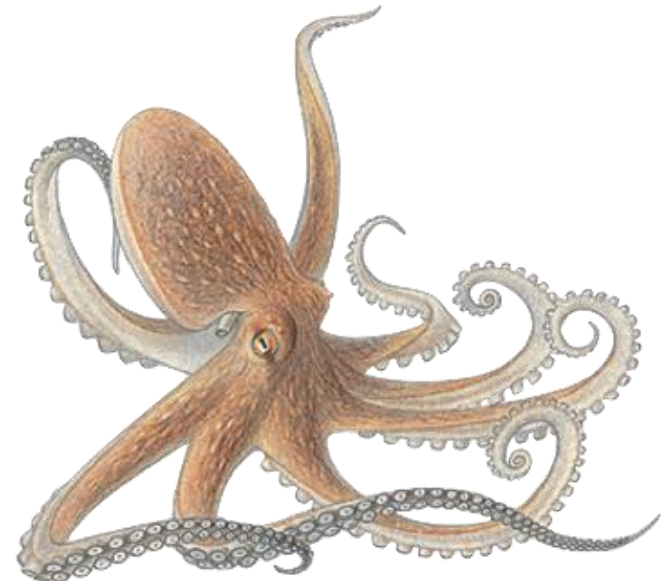


The process of data management

- **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/>

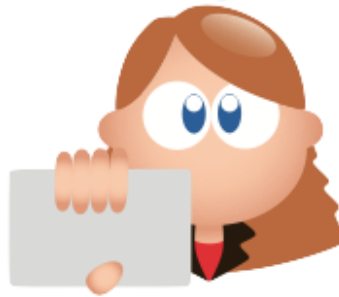


Detect and research the issue



Communicate the issue

**Guys, I have a problem with
my *data*...**

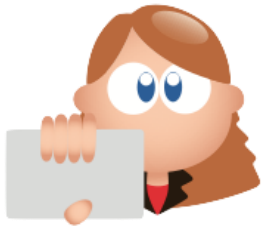


Hoping for feedback in the communication

Yup. There seems to be a problem with *his data*...




Processing the issue



/dev/null




Organization, roles & responsibilities



[Dashboard](#)[Business Glossary](#)[Reference Data](#)[Data Stewardship](#)[Sign In](#)[Sign Up](#)

Browser |

**Finance**

Overview

Responsibilities

Tasks

Issues

Metrics

Business Terms

Reference Data





Business Assets

Data Assets

Policies & Rules

Description

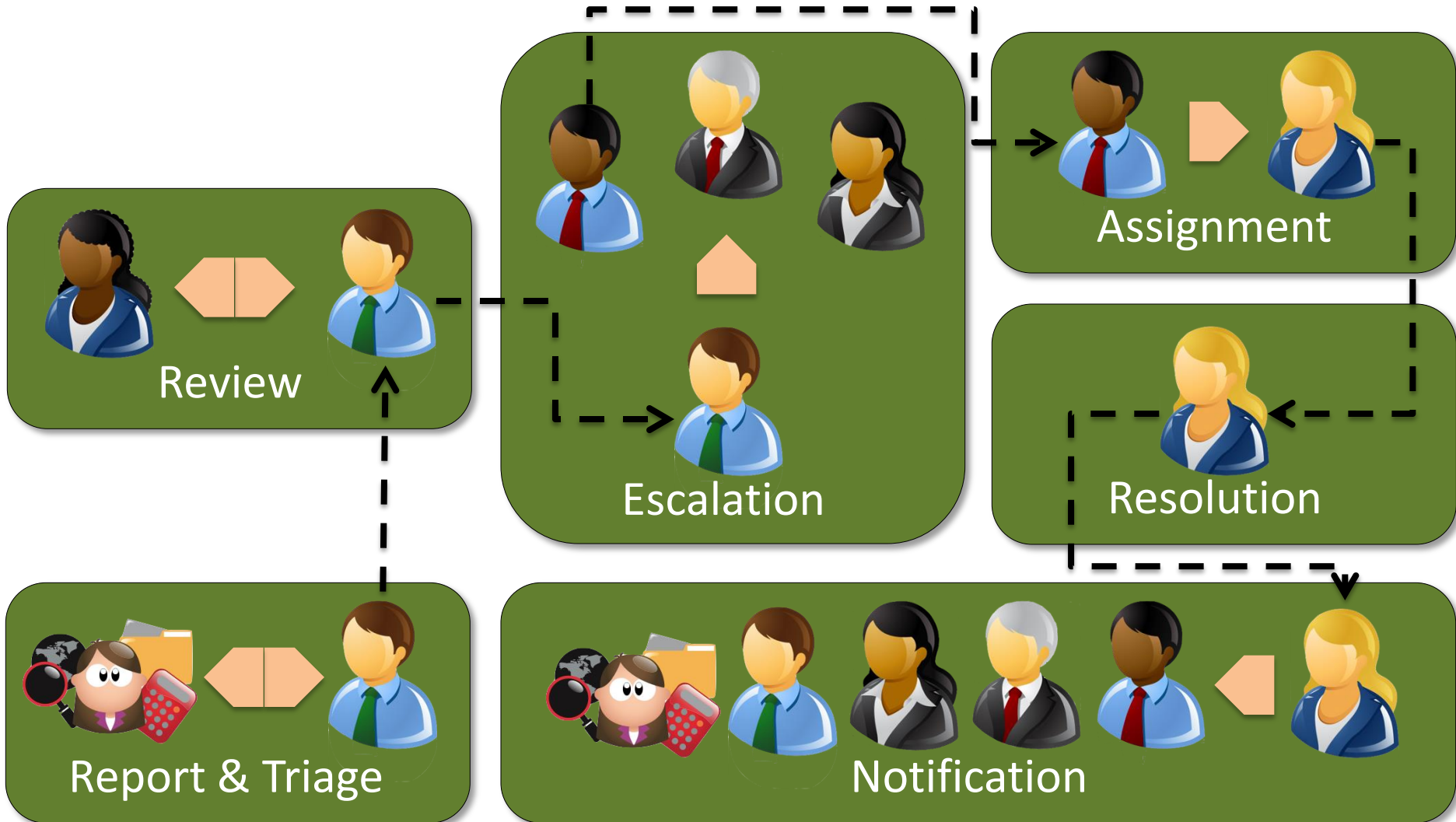
There is currently no description.

Name	Domain Type	Chief Steward	Data Steward	Stakeholder
♥ Finance		 Mary Smith	 John Fisher	 Mike Jones
Customer Domain	Glossary			 John Fisher
Customer Metrics and KPIs	Business Asset Domain			
Finance Reports	Business Asset Domain			
ISIC Revision 4 Codes	Codelist			
ISIC Revision 4 Terms	Glossary			

6 records



Report, Resolve, Notify



Metrics

Data Issues

Policies & Rules

Domains

Metrics

 Overview

 Content

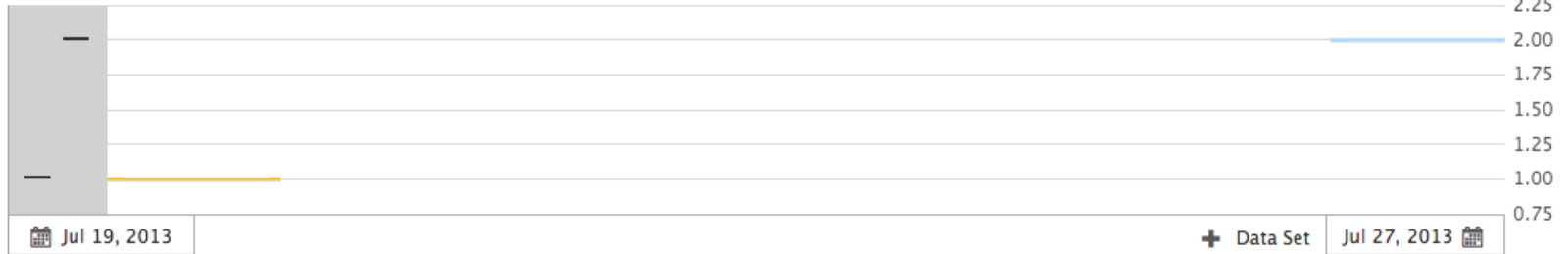
 Workflow

 Usage

Recent Changes

New Issues

Now: 1:1 2:2

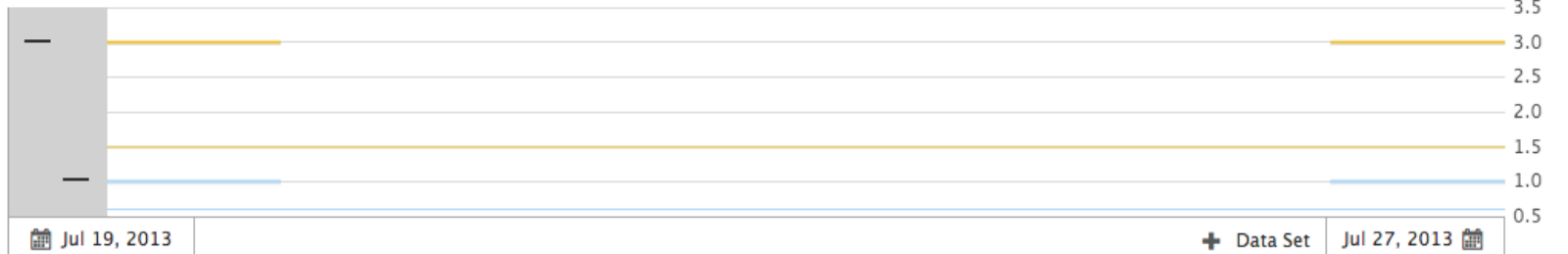


1:  Type: Issue, Status: New

2:  Type: Issue, Status: Under Review, Status: Invalid, Status: Accepted, Status: In Progress, Status: Resolution Pending, Status: Pending

Policies

Now: 1:3 2:1

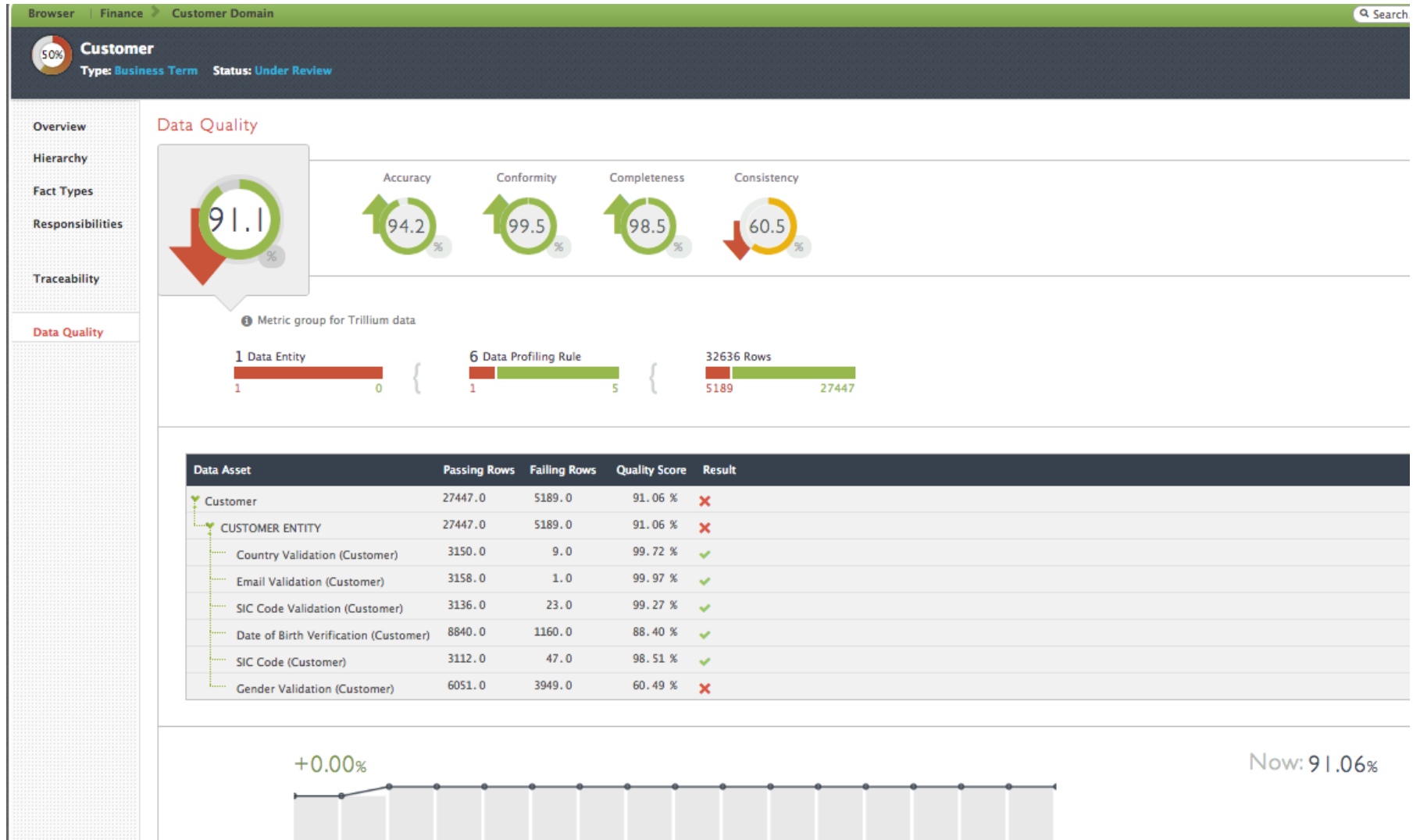


1:  Type: Policy

2:  Type: Policy, Status: Accepted



Metrics



Data Sharing



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



Shopping on Amazon

Data Governance Center x Amazon.com Shopping Cart x

www.amazon.com/gp/cart/view.html

amazon Join Prime

Stijn's Amazon.com | Today's Deals | Gift Cards | Help

Shop by Department ▾

Search All ▾ fifty shades of grey

Go

Hello, Stijn Your Account ▾

Join Prime ▾

3 Cart ▾

Wish List ▾

MasterCard Get 15% off Subscribe & Save orders* Terms and Conditions Apply Ad EXPAND TO LEARN MORE ▾

Shopping Cart

Items to buy now



Selling Information Governance to the Business: Best Practices by Industry and Job Function - Sunil Soares; Paperback

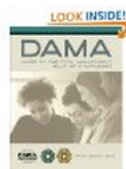
Only 12 left in stock (more on the way).

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Price	Quantity
\$33.15	1
You save: \$16.80 (34%)	



The DAMA Guide to the Data Management Body of Knowledge (DAMA-DMBOK) Print Edition - DAMA International; Perfect Paperback

In Stock

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\$74.95	1
----------------	---



Data Governance: How to Design, Deploy and Sustain an Effective Data Governance Program - John Ladley; Paperback

In Stock

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\$44.99	
You save: \$4.96 (10%)	

✓ Your order qualifies for FREE Super Saver Shipping ([Restrictions apply](#)). Choose this option at checkout.

Subtotal (3 items): \$153.09

☐ This order contains a gift

[Proceed to Checkout](#)

or

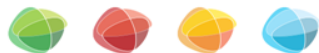
[Sign in](#) to turn on 1-Click ordering.

Customers Who Bought Selling Information Governance t... Also Bought




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

 Collibra
Business Semantics Glossary

Dashboard

Glossary

Reference Data

Data Stewardship

Sign In

Sign Up

+ | Browser | Customer Community > Technical Community > Data Assets

Q Search...

5%

Person

Type: Database Status: Candidate

Vacation request Expense process Voting Process Asset Approval process Workflow for testing custom form types Approval Process

★ Favorite Move Import Export Share Print

Overview

Usage

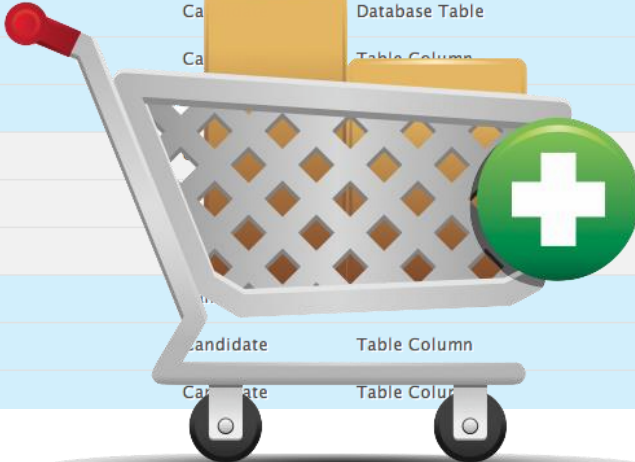
Responsibilities


Groups

Name	Definition	Status	Valid Until
ADDRESS		Candidate	-
Natural Person		Candidate	-

2 groups

Name	Description	Data Type	Data Type Precision	Status	Asset Type
Person				Candidate	Database
ADDRESS				Candidate	Database Table
ADDRESS_CD	Address code mainly used i...	Numeric	9	Candidate	Table Column
STREET	Street name of the address	Varchar	100		
POSTAL_CD	Postal code or zip code	Varchartje	6		
BUILDING_NO	Building number	VARCHAR	5		
PERSON_CD	The business key of the NA...	Numeric	10		
Natural Person					
FIRST_NM	First name of an individual	Varchar	50	Candidate	Table Column
LAST_NM	Last name of an individual	Varchar	50	Candidate	Table Column

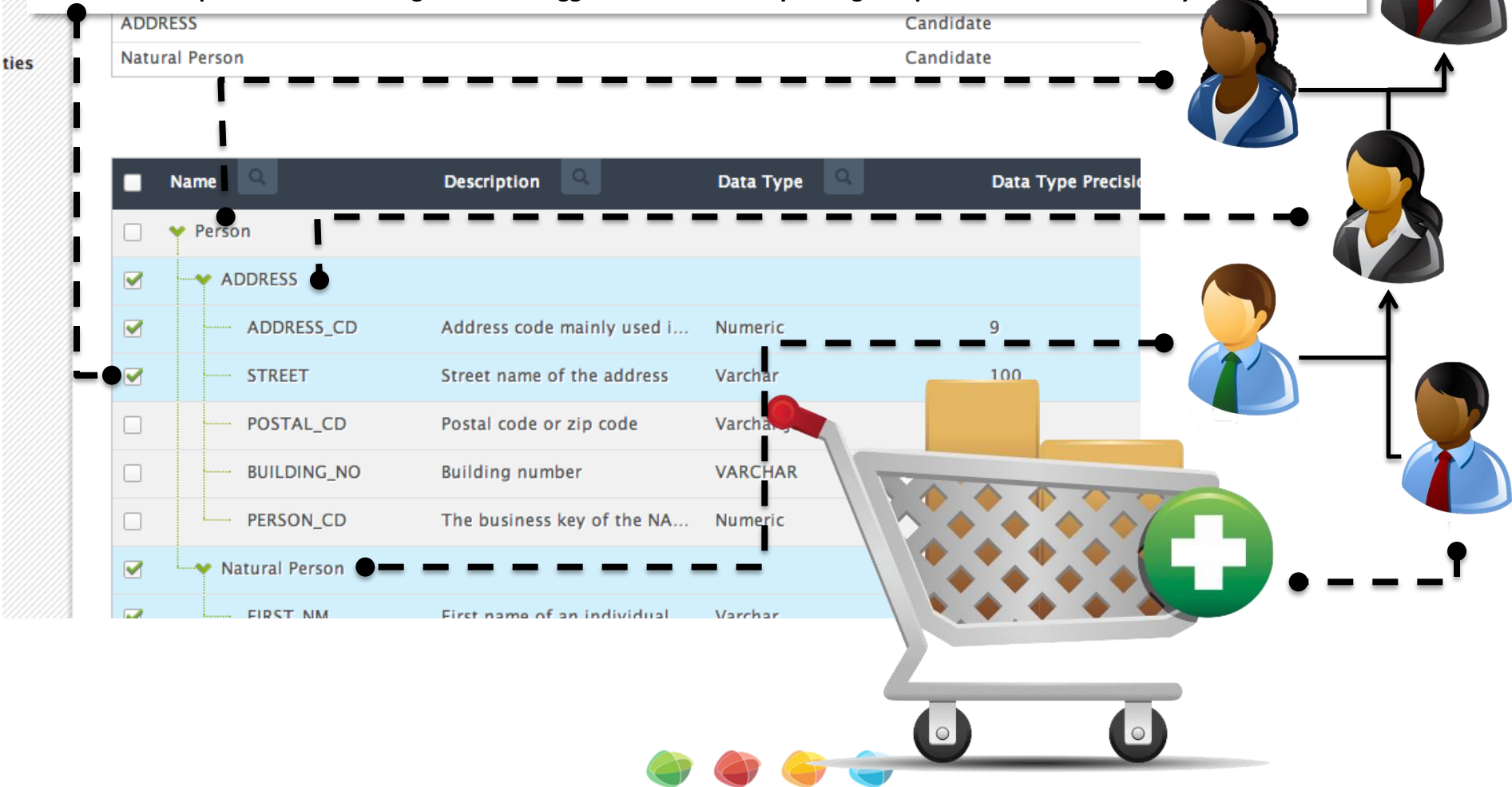




Controlling your data sharing

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



Data Stewardship
Manager



Business Semantics
Glossary



Reference Data
Accelerator



Data Governance
Center

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



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