



Informatica™

# Reimagine Data Governance

The framework you need  
to transform your business

# Contents

Introduction:	
New Data Governance for a New World	03
Part One:	
The Evolution of Data Governance	06
Part Two:	
The Power of Reimagining Data Governance	11
Conclusion:	
The Opportunity for Enterprises	14
Further Reading	16
About Informatica®	17

**Tip:** Click to jump straight to any section.



Introduction

# New Data Governance for a New World

# New Data Governance for a New World

## The world's most ambitious businesses are all going through something massive.

Digital transformation is proving to be far more than a buzzword—it's an imperative to meet new customer expectations and ward off new threats from more nimble start-ups.

But it's also an opportunity to change the way you serve customers, analyze the world around you, and manage global risk and operations. The challenge is to tap into new sources of value—and to do it rapidly.

In most enterprises, the biggest source of untapped value is data. It's central to every vision of the future, and every meaningful innovation over the past ten years.

And yet in practical terms, it's often hard to find, trust, and use.

## That's why data governance has become a high-priority strategic imperative. It's the only way to gain visibility into your data and make it accessible, secure and trusted.

The thing is, the world has changed *a lot* since data governance first rose to prominence:

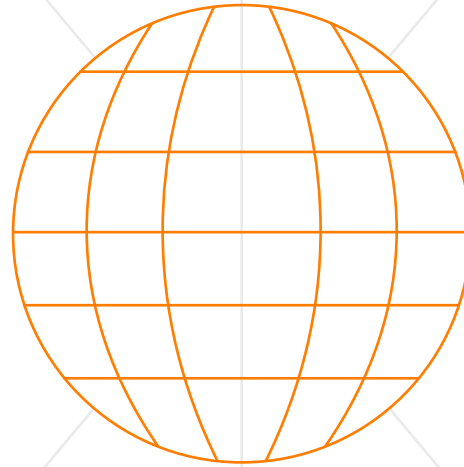
- The application layer has become more complex—with hundreds of new apps being used by different lines of business.
- The data layer has become more complex—there's more data and more people using it.
- The infrastructure layer has become more complex—the cloud and Internet of Things have redefined IT architectures.
- Data privacy and protection has become more complex—data and users are everywhere, regulations are demanding and hacking has become institutionalized.

At the same, expectations have changed dramatically.

- Your customers expect you to use what you know about them to create a positive experience, without breaching their privacy.
- Your employees expect instant access to relevant data and insights so they can be productive.
- Your board expects you to de-risk your digital transformation, by lowering the potential of data breaches and compliance violations.
- Your shareholders and board of directors expect high-quality business intelligence so they can make the right strategic decisions.
- Regulators expect you to know how your data is being used, protected, and processed, as well as who's handling it.

For data governance to accelerate digital transformation, it has to evolve like the world around it. Specifically, it needs to become faster, more collaborative, and more transparent.

**In this eBook, we'll look at what this new form of data governance looks like and how some of the most ambitious enterprises are using it to accelerate their most important transformations.**





Part One

# The Evolution of Data Governance



# The Evolution of Data Governance

**In the last ten years, technology has transformed the enterprise. The rise of the cloud, modular platforms, Big Data and artificial intelligence has led to an exponential increase in the volume, velocity, and variety of data every enterprise now has to manage.**

But utilizing some of these new innovations is also the key to reimagining data governance.

Consider the four elements of every successful data governance program for a moment:



## 1. Collaboration

Data governance is a team sport and there needs to be constant communication between everyone involved.

Data stewards and policy and process owners need to be able to share content and practices between themselves so they can see what's working and what isn't. Meanwhile, IT needs to constantly communicate with the business so that it can align its architecture, workflows, and infrastructure investments with the goals and policies the business really cares about.



## 2. Speed

Whether you're the disruptor, or being disrupted, you need to move quickly (and maybe break things, challenging the status quo).

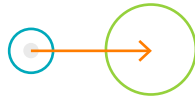
An effective data governance program needs to keep pace. It needs to be adaptable, progressive and, most importantly, efficient. If it takes you months to complete the data discovery process or weeks to generate a report, then you can't prove its value. Learning and adapting in real-time is a critical skill.



### 3. Data Privacy and Protection

The privacy and protection of your data has always been paramount but the stakes have never been higher. Not only is the value of data rising, threats are more frequent and complex, and regulations are becoming stricter. To make matters worse, customer awareness of privacy, and the risk of breaches, is at an all-time high.

Your data needs to be protected wherever it lives, and this process starts with data governance. When you can clearly define and detect exactly where your sensitive data resides you can implement intelligent data protection and monitoring strategies to safeguard it.



### 4. Scale

Your data governance initiative can, and often should, start small. But if it's to support your data-driven digital transformation it must evolve into an enterprise-wide program.

That calls for two kinds of capabilities: to deal with the sheer volume and variety of data that needs to be governed in different applications and systems; and to support the distinct needs of different lines of business.



Those are some of the primary demands on any data governance system. Now let's examine how technology supports them.



### A single source of truth supports collaboration

By working from one governance platform instead of multiple email threads and spreadsheets, you'll bring all your data governance activity together in one place. That makes it easier for people to consistently work together in more agile ways.

- Your team will be able to pinpoint who's responsible for data, policies and processes, so it's easier to know who to get answers from.
- Your workflows will be more streamlined because everyone can see the impact of their decisions and transformations before they recommend them.
- Policy owners will see how data interacts with different processes, technology, and people so they can determine how policies should be honed or adapted.
- Analysts will be free to track the lineage of data to identify the raw material they need to generate accurate insights.

### Artificial intelligence streamlines processes

AI will help your team become more efficient and productive by automating many of the time-consuming manual processes that distract data stewards from more valuable tasks. It can also provide guided recommendations on where stewards should focus their efforts.

By automating data discovery, cataloging, and reporting, you free your most talented people to focus on deeper analyses and higher-value processes. Their time is better spent and they're motivated to constantly move things forward.

For example, data quality fixes that used to take weeks when done manually,<sup>1</sup> can be done more effectively by AI in just a few days (or even minutes, once your rules and remediations are all in place).

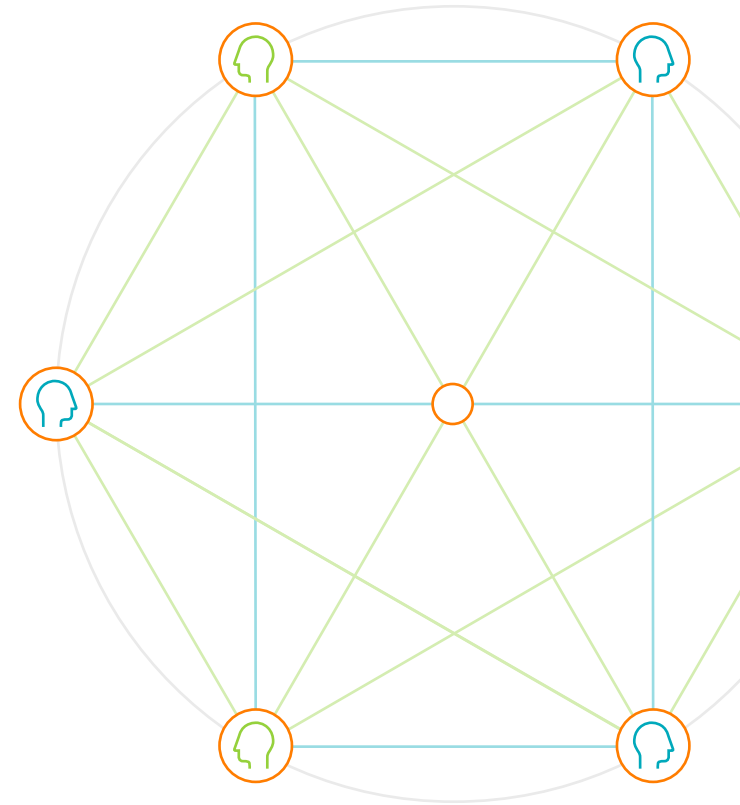
<sup>1</sup> Informatica, [Hype or Not? Proven Value from Artificial Intelligence](#), 2017

### **A strong metadata foundation improves data privacy and protection.**

When you have a consistent approach to metadata, it becomes easier to apply and automate data protection and privacy measures. For example, if all your customer data files have different names and labels, it takes longer to find them and it becomes far too easy to miss them. With a universally applied approach to metadata, it becomes easier to know where data lives, what it means and what protections are required. That's vital to ensuring data is protected to reduce the chance of misuse or loss.

### **Modular platforms make it easier to scale sensibly**

In the past, the sheer size and cost of technology investments meant you could only justify them by trying to boil the ocean. Best-in-class data management platforms are built for modularity—so it's a lot easier to start small, prove value and then scale when the time's right. With truly integrated solutions, you can start wherever you need to and add modules as you go.



Part Two

# The Power of Reimagining Data Governance

# The Power of Reimagining Data Governance

**An agile, transparent and collaborative data governance program can help you achieve a variety of strategic and operational goals. Here are just a few examples of how some of the world's most progressive enterprises are applying the discipline.**

## **How the Bank of Ireland achieved cross-organizational alignment**

The Bank of Ireland set out to reengineer its business in line with its digital ambitions and changing customer focus—all while staying compliant with industry regulations.

To achieve that, it needed clear rules around ownership of data, and a more in-depth understanding of how the business operated at large.

The problem was that a number of different teams within the bank had a range of equally urgent issues to address. They needed answers to critical questions: What data do I have? Is my data secure? Which process does my data affect?

To answer these questions, Barry Green, CDO of the Bank of Ireland, decided to create a framework that could address all the issues pragmatically allowing for project work to continue while implementing a consistent framework.

The work has started, and the CDO in conjunction with the business continues to hone the approach based on implementation issues as they arise. The tooling is implemented and will be used to drive the consistent approach ensuring the capture and reuse of the knowledge gained while documenting process and data. The framework covered an entire end-to-end lifecycle, including: identifying critical data, defining data ownership on an individual basis, monitoring data handling to ensure consistent data quality, optimizing processes and identifying any data-related problems within them, and fixing those problems with a unified, enterprise-wide strategy.

Today, the bank continues to mature in its ongoing management of data through understanding process. This improved data quality and data management and drove the reuse of internal IP.

Find out more in our webinar with Bank of Ireland.





## How PayPal governs data at scale

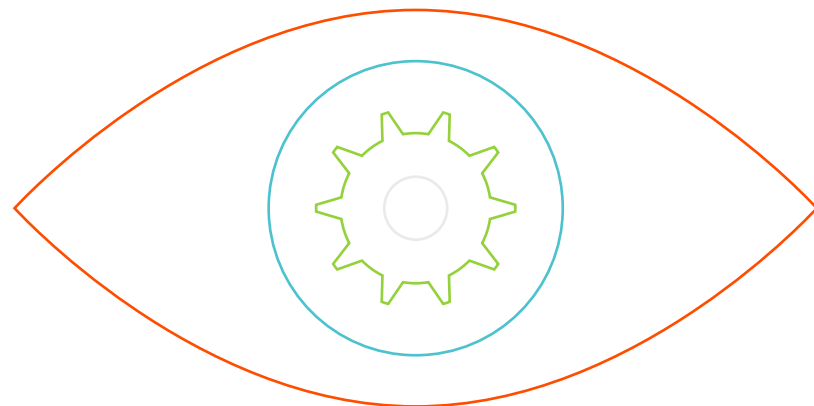
Every enterprise depends on timely and accurate data and PayPal is no different. What does set PayPal apart is the sheer volume of data it's managing. This presents a complicated challenge. How do you govern your data when it's always growing in volume and variety and being proliferated across the world?

PayPal knew the answer lay in connecting its people. If everyone could tap into a shared view of data usage, then they could understand how it supports (or undermines) business processes.

The first step was engaging data users to discover the specific challenges they were dealing with. Then PayPal gave them the tools they needed to understand data lineage and taxonomies.

These tools captured business definitions metrics, centralized policies, and allowed users to document business workflows all through one interface. This meant that end users could finally understand how data was being used, what best practice looked like and how data quality could be improved.

[Watch our webinar](#) to learn more about PayPal's approach to data governance.



Conclusion

# The Opportunity for Enterprises

# The Opportunity for Enterprises

**Every business faces the challenge of leveraging its data but some have an advantage over others.**

Start-ups benefit from the fact that they're starting from scratch. It's easier for them to implement the processes and technologies needed to use data in impressive new ways.

Established enterprises on the other hand face a greater challenge. They're dealing with:

- Legacy technology that's hard to shift.
- Established processes that are difficult to adapt.
- Entrenched silos that make it hard to collaborate around data.

At the same time, your enterprise probably has the kind of data assets, world-class talent, and resources that most start-ups can only dream of.

When it comes to data governance, that's the opportunity. To tap into the wealth of data in your databases that's just waiting to be mined—the decades of customer, financial and product data that's locked in silos. And empower the smartest people in your enterprise to gain new insights and run new experiments with it.

Traditional data governance processes and policies were too often designed to control people, rather than enable them.

To reimagine data governance is to leave that paradigm behind and create a more transparent, agile, and ultimately more valuable approach to data that makes it easier to collaborate, experiment, and makes it easier to collaborate, experiment, and innovate.

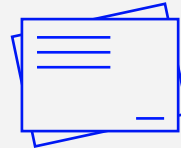
# Further Reading

Now let's get practical. To turn your vision into reality, here are two useful guides. The first is all about alignment. The second is all about the technical infrastructure you'll need. Pick the one that'll help you most.

## Data governance is a team sport

If everyone involved in your project isn't pulling in the same direction then your initiative is doomed to fail. Read our eBook, [How to Govern Your Data as a Business Asset](#) to learn how to make data governance more collaborative.

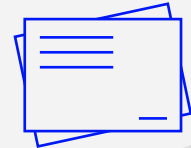
DOWNLOAD NOW



## Enterprise-wide transformation demands enterprise-wide data governance

Download our eBook, [How to Scale Data Governance for Digital Transformation](#), for our tips of building a scalable technology infrastructure that can adapt as your project evolves into a strategic program.

DOWNLOAD NOW





# About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100 percent focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

## Worldwide Headquarters

2100 Seaport Blvd, Redwood City, CA 94063, USA

Phone: 650.385.5000

Fax: 650.385.5500

Toll-free in the US: 1.800.653.3871

[informatica.com](http://informatica.com)

[linkedin.com/company/informatica](https://www.linkedin.com/company/informatica)

[twitter.com/Informatica](https://twitter.com/Informatica)

**CONTACT US**

IN18-0318-3363

© Copyright Informatica LLC 2018. Informatica and the Informatica logo are trademarks or registered trademarks of Informatica LLC in the United States and other countries.

