EDM Webinar

The CDO's Data Governance Modernization Playbook

A conversation with

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Head of Data Governance, Privacy & ESG, UK & Ireland
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Today's panel

Moderator

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Former Global Head of Customer Data Governance
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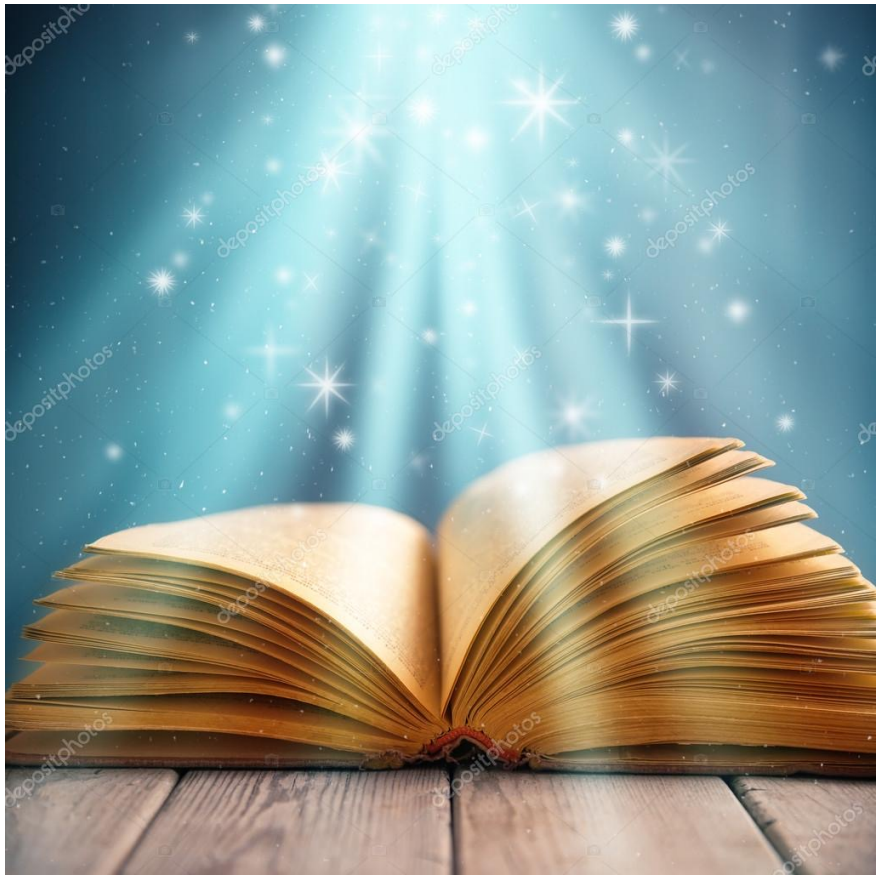
The CDO's Data Governance Modernization Playbook – Part 1



Chief Data Officers have the tough job of playing a balancing act between complying with a plethora of regulations whilst proving the business value of investment made in Data Governance technology.

In today's Webinar we will discuss how to :

- Modernise your Data Lineage and Data Quality
- Extract business value by changing your defensive data strategies to an offensive approach
- Meet your regulatory compliance obligations, such as ESG Sustainability Reporting, Anti Money Laundering & Financial Crime Risk as well as Operational Resilience
- Hear use cases of how organisations have successfully increased business value through data governance strategies.

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What are Common CDO Challenges in Multinational Companies?

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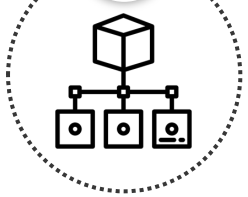


CDO Reporting Line / Org Structure – Business or IT Org & TOM

1

Huge number of Regulatory Compliance Requirements for a Multinational Company

2

Expectations to rapidly Bring Business Value with Finite Resources / Budget

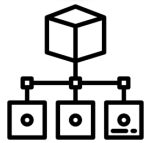
3

Unknown Data quality with data quality metrics not currently captured

4

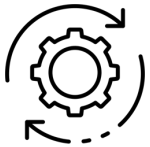
Disaggregation of key data across internal systems

5



Huge number of data sources, data vendors, technology vendors offering different solutions

6



Large scale of change required to support becoming a 'Data Driven Organisation'

7

Analytics reliance on 'Clean Trusted Data' to unlock value

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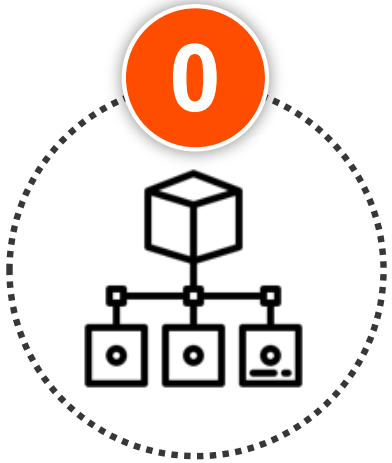
CDO's Data Governance Modernization Playbook – Org Structure



CDO Reporting Line / Org Structure – Business or IT Org

Run Poll 1 :

As a CDO, or a Data Leader, is the Data Function aligned to the Business Org (i.e. CEO, COO) or aligned to the IT Org (i.e. CIO).

1. **Aligned to the Business Org (i.e. CEO, COO)**
2. **Aligned to the IT Org (i.e. CIO)**
3. **Other** – Please expand in the chat box.

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CDO’s Data Governance Modernization Playbook Challenges

CDO’s today are faced with the challenge of balancing the expectations from the business to:

1. Meet Regulatory Data Governance Obligations

2. Bring Business Value from Data & Become a Data Driven Organisation

DG Effort needs to be aligned to the Business Goals, therefore the Data Strategy need to to align to the Business Strategy.

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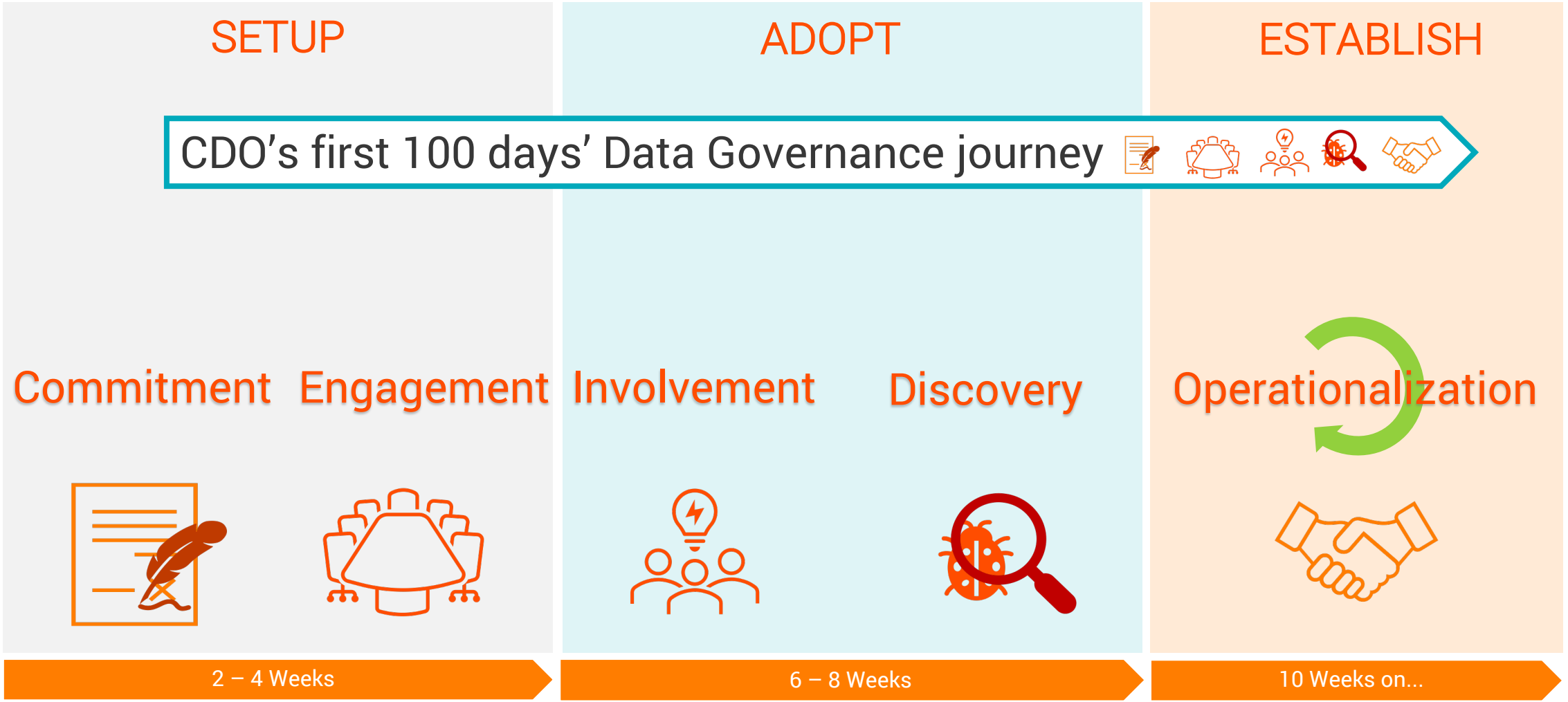
My first 100 days as CDO



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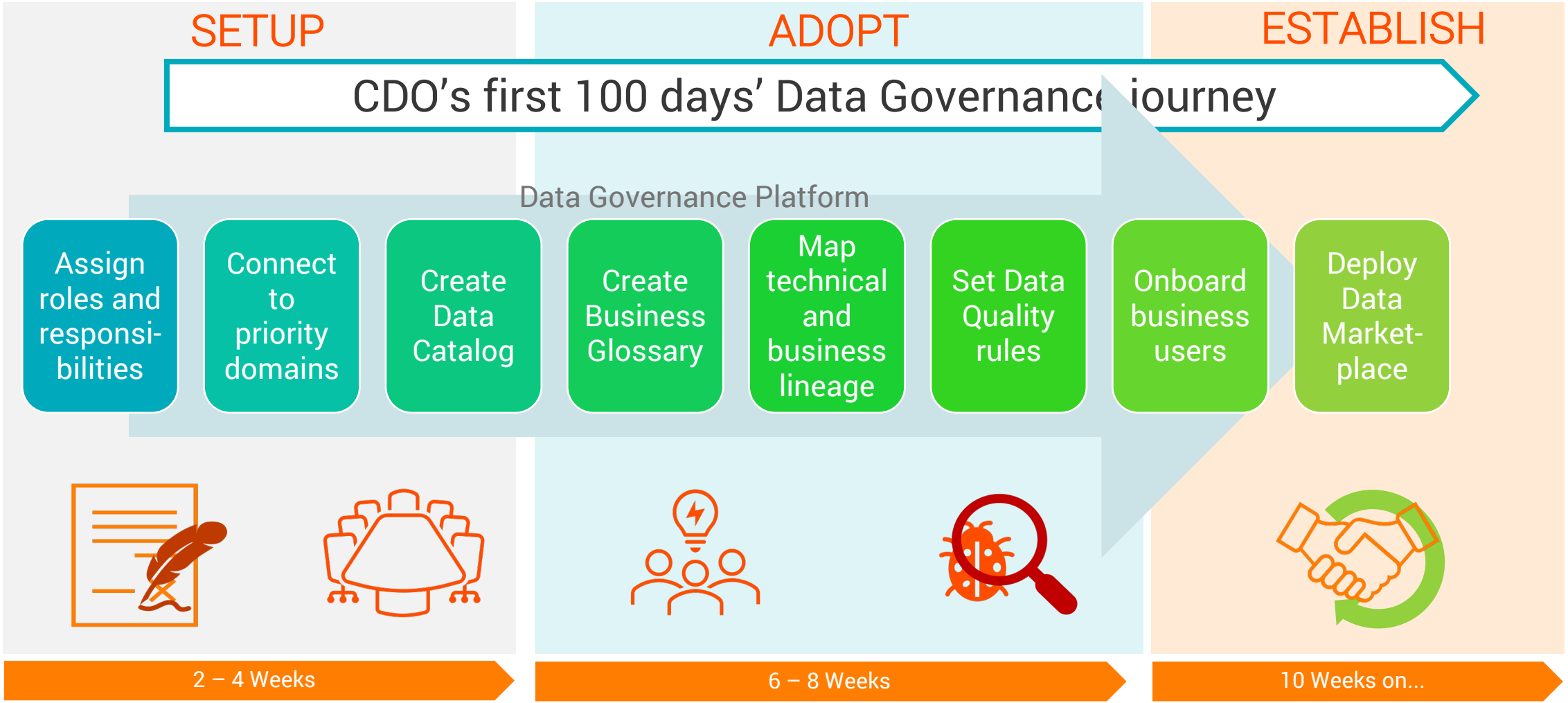
My first 100 days as CDO



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Data Governance Policy structure: the 6Ws

1. **Executive Summary**: the Organization's DM Framework, the strategic goals
2. **Data Strategy**: Data Availability, Definition, Quality, alignment to business strategy
3. **External Requirements**: regulations, market, trends, compelling events
4. **Internal Requirements**: Strategy, Data standards, Maturity framework, scope
5. **Data Management Bodies**: Data Council, DQ Boards, Interpretation Committees, etc.
6. **Key Roles and Responsibilities**: CDO, Data Owners, Stewards, Consumers, ...
7. **Enabling Technology**: Data Governance Platform, DQ Tools, Dashboards
8. **Controlling and Monitoring**: Data Governance KPIs, Timelines

- WHAT
- WHY
- WHO
- HOW
- By WHICH mean
- WHEN

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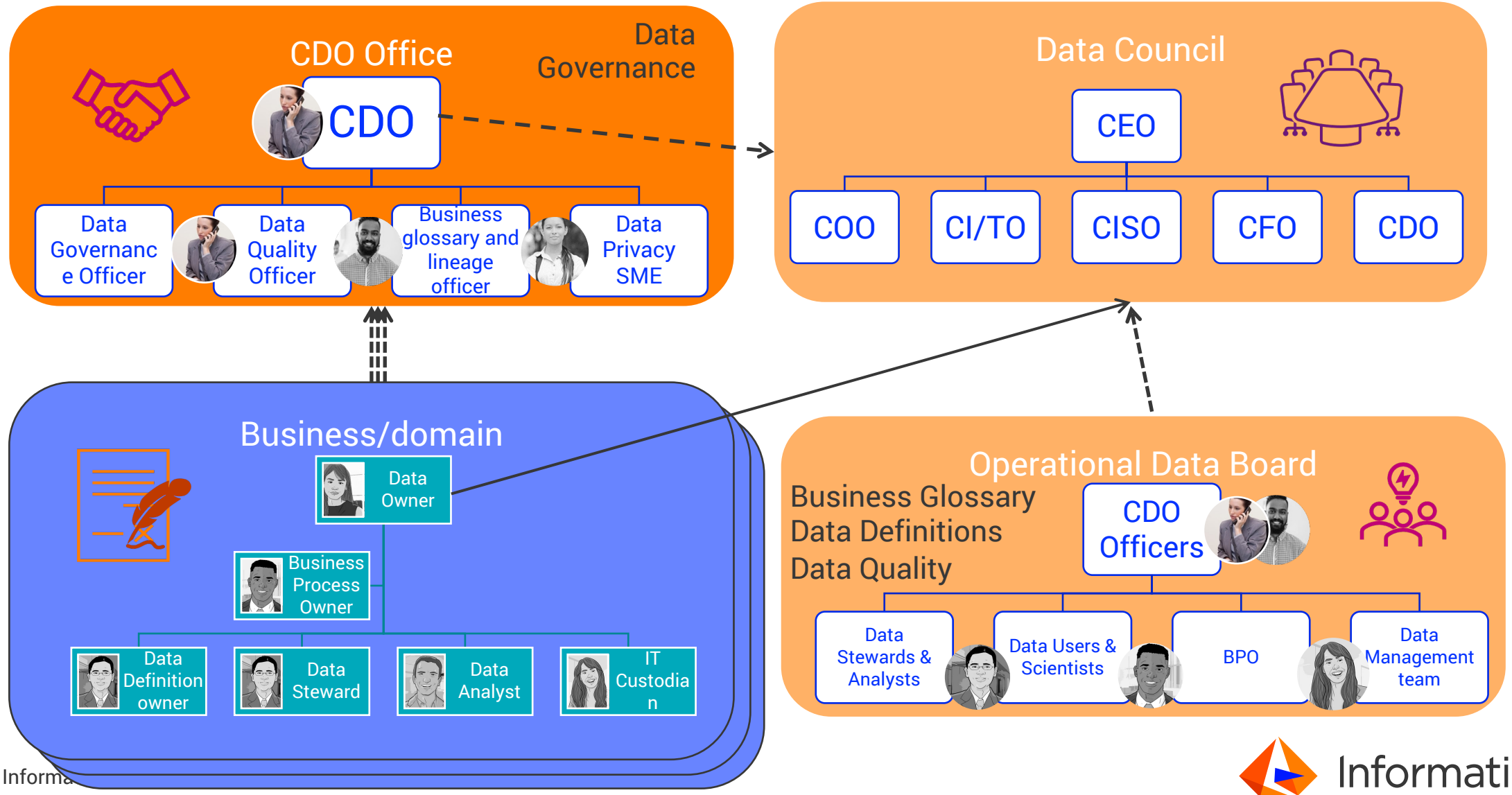
Data Governance Org Structure



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CDO's Data Governance Modernization Playbook – Org Structure & TOM

Disaggregation of key data across internal systems

Run Poll 2 :

As a Group CDO, or a Group Data Leader, what is the current Data Governance Operating Model in your organisation?

1. **Centralised** – All DG effort driven centrally and managed by group
2. **Federated** – All DG effort driven by the Lines of Business(LoBs) and managed by LoBs
3. **Hybrid** – 20% Centrally governed (i.e. Regulatory CDEs) & 80% Federated, governed by LoBs (Business CDEs)
4. **Other** - Please expand in the chat box

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Data Governance Considerations for a Multinational Organisation

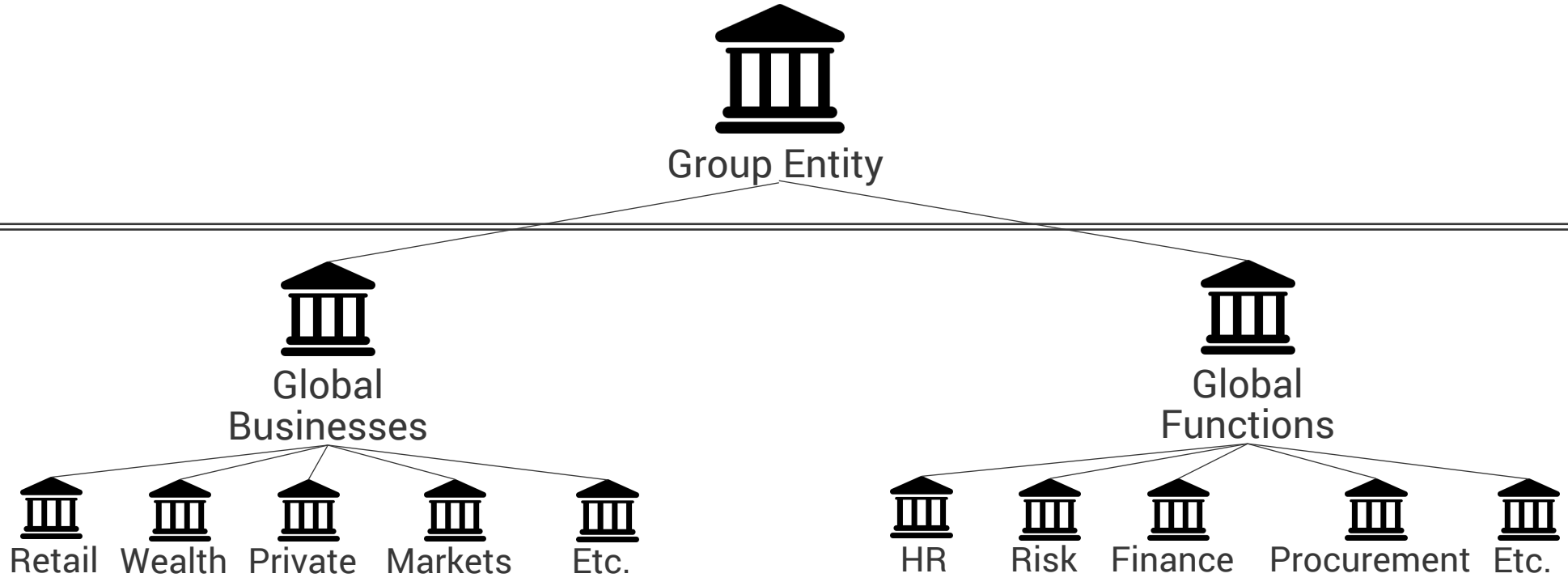
Group Level

Global Business / Global Function Level

Local, Regional & Global Level

20% Centralised – Regulatory CDEs

80% Federated



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Data Governance Modernization Playbook Foundations

CDO's today are faced with the challenge of balancing the expectations from the business to:

Executive HR Scorecards can be used to tie the Data Strategy to the Business Strategy to have Executive Sponsorship which creates real impact.

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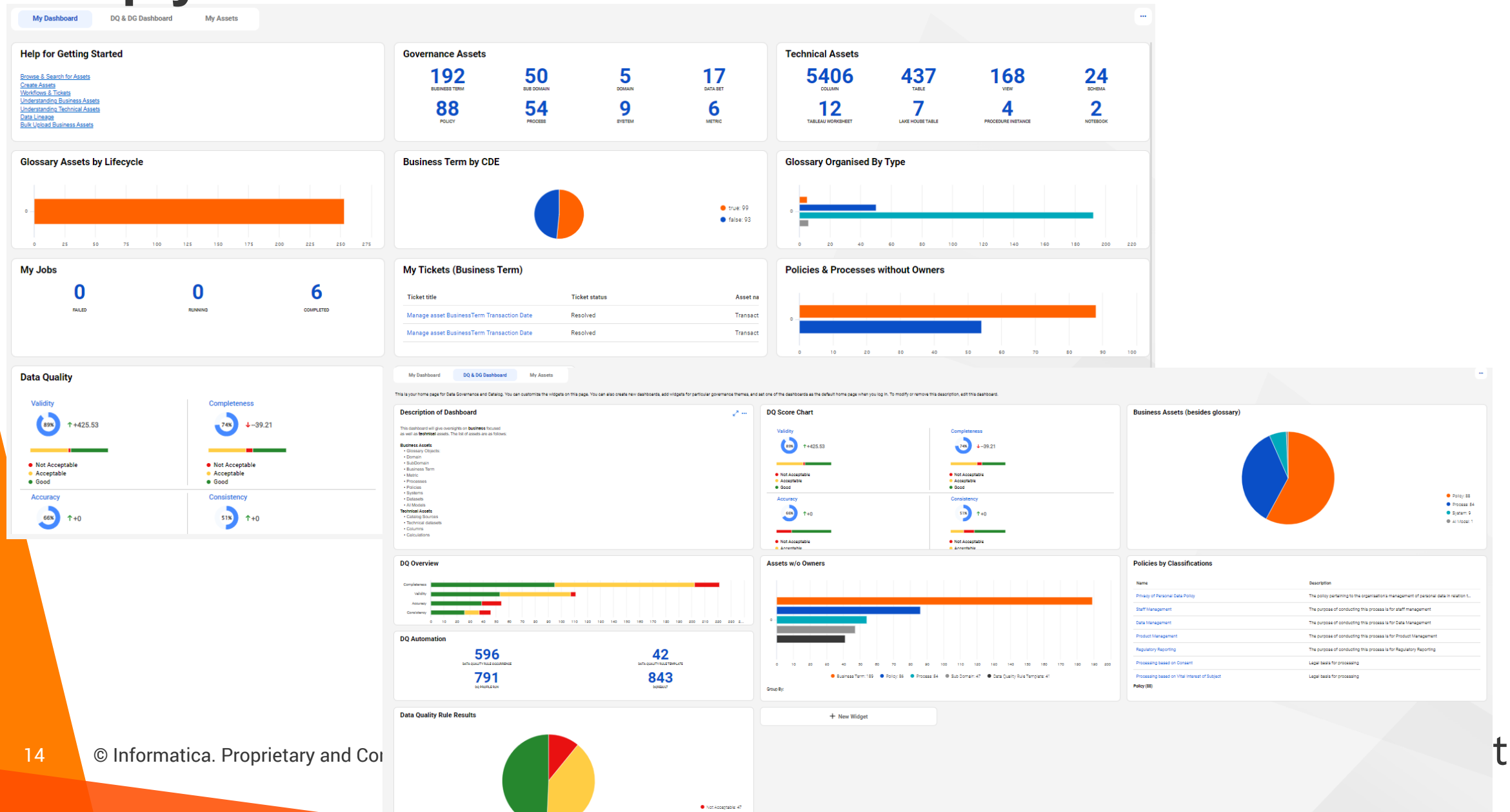
Keep your DG scorecards At-A-Glance



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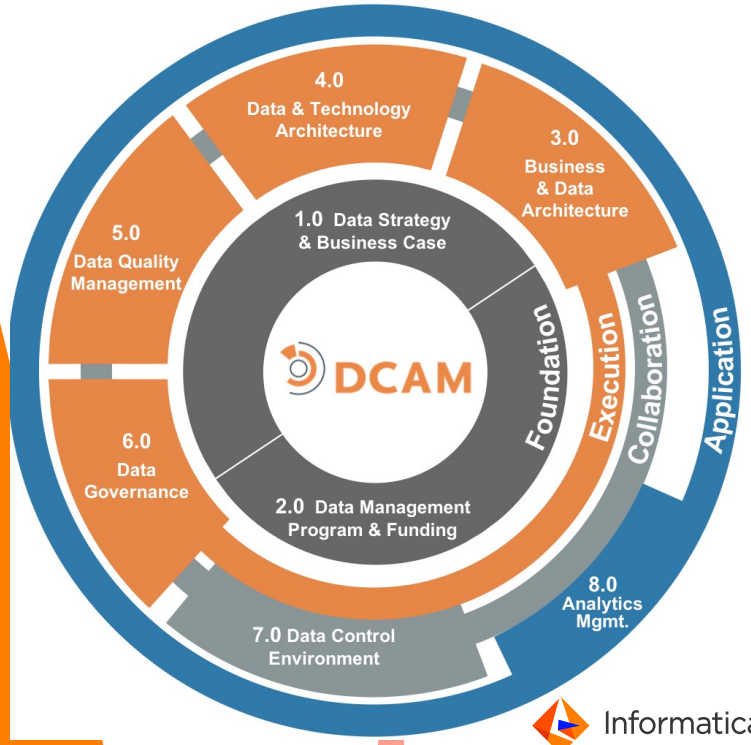
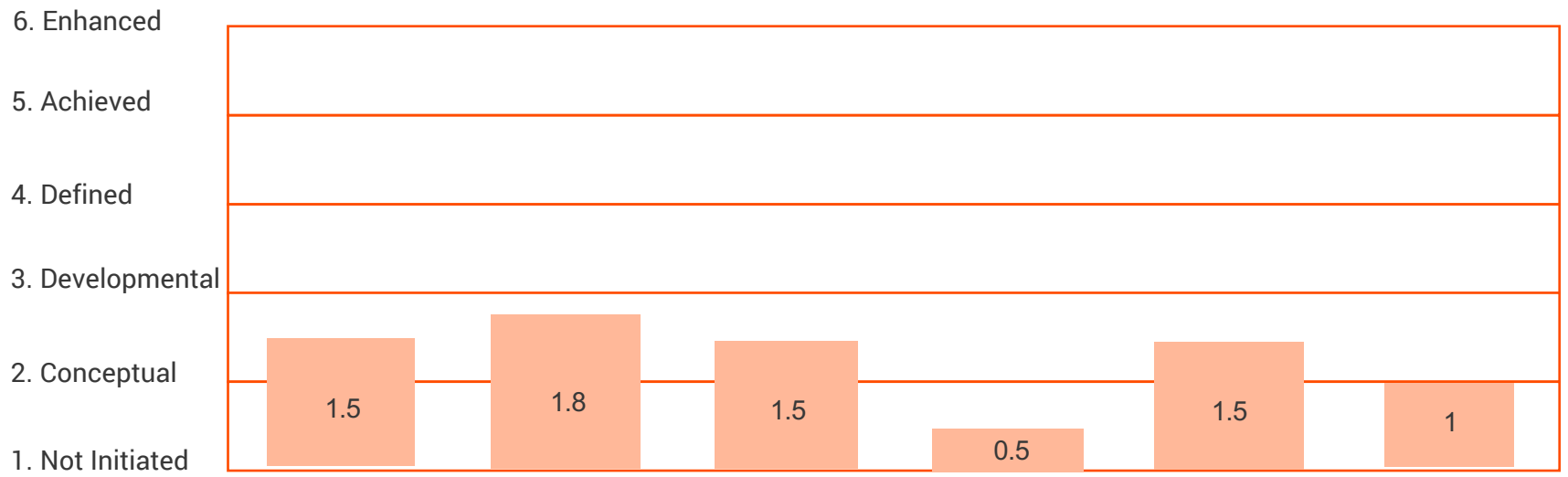
EDM DCAM Mapped to Informatica's Platform Maturity Model & Implementation Guide – Another Tool in the CDO's Data Governance Modernization Playbook

EDMCouncil





Dimensions of Change	3.0 Business & Data Architecture	4.0 Data & Technology Architecture	5.0 Data Quality Management	6.0 Data Governance	7.0 Data Control Environment	8.0 Analytics Management
Technology	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform
People	✓ Informatica Training	✓ Informatica Training	✓ Informatica Training	✓ Informatica Training	✓ Informatica Training	✓ Informatica Training
Process	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform

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EDM CDMC Mapped to Informatica's Platform Maturity Model & Implementation Guide – Another Tool in the CDO's Data Governance Modernization Playbook

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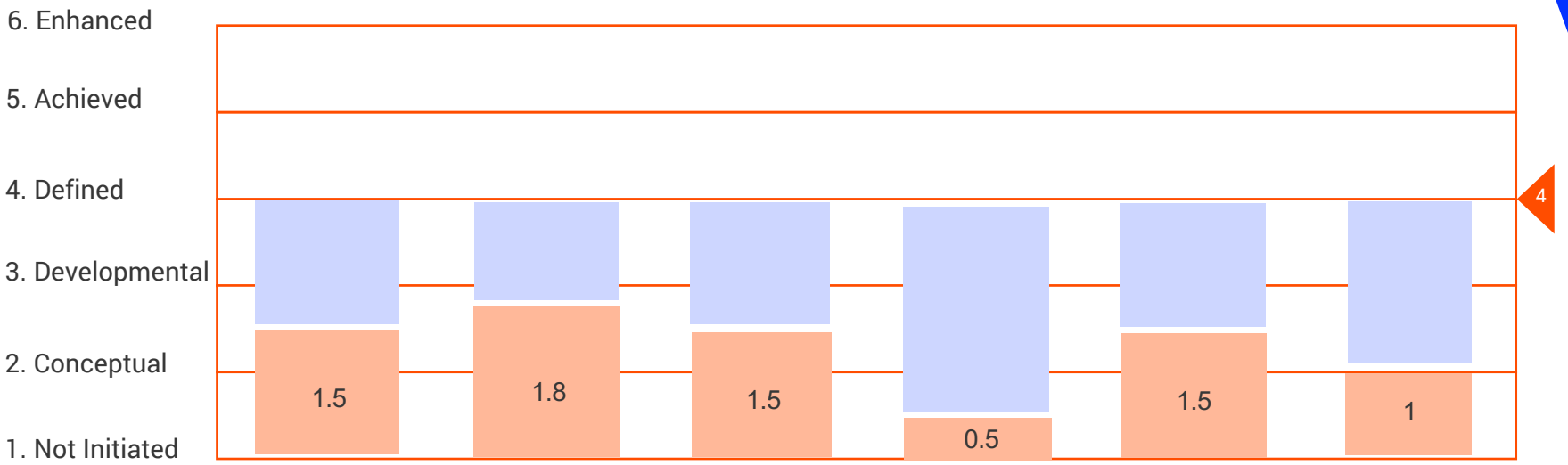

Dimensions of Change	1.0 Governance & Accountability	2.0 Cataloguing & Classification	3.0 Accessibility & Usage	4.0 Protection & Privacy	5.0 Data Lifecycle	6.0 Data & Technical Architecture
Technology	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform
People	✓ Informatica Training	✓ Informatica Training	✓ Informatica Training	✓ Informatica Training	✓ Informatica Training	✓ Informatica Training
Process	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform	✓ Informatica Platform

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CDO's Data Governance Modernization Playbook – Data Maturity

Large scale of change required to support becoming a 'Data Driven Organisation'

Run Poll 3 :

As a Group CDO, or a Group Data Leader, have you proposed/ adopted a Maturity model Model in your organisation and measuring the current/target level?

1. **Yes** – Planned/Communicated
2. **Yes** – Adopted and part of our Operating Models
3. **No** – Difficult to onboard such huge set of controls within the organization

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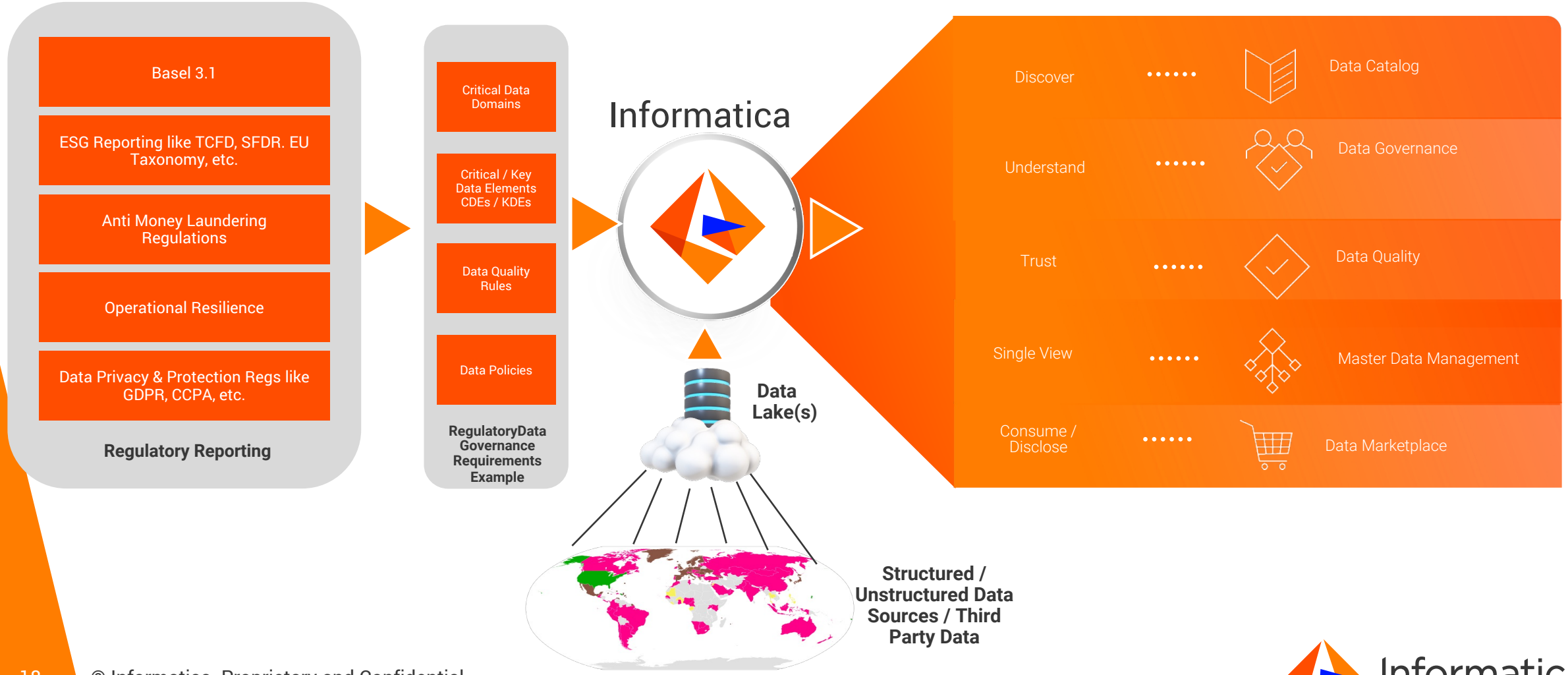
Data Management Foundations for Regulatory Reporting Lifecycle Journey



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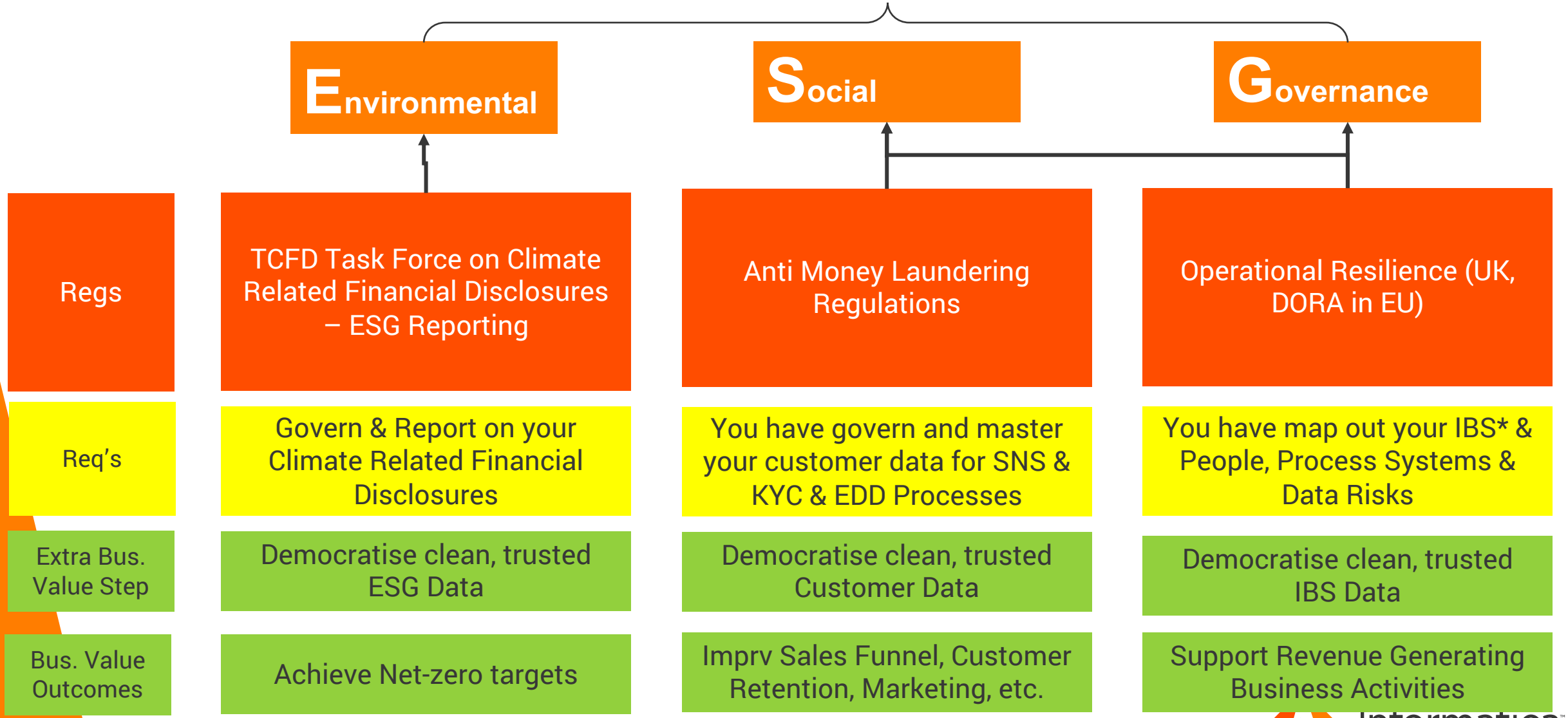
Wrap up & Key Takeaways

Leads to positive impacts to Business Value, Brand, company valuation & share price.



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Assemble Your "Coalition of the Willing"

Organization functions willing to act together towards a common goal

1. Have a Data Policy in place
2. Target Strategic Business Drivers
3. Align on Governance Outcomes
4. Develop Business Case and Roadmap
5. Identify Quick Wins
6. Kick Off Pilots
7. Find your "Ambassadors" in communication
8. Keep consistently aligned with Exec sponsors

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Communication Strategy

- Key to success of a new Data Governance Program is VISIBILITY
  - **Awareness**
    - Knowledge of DG resources, expectations, governance decision-makers
  - **Understanding**
    - DG principles and operating framework
    - Policies and standards
    - Process
  - **Participation**
    - Raise issues for DG to address
    - Understand how resolution helps business outcomes
    - Collaboration with formalized resources
    - Continuous communication and training

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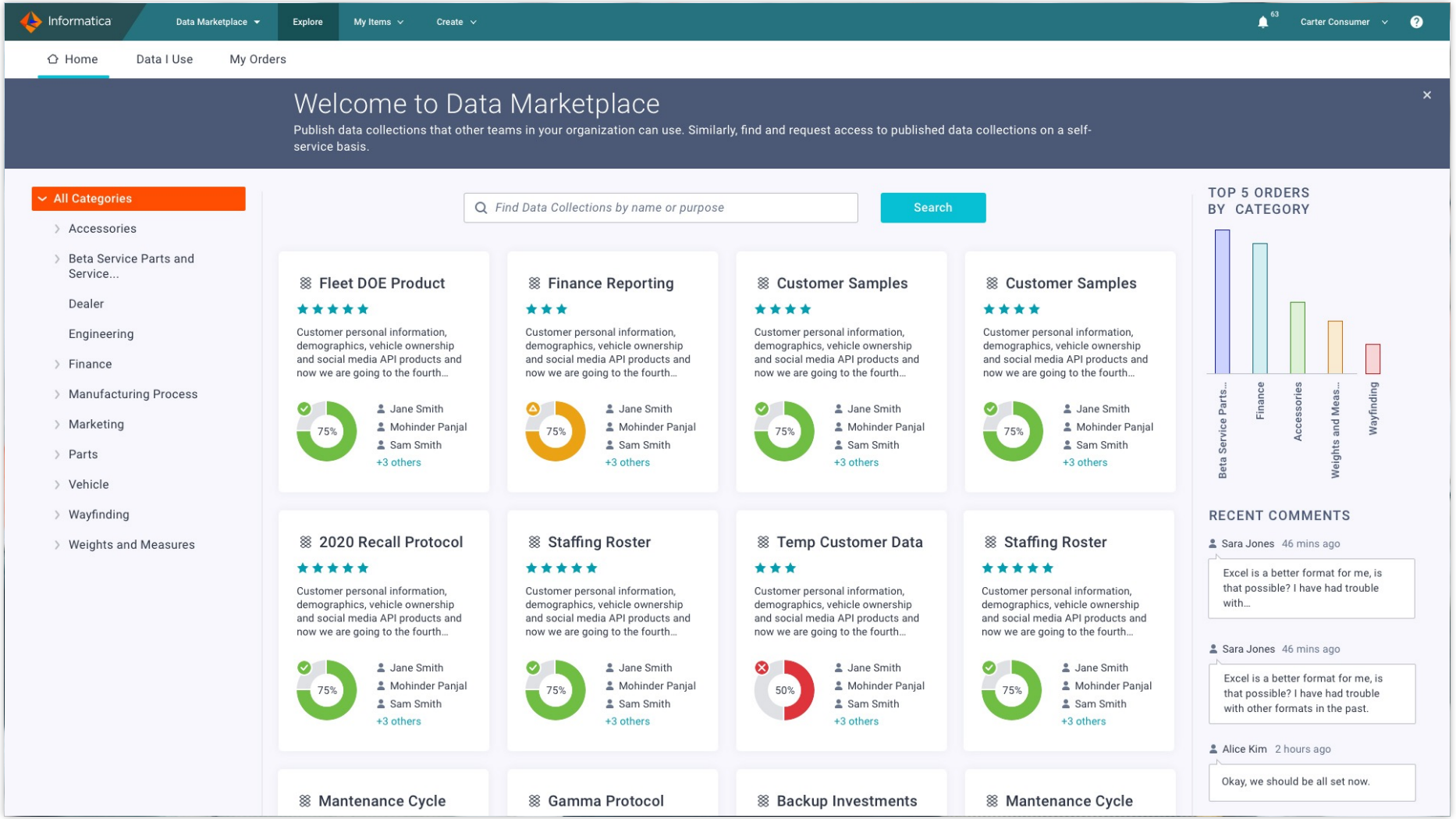
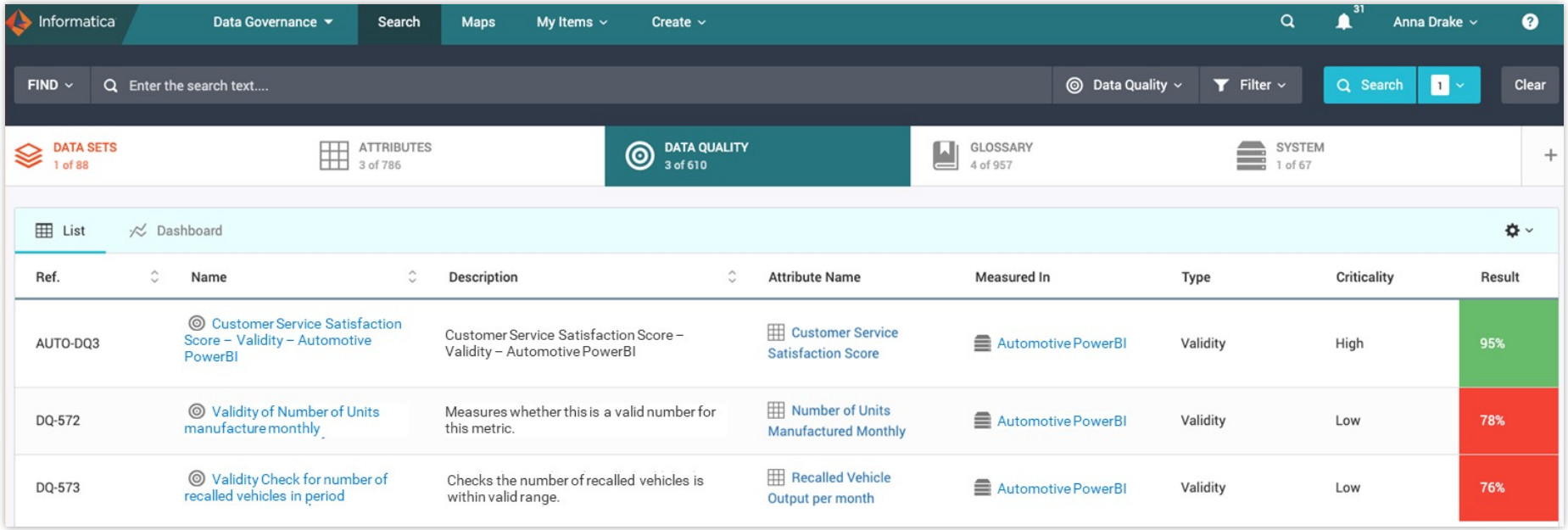
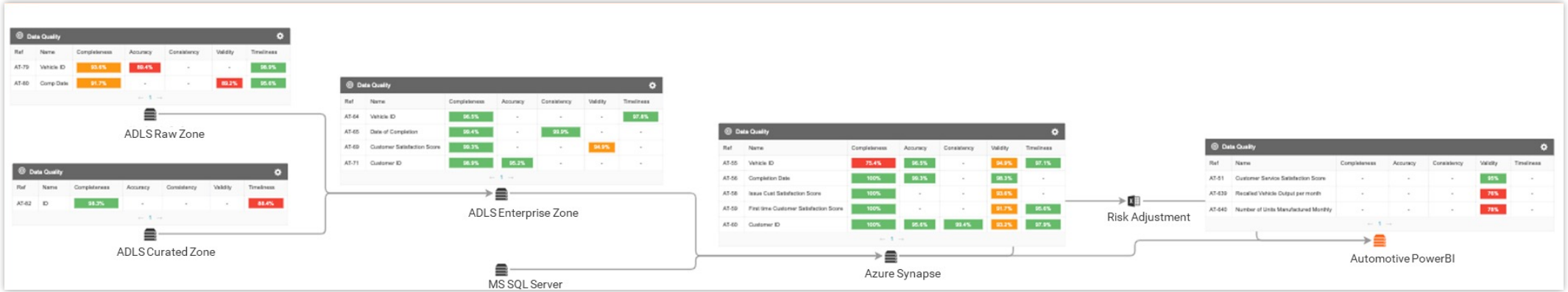
Democratising Data Informatica Data Marketplace

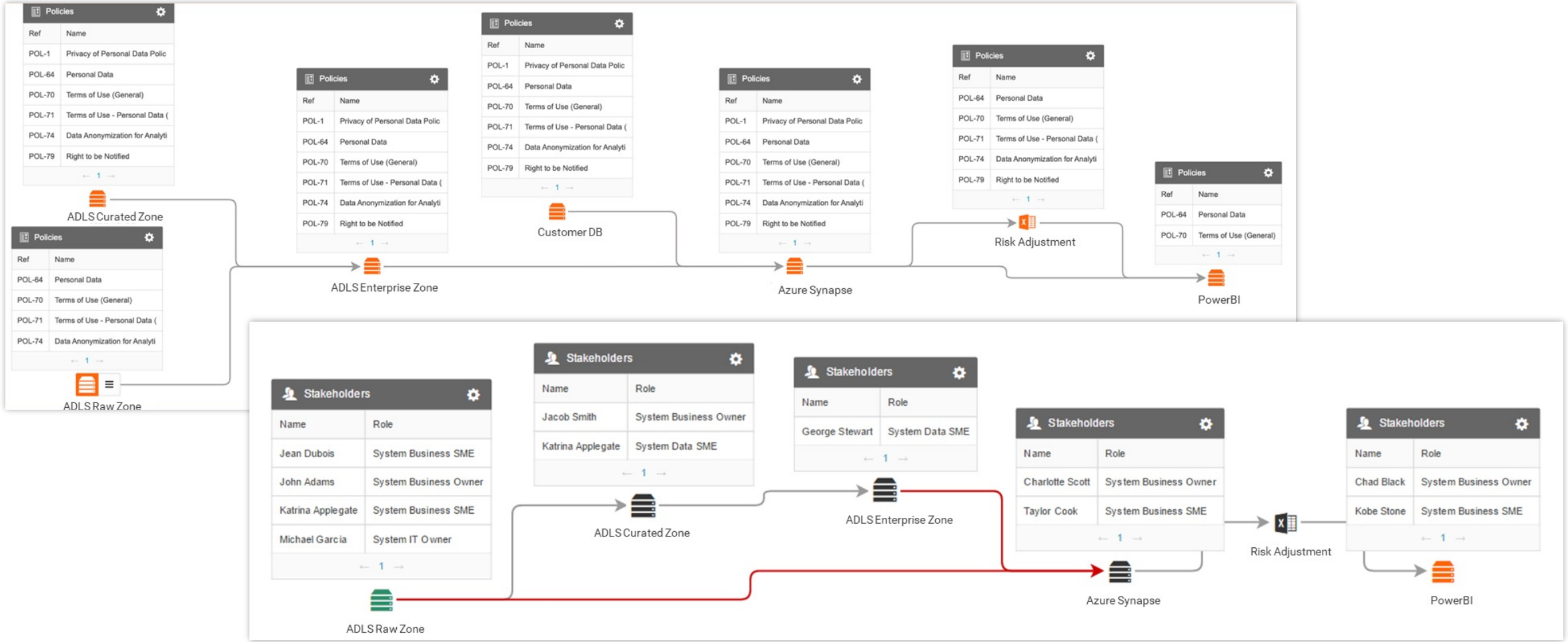


Capture Data Lineage & Data Quality

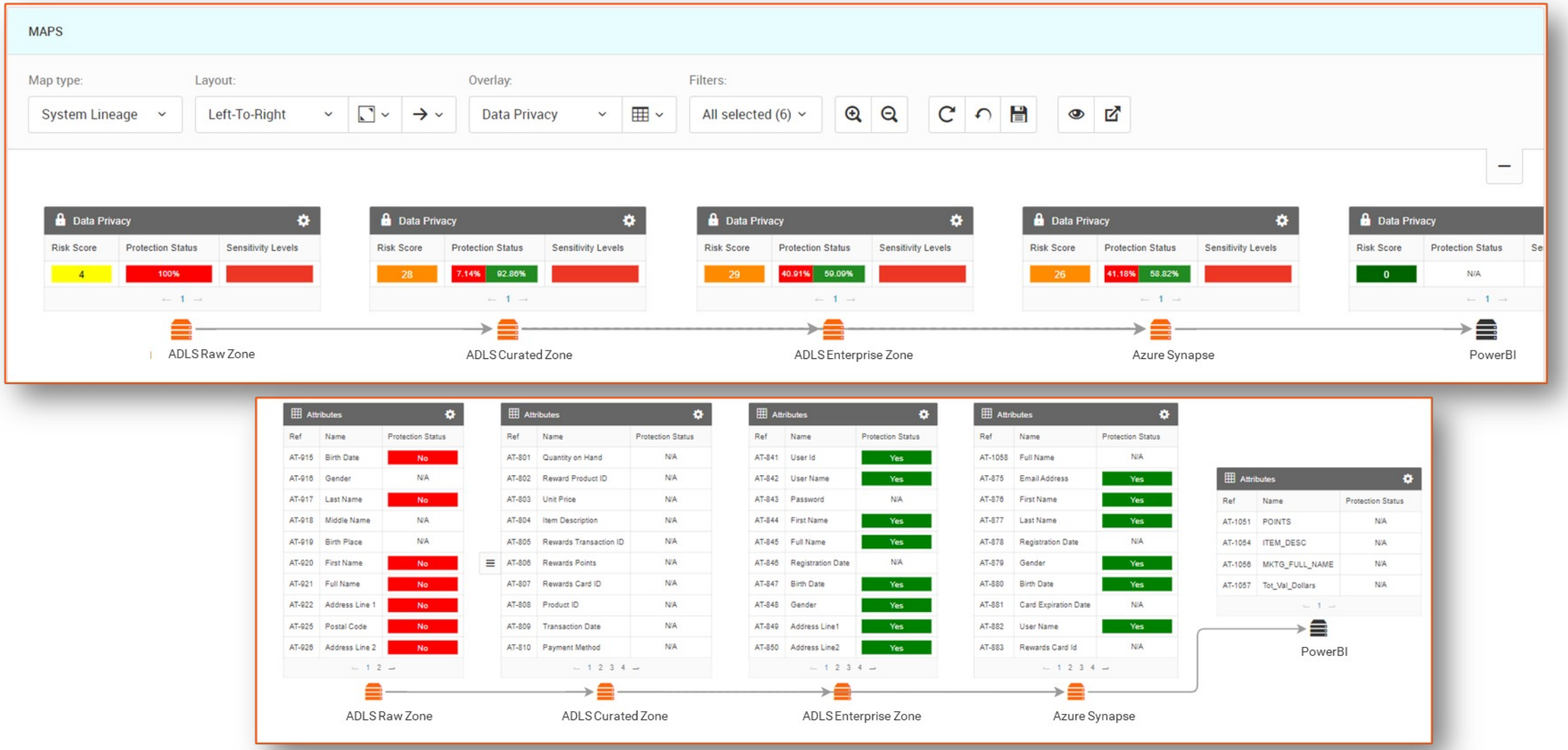




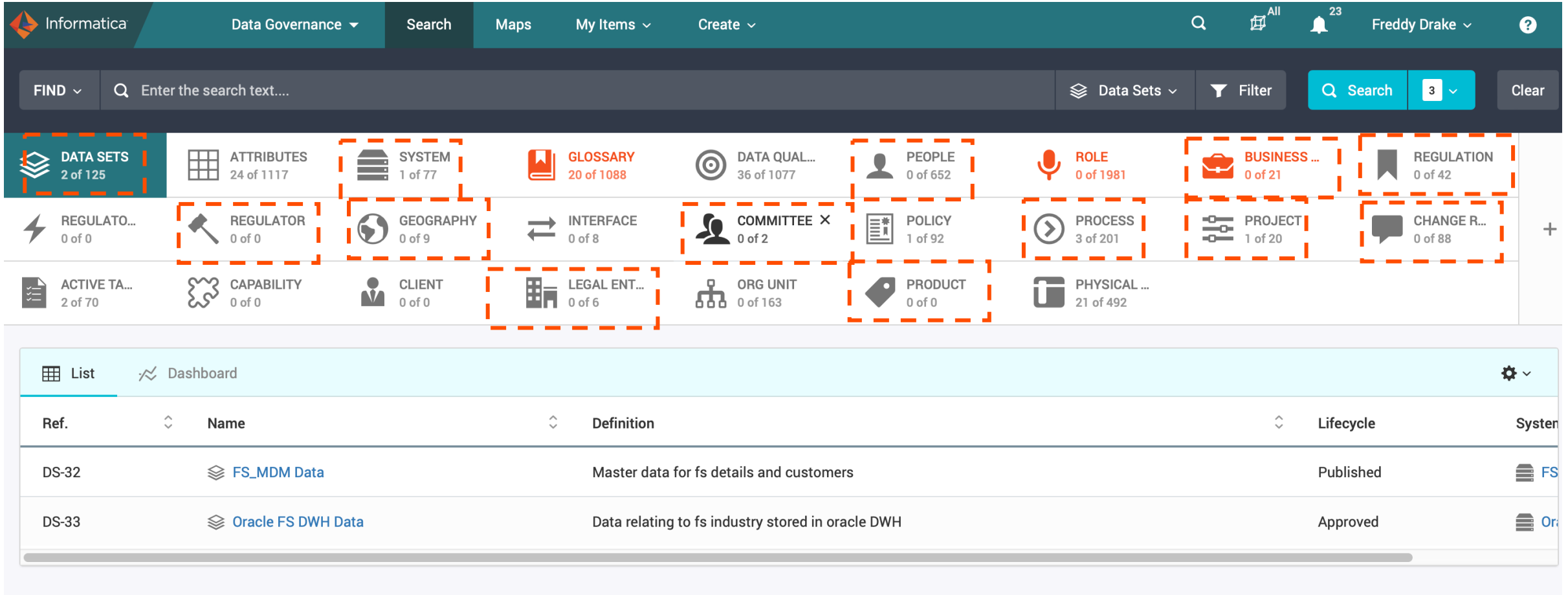
Capture of Policies and ESG Stakeholders



Data Risk & Controls Scores – GDPR, CCPA, Etc.



Additional Considerations - Use of Facets for Local, Regional and Group Level Data Governance



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Connections

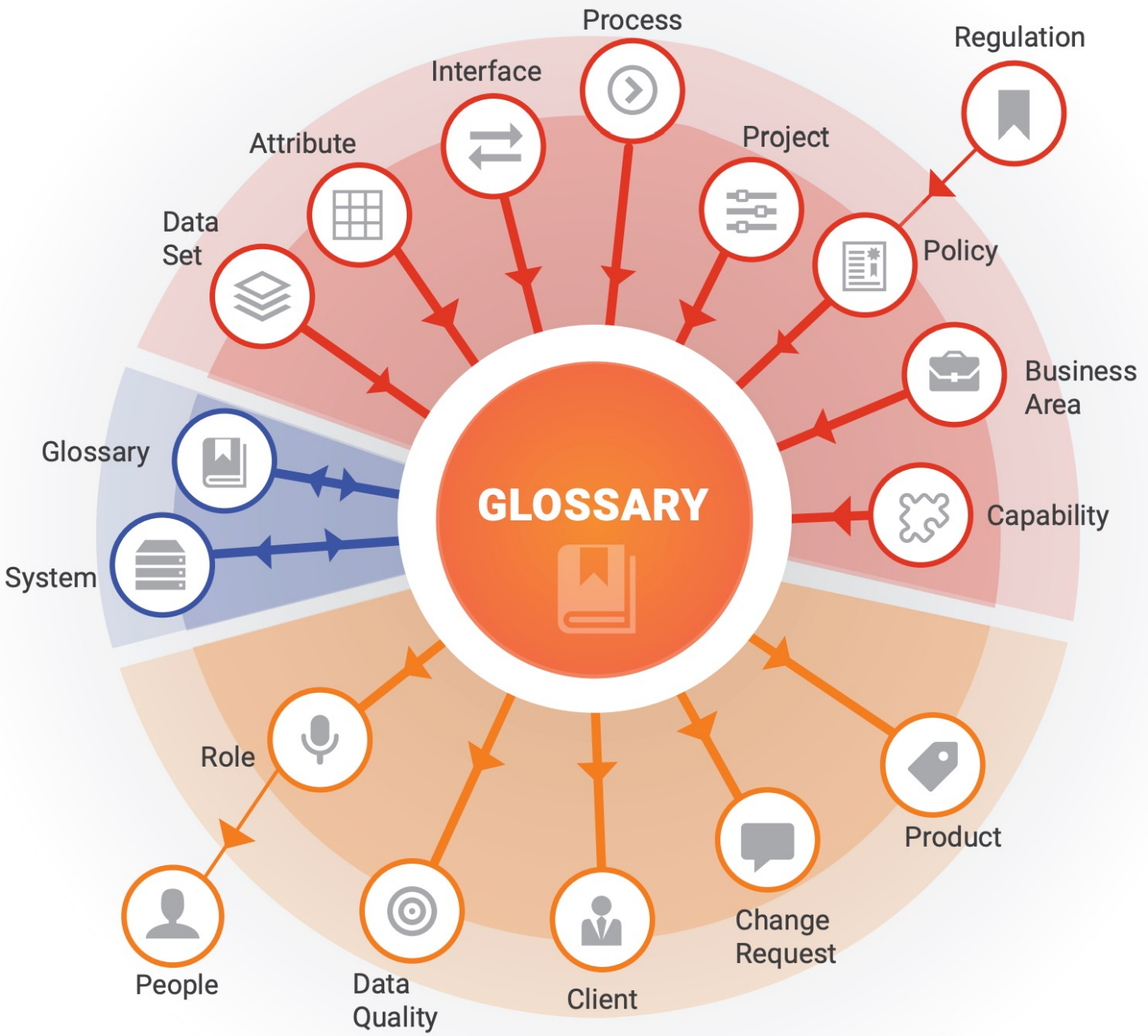
GLOSSARY

A glossary captures agreed definitions for data, activities, business terms, and other objects for an organization.

An Axon glossary serves as an inventory of data concepts.

RELATIONSHIP

The Glossary facet is hierarchical and not directly dependent on other facet. You can link a glossary to other glossaries to capture meaningful relationships.
You can create **unidirectional, bidirectional**, and **inferred** connections.



Indicates the connection is **unidirectional.** The connection can only be created/modified from **other facets to glossary** and not vice-versa.

Indicates the connection is **unidirectional.** The connection can only be created/modified from **glossary to the other facets and not vice-versa.**

Indicates that the connection is **bidirectional**. The connection can be created/modified from **both the facets.**

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Call to Action

Register for our Upcoming EMEA CDO Roundtable on 30th of June

https://now.informatica.com/dg-executive-roundtable-emea-regpage.html?Source=Levent

Register for our Upcoming North America CDO Roundtable on 22nd of June

https://now.informatica.com/NADataGovernanceRoundtable-22JN22.html?Source=Levent

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