



EDM Webinar

The CDO's Data Governance Modernization Playbook

A conversation with



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Today's panel

Moderator



Colin Gibson

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Former Global Head of Customer
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HSBC



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Former Head of Data Governance
ING Bank

The CDO's Data Governance Modernization Playbook – Part 1

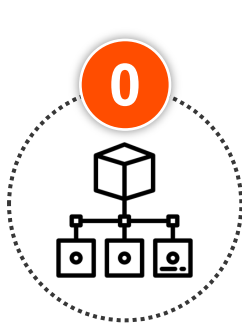


Chief Data Officers have the tough job of playing a balancing act between complying with a plethora of regulations whilst proving the business value of investment made in Data Governance technology.

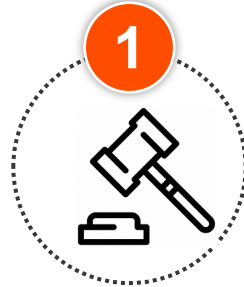
In today's Webinar we will discuss how to :

- 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.

What are Common CDO Challenges in Multinational Companies?



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



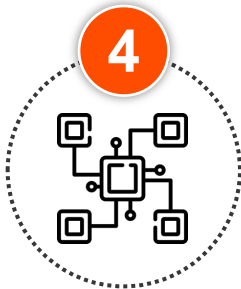
Huge number of Regulatory Compliance Requirements for a Multinational Company



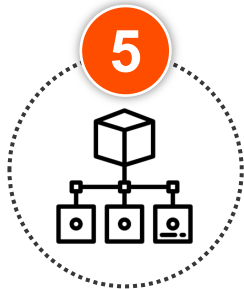
Expectations to rapidly Bring Business Value with Finite Resources / Budget



Unknown Data quality with data quality metrics not currently captured



Disaggregation of key data across internal systems



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

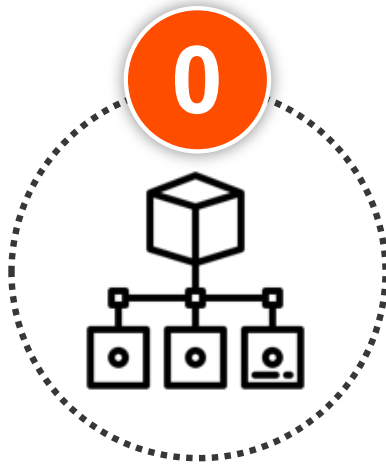


Large scale of change required to support becoming a 'Data Driven Organisation'



Analytics reliance on 'Clean Trusted Data' to unlock value

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.

CDO's Data Governance Modernization Playbook Challenges

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



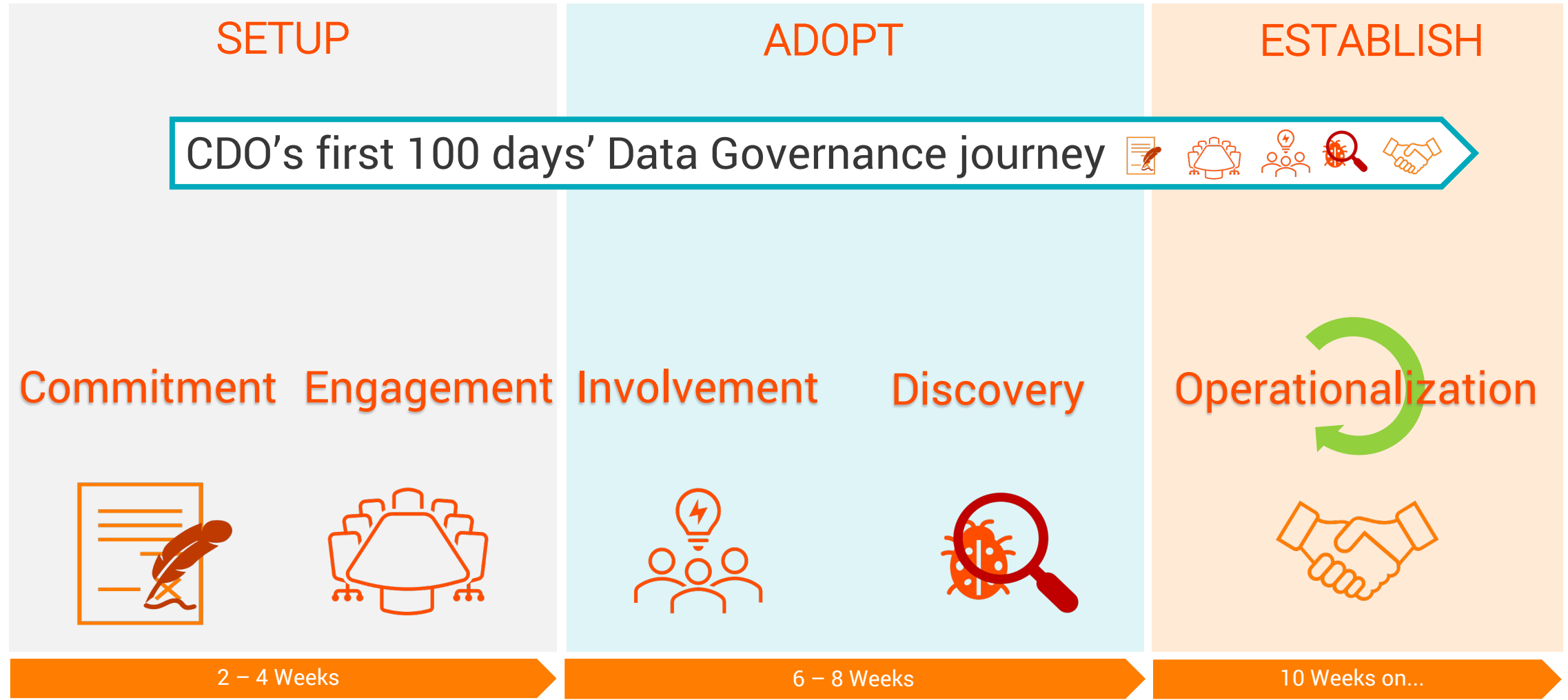
1. Meet Regulatory Data Governance Obligations



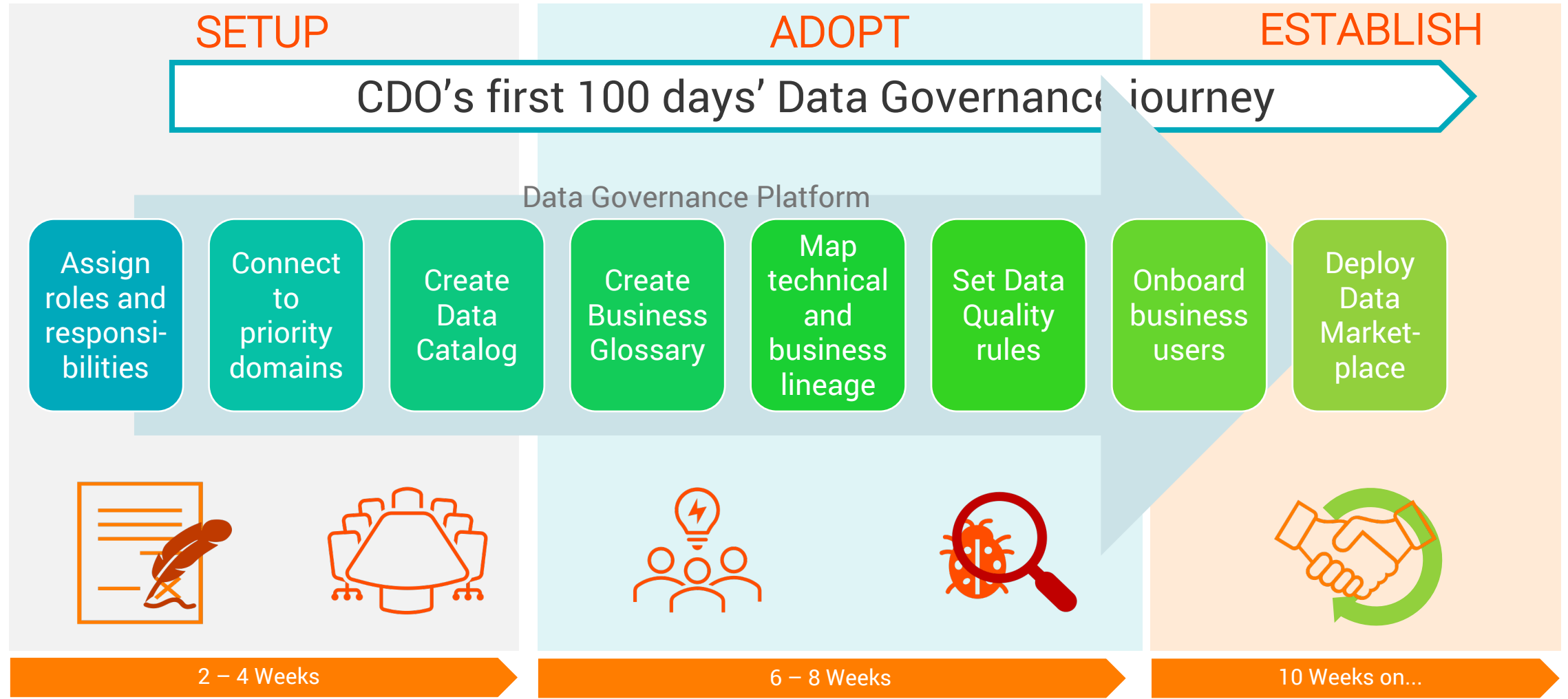
2. Bring Business Value from Data & Become a Data Driven Organisation

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

My first 100 days as CDO



My first 100 days as CDO



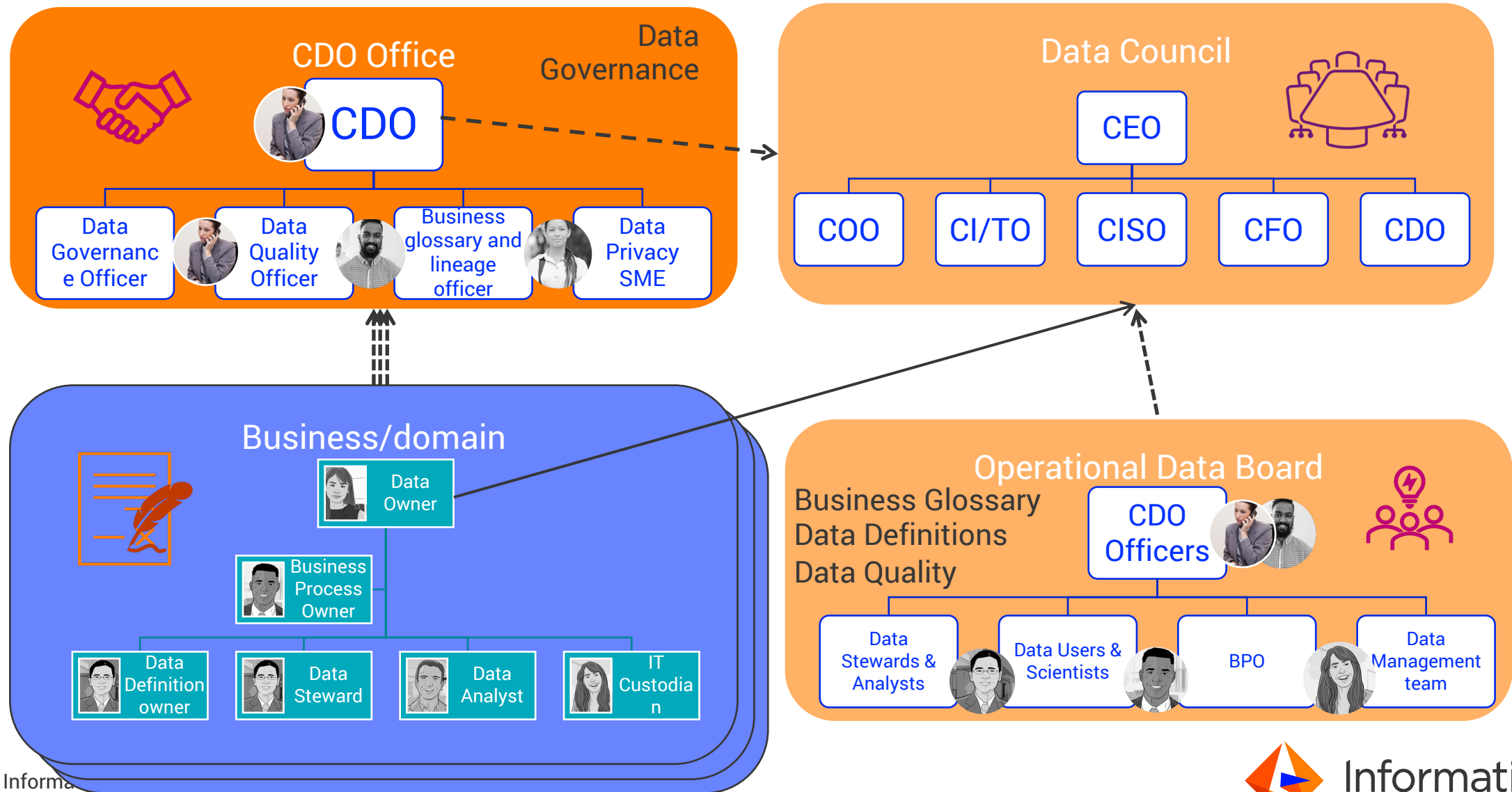
Data Governance Policy structure: the 6Ws

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



Data Governance Org Structure



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



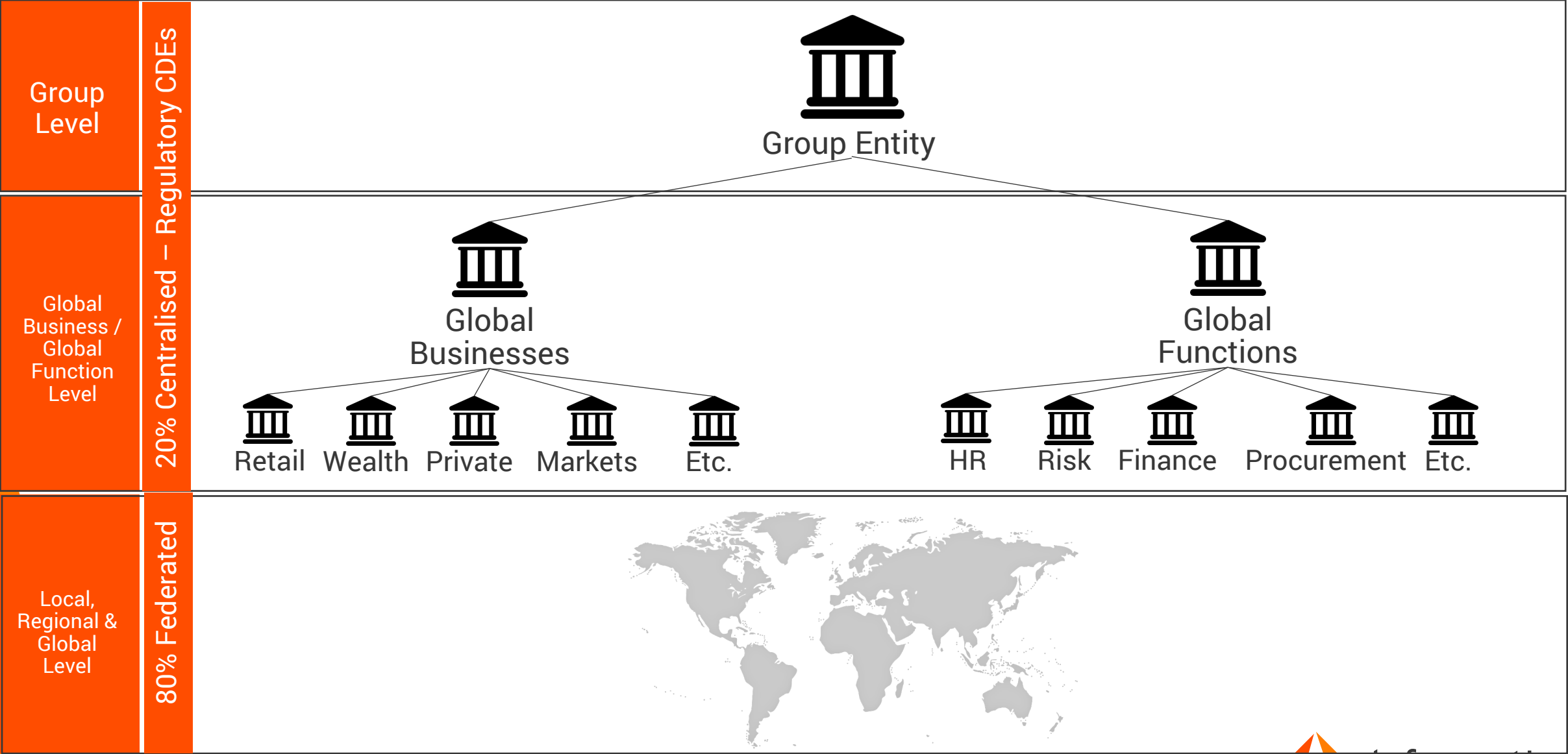
Disaggregation of key data across internal systems

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

Data Governance Considerations for a Multinational Organisation



Data Governance Modernization Playbook Foundations

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



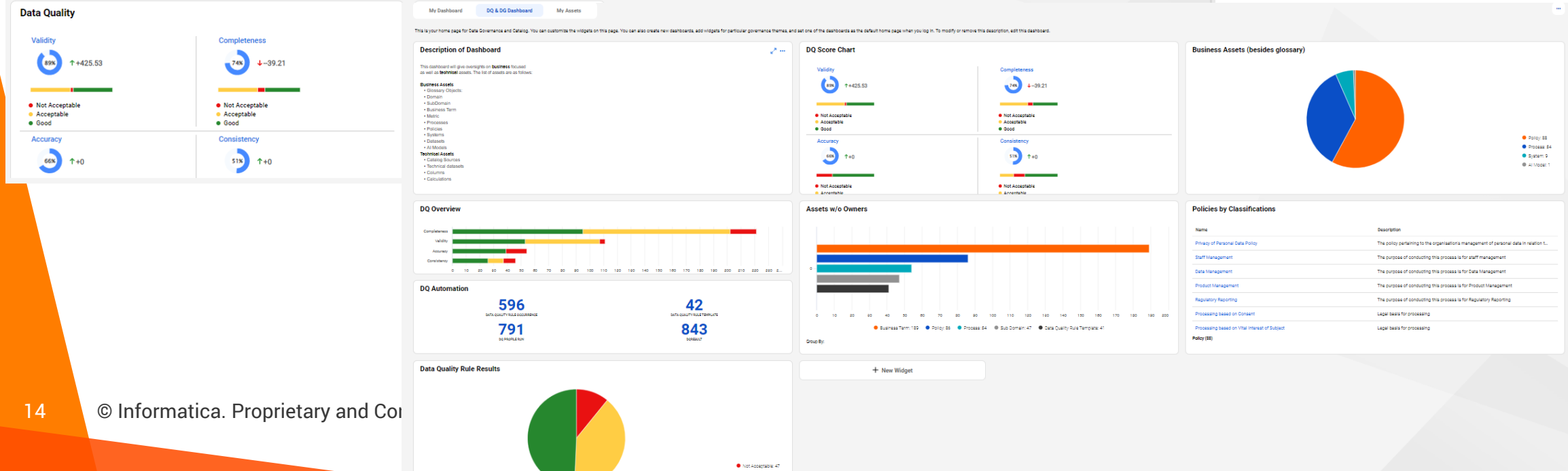
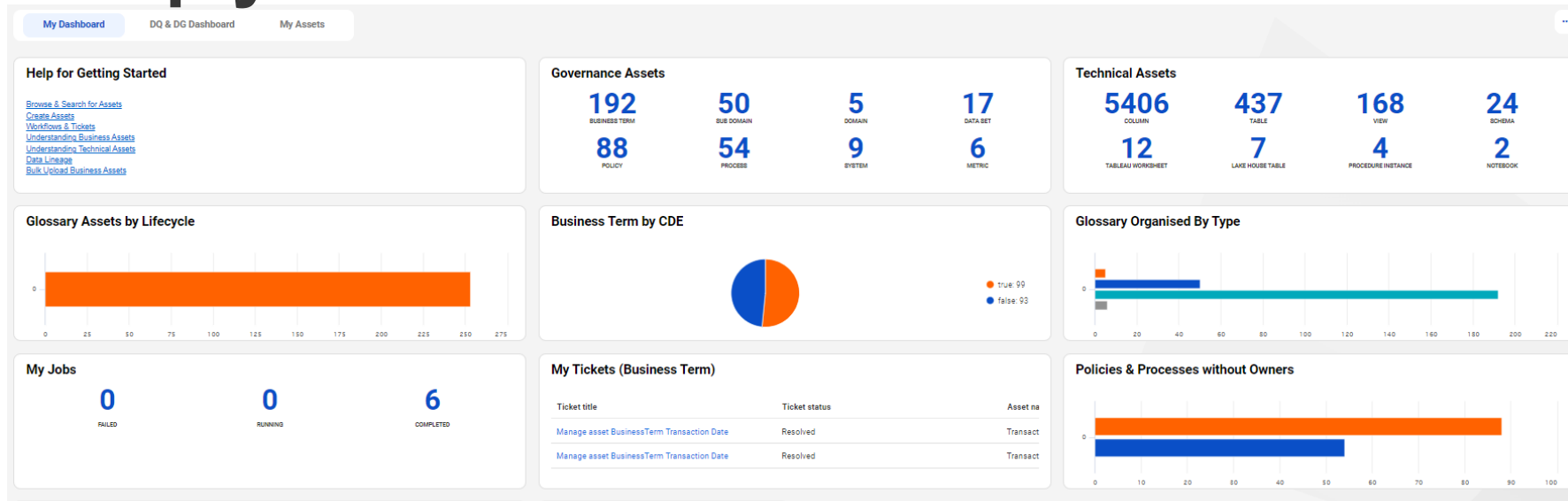
COO's Scorecard



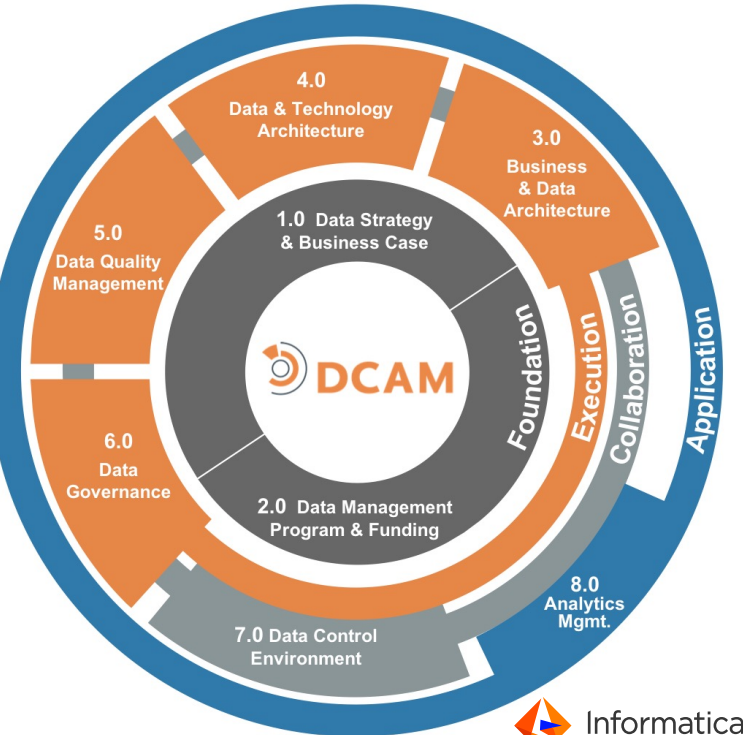
CDO's Scorecard

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

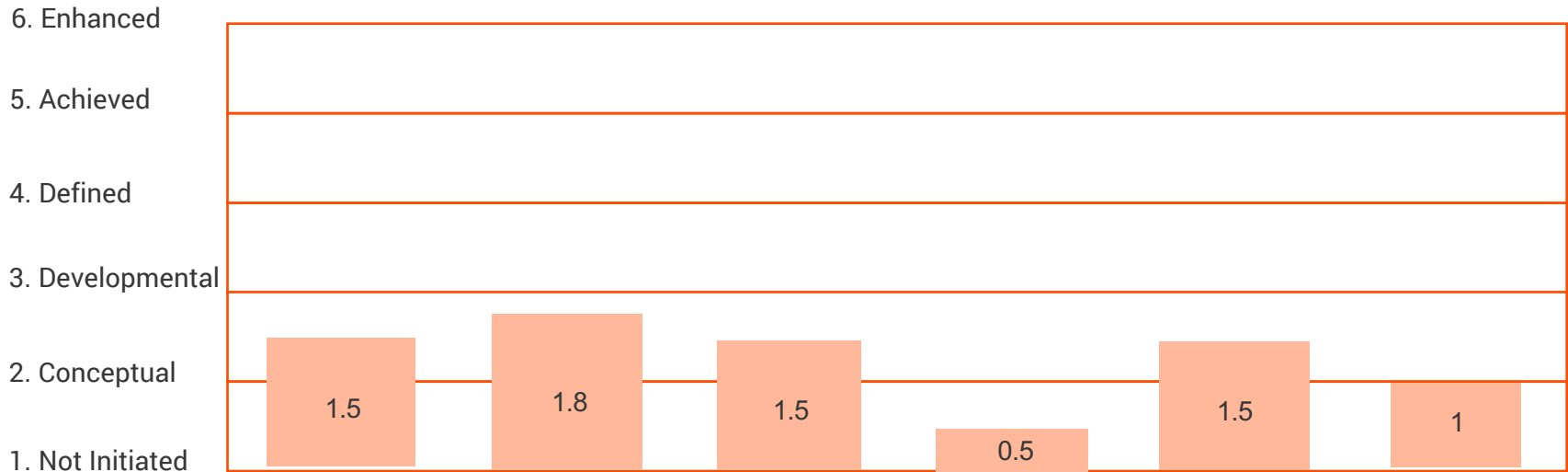
Keep your DG scorecards At-A-Glance



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



- Informatica
- Informatica
- Informatica



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



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



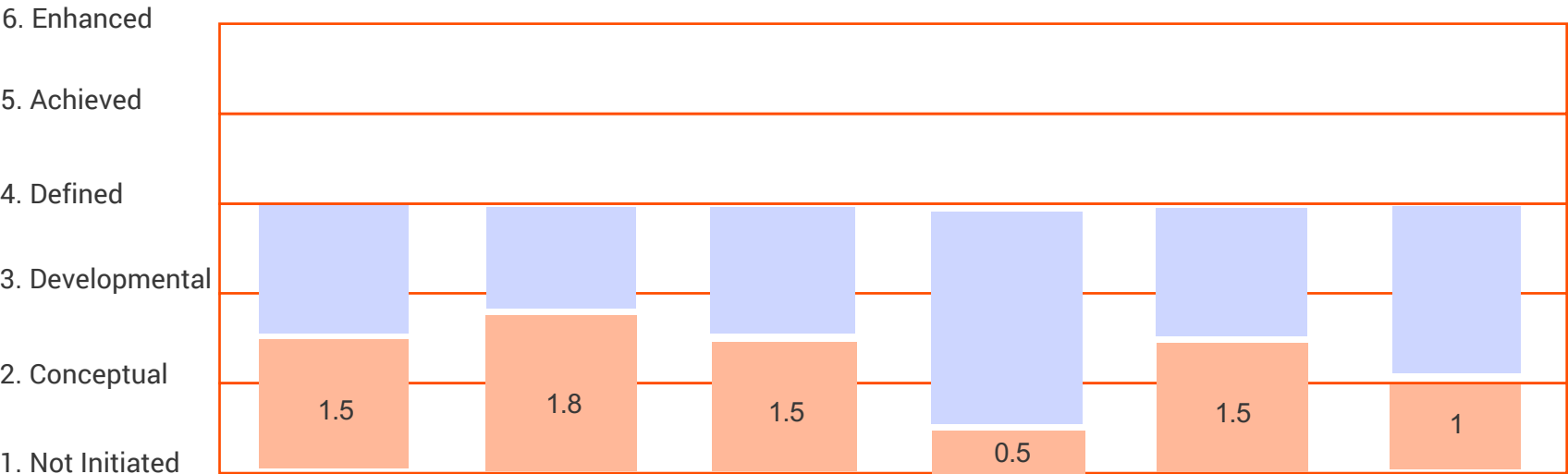
Informatica



Informatica



Informatica



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

CDO's Data Governance Modernization Playbook – Data Maturity



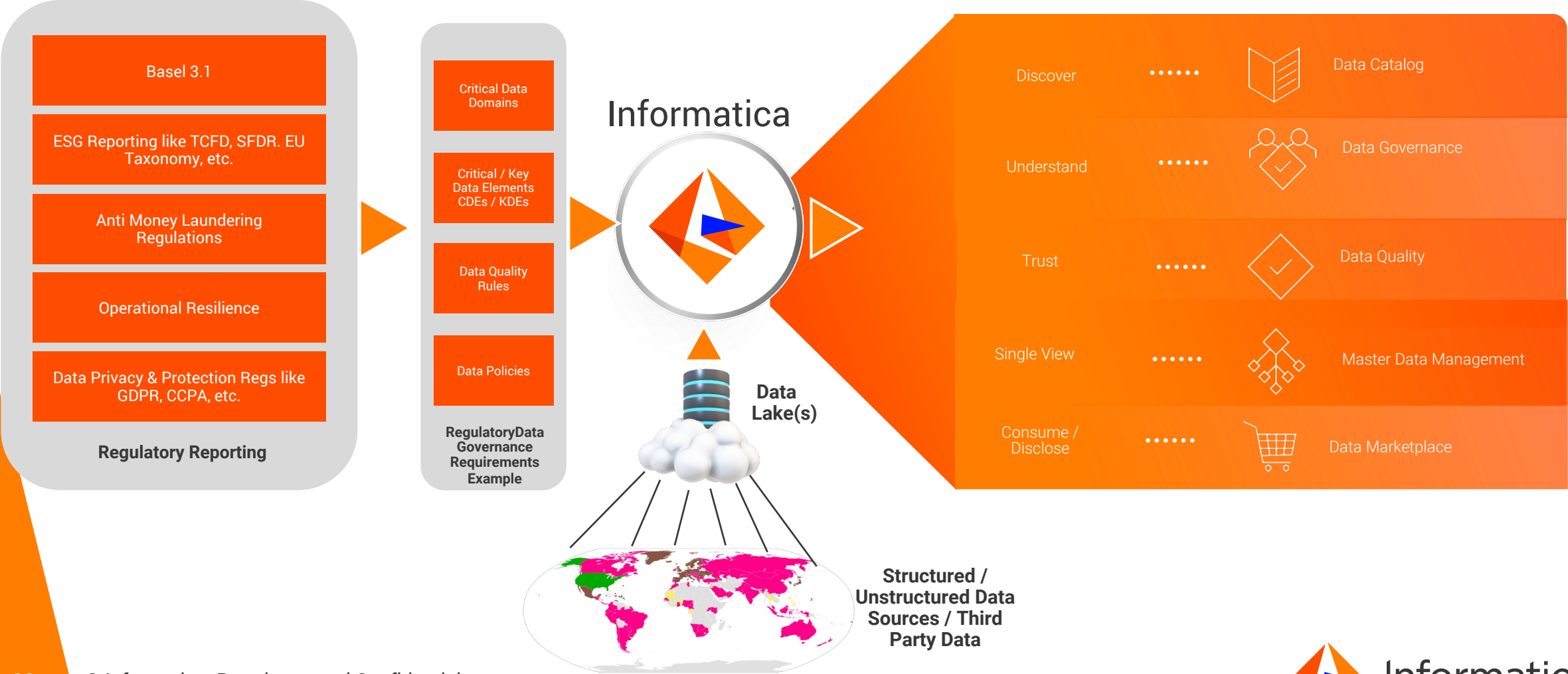
**Large scale of change
required to support
becoming a 'Data
Driven Organisation'**

Run Poll 3 :

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

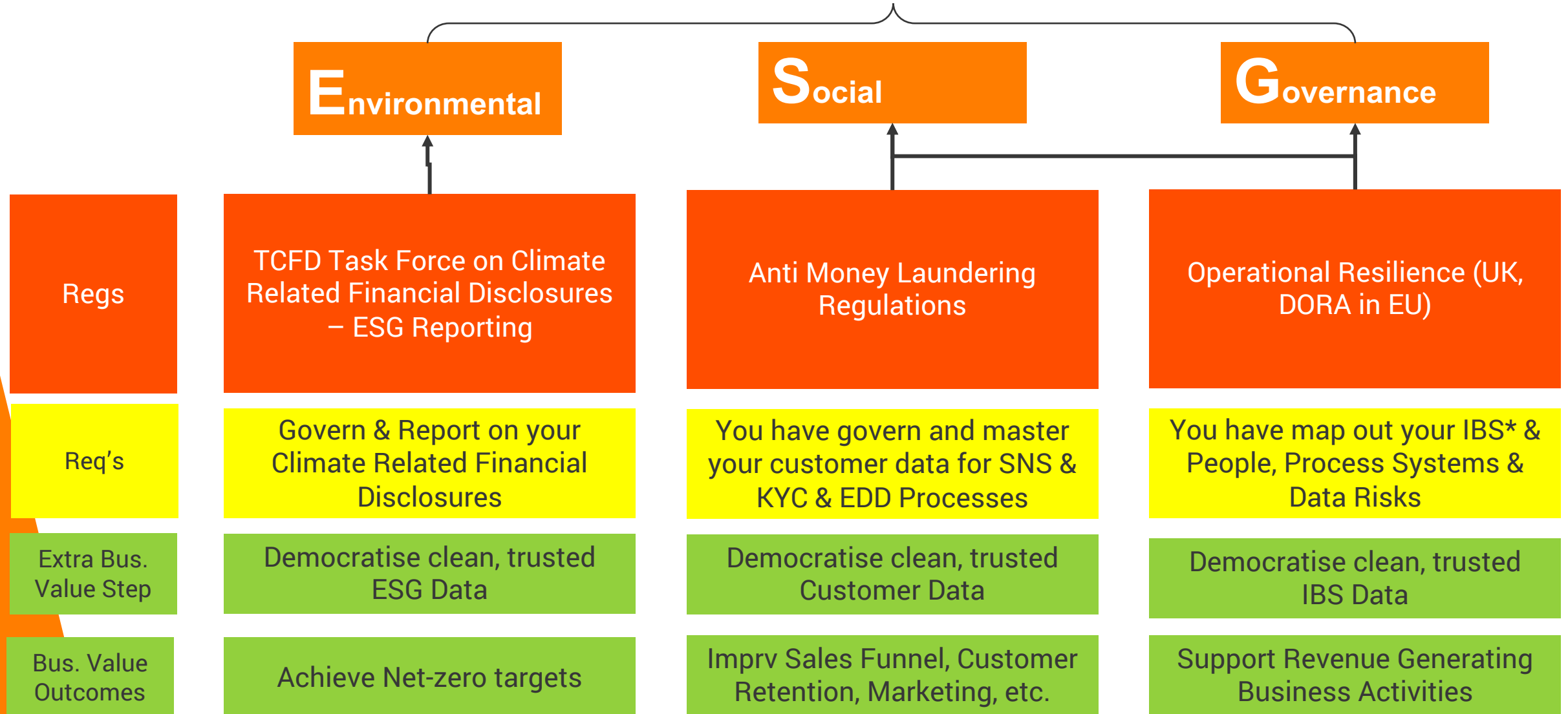
1. **Yes** – Planned/Communicated
2. **Yes** – Adopted and part of our Operating Models
3. **No** – Difficult to onboard such huge set of controls within the organization

Data Management Foundations for Regulatory Reporting Lifecycle Journey



Wrap up & Key Takeaways

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



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

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





Democratising Data Informatica Data Marketplace

The screenshot displays the Informatica Data Marketplace interface. The top navigation bar includes the Informatica logo, 'Data Marketplace', 'Explore', 'My Items', and 'Create' menus. A user profile for 'Carter Consumer' is visible in the top right. Below the navigation bar, a 'Welcome to Data Marketplace' banner provides a brief overview of the platform's purpose.

The main content area is divided into several sections:

- Left Sidebar:** A list of categories under 'All Categories', including Accessories, Beta Service Parts and Service..., Dealer, Engineering, Finance, Manufacturing Process, Marketing, Parts, Vehicle, Wayfinding, and Weights and Measures.
- Search Bar:** A search input field with the placeholder text 'Find Data Collections by name or purpose' and a 'Search' button.
- Data Collection Grid:** A grid of data collection cards. Each card displays a title, a star rating, a description, a progress indicator (a donut chart showing 75% or 50%), and a list of users (Jane Smith, Mohinder Panjal, Sam Smith) with a '+3 others' link.
- Right Panel:** Two sections: 'TOP 5 ORDERS BY CATEGORY' (a bar chart showing Beta Service Parts, Finance, Accessories, Weights and Measures, and Wayfinding) and 'RECENT COMMENTS' (a list of comments from Sara Jones and Alice Kim).

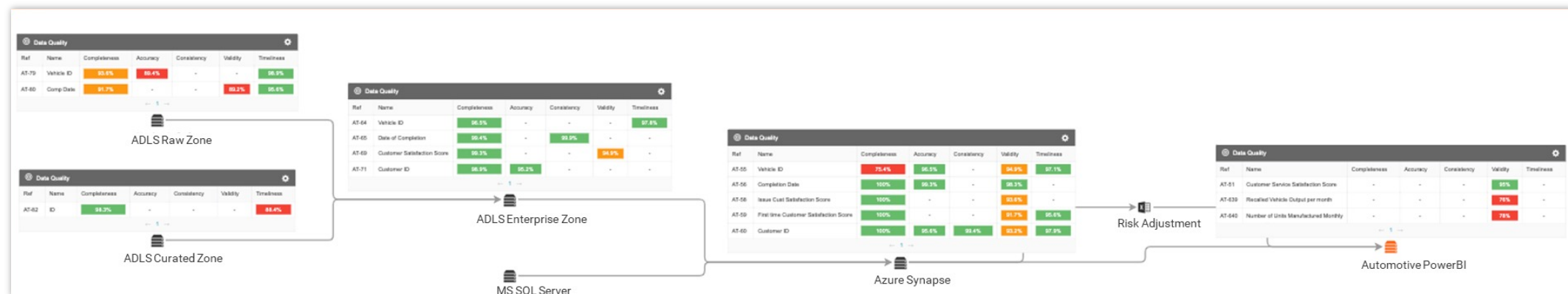
The data collection cards shown in the grid are:

- Fleet DOE Product:** 5 stars, 75% progress, Jane Smith, Mohinder Panjal, Sam Smith, +3 others.
- Finance Reporting:** 3 stars, 75% progress, Jane Smith, Mohinder Panjal, Sam Smith, +3 others.
- Customer Samples:** 4 stars, 75% progress, Jane Smith, Mohinder Panjal, Sam Smith, +3 others.
- Customer Samples:** 4 stars, 75% progress, Jane Smith, Mohinder Panjal, Sam Smith, +3 others.
- 2020 Recall Protocol:** 5 stars, 75% progress, Jane Smith, Mohinder Panjal, Sam Smith, +3 others.
- Staffing Roster:** 5 stars, 75% progress, Jane Smith, Mohinder Panjal, Sam Smith, +3 others.
- Temp Customer Data:** 3 stars, 50% progress, Jane Smith, Mohinder Panjal, Sam Smith, +3 others.
- Staffing Roster:** 5 stars, 75% progress, Jane Smith, Mohinder Panjal, Sam Smith, +3 others.
- Maintenance Cycle:** (Title only)
- Gamma Protocol:** (Title only)
- Backup Investments:** (Title only)
- Maintenance Cycle:** (Title only)

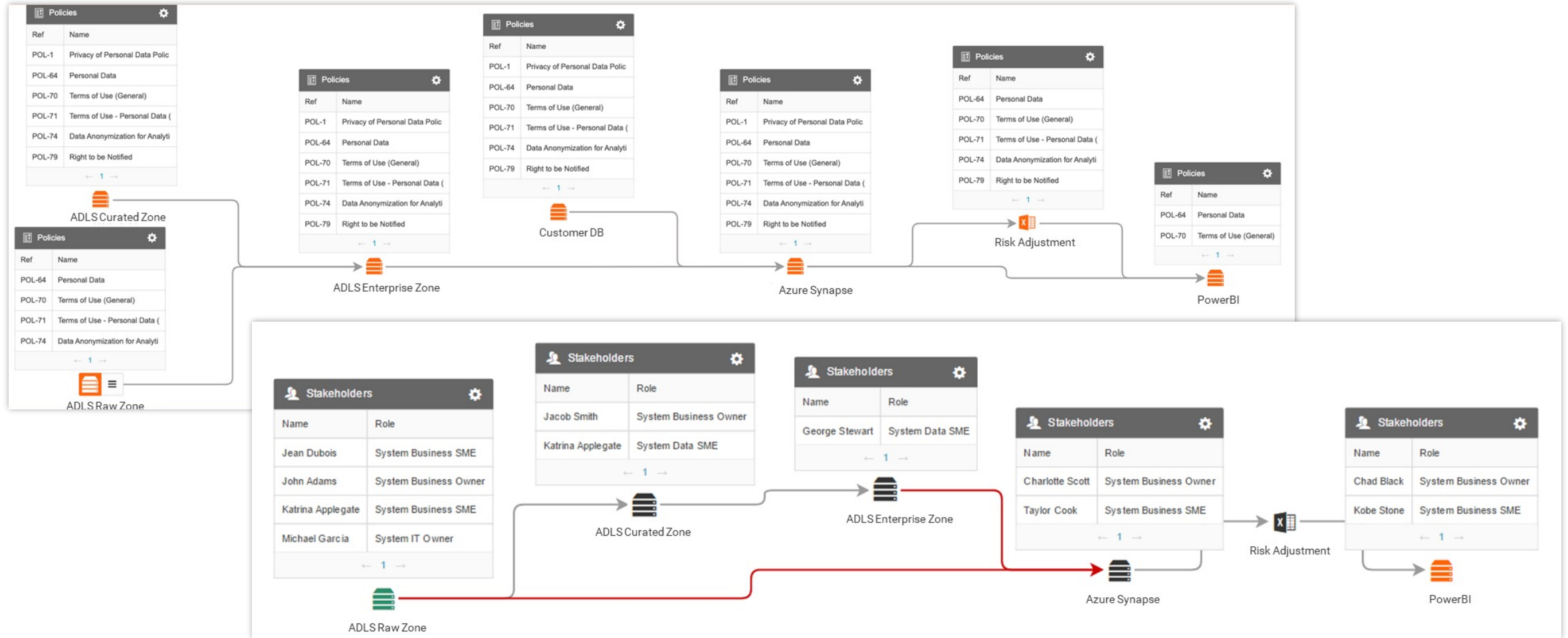
Capture Data Lineage & Data Quality

The screenshot shows the Informatica Data Governance interface. The top navigation bar includes 'Data Governance', 'Search', 'Maps', 'My Items', and 'Create'. A search bar is present with the text 'Enter the search text...'. Below the navigation bar, there are tabs for 'DATA SETS' (1 of 88), 'ATTRIBUTES' (3 of 786), 'DATA QUALITY' (3 of 610), 'GLOSSARY' (4 of 957), and 'SYSTEM' (1 of 67). The 'DATA QUALITY' tab is active, showing a list of data quality checks. The table has columns: Ref., Name, Description, Attribute Name, Measured In, Type, Criticality, and Result.

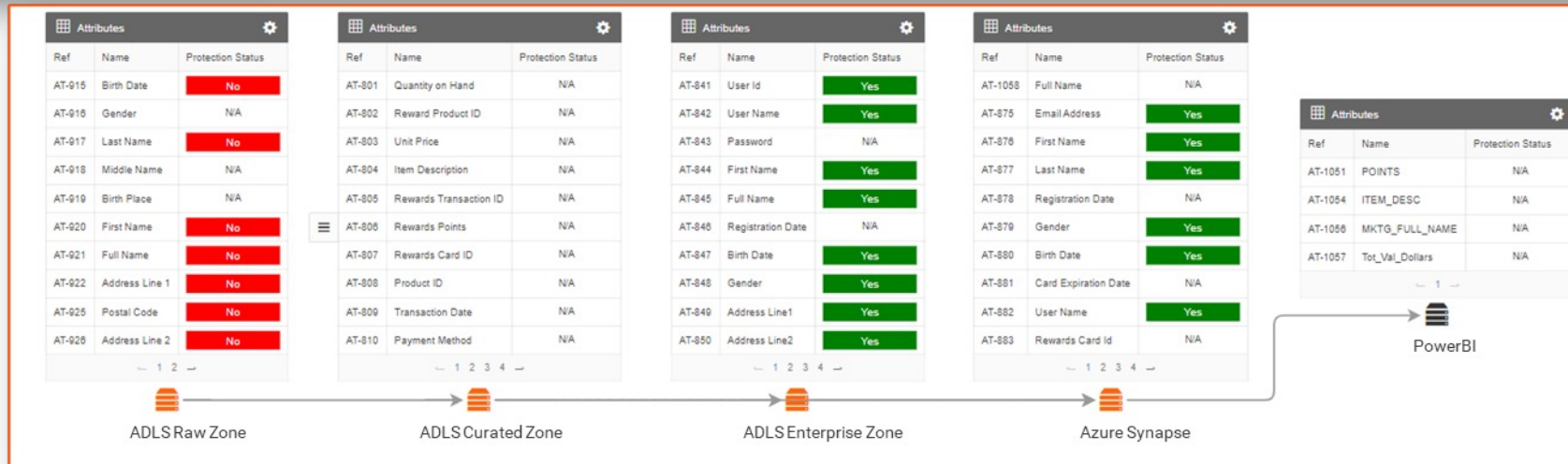
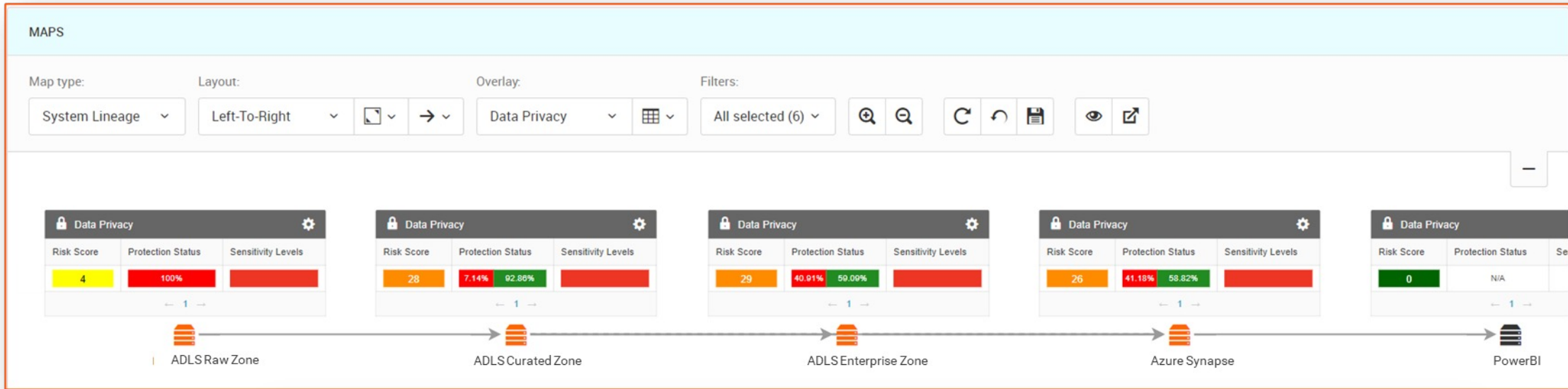
Ref.	Name	Description	Attribute Name	Measured In	Type	Criticality	Result
AUTO-DQ3	Customer Service Satisfaction Score – Validity – Automotive PowerBI	Customer Service Satisfaction Score – Validity – Automotive PowerBI	Customer Service Satisfaction Score	Automotive PowerBI	Validity	High	95%
DQ-572	Validity of Number of Units manufacture monthly	Measures whether this is a valid number for this metric.	Number of Units Manufactured Monthly	Automotive PowerBI	Validity	Low	78%
DQ-573	Validity Check for number of recalled vehicles in period	Checks the number of recalled vehicles is within valid range.	Recalled Vehicle Output per month	Automotive PowerBI	Validity	Low	76%



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

Informatica

Data Governance

Search

Maps

My Items

Create

Q

All

23

Freddy Drake

?

FIND

Q Enter the search text....

Data Sets

Filter

Q Search

3

Clear

DATA SETS

2 of 125

ATTRIBUTES

24 of 1117

SYSTEM

1 of 77

GLOSSARY

20 of 1088

DATA QUAL...

36 of 1077

PEOPLE

0 of 652

ROLE

0 of 1981

BUSINESS ...

0 of 21

REGULATION

0 of 42

REGULATO...

0 of 0

REGULATOR

0 of 0

GEOGRAPHY

0 of 9

INTERFACE

0 of 8

COMMITTEE

0 of 2

POLICY

1 of 92

PROCESS

3 of 201

PROJECT

1 of 20

CHANGE R...

0 of 88

ACTIVE TA...

2 of 70

CAPABILITY

0 of 0

CLIENT

0 of 0

LEGAL ENT...

0 of 6

ORG UNIT

0 of 163

PRODUCT

0 of 0





PHYSICAL ...

21 of 492

List

Dashboard

⚙

Ref.	Name	Definition	Lifecycle	System
DS-32	 FS_MDM Data	Master data for fs details and customers	Published	 FS
DS-33	 Oracle FS DWH Data	Data relating to fs industry stored in oracle DWH	Approved	 Or

Connections

GLOSSARY

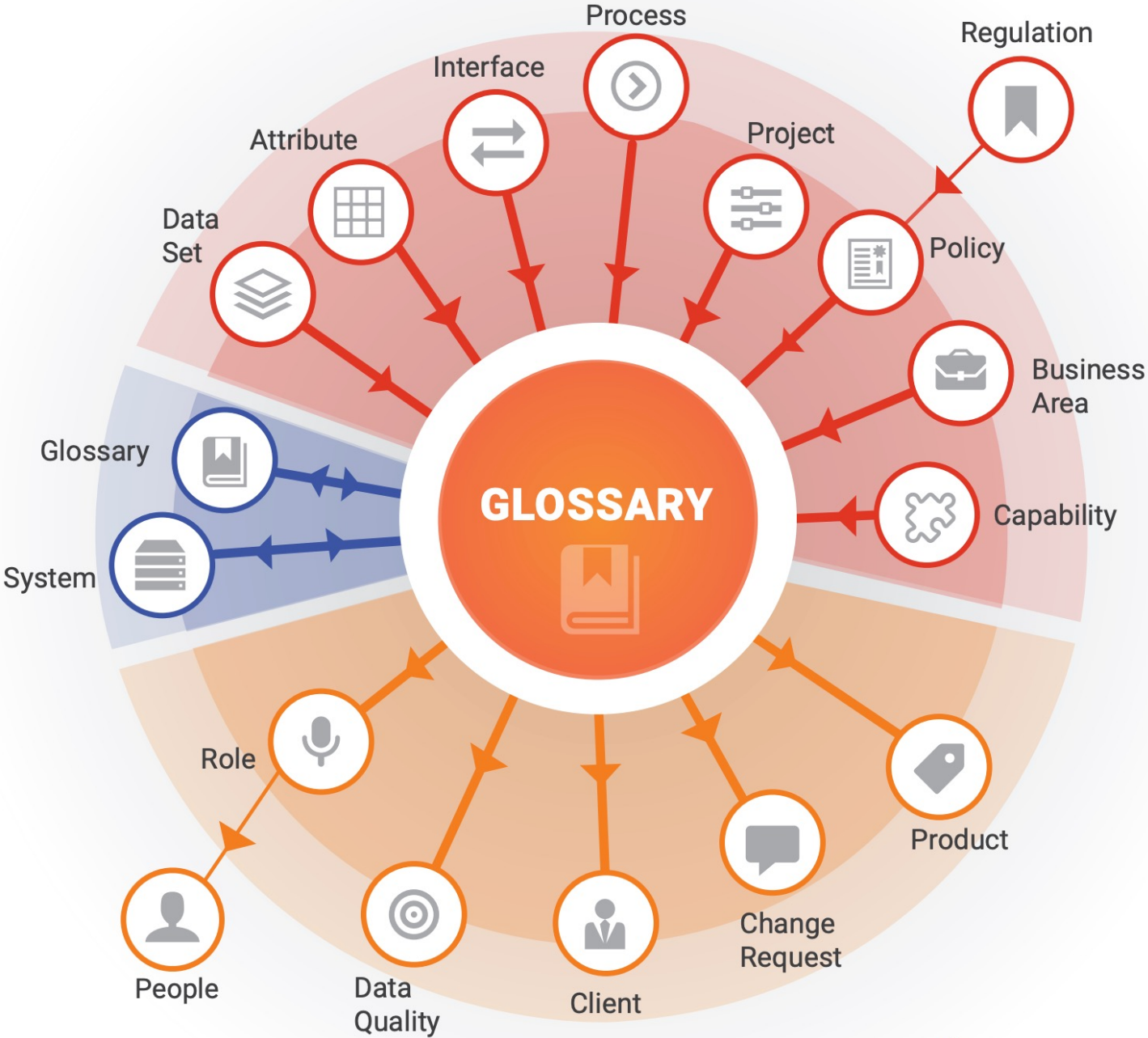


A glossary captures agreed definitions for data, activities, business terms, and other objects for an organization.
An Axon glossary serves as an inventory of data concepts.

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**.

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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