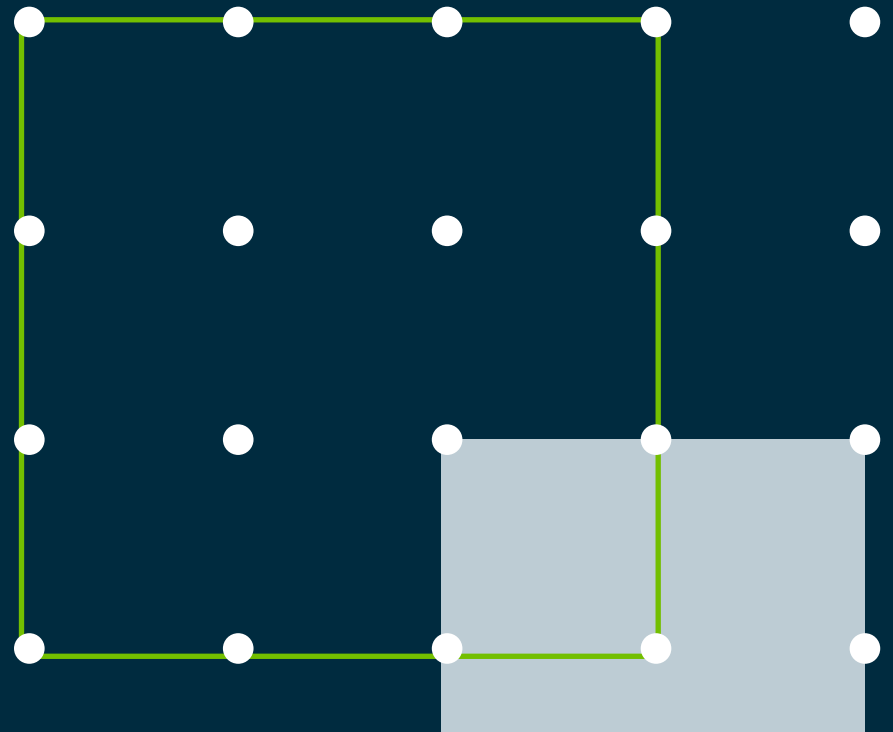# Collibra

Adaptive data and analytics governance

Adaptive data and analytics governance is the foundation for becoming a data-driven company. The business insights available through the analysis of the data a company already owns are invaluable. While the need is clear, a daunting number of obstacles can often cause organizations to hesitate before beginning that journey. Some of the challenges they may encounter include:

- Struggle to find and manage your increasingly complex data landscape, leading to a lack of trust in your data.

- Employees spend too much time and effort trying to understand the data, its relationships, and how to make it useful for teams in your organization.

- Find it hard to manage corporate data compliance, due to the lack of clarity and consistency of your data across your organization.
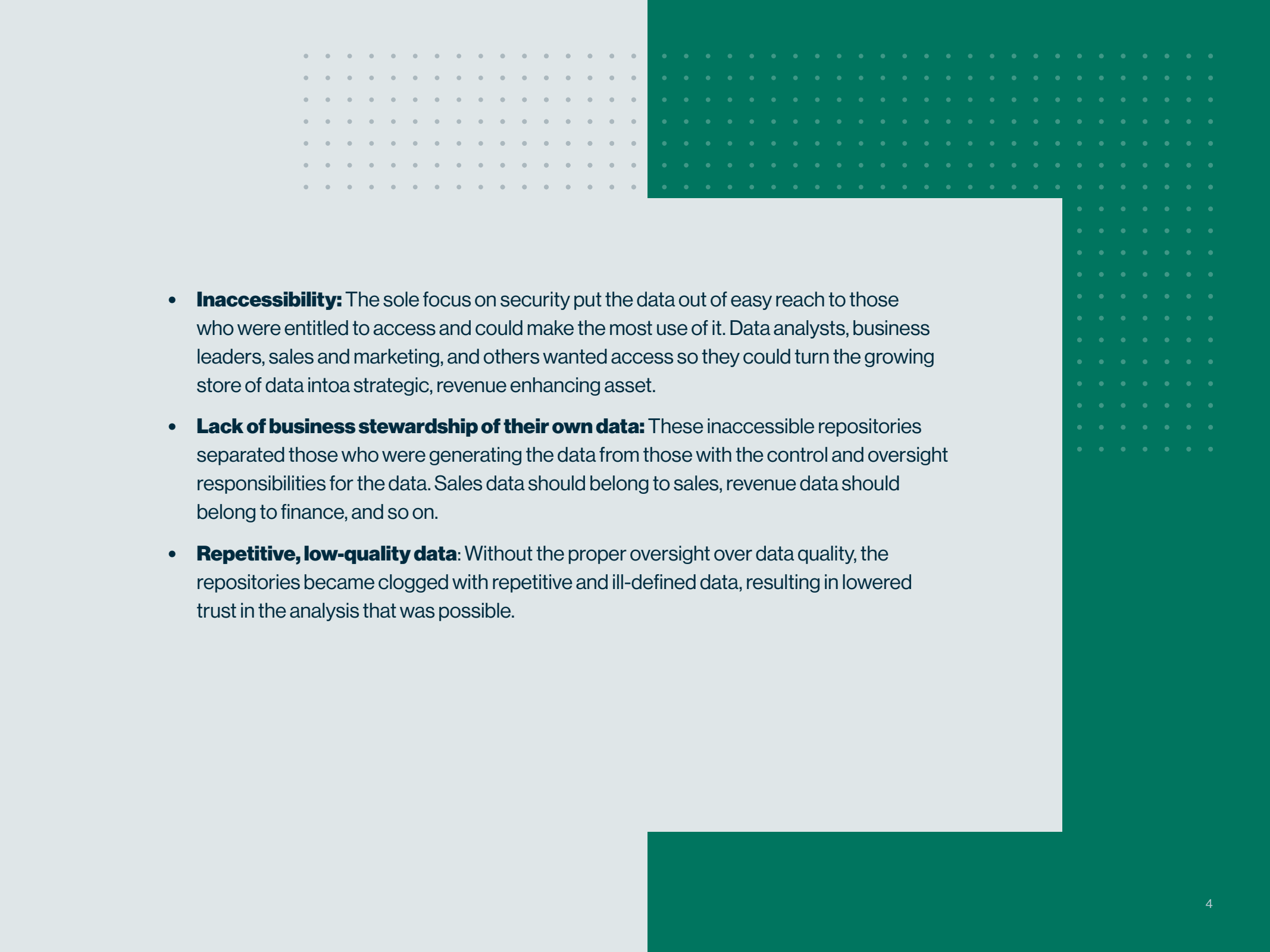
How did we get here?

Historically, data governance consisted of many manual processes with rigid rules focused on strict control of data. Data governance was a IT-driven process, dedicated to the safe storage of the steady stream of incoming data. They focused primarily on security and operated as keepers of the asset.

For a while, this was the sound and reasonable approach. If business leadership needed some data, the IT group would know if it was available in the system and could produce the data by running reports. They were responsible to protect the data, keep it backed up and secure, and control who could access it.

But over the last decade, the amount of data flowing into these systems increased exponentially, as did the number of sources of the data and the number of people who wanted access. What was once a steady but manageable stream of information quickly became an ever-expanding deluge, overwhelming the system and creating new challenges:

- **Inaccessibility:** The sole focus on security put the data out of easy reach to those who were entitled to access and could make the most use of it. Data analysts, business leaders, sales and marketing, and others wanted access so they could turn the growing store of data intoa strategic, revenue enhancing asset.

- **Lack of business stewardship of their own data:** These inaccessible repositories separated those who were generating the data from those with the control and oversight responsibilities for the data. Sales data should belong to sales, revenue data should belong to finance, and so on.

- **Repetitive, low-quality data**: Without the proper oversight over data quality, the repositories became clogged with repetitive and ill-defined data, resulting in lowered trust in the analysis that was possible.

According to a <u>2021 IDG report</u>**, 78% of IT decision-makers agree that the collection and analysis of data has the potential to fundamentally change the way their company does business in the next 1-3 years.**

Today's data-driven companies must develop and adopt "adaptive data and analytics governance"

Clearly, the old ways of data governance simply cannot continue in the face of this data explosion reality. Data leaders recognize the need for new strategies to harness and control this massive volume of data, and they need new tools to make these strategies work.

At the same time, business leaders and data analysts have started to recognize the potential value that this new wealth of data represents. If they could easily reach in and pull out the exact data they wanted, they could make very well-informed business decisions and predictions. It could provide a view under the hood of their business and allow them to fine-tune every aspect of it.

The basic challenge is easily defined — how do we securely store and protect this data, while enabling essential and insightful access to it? The key is **adaptive data and analytics governance**, the comprehensive management of data and the processes that facilitate collaboration and compliant access to it.

Representing the next step forward in data governance, adaptive data and analytics governance recognizes and expands the role of data governance in driving business value. Adaptive data and analytics governance is context-aware, promoting flexible decision-making and informed business outcomes.

Where data governance had been viewed as a defensive strategy to protect the data, adaptive data and analytics governance adds offensive aspects, driving excellence in business decisions through the accessibility of data that people know they can trust. The business advantages available for those who know how to exploit their data resources are expansive.
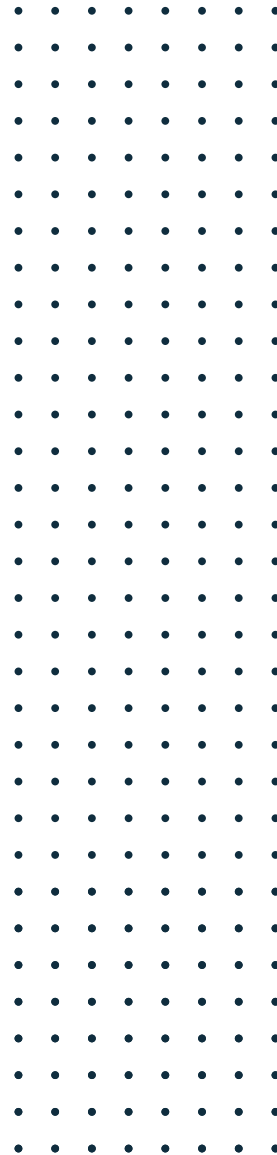
The advantages of focusing on business outcomes

Data governance constitutes the rules and processes by which organizations turn data into insights and insights into actions. Unlike traditional data governance, adaptive data and analytics governance focuses on managing and organizing data and processes to enable collaboration and compliant access to produce insightful business-driving outcomes.

While maintaining strict adherence to regulation, security and privacy, adaptive data and analytics governance moves the focus off IT control, and fosters collaboration between technology groups, data owners and the business consumers of the data.

By giving the keys to the analysts and business users, adaptive data and analytics places the data in the hands of the people driving the business decisions, allowing them to innovate and create relevant and revelatory new tools and analysis. It democratizes the data and unlocks its latent value.

Balancing security and access

Adaptive data and analytics governance does not allow just anyone to access any data. It establishes the necessary restrictions and validation processes to make the information easily available to those entitled to view it, while keeping it secure from those who are not.

By embedding data governance deeply within your data ecosystem, adaptive data and analytics governance sets up the necessary structure that turns your data into a resource for your organization. It helps you seize control of your complex data landscape and provides the roadmap that allows users to navigate within that landscape.

The right adaptive data and analytics governance solution

With the right adaptive data and analytics governance solution, analysts and business leaders can browse through available data that they didn't previously realize were available and instantaneously mine it for insights. Instead of filling out a form and hoping the guardians of the data can run a report, end users can quickly access the data and employ the tools and processes that generate meaning and clarity applicable to their decision-making.

The right adaptive data and analytics governance solution must help your company:

- **Find and manage your entire data landscape, no matter where it is located — on-premise or in the Cloud. Ensuring your data is accurate, consistent, complete and discoverable, so that users feel confident in using the data for making business decisions.**

- **Reduce the time and effort it takes to find and understand the data, its relationships, and then make it useful for everyone in the organization.**

- **Ensure clarity and consistency of your data across your organization so you can build the data policies that can be adopted and applied across the organization to meet your data compliance requirements.**

According to an analysis by Forbes magazine, investment in a data-driven culture can lead to measurable performance impacts, such as a 40% improvement in time to market and a 35% increase in new customer acquisitions.

With a world-class adaptive data and analytics governance solution, you can establish the foundation that will let you build a truly data-driven company.

40%
improvement in time to market

35%
increase in new customer acquisitions

If you are interested in learning more, please visit collibra.com.