Collibra

Stop the silos
and start sharing

A step-by-step guide to data sharing success
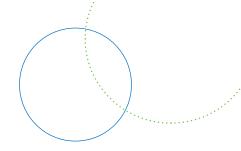
Table of contents

The data sharing imperative: A leader's guide to driving value

Organizations today face a widening chasm between data's transformative potential and their ability to realize it. As AI accelerates the pace and scale of innovation, a fundamental barrier stands in the way: fragmented governance. Without a unified approach to sharing and governing data across the enterprise, you'll find your organization unable to capitalize on your most valuable asset—data—just when you need it most.
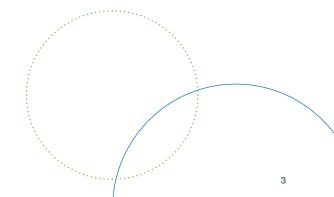
The problem: Governance fragmentation

In most enterprises, governance remains tethered to specific systems, sources and compute platforms – creating blind spots that prevent organizations from scaling their data and AI initiatives safely. This fragmentation manifests in:

- Disconnected visibility across hybrid environments

- Inconsistent policy enforcement

- Business users isolated from data access

- Growing backlogs of data requests

- Mounting compliance risks

The result? Organizations can't move at the speed AI demands without compromising safety and trust.

Accelerate innovation with unified governance

The path forward lies in unified governance that transcends traditional system boundaries. By untethering governance from specific platforms and bringing it to the data level, organizations gain unprecedented capabilities. Automated visibility. Control. Tracing. All of these become seamlessly integrated across your entire data estate, while technical and business users naturally collaborate. This approach ensures consistent policies flow effortlessly across all data locations, creating dynamic connections between datasets and AI use cases. The result is a foundation for accelerating data sharing and safe innovation across the enterprise, turning governance from a constraint into a catalyst for growth.

Data Confidence: The difference-maker

When you establish unified governance across every data source, use case and user, you achieve something transformative: Data Confidence. The benefits are powerful. Because it means that your colleagues in Marketing, Legal and other areas can confidently use trusted, high-quality data to drive decisions. So you accelerate innovation without compromising safety, as business and technical teams seamlessly collaborate toward shared goals. Data Confidence isn't just about better governance—it's about unleashing your organization's full potential in the AI era.

This workbook guides you through this critical transformation, providing four practical steps to building a data-driven culture that includes:

1. Setting the vision

2. Building a strong foundation for organizational success

3. Identifying technology capabilities that facilitate self-service data access

4. Effectively managing change

The journey to unified governance isn't optional in the AI era—it's the foundation that will determine your ability to compete. Let's begin.
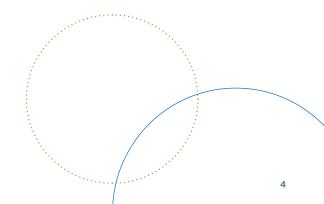
Data Confidence | Explained
Accelerating all your data and AI use cases, safely and with well-understood data

Data Confidence is the way you and your colleagues feel when your organization can accelerate every data and AI use case — without compromising on safety or quality.

It happens when governance becomes an enabler rather than a bottleneck. Your people can find, understand and use trusted data across every system. Business context flows alongside technical metadata. And policies apply consistently everywhere data lives.

Bottom line: When your people can trust, comply and consume data confidently, innovation accelerates. **That's Data Confidence.**

Sharing is good business

Modern organizations collect vast amounts of customer, operational and market data because they recognize its potential. But collecting data is not enough. Smart data leaders know that the true power of data is harnessed only when it is shared and used intelligently throughout the organization.
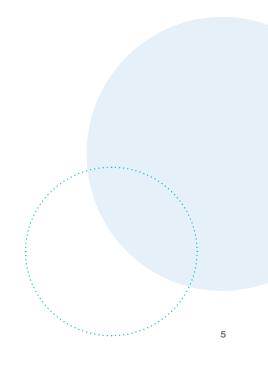
And this is why data leaders want to foster a data culture that will help them break down silos, enhance collaboration and democratize data. Data can help drive better business outcomes – including enhanced business growth and innovation – when you empower data consumers in your organization to find, understand, access and share trusted data to generate critical insights.

However, many organizations struggle with challenges, such as:

- Data silos

- Limited understanding

- Data protection concerns

- Poor data quality

- Lack of data ownership

- Cultural resistance

You can overcome these barriers with a well-formed strategy and a shift in organizational mindset.

Now, let's look at the four steps to data sharing success.

Step 1: Set the vision

Start with your why

Building a data-driven culture requires identifying your organization's priorities, aligning them to use cases, understanding challenges and quantifying expected outcomes. Make sure to prioritize high-impact, feasible use cases.

What are your organization's top strategic initiatives?

- Enhancing customer experience
- Optimizing operational efficiency
- Driving transformation and innovation
- Improving risk management and compliance

- Expediting new product introduction
-
-
-

Identify and prioritize use cases aligned to the strategic initiatives you selected above

- Customer 360 views
- Personalized marketing and product offers
- Cross-channel customer service
- Process automation
- Infrastructure and asset management
- Product lifecycle management
- Market trend analysis

- Regulatory compliance
- Data privacy management
- Fraud detection and prevention
-
-
-

What are your top data sharing-related concerns or challenges related to enabling the use cases listed above?

- Low visibility of data across the organization

- Limited understanding/low data literacy

- Increasing data privacy regulatory requirements

- Lack of trust in data-driven business decisions

- The inability of data consumers to efficiently access data

-

-

-

Now that you've identified priority use cases, we recommend choosing one use case to pilot your strategy and help sort through any issues along the way.

Which use case will you start with?

In the following sections, we'll develop your action plan.

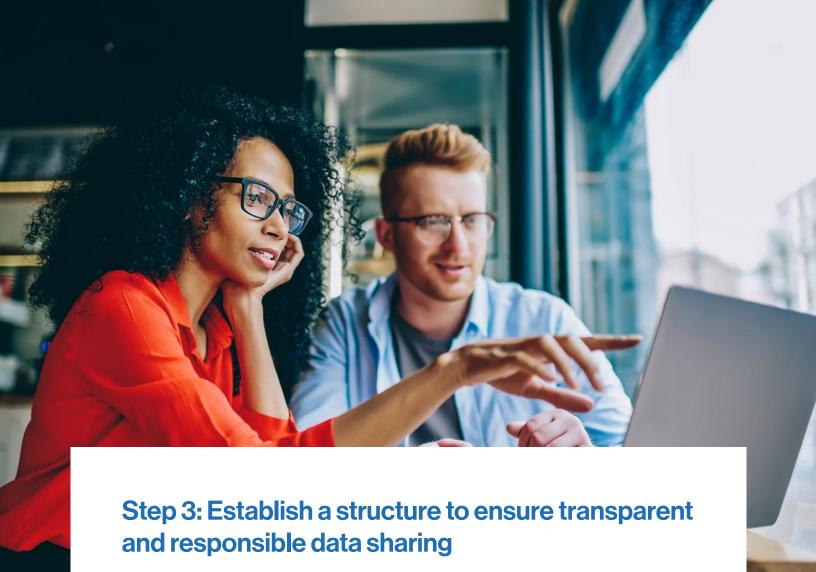# Step 2: Build a strong foundation for organizational success

Gain organizational buy-in

Involving key stakeholders is crucial for maintaining engagement throughout your pilot. Securing executive-level buy-in helps:

- Ensure the effort is aligned with the organization's strategic initiatives

- Secure commitment for necessary resources and funds

- Facilitate top-down communication to drive action and prioritize the effort

- Provide credibility and gather cross-functional support

List the candidates that could serve as executive sponsors for your effort.

Name and title:

Name and title:

Name and title:

Additionally, involving technical and business stakeholders will ensure your effort is technically feasible and aligned with business goals. This collaboration fosters mutual understanding, secures broader support and enhances effective communication, ultimately leading to a successful and sustainable initiative.

List the critical business and technical stakeholders across your organization you need to include in this pilot.

Name and title:

Name and title:

Name and title:

Step 3: Establish a structure to ensure transparent and responsible data sharing

Policies and procedures are essential in creating a data-driven culture because they provide the framework for consistent data management, ensure compliance with regulations and promote trust in data across the organization.

What policies and procedures outlining roles and responsibilities do you already have or plan to have in place at your organization to address the challenges you identified earlier and enable your pilot use case?

- Data sharing
- Data access
- Data usage
- Data quality assurance
- Data retention
- Data privacy

- Data documentation
- Data classification
-
-
-

Step 4: Identify the right technology for self-service data access

A crucial part of fostering a data-sharing culture is democratizing data and enabling users to find and use reliable data independently. This can be accomplished by providing various tools and features that simplify data discovery, comprehension and access. Identify the technological tools and capabilities required to support your pilot use case. Which ones will you need to deploy to overcome the data sharing challenges you identified earlier?

- **Centralized data catalog:** Provide an inventory of data assets from various sources across the organization, complete with relevant metadata (such as classifications) offering helpful context

- **Business glossary:** Define and manage business terms to facilitate a common understanding of critical data concepts. Improve data literacy and facilitate effective communication among data stakeholders

- **Automated data lineage tracking:** View where data originates, how it has been transformed and where it is being used across various systems and processes

- **Data quality assessment and monitoring:** Determine data quality rules and metrics and automatically evaluate data against those standards to gain insights into data quality issues and areas for improvement

- **Data policy management:** Create and maintain policies related to the collection, access and usage of data to help ensure that it is utilized and shared appropriately and in compliance with internal standards and external regulations

- **Data sharing agreements and contracts:** Establish clear agreements outlining acceptable use cases and terms for data sharing
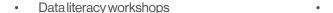
- **Data marketplace:** Allow users to shop for curated data products easily, reducing reliance on IT or data specialists

- **Data access request management:** Automate data access request mechanisms to streamline access and minimize delays while complying with relevant policies at scale

- **Collaboration:** Enable users to share knowledge, certify data assets and discuss data-related issues. Provide tools for workflow management to help stakeholders collaborate on tasks and simplify processes, including documenting data assets

- **Data querying:** Allow users to query data across sources to view and better understand its contents

- **Data masking:** Protect sensitive data so only the right users can access it

-

-

-

Make sure you can effectively manage change

Establishing a data-driven culture hinges significantly on the often-underestimated element of change management. Change management is crucial for encouraging team members to actively engage in an organization's initiative to be more data-driven. Effectively managing resistance facilitates a smoother transition to robust data sharing practices. Achieving this involves educating stakeholders on the value of effective data sharing and ensuring that team members are aligned with the new practices and changes.

Deliver training and enablement

Create training materials and sessions and promote ongoing learning and skill development. Doing so will maximize your effort's success by minimizing potential knowledge gaps and ensuring continuous engagement. Which of these will you implement for your pilot?

- Data literacy workshops   •

- Tool-specific training   •

- Advanced training sessions   •

Select and monitor KPIs and feedback for continuous improvement

Ongoing evaluation and refinement, based on measured results and user feedback, drive success and ensure your initiative remains aligned with your organization's evolving needs. Regularly monitor KPIs to measure progress and collect feedback from stakeholders to identify areas for improvement.

Referencing your pilot use case, how will you capture feedback and measure the success of your accomplishments?

- Data usage and productivity metrics   •

- User satisfaction scores   •

- Surveys   •

- Focus groups

Tell everyone about it

Document and share the successes and positive outcomes of sharing and using trusted data with key stakeholders to support your organization's top initiatives. Demonstrating these tangible benefits will encourage others to participate and contribute.

How will you communicate the success of your pilot program with stakeholders and recognize wins?

- Case studies
- Success stories
- Newsletters
- Awards

- Incentives
-
-
-

From vision to reality: Data sharing and Data Confidence

You didn't think you could do it. The challenges were too much. But now you know there's a way, and a method, for creating a data-driven culture based on data sharing.

Throughout this workbook, you've developed more than just a plan – you've created a blueprint for transforming how your organization thinks about and uses data. The real power lies in how these elements work together:

- A clear vision that connects data sharing to business outcomes

- A strong governance foundation that enables rather than restricts

- Technical capabilities that make trusted data accessible and actionable

- A change management approach that drives sustained adoption

As you move forward, remember this journey is about much more than just implementing new tools or processes. It's about fundamentally changing how your organization collaborates. About how your colleagues view and value data. About putting the power of data to work for your organization.

By following this structured approach, you're not just creating a culture of data sharing. You're exchanging fragmented governance for unified governance. And you're building Data Confidence across your enterprise.

The time for transformation is now. Take these insights, adapt them to your organization's unique context, and begin creating the future of data-driven decision making.

Collibra

Helpful resources

Learn more

Discover how Collibra can help you share trusted data to enable a data-driven culture and better business outcomes.

Data sharing resources

Take a tour

See how the Collibra Data Intelligence Platform enables trusted data sharing.

Product tour

Get started

Check out our readiness checklist to ensure trusted data sharing across your organization.

Data sharing readiness checklist

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