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STRATEGIES TO
FAST TRACK YOUR
DATA GOVERNANCE
PROGRAM



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Data.

It's a disruptive force for global business and a catalyst for digital transformation.



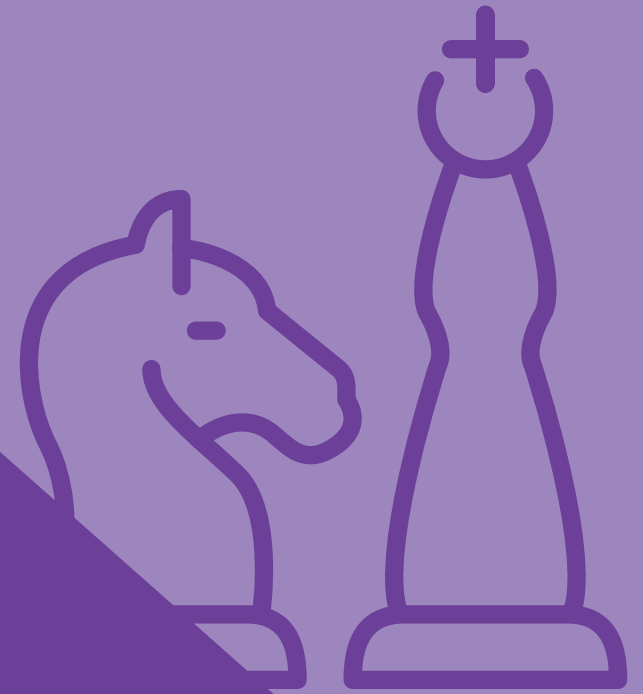
It enables business strategies that make enterprises nimble and customer-centric, and **provides the insights** needed to outpace the competition.

And the difference between organizations that know how to use data and those that don't can spell the difference between **success and failure.**



Clearly, data is a
strategic business asset.

It's time to use it that way.



The role of data has evolved from supporting internal processes to serving as a goldmine of competitive riches. Good data helps organizations to:



Enhance
the customer
experience



Inform
product
development



Deliver
operational
excellence



Boost
the bottom line

But data can only be leveraged to the extent it can be accessed and trusted.



**Enter
data governance.**

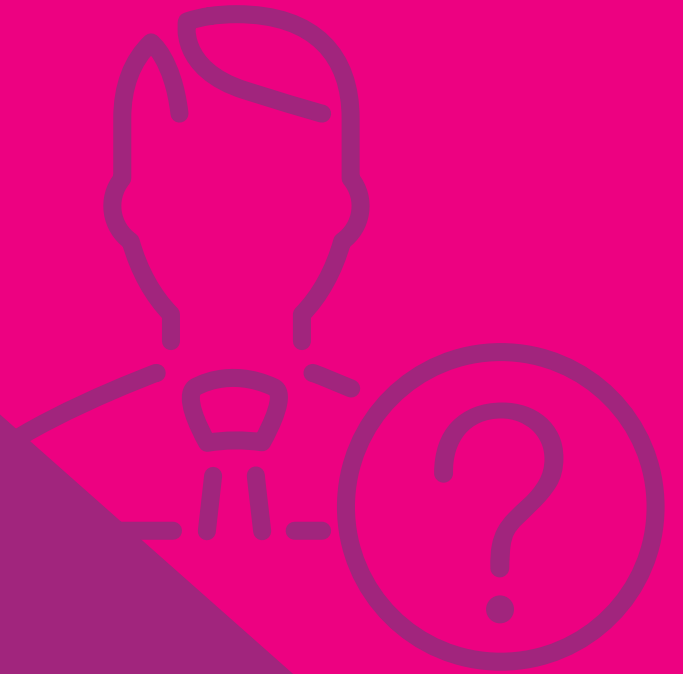


Data governance is a discipline that touches virtually every aspect of your business. It puts people and process first to facilitate the flow of data and drive innovation.



An effective and holistic governance program not only delivers trusted data, it also helps measure and drive:

- Compliance to process outcomes
- Accountability and responsibility decisions
- Language and terminology alignment
- Technology alignment
- Data usage improvements
- Reference and master data alignment
- Quality metrics measurements



But the journey to data
governance can be confusing.

To extract maximum business value from the data, your data governance program must enable the right people to use the right processes, with the right data, at the right time, and with the right technology.



Where do you start?

There are four critical steps to getting started on a successful data governance journey.





1

Step 1:

Empower a team of data champions

Effective data governance takes a village. Assemble a coordinated, cross-functional team of executive, technology, and business user representatives to ensure you've addressed the needs of all stakeholders.

Establish top-down leadership with an executive committee. At the next level, create a managerial working team, and, finally, a functional operations-level team of data stewards. This structure is critical for enabling program visibility and alignment, productive communications, business prioritization, and funding.





2

Step 2:

Define (and quantify) the business case

Make the business case for embarking on a data governance initiative by evaluating three key building blocks:

- **Risk** – What are the risks to the organization of not doing data governance? (e.g., non-compliance with regulatory deadlines, poor outcomes, loss of competitive advantage, reputation damage)
- **Value** – Define the business outcomes you want to achieve and translate those into economic terms (e.g., “trusted data” facilitates faster and more impactful decision-making)
- **Cost** – Consider the costs, from a people, process, and technology perspective. Be sure to present costs as a “current vs. future” comparison to understand true value.

Tip: [Our how-to guide to creating a data governance business case will help you get started](#)



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Step 3:

Build a robust operating model

Given all the demands that will be placed on the data, it's critical to establish an executable and scalable framework that determines policies, business rules, and assets for enterprise users to follow. Adopting an overall policy helps determine issues of data inventory, ownership, quality, security, lineage, and retention so trusted data can truly empower all the data citizens in the organization who need it.





4

Step 4:

Hit key milestones with a flexible, technology-enabled governance road map

You've assembled the team, defined the business case, and built an operating model. Well done. But without an underlying technology platform and flexible roadmap, data governance can stall.

You need a platform that's purpose-built to meet the data governance needs of even the most complex organization – not a “pseudo data governance” bolt-on to another application. Your platform must be agile, scalable, and capable of swiftly adapting to evolving business needs. And your platform must support a data governance roadmap that can constantly realign to business priorities, and keep the team on track by identifying priorities and milestones to drive tangible value at each turn.



It's amazing what a business can achieve when armed with the right data. Collibra can help you successfully navigate your data governance journey. **Let's get started.**

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