

5 SUPERPOWERS

TO HELP YOU MASTER THE
DATA GOVERNANCE UNIVERSE



collibra®



CLAIRVOYANCE



SUPER TRACKING



X-RAY VISION

Mastering your data governance universe is a whole lot easier when you have these five superpowers at your fingertips.

**The best part?
You don't have to suffer a spider bite to activate them.**



SHAPESHIFTING



MIND CONTROL



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The ability to see things beyond normal human perception.

Data isn't the problem.
Most organizations have it.
Lots of it.

But figuring out how to make sense of all that data—and how to drive real value from it—can feel like a superhuman task.

How do you see beyond the clutter and focus on the data that will move your organization forward?

Unleash your spidey-sense.



Listen to the people
at your organization
who are charged with
getting things done.

**Understand their
strategic objectives**
and what steps they'll
need to take to carry
them out.

What kinds of data and
information will they need
to support those activities?

**What kinds of metrics
and reports?**

By having the foresight
to govern the data that
matters, you will help your
organization reach its
goals faster.

That's heroic.

The ability to find anything,
anywhere, at any time.

Today, just about everyone needs
data to do their jobs. And just about
no one can find the data they need
when they need it. Or understand
the data sets they do discover.

Instead, they wander in a data maze,
stumbling through labyrinthine
systems and databases, searching
for information that remains either
inaccessible or obscure.

Holy Waste of Time, Batman!

Shouldn't finding data be a
whole lot easier?

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SUPER TRACKING





You bet.

Just activate your data-seeking superpowers with an easy-to-use data catalog.

Search capabilities that use simple business terms make it easy to find data, metrics, and reports from even the most far-flung data sources.

You can also discover similar data sets that have been recommended by other data users. Once you've found what you're looking for, just move it to your **data basket**.

A behind-the-scenes **workflow engine** verifies all data requests, routing them to the appropriate data owner for approval. This super easy superpower will make your world a better place!



X-RAY VISION



The ability to see through solid objects.

All the data in the world can't drive insight unless it's the right data. But how can you be sure the data you're using to make decisions is trustworthy?

You'd probably want to know where your data is coming from and what it means.

You might want to take a look at the **data's lineage**—where it's been, how it's being used, and who's using it.



To do that you need the ability to see what's behind your reports and metrics—at any point on the data journey.

It's time to turn on your X-ray vision!

BOOOOM!

Because a good data governance program doesn't lock down data. It builds transparency and amplifies trust. And that drives innovation and insight.

The ability to assume
different forms.

Some people think of data
governance as a technology problem
It's not.

**Data governance
is all about people.**

People who own the data, use the
data, and create value from the data.

People who know when that data is
in good shape, when it isn't,
and how to fix it.

People who make sure that the rules
governing data make sense.



SHAPESHIFTING





If you don't understand how people across your organization actually use their data, and if you don't understand why some data is relevant and other data isn't, then your data governance program is likely to crash and burn.

CRASH!

Sounds like it's time to crawl into someone else's skin and take a look around.



MIND CONTROL

The ability to control the thoughts and actions of others.

Your biggest data governance challenge isn't really about the data.
Your biggest data governance challenge is changing the way people think about their data.

If your organization really wants to be data-driven, then you need to make sure everyone—from the top on down—understands and embraces what it will take to achieve that goal.



That means getting them to understand that good data doesn't just appear out of thin air (or, for that matter, a data lake).

It means getting them to wholeheartedly commit to a new way of doing things.

Mind control sure would be a super handy superpower. But mind control is about as rare in the superhero universe as it is in the real world.

Don't despair.
Because good change management skills can get similar results—without the head-splitting aftershocks.



And it's not as difficult as it sounds. At its most elemental, change management means **building better communications** so that everyone understands why governed data will help them do their jobs better.

It means **investments in training**, so that data citizens and data stewards understand their new roles and responsibilities.

And it means **implementing a support structure** so that people can log issues and get those issues resolved.

It's powerful stuff.

That's why we're counting on you to use it only for good.





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SUPER TRACKING



X-RAY VISION

Mastering the data governance universe is easy when you give everyone across your organization a way to find, trust, and understand their data. They'll find new ways to drive value. They'll become good stewards of their data. And they'll use their newly acquired superpowers to make your organization—and maybe the world—a better place.



SHAPESHIFTING



MIND CONTROL



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