Data Governance Best Practices and Licensing

Data Governance is an emerging category and although in its early stages, a number of best practices can be distilled from use cases. This document goes into these use cases and also describes the impact on the user base and licensing.

Besides actual customer use cases, both Gartner and Forrester have done some early research in this field.

Analyst

Forrester has identified not just Data Governance, but specifically 'the business takes up Data Governance' as one of the Top 10 Business Technology Trends for 2012 till 2014 (Figure 1). What is interesting in this analysis is that while the IT impact in itself is quite low, the business impact and complexity can be quite high. The quotes below give some more information on the above:

A. High business impact:

"data governance is no longer an optional, nice- to-have capability. Eventually, organizations with poor governance will lose competitive advantage and become irrelevant."

"Effective data governance will have broad effects on your highest-priority business objectives: in-creasing top-line revenue growth, re-ducing costs and improving efficiencies that affect the bottom line, mitigating regulatory and compliance risk, and strategically differenti-ating from the competition."

B. Low IT impact:

"There are enabling technologies IT can deliver to enable and sup-port data governance processes, but these are most often easy-to-use, commoditized collaboration, workflow management, and basic stew-ardship tools — nothing that should affect IT resources significantly."

C. Complexity:

"Good data governance is highly complex because of the quantity of stakeholders, the organizational change management, and the inevi-table tradeoff decisions required between lines of business."

What are the recurring themes in this analysis?

1. The complexity lies in the business uptake and the organiza-tional set up, not in the IT complexity;

2. IT should focus on tools that support that business uptake: col-laboration support, workflow management, data steward support, easy to use interface,...

Business technology category	Trend	Business impact	IT impact	Newness	Complexity
Business process and intelligence	BI becomes agile, pervasive, and limitless.	Very high	High	High	High
	Business rules take on complex business events.	High	High	High	High
	Analytics use big data to deliver better, faster insights.	Medium	Medium	High	High
	BPM embraces rules, events, and empowered technologies.	High	High	Medium	High
Data management and governance	MDM meets process data management.	Very high	Very high	Medium	Very high
	The business takes up data governance.	High	Low	Medium	Very high
Empowered technologies	The need for deeper customer engagement drives more Social Computing.	Very high	High	Very high	Medium
	Hybrids emerge amid cautious SaaS growth.	Medium	Medium	Medium	Medium
Technology management	The cloud applies pressure to IT economics.	Medium	Very high	High	Medium
	The next phase of IT industrialization begins.	Medium	High	Medium	High

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Source: Forrester Research, Inc.

Figure 1: The top 10 Business Technology Trends by Watchlist Category.

Customer use-case

A large technology company chose Collibra as their Data Governance platform. This company had been building a Data Governance program for a number of years and was struggling to extract the value from said program. They saw tool support as a critical aspect in terms of involving business users and supplying the results of their efforts to the organiza-tion as a whole.

What is typical for this program is that the users are business users, supported by a smaller group of IT power users. This was exactly why Collibra was chosen as their preferred Data Governance platform over IBM, Informatica and other technical metadata repositories.

Main selection criteria:

 » Business friendly user interface;

 » Workflow to set up the people and organizational process;

 » Meta model which contains the concept of 'communities' so that organizational ownership and responsibility can be assigned;

- » Collaborative nature of the platform;
- » Serving both business and IT users;
- » Strong search capabilities.

The nature of data governance and the impact on licensing.

Named versus Concurrent

Based on customer experiences and the nature of data governance projects, Collibra moved from a named user towards a concurrent licensing system.

The high number of business users makes the named user license system virtually unusable. Business users often reside in the system for a limited time. And there are a multitude of reasons for this:

- » The business likes to focus on their business and sees their data/data governance responsibilities as a distraction;

- » Many business users limit their involvement to approvals or reviews, resulting in sometimes only a presence of half an hour a week in the system;

- » Sometimes coordinators are used for data entry, using the workflow to interact with a large group of business users who limit themselves to approvals and comments which they can share through the workflow.

If a named users need to be assigned for a large group (sometimes hundreds) of business users who only reside a limited time in the system, the cost effects of licensing are significant.

The concurrent user licensing systems solves this problem, which is inherently related to almost every Data Governance project. It takes into account both the power users, who often have a coordinating role, and the sometimes very light business users. Business users who only spends half an hour a week in the tool will only take up that timeslot of the concurrent user license. As opposed to a Named User model where a full Named User will need to be purchased for that limited amount of usage. Even Light named user models variations make the model very difficult to apply given the very different levels of 'light users'. Another crucial advantage of the Concurrent user model, which is inherently linked to Data Governance projects, is user and license management.

Because Data Governance has more complexity on the people and organizational side compared to the low IT complexity, license and user management is a key consideration both for administrators, program managers as well as purchasing managers. People will constantly change roles or leave the organization or their Data Governance responsibilities. The Named user model simply does not offer the flexibility to deal with this change management and will result in significant overhead. Frustration is a key factor in loss of business involvement. The concurrent user model again solves this problem. There is no need for naming end users, it does not matter if people change in terms of the licensing. Besides the licensing aspect, the software has strong and flexible roles and responsibilities functionality, which will also support the change management aspects of the Data Governance project.

Readers

Publication of the results to the entire organization and efficient and simple to use search is one of the most visible and compelling aspects of a Data Governance project. The Collibra software provides many easy to use features that serves this purpose.

But Collibra has also designed a simple and easy to use licensing model to cover readers or consumers. By having a CPU based model with a single multiplier for multicore CPU's, readers are licensed in a simple and cost effective way.

Simple licensing

The CPU license not only covers the readers, it also licenses capacities which often are licensed separately with other vendors: the open API, search everywhere (a windows application allowing users to highlight a term within any document or application and automatically generate the search results), the Business User Portal which is an easy to use search and look up portal targeted at business users,...

Back-end oriented systems

Technical metadata or enterprise repository systems are sometimes confused with or stretched for Data Governance. They have a specific role to play in certain Data Governance use cases but miss the objectives of the stated Data Governance business goals. Proof in point is the general high IT complexity of these platforms and lesser emphasis on people. As such they need to be considered as candidates for integration with the chosen Business to IT Data Governance platform. Often organizations have already licensed repositories as part of their integration/ETL platforms, which makes reuse a cost effective licensing option. Collibra has some out of the box integrations with market leading repositories and planning additional integrations.