

DATA GOVERNANCE:

A Vitamin for
Competitive Advantage



A few years ago...

DATA

was a four-letter word.

Thankfully, those days are over.

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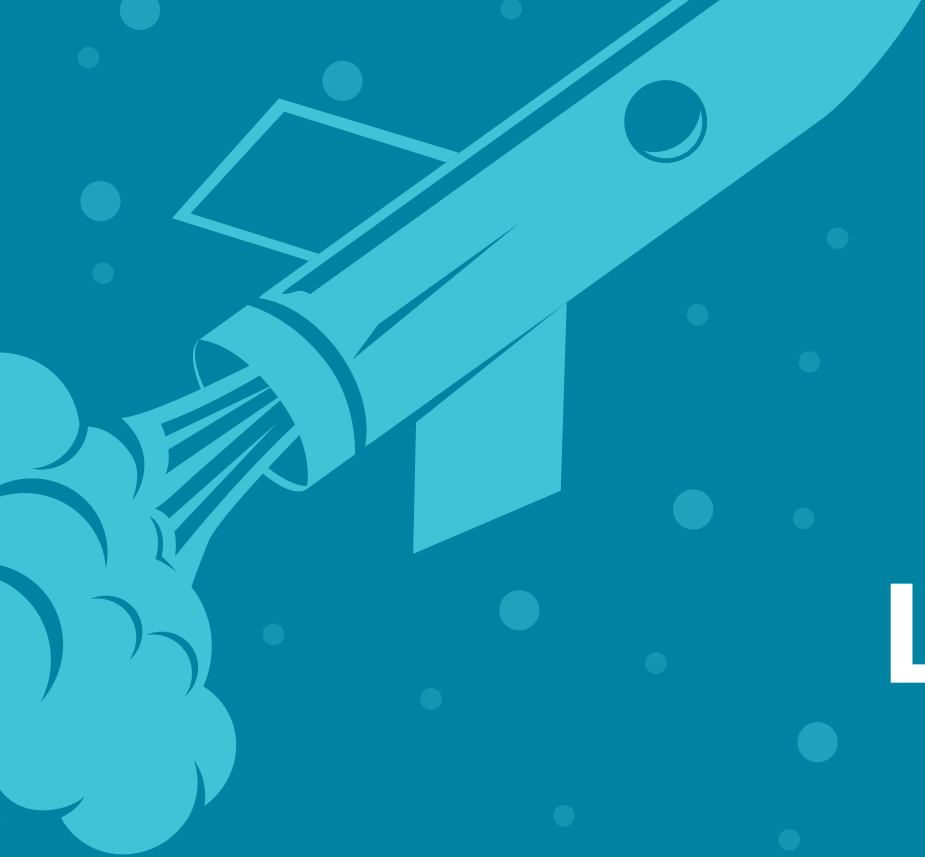
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Because today,

DATA POWERS

everything you do.

From the apps on your phone to the way you run your organization. It's your DNA; it's what distinguishes you from your competitors. And executives worth their salt see data as a key element of their business strategies.



Data remains the

LAST FRONTIER

It's one of the last business processes stuck in the dark ages of Excel. It lacks the structure and control needed to take your organization to the next level and enable your people to not only use – but also trust – the data.

It lacks data governance.

For many organizations,

DATA GOVERNANCE IS AN ASPIRIN.

It helps ease the pain that a specific problem, like a looming regulatory deadline, causes. It makes the headache go away (at least for now).



But Data Governance

IS A VITAMIN, TOO

It's no longer just
a response to
regulatory requirements.
It becomes a competitive
differentiator.

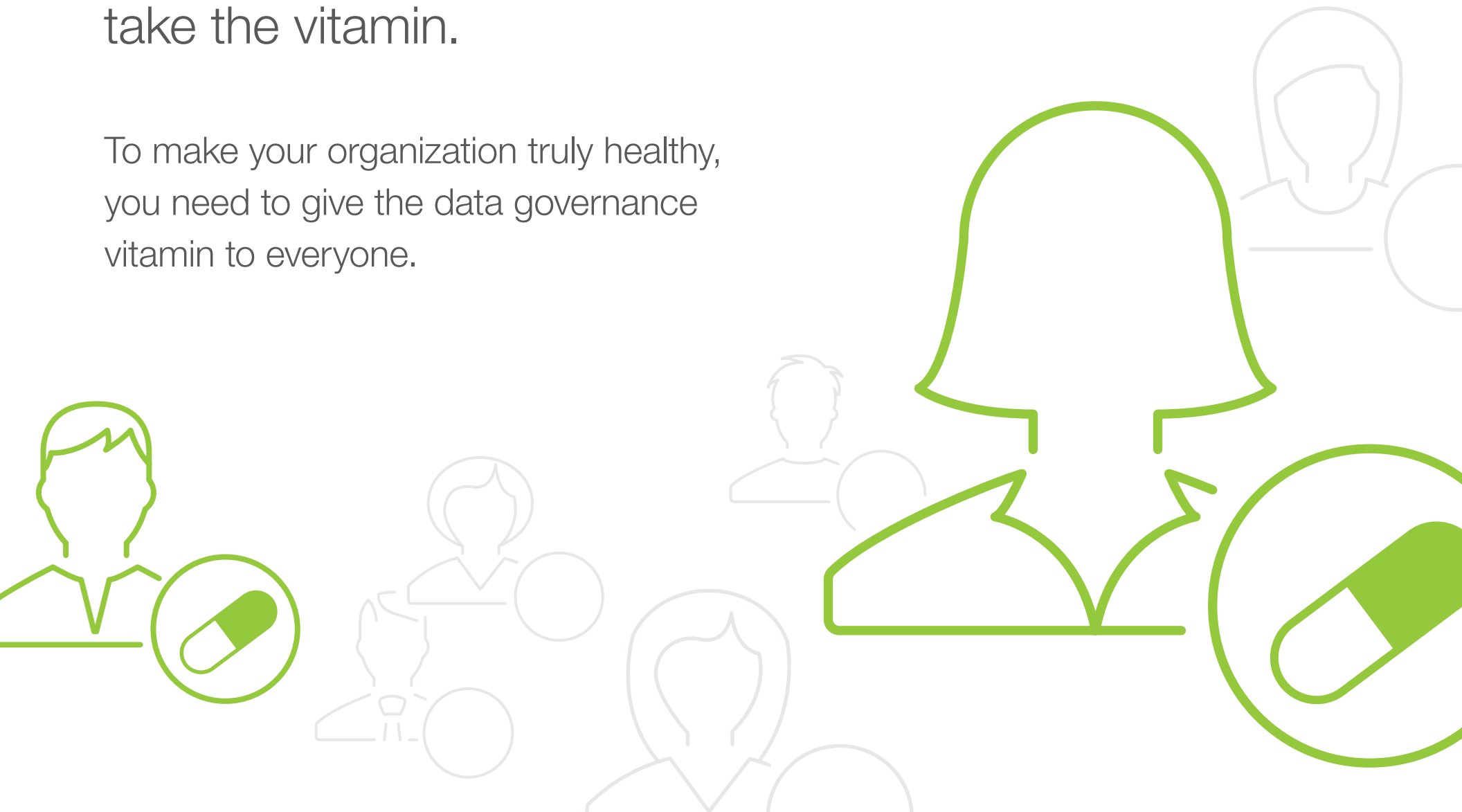


But data governance doesn't work if only a few

DATA STEWARDS

take the vitamin.

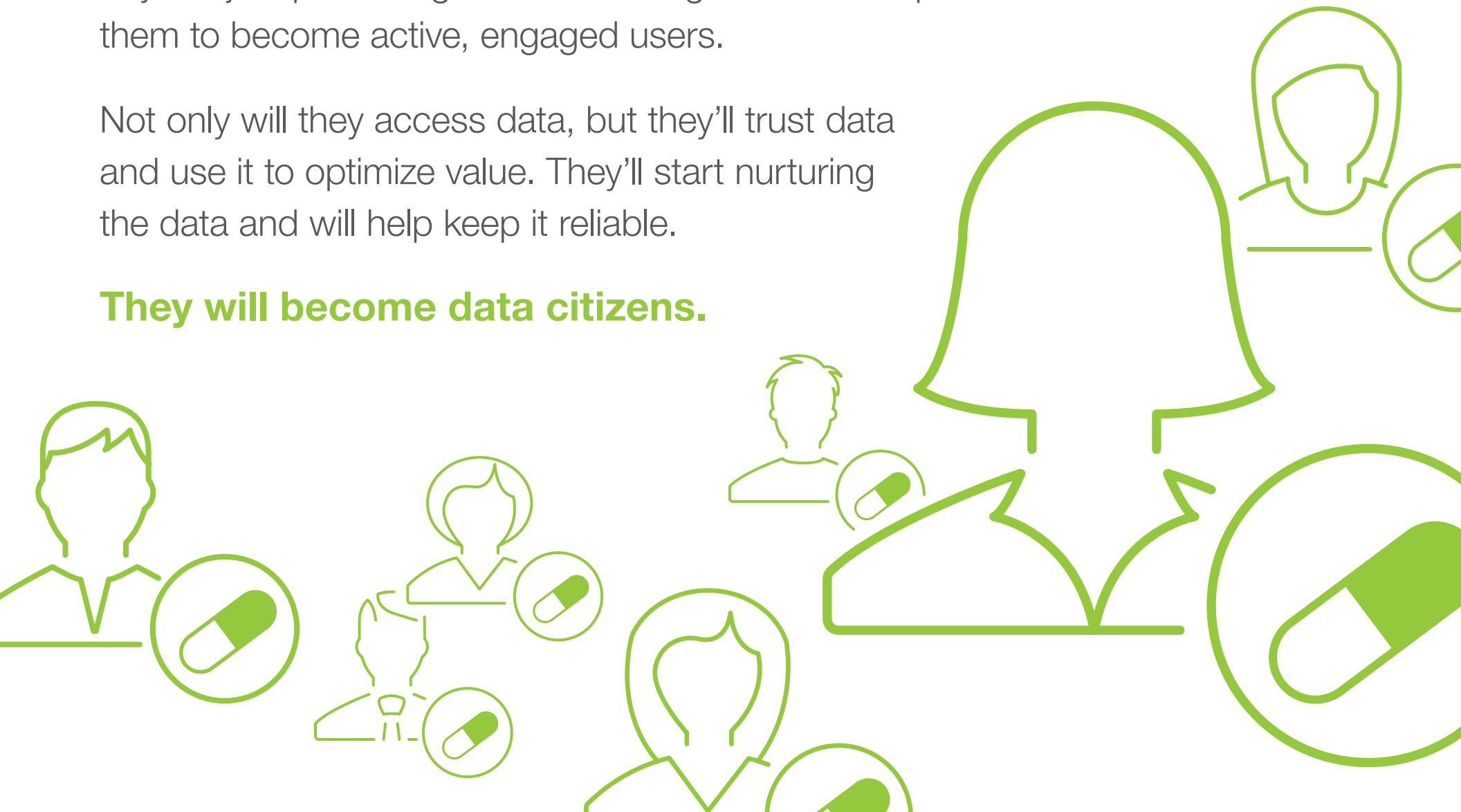
To make your organization truly healthy,
you need to give the data governance
vitamin to everyone.

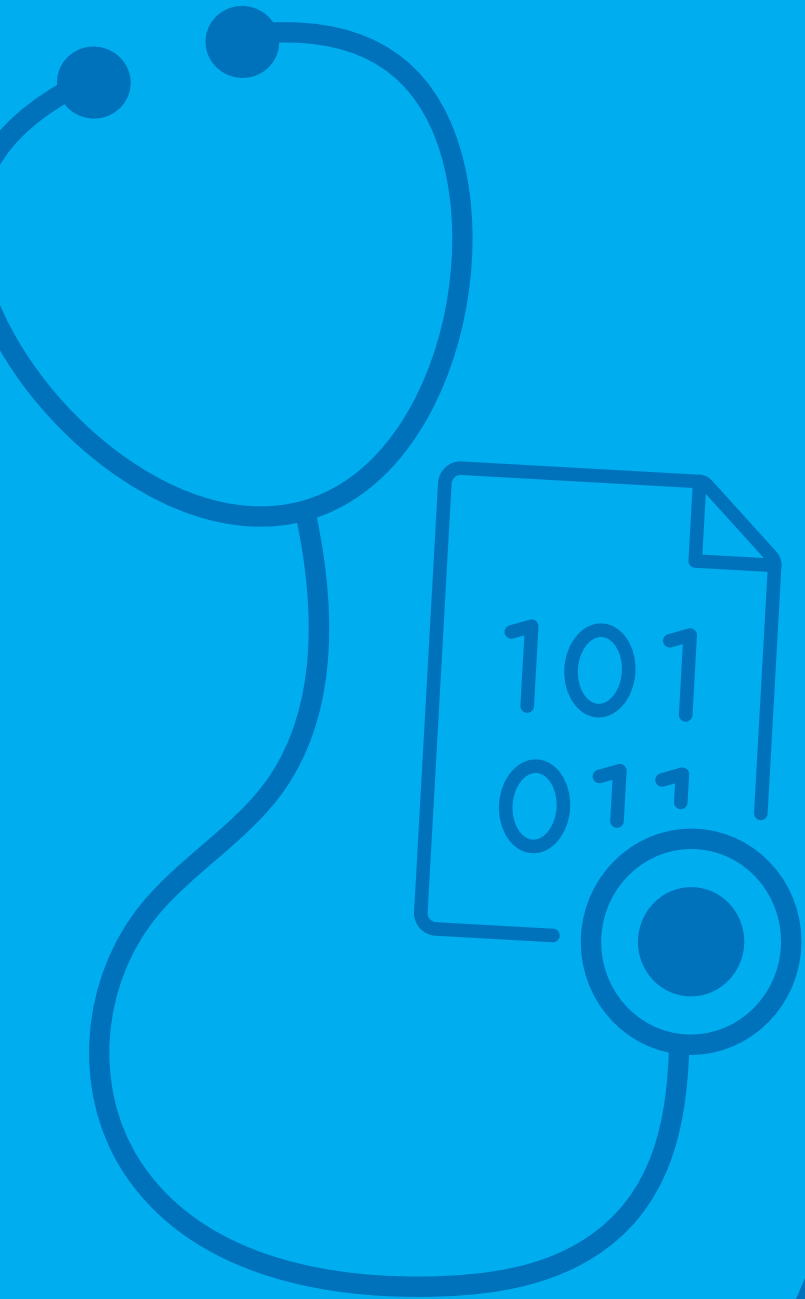


Because when you practice data governance systemically, it becomes business as usual. And giving everyone in your organization a self-service way to be better fuels them to go beyond just producing and consuming data and empowers them to become active, engaged users.

Not only will they access data, but they'll trust data and use it to optimize value. They'll start nurturing the data and will help keep it reliable.

They will become data citizens.





Maintaining good

DATA HEALTH

is no easy task.

Most organizations have basic data management in place: storing, cleaning, consolidating, reporting on data. But if you look at the control and enablement processes around the data, they are usually duct taped together with spreadsheets, emails, and meetings.



To go beyond the basic functions of data management, you need a business platform for change that sits on top of what's in place today.

This is data governance.

THE PROCESS OF DATA

Modern data governance is an operating-model driven capability with roles and responsibilities that you provide to your data citizens.

Data Governance and Stewardship Capabilities added by Collibra Data Governance Center

Contextualizing Data

- Business glossary
- Data dictionary
- Critical data elements
- Reference data staging
- Mapping and crosswalks

Governance and Control

- Metrics catalog
- Policy management
- Voting and approval
- Escalation and notification
- Process traceability

Data Quality Insight

- Business rules
- Metrics and monitoring
- DQ dashboards
- Issue management
- Lineage

Data Stewardship

- Data sharing agreement
- Data ingestion requests
- Promotion and context
- Certification and watermarking

Collibra Data Governance Center Foundation

Dashboard

Organization

Process

Roles

Integration

Asset

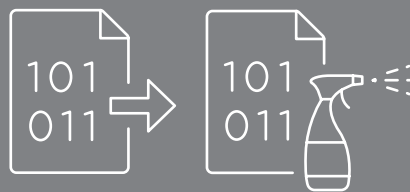
API

Your existing data operations

Data sources /
applications / external data



Data movement
& data cleaning



Data consolidation
& archival



Virtualization
& Analytics



Starting - or restarting - a

DATA GOVERNANCE PROGRAM

and making it business as usual
is hard work.

But here's a **two-step
recommendation** to get you started
on the data governance journey.



Start by **PROVING VALUE**

It doesn't matter where you start. Just get going. Pick one or two stewardship applications such as critical data elements, issue management, or data sharing agreements. Focus your resources and energy into making those areas successful. That's how you'll initially show value.



Use this foundation to

EXPAND YOUR EFFORTS

Look at other data projects and working groups. Identify their pain – and what's stopping them from being successful. Solve their problem with the stewardship capability they need to get their job done. Repeat this process until it becomes business as usual for everyone.





PREDICTION

Organizations that take a systemic approach to data governance – the ones that give vitamins to everyone – will win in the age of data.

Will you be one of them?



Need help making the case for data governance?

Download our how-to guide for creating a data governance business case that works.

[Download Now](#)



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