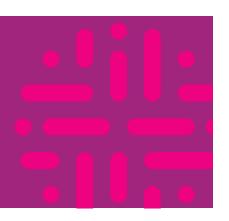# SPEAKING THE SAME (DATA) LANGUAGE

About NetApp

NetApp, Inc. (Nasdaq: NTAP) is a leading storage and data management company headquartered in Sunnyvale, California. Founded in 1992, and with 10,000 employees worldwide, the company is considered the data authority for the hybrid cloud. NetApp offers software, systems and services to store, manage, protect, and retain one of their customers' most precious assets: their data. NetApp enables enterprises, service providers and partners to envision, deploy, and evolve their IT environments.

The Situation: Breaking Down Language Barriers

As one of the world's leading data experts, NetApp understands the value of establishing and maintaining the integrity and quality of data across the enterprise. Yet, like so many organizations dealing with the data tsunami of the digital age, NetApp had taken a segmented, uncoordinated approach to managing its data assets, business and data definitions. Over time, this approach began to take a toll. Data conflicts and quality inconsistencies became commonplace. An enterprise approach was needed to ensure employees could trust the data being used for operations and reporting.

Throughout the years, every function had taken a different approach to managing data assets, whether using a Microsoft SharePoint library, or a notebook on a desk. At one point, NetApp had more than 50 ad-hoc dictionaries for business definitions, which created significant "language barriers" across the organization. Employees might use the same word, but the definition meant something different across corporate functions. These barriers hampered overall operational efficiency, from the ability to roll out new tools to conducting effective meetings.

In early 2012, the company established an enterprise wide data management program that would involve integrating governance into the everyday lives of employees in a way that was business-friendly and non-intrusive.

The Approach: It Takes a (Data) Village

NetApp knew success would be dependent on buy-in and support from leadership. It would also require a dedicated team to oversee and drive all of the various data initiatives. With that in mind, the company began its data governance efforts by establishing a cross-functional executive leadership council responsible for defining strategy, making

decisions, and agreeing upon project investments to support the program's mission. A core working team was assembled to coordinate, drive and align enterprise data management projects and data governance efforts.

NetApp's first step was to better understand the data it had and to get a handle on it. The company also knew that employee engagement was critical since for the average business user, data governance can be intimidating.

"If you start talking about data governance, employees' eyes can glaze over. Many believe it's an IT issue. The reality, however, is that data governance is everyone's responsibility. It's a business issue," said Peggy McCoy, chief data steward, NetApp. "If you care about the quality of data in the reports you rely on to make business decisions, then you care about data governance."

NetApp took a soft approach to engaging employees. Rather than focus on the technology, the company focused on the conversation of how better and more accessible data would make their jobs easier and more effective. These conversations were critical to success because the meaning of data governance can vary by audience: reporting accuracy, business analytics, process documentation. NetApp knew a critical success factor would be ensuring the company had a clear vision for its data governance initiatives, and the tools to support them.

NetApp used Collibra and branded it internally as NetApp Business Glossary. The functionality and simplicity of the Collibra platform allowed NetApp to teach the company data governance without telling employees they were learning data governance. Employees instead were focused on the business benefits of being able to find, understand, and trust the data in the NetApp Business Glossary, sharing subject matter expertise, saving time searching for data, and increasing efficiency and effectiveness for individuals and the company.

"The beautiful thing about Collibra is that it's not intimidating to a business user. It's designed with them in mind," said McCoy. "We provide all employees with an enterprise facing tool that answers key questions. What does this data mean? Who owns the information? Where do I go for more information? Collibra enables all of that."

"If you care about quality of data, you care about data governance."

"With Collibra, we're teaching the company data governance without telling them that we are teaching them."

The Solution: Clean Data No More Than Three Clicks Away

Today, using Collibra, the NetApp Business Glossary includes:

- 90 business domains
- 13 communities
- Reference data, Processes, Policies, Data Attributes
- A data steward for each domain
- More than 15K assets
- If a piece of information isn't included, users can request it

Early on, NetApp had to find a way to make Collibra visible and easily accessible. The company added a widget to its intranet homepage that enabled employees to use the search function to find a definition. With the click of a mouse, a window would pop up, and if the word existed, the window would automatically take them to the NetApp Glossary. After one month, adoption of Collibra increased 250%. The time savings and increased efficiency were significant. Over time, a link to the Glossary was added to most functional groups' home pages to ensure easy access and visibility of the tool. It was also added to their new hire checklist to increase awareness of the resource.

While the ease-of-use and enterprise view provided by Collibra were key selling points, NetApp also values the business impact traceability available with the Collibra solution. For each asset in the Glossary, Collibra can show the impact of a process change. NetApp can understand, in advance, the downstream impact of changing a definition, process or policy, name or data attribute.

NetApp also values the versatility of the Collibra platform to advance its enterprise data and governance initiatives. For example, NetApp now uses Collibra for process documentation, to certify reports, and for housing metadata. Looking ahead, NetApp plans to roll out data issue management and deploy Collibra Connect.

When it comes to data governance, NetApp makes it clear that it takes a village. Collibra has provided the necessary foundation enabling NetApp to engage every stakeholder in the data governance conversation.

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Peggy McCoy
Chief Data Steward, NetApp

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