

Data Governance Implementation

Leveraging Data to Transform the Enterprise

Benefits

- Use existing data to enable new business initiatives
- Reduce costs of maintaining data by increasing compliance, quality and reducing risk
- Use the Informatica Platform to streamline information management activities
- Learn Data Governance Best Practices, and how to apply Velocity techniques in your organization

Typical Duration

- 8 to 12 weeks (Dependent upon scope)

Set up your Data Governance Program for Success from Day 1

Informatica has been a global information management leader since 1996. We know what it takes to transform an organization from ad-hoc reactive user of data to embedding data driven decision making across your organization. Our experts will work with your team to design strategies, align business and IT functions, and build executive level support for your program. We will help streamline day-to-day operations, and ultimately shift your corporate culture from one of siloed thinking and “my data” to holistic thinking and a more collaborative “our data” perspective.

Unlocking the Business Value is Critical

Unlike other assets such as money or equipment which are finite and are consumed as you use them, data assets become more valuable the more you use them. For example, if three divisions of an organization all share information about their interactions with a customer, the organization as a whole is better able to service the customer, at lower cost, and with a greater likelihood of repeat business. When data is treated like an asset, it contributes to bottom-line results by connecting you more closely to your business.

- Trustworthy data is compliant and traceable. Data becomes trustworthy when it is consistent, accurate and conforms, leading to predictable and auditable results; “Everyone in the organization is speaking the same language”.
- Measurable data carries the highest level of trust and transparency and intrinsically increases its value by providing validation, controls and accountability. It enables standards and efficient data sharing across the enterprise.
- Secure data ensures regulatory compliance and reduces enterprise risk and exposure by ensuring adherence to data security and data privacy edicts. It provides for controls – “Only those with the appropriate access can view/edit the data as defined by their roles and responsibilities”.
- Agility in data leads to business transformation. Timely data available to management, staff, customers, and partners precisely when they need it helps drive intelligence decision-making. Business is not stuck repeating the same mistakes, they can nimbly adjust respond to external market demands and internal needs.

Figure 1 represents a statistical analysis of data from over 50 information management related business value assessments that Informatica has conducted for organizations across the globe. Informatica consultants will work with your team to identify the most impactful improvement opportunities and establish clear business justifications for their implementation.

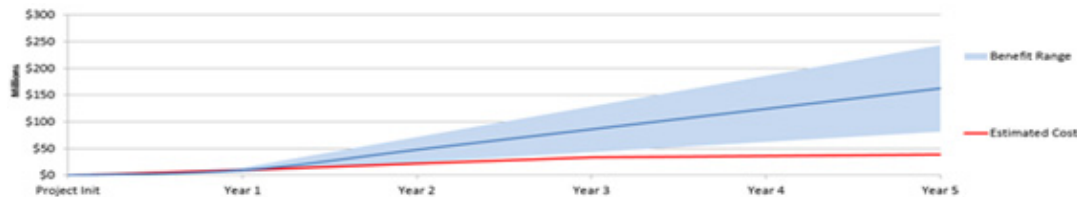


Figure 1, The Business Value of a Sustained Information Management Capability

Data Governance is inherently a data integration challenge. Data that exists only one department or group is only generating value within that part of your organization. The moment that data is shared across business groups, it becomes an enterprise asset that must be governed in order to protect it and maximize its value to the organization.

Figure 2 shows a progression of five maturity stages as an organization shifts from fragmented and IT-driven data management to a holistic business-driven capability. The Informatica Data Governance Implementation service will assess your current stage of data governance maturity and accelerate your progress to a more advanced stage.

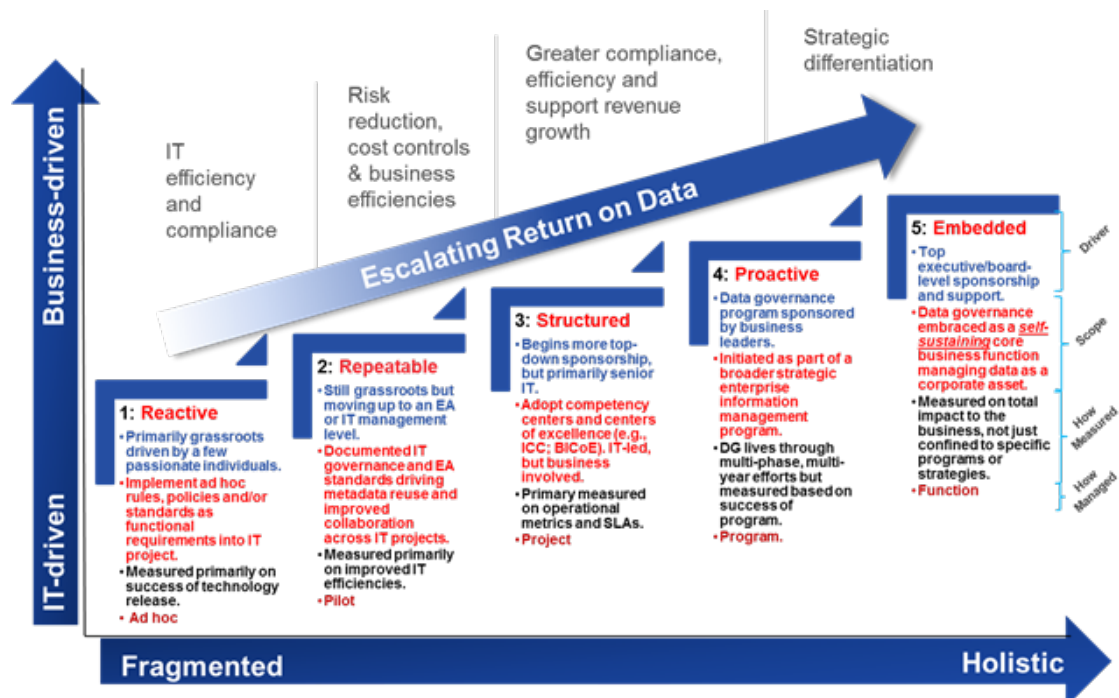


Figure 2, Increasing Value of Data as the Information Management Capability Matures

Link the Data Governance Scope to Relevant Pain Points

Industry experience has shown that data management projects often do not deliver the expected results. A large percentage of projects suffer cost overruns, delays, or complete failure because businesses undertake initiatives that are simply too complex for their level of Data Governance maturity. Since most data migration initiatives are undertaken to support much larger IT initiatives and to support critical business functions, this mismatch can cause serious problems.

As shown in Figure 3, Informatica has developed an Enterprise Information Management Services framework to organize program planning deliverables and activities. Within this framework, we have defined over 40 operational capabilities critical for successful Information Management. This holistic framework is used to clearly define the scope of the initiative within your organization, and to identify the pain points and improvement opportunities. We will work with you to define the target state operating model, quantify the benefits of planned operational changes, and to map out an implementation roadmap.

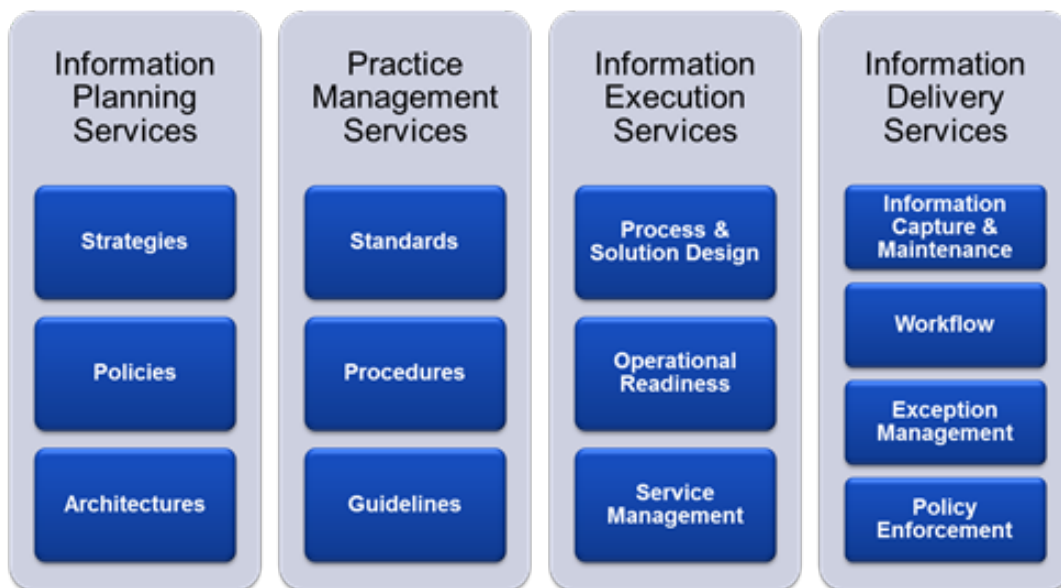


Figure 3, Enterprise Information Management Framework

Our approach addresses a number of common challenges repeatedly encountered in data management programs:

- No single source of comprehensive customer, supplier or product information
- Persistent data quality errors
- Inability to share data between applications and operating functions
- Multiple data silos and systems with duplicate or redundant data
- Inefficient and error prone manual data processing

We use an Agile Business-led Transformation Planning Approach

Informatica uses a rigorous business-led program planning methodology based on its Business Transformation Toolkit® (toolkit) to develop an Information Management capability plan. As shown in the five-step process in Figure 4, Informatica's Business Architects will assess the current state of your Data Governance initiatives and develop a solution roadmap. This toolkit contains a full set of models and elements to support all types of enterprise information management initiatives.



Figure 4: Data Governance and Enterprise Information Management Implementation Steps

Key Program Deliverables

Objectives for your new data governance capability include:

- Assist with the identification of opportunities to optimize or introduce functions and associated capabilities such as:
 - Reference Data Management
 - Master Data Management
 - Business Intelligence Management
 - Metadata Management
 - Information Quality Management
 - Information Lifecycle Management
 - Content Management
 - Information Security Management
- Develop target architectures for effective implementation of IT systems required to support Information and Data Management functions.
- Include points of integrations between application systems and the effective use of integration systems.

Deliverables may include:

- Business Models Review
- Operational Assessment
 - Stakeholder Inventory
 - Opportunity Hypothesis
- Target (Future State) Information Management Framework
 - Industry-specific Business Function Model
 - Industry-specific Information Model based on a Business Function Create/Use Matrix
 - Reference Systems Target Architecture
- Information Management Framework Documentation
 - Governance Model
 - Data Governance Board and Stewardship Structure
 - Service Delivery Model
- Justification Document
 - Financial Models & Metrics
 - Strategic Initiative Heat map
- Implementation Roadmap & Roll Out Plan
 - Migration Strategy
 - Communication Plan
 - Training Plan
 - PMO Handoff

Key Program Details

Project Scope, Responsibilities, Approach

The following high-level plan provides the scope, approach and associated resource responsibilities for the Data Governance Implementation.

Week of Delivery	Activity	Customer Resources				
		Data Governance Leader	Data Governance Program Manager	Enterprise/ Data Architect	Functional Owners/ Stakeholders*	Executive Sponsor(s)
Week 1						
	Engagement Planning	x	x			x
Week 2-3						
	Interviews	x	x	x	x	x
	Business Models Review	x	x	x	x	
	Operational Assessment <ul style="list-style-type: none"> • Stakeholder Inventory • Maturity Level Matrix Assessment • Opportunity Hypothesis (Current State Analysis) 	x	x	x	x	

Week of Delivery	Activity	Customer Resources				
		Data Governance Leader	Data Governance Program Manager	Enterprise/ Data Architect	Functional Owners/ Stakeholders*	Executive Sponsor(s)
Week 4-7						
	Target (Future State) Information Management Framework <ul style="list-style-type: none">• Industry-specific Business Function Model• Industry-specific Information Model based on a Business Function Create/ Use Matrix• Reference Systems Target Architecture	x	x	x	x	
	Information Management Framework Documentation <ul style="list-style-type: none">• Governance Model• Data Governance Board and Stewardship Structure• Service Delivery Model	x	x		x	x
Week 8-9						
	Justification Document <ul style="list-style-type: none">• Financial Models & Metrics• Strategic Initiative Heat map• Migration Strategy	x	x		x	x
Week 10-12						
	Implementation Roadmap & Roll Out Plan <ul style="list-style-type: none">• Communication Plan• Training Plan• PMO Handoff	x	x	x	x	x

*Include: EIM Executive Sponsors, Leader, Program Manager, and Domain Data Stewards/Analysts

About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data. Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.

Learn More

Do It Right the First Time

Contact Informatica Professional Services at ips@informatica.com



Worldwide Headquarters, 2100 Seaport Blvd, Redwood City, CA 94063, USA Phone: 650.385.5000 Fax: 650.385.5500
Toll-free in the US: 1.800.653.3871 informatica.com [linkedin.com/company/informatica](https://www.linkedin.com/company/informatica) twitter.com/Informatica

© 2015 Informatica LLC. All rights reserved. Informatica® and Put potential to work™ are trademarks or registered trademarks of Informatica in the United States and in jurisdictions throughout the world. All other company and product names may be trade names or trademarks.