



# Collibra

Data Governance Software

## Business Data Authority:

A data organization for strategic advantage

# Collibra



Data Governance  
Software  
Company

## Reference Customers

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smarter / faster / further

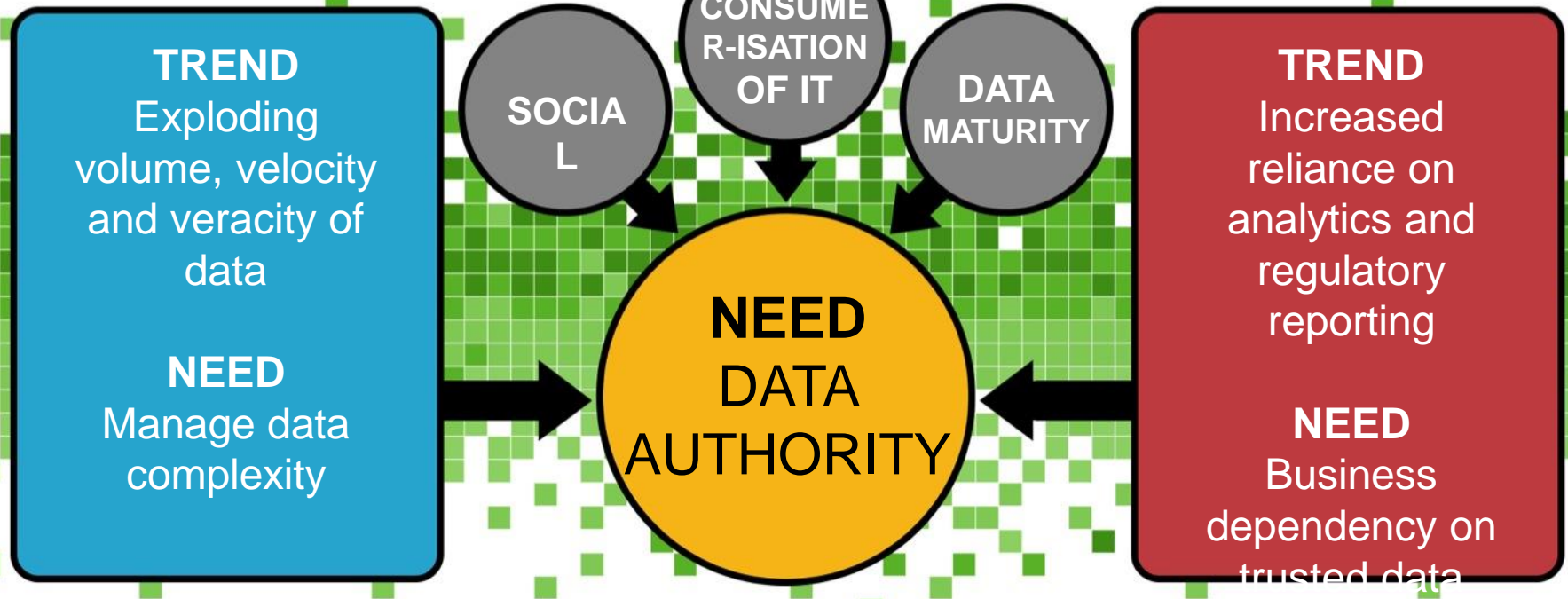


# Business Data Growth and Challenge

## DATA INFRASTRUCTURE (IT)

## TRENDS

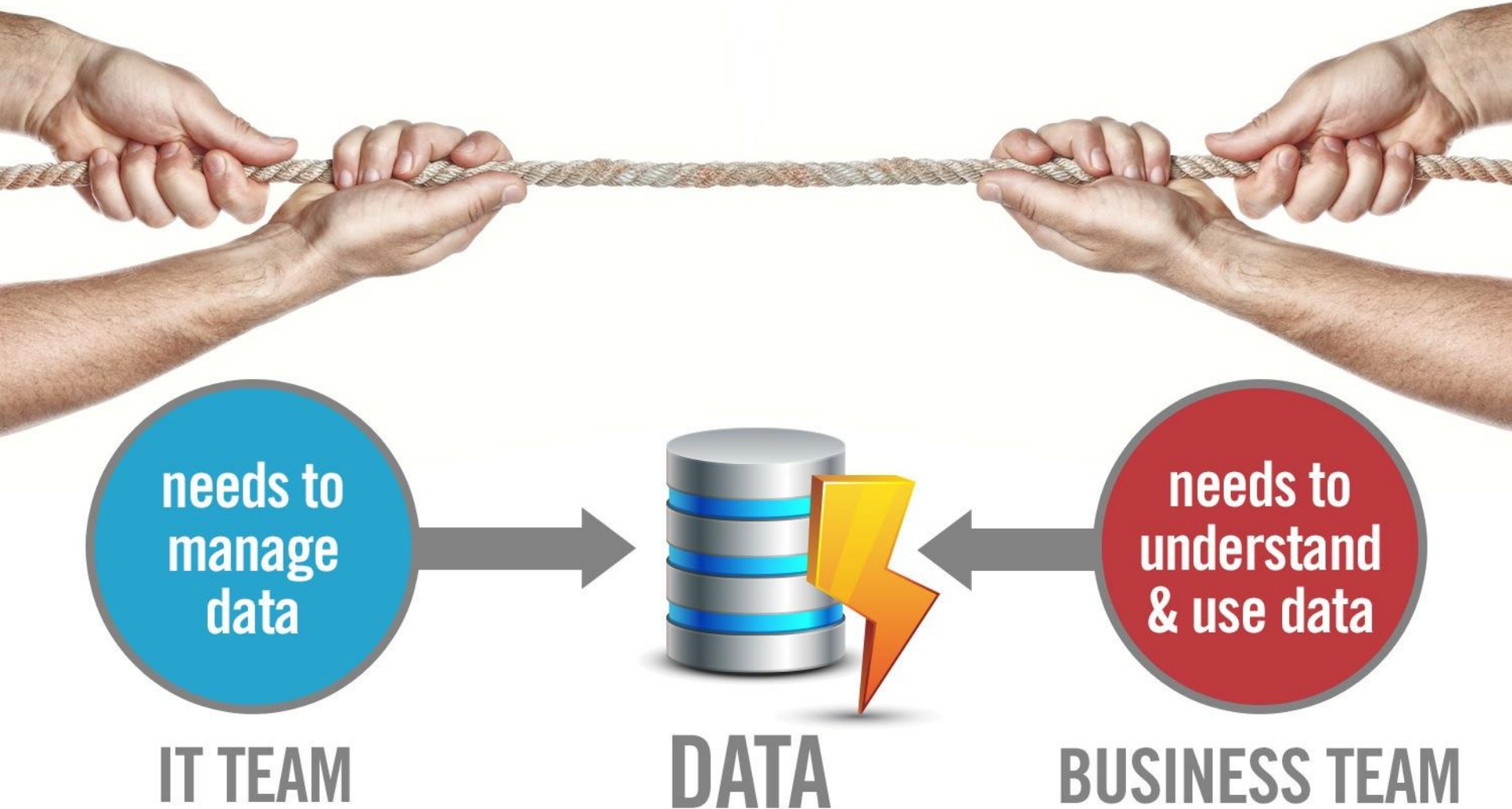
## DATA CONSUMERS (BUSINESS)



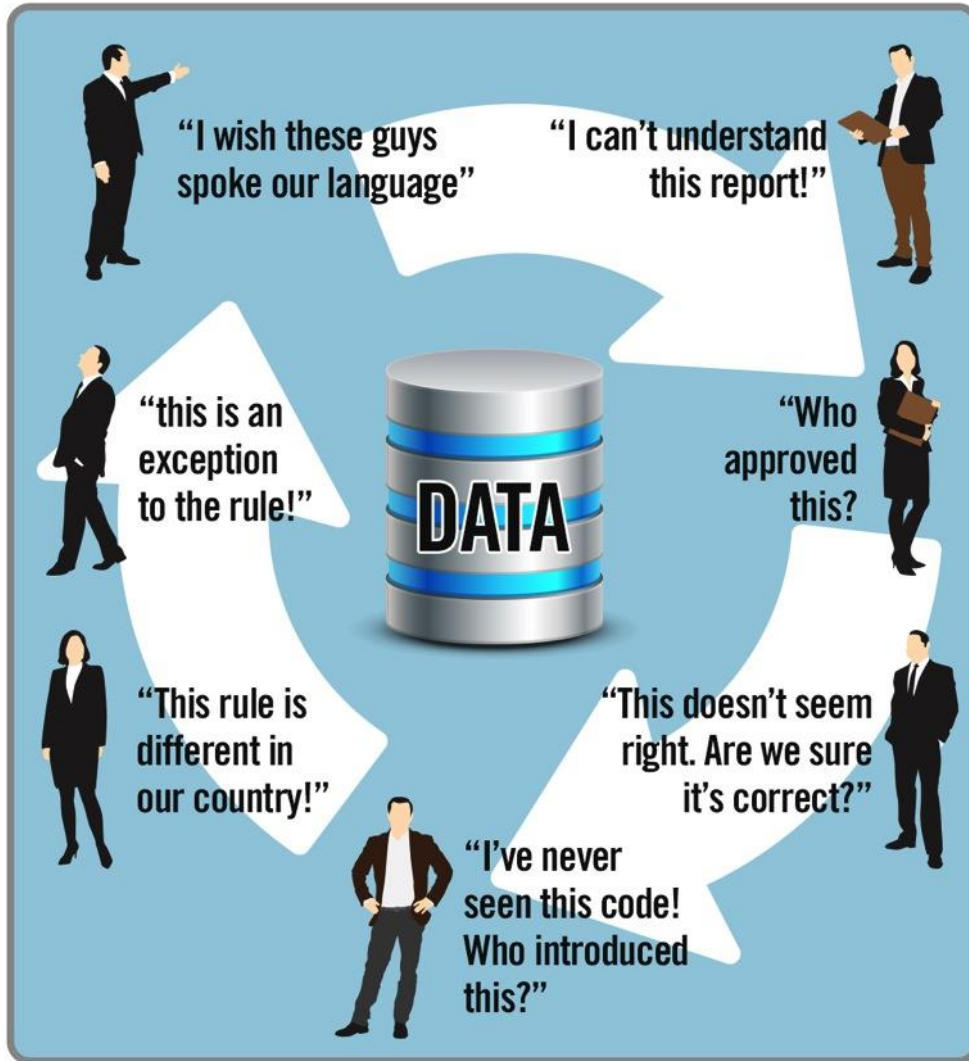
Business data is growing in scale, complexity and velocity as companies strive to gain access to more diverse data sets that span cloud services, social technologies and mobile devices



# The IT / Business Struggle



# Data Utility - The Problem



## Need for greater agility and utility of business data

- ✓ Requires appropriate ownership and control
- ✓ Avoid pitfalls of reactive practices that limit scope and purpose of data

## Need to identify and trust the right data assets

- ✓ Insights derived from data are often nuanced in shades of grey, not black or white.
- ✓ Once the data is embraced, it becomes clear that it's not a simple proposition because the data itself lacks contextual pointers.



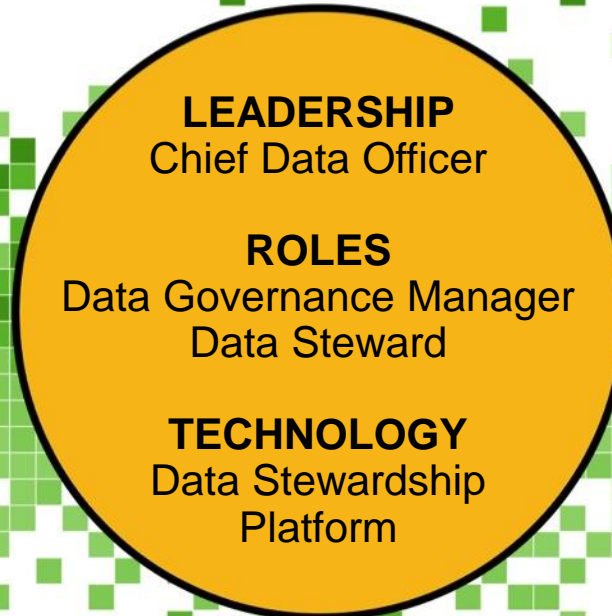


# Business Data Authority

## DATA INFRASTRUCTURE (IT)



## DATA AUTHORITY



## DATA CONSUMERS (BUSINESS)



**Business Data Authority:** Data Governance & Stewardship provide the right level of *control* and *trust* in data.



# Data Stewards

## LEADERSHIP

Chief Data Officer

## ROLES

Data Governance Manager  
Data Steward

## TECHNOLOGY

Data Stewardship Platform

*Data Stewards enable the process of data management.*

- Managing the business glossary
- curating reference data
- handling classifications, taxonomies and hierarchies
- setting up policies and rules
- measuring compliance
- monitoring quality and resolving issues
- facilitating data sharing



# The Data Governance Center Tool



DATA GOVERNANCE CENTER  
provides business value by



Making data governance and stewardship practical, collaborative, and automated



Facilitating and promoting usage and adoption, particularly among business users



Smoothly blending in with the landscape of surrounding tools and techniques



Focusing on time-to-value and reduced total cost of ownership





# Case Study:

## *Enabling Data Governance with the Project Lifecycle*

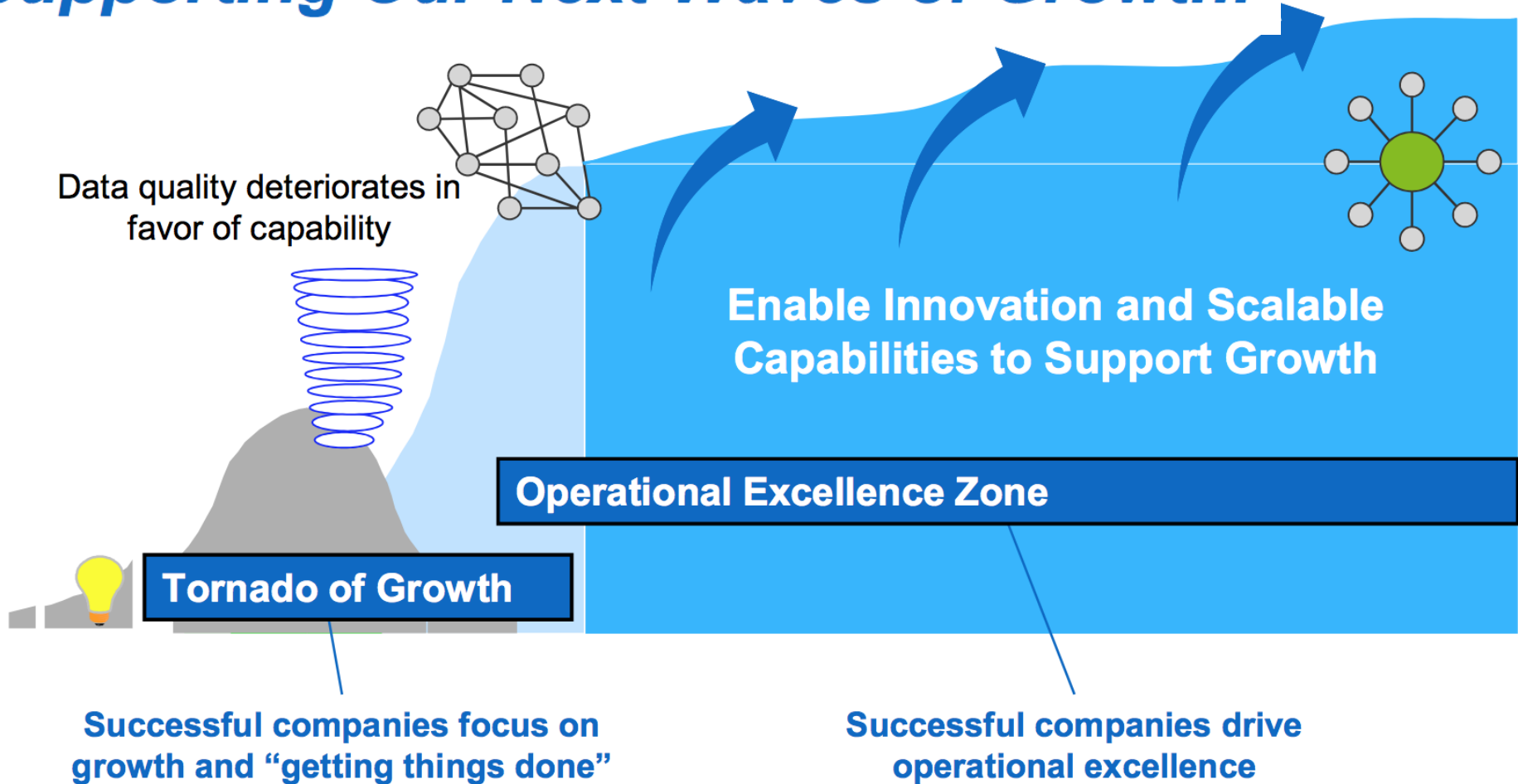


# Enterprise Data Management

## Why now?



## *Supporting Our Next Waves of Growth!*



Source: Geoffrey A. Moore from the book *Dealing with Darwin* (2005)



# DG Focus During Program Year 1



*Defining and implementing a framework to guide execution of enterprise Data Governance.*

## ■ Data Definitions

- NetApp Business Glossary
- Data Communities and Domains
- Definition Approval Lifecycle

## ■ Data Ownership

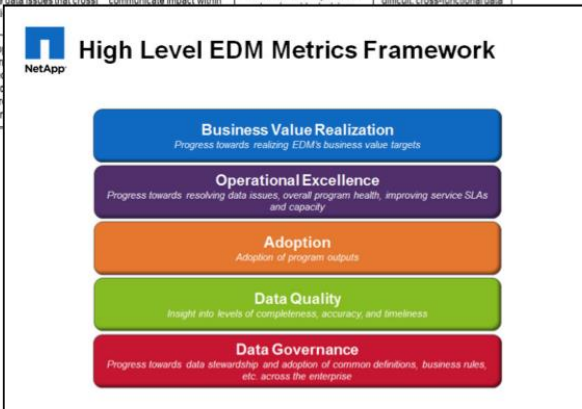
- NetApp Business Glossary
- Roles and Responsibilities
- Executive Owners, Stewards, and Stakeholders
- Exception Review Process
- Data Governance Councils

## ■ Data Quality

- Metrics Framework
- Closed Loop Corrective Action
- Project Lifecycle Best Practices



| NetApp Business Glossary<br>Community and Domain Grouping   |   |  |  |
|---|---|--|--|
| 69 domains including 2300+ definitions and 1400 acronyms  |   |  |  |
| <b>Acronyms</b><br>Corporate<br>Product   | <b>Customer Support</b><br>AutoSupport<br>Customer Support<br>Installed Base<br>NetAppU<br>Professional Services<br>Service Parts<br>Software Licensing & Enrollment<br>Support & Warranty Offerings    | <b>Marketing</b><br>Campaigns & Leads<br>Contact<br>Demand Generation<br>Globalization<br>Integrated Marketing Solutions & Initiatives | <b>Sales</b><br>Commissions<br>CRM Business<br>Opportunity<br>Sales Booking Forecast<br>Sales Territory Hierarchy<br>US Public Sector - USPS |
| <b>Company</b><br>Account<br>Competitors<br>Partners  | <b>Corporate Services</b><br>Alternate Worker<br>Business Applications<br>Data Privacy<br>Employee Information<br>Legal<br>Payroll<br>Records Management<br>Risk Mitigation<br>Security & Stock<br>VPMR | <b>Product</b><br>Data ONTAP<br>Data Protection<br>E-Series<br>FAS and V-Series<br>Hardware<br>OnCommand                               | <b>Supply Chain</b><br>Demand Planning<br>Inventory<br>Logistics and Shipments<br>Manufacturing<br>SaaS - Software                           |
| © 2013 Flar   |   |  |  |
| Data Steward  |   | Executive Owner  |  |
| Operational point of accountability for terms and data definitions. The steward represents the Owner and Stakeholders.  |   | Has vested interest in terms and data definitions. Reviews and approves term and definitions impacting their business area.            |  |
| Propose, document and facilitate consensus on term definitions and business rules.  |   | Assign accountable Data Stewards   |  |
| Ensure both creator and consumer stakeholders review and approve relevant definitions and business rules. Data quality standards and metrics? Map end-to-end data flow? |   | Participate in stakeholder review and approval process. Make timely decisions on escalated data issues                                 |  |
| Get stakeholder approval for well defined set of terms representing domain. Identify and resolve data issues that cross application                                     |   | Ownership for functional area of domain with ability to make   |  |
| Submit terms for app & Owner after term documented. Participate in Project projects) to ensure defin  |   | Enterprise view of data. Able to drive reconciliation of difficult cross-functional data   |  |



# Objectives of EDM Project Lifecycle Integration



## Data Governance

*Ensuring project alignment to data governance strategies.*

### Deliverables and Steps:

- Data Requirements
- Data Definitions and Ownership
- Stakeholder Approvals
- Definitions in NetApp Business Glossary

## Data Quality

*Ensuring that the project has a high level of confidence in data quality before go live.*

### Deliverables and Steps:

- Data Quality Assessment
- Data Quality Strategy
- Data Quality Work Plan
- Data Integration / Conversion Design
- Data Integration / Conversion Execution Summary

## Data Architecture

*Ensuring project alignment to data architecture strategies.*

### Deliverables and Steps:

- EA Checklist
- Conceptual Solution Architecture
- Detailed Solution Architecture

## Compliance

*Ensuring that NetApp complies with data controls.*

### Deliverables and Steps:

- Privacy Impact Assessment
- Data Elements Matrix
- User Profile Matrix



# EDM Project Lifecycle Integration Framework

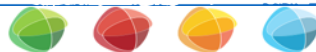


Project lifecycle phases and checkpoints →

Concept Commit

Execute Commit

|                   | Request Lifecycle   | Plan   | Design  | Build   | Test  | Transition & Close |
|-------------------|---|--|---|---|---|--------------------|
| Data Governance   |   | <ul style="list-style-type: none"> <li>Data Definitions and Ownership</li> <li>Data requirements (part of BRD)</li> </ul>                | <ul style="list-style-type: none"> <li>Obtain Stakeholder Approvals</li> </ul>  | <ul style="list-style-type: none"> <li>Add Definitions to NetApp Business Glossary</li> <li>Track Data Gov. Issues and Resolutions</li> </ul> |   |                    |
| Data Quality      |   | <ul style="list-style-type: none"> <li>Data Quality Assessment</li> <li>Data Quality Strategy</li> <li>Data Quality Work Plan</li> </ul> | <ul style="list-style-type: none"> <li>Data Integration / Conversion Design (as part of Technical Design)</li> </ul>            | <ul style="list-style-type: none"> <li>Data Quality Operational Process and Support Plan</li> </ul>   | <ul style="list-style-type: none"> <li>User Acceptance of Data Quality (Metrics, Questionnaire)</li> <li>Data Integration / Conversion Execution Summary</li> </ul> |                    |
| Data Architecture | <ul style="list-style-type: none"> <li>Enterprise Architecture Alignment Checklist</li> <li>Conceptual Solution Architecture</li> </ul> | <ul style="list-style-type: none"> <li>Detailed Solution Architecture</li> </ul>   | <ul style="list-style-type: none"> <li>Logical Data Model and Physical Database Design (part of Technical Design)</li> </ul>    | <ul style="list-style-type: none"> <li>Incorporate project Solution Architecture into Enterprise Architecture Diagrams</li> </ul>             |   |                    |
| Compliance        |   | <ul style="list-style-type: none"> <li>Preliminary Privacy Impact Assessment (PIA) (if required)</li> </ul>                              | <ul style="list-style-type: none"> <li>Data Elements Matrix (if required)</li> <li>User Profile Matrix (if required)</li> </ul> |   |   |                    |





# Data Governance Center



Data Governance  
Center

*"Deploys 20 times faster than anything else we have tried before".*

Information Architect at large financial services organisation

- **Business friendly, collaborative web-based application**
- **Fastest time to deployment**
- **Out of the box & fully configurable operating model (roles, workflows, metrics, federation, ...)**
- **Governance engine with detailed & open API**



# Applying Data Governance

## Load Your Operating Model

### Organization

Set-up DG Council, Stewardship Committee and Working Groups  
Multi-Tier Organization Support: Centralized, Decentralized or Federated

### People & Processes

Roles, Responsibilities & Controls  
Data Ownership  
Workflows & Common Processes  
SME Outreach  
Collaboration

### Asset Types

Business and Data Definitions  
Taxonomies  
Reference Data  
Rules and Policies  
Business Traceability

## Execute



Reference Data Management



Business Glossary  
Data Dictionary



Policy Management  
Issue Management

## Monitor

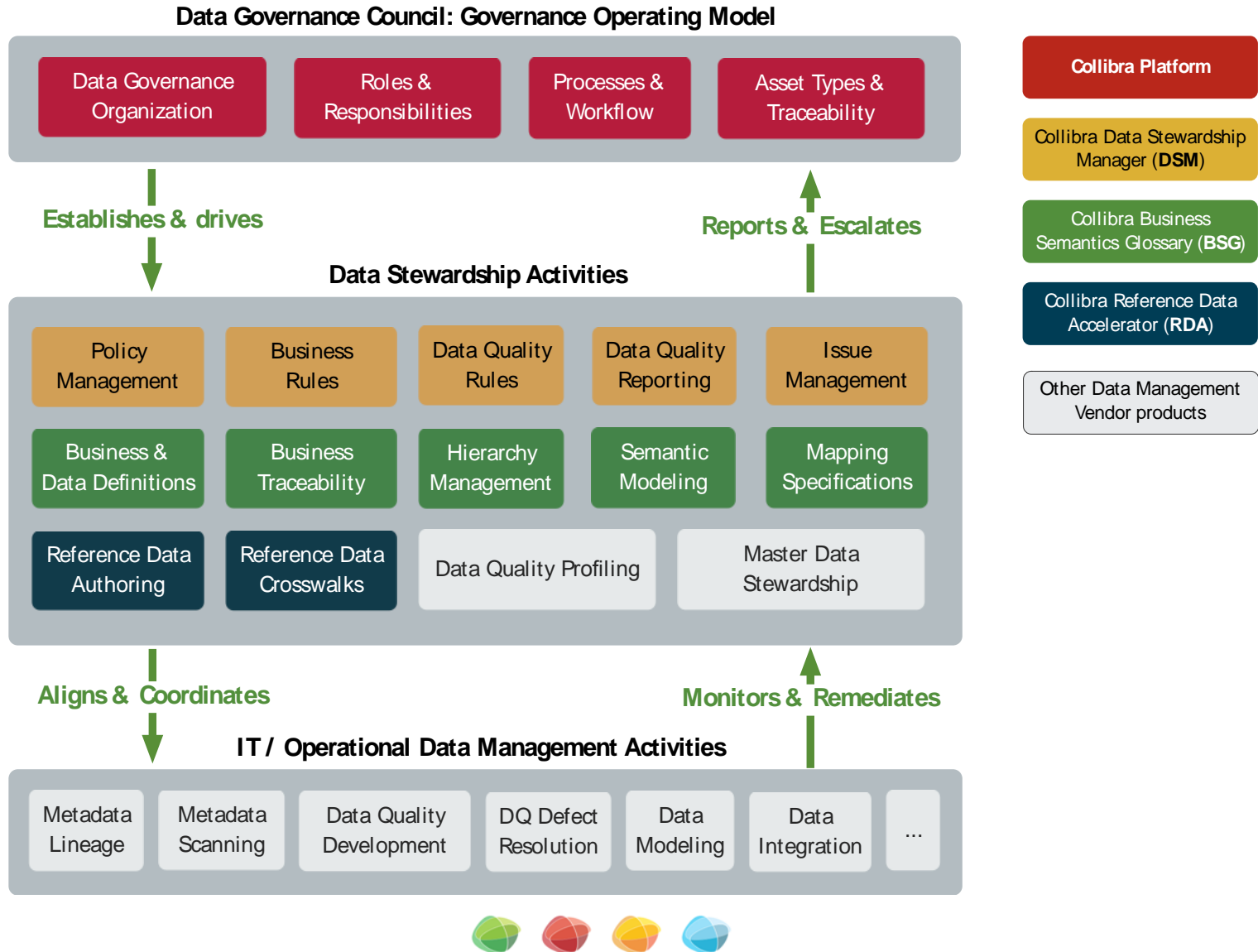
Actionable Metrics  
Make Good Conduct Visible



Measure Maturity Progress  
Data Quality Issue Management



# Data Governance Center Demo





# Collibra

Data Governance Software

## Questions & Feedback?