

SwINT Technologies

Data Governance & Transformation

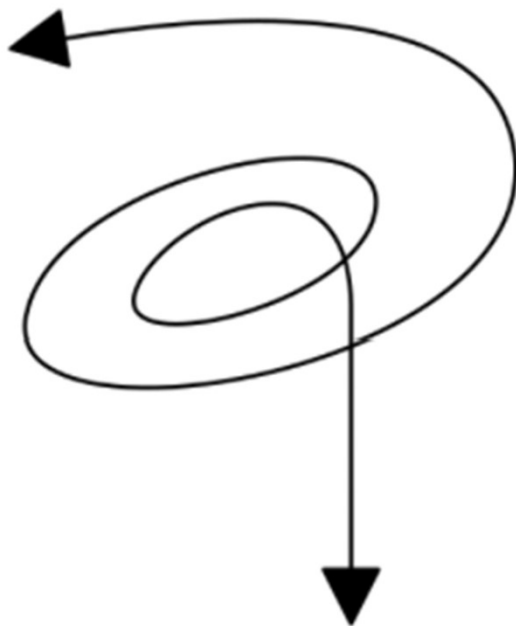
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Company described in presentation is fictional for discussion purposes only

MARRT Partners

SwINT: What It Is

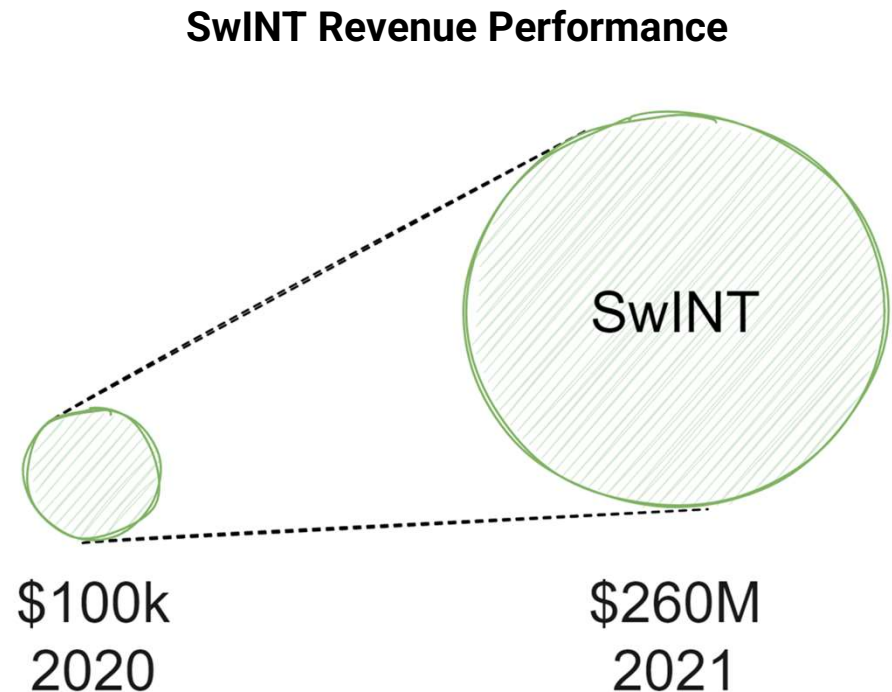


Wander far afield ...

- Fledgling geopolisoc-content graph-platform
- Global users seek real and imagined political provocation
- Meta canvas, persona management, simulation insight and monetization require new data capabilities
- Security for the platform is essential and was unplanned at inception
- Tiered subscription, upgrade & data bundle revenue streams

SwINT: Where We Are

- Historic growth at 5000% CAGR with double digit growth of hours 'in theatre'
- Intense engagement by global users mostly masked or incognito
- High correlation with real world behaviors makes aggregated data highly valuable and marketable
- Companies interested in buying bundled datasets has exceeded our expectations



Executive Summary

Context:

- PII of SwINT users **may be vulnerable to hacking**
- **Users require security** to protect real world identities
- Venture Capital is excited but **anxious to make further investment**

Purpose:

- MARRT Partners recommends a **data governance strategy** and **roadmap over 6 months**

Outcomes:

- SwINT and MARRT will be **ready to begin implementing** a Digital Governance Transformation immediately

Transforming with the End in Mind

- Drive Pace & Innovation
- Risk Mitigation
- Ethics
- Confidence
- Digital Trust
- Recruiting & Retention
- Access to Capital

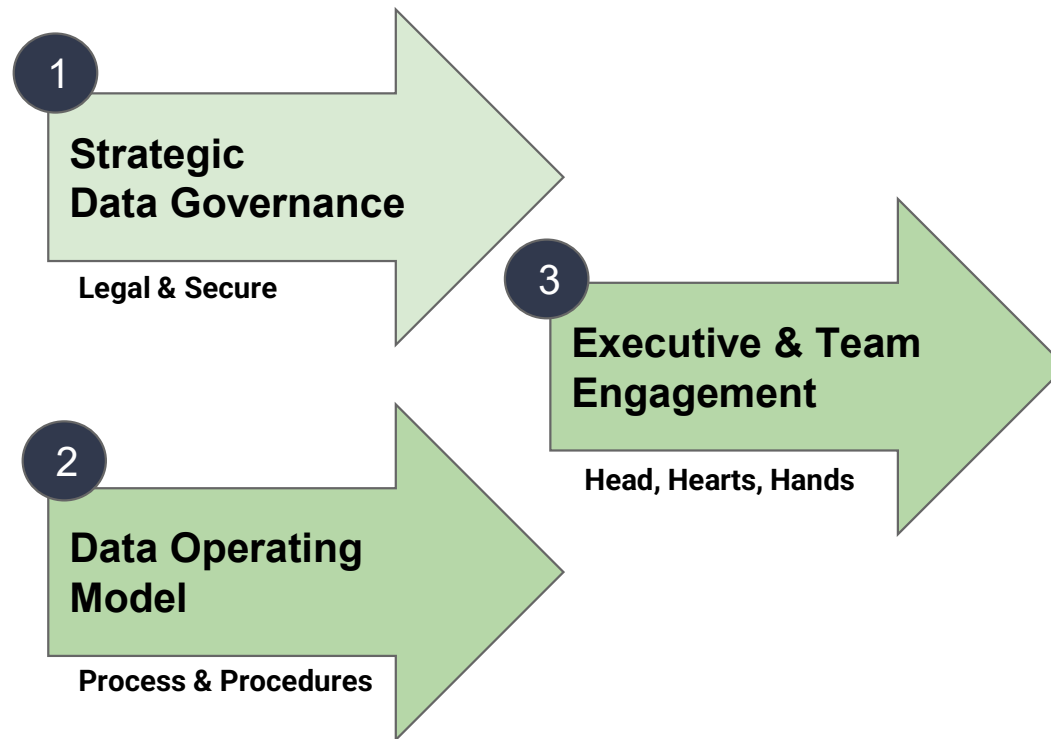
SwINT's Corporate Tenets



Customer Trust
Analytic Innovation
Aggressive Growth

Data Governance Transformation

Enhances SwINT's discipline and meets its business objectives



SwINT's Corporate Tenets



1

Strategic Data Governance

Legal & Secure

Governance

- Policies that support confidence in data
- Contemplation of domain specific needs
- Strategic partnerships

Security

- Protection of assets
- System monitoring
- Domain access policy
- Infrastructure risk assessment



Privacy

- End User consent
- End User control of data
- Respect anonymity of user



Ethics

- End user consent
- Prevent unfair bias in analytics
- Business decisions contemplate diversity of full user base

**Develop
Customer Trust**

2 Data Operating Model

Process & Procedures

Transparency

- Encourage user feedback
- Data retention awareness
- Disclose uses of user data
- Data-sharing arrangements
- Anonymize user data where possible
- End to end data lineage



Process Discipline

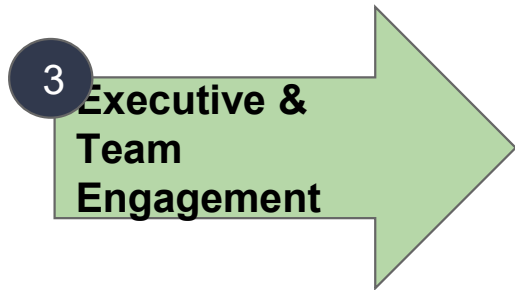
- Data risk assessment
- Security breach strategies
- Proactive data breach prevention
- Services penetration testing
- Vulnerability mitigation framework



Data Architecture, Tools

- Data Quality Monitoring dashboards
- Searchable Metadata
- Platform as a Service

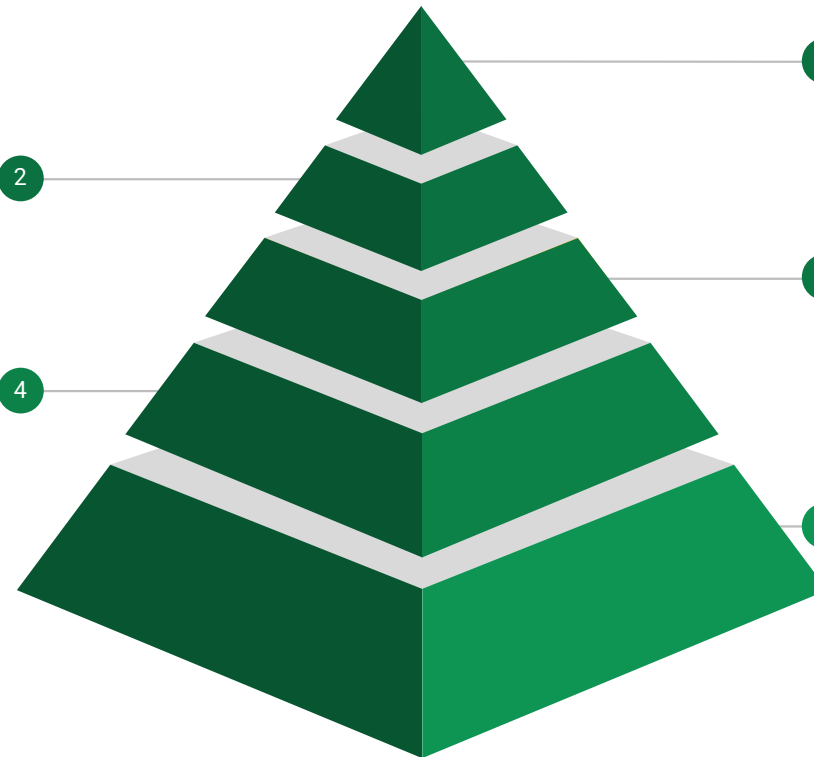
**Spur
Analytic
Innovation**



Heads, Hearts, Hands

- Strategic Level:
Stakeholders & Managers**
- Direct accountability to executive level
 - Risk assessment
 - Security management
 - Delegate tactical-level roles

- Operational-Level
Data Stewards**
- 'Everyone else'
 - Anyone with a relationship with data



**Executive Level:
CSO/CIO**

- Provide top-level support/sponsorship
- Champion governance strategy

**Tactical Level:
Data Domain Stewards**

- Domain subject matter experts
- Cross-business unit collaboration to implement data framework

Support Level

- Data Architects & Business Intelligence Engineers
- Communications & Marketing

**Encourage
Aggressive
Growth**

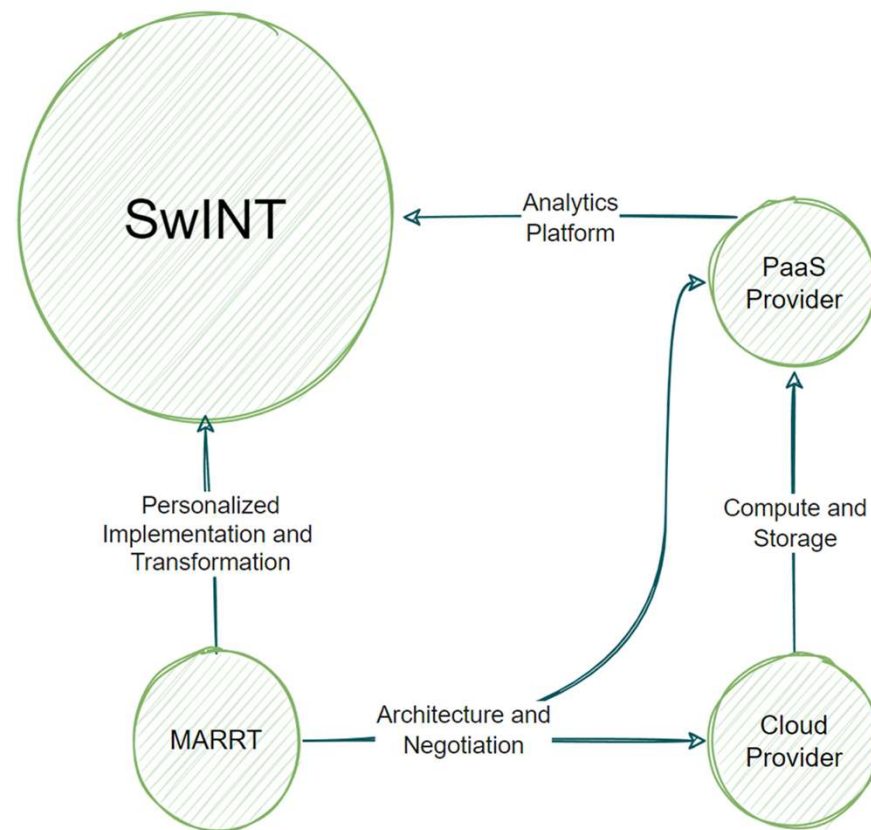
How Do We Make this Happen – PaaS

Partnership Options:

- Databricks
- Snowflake

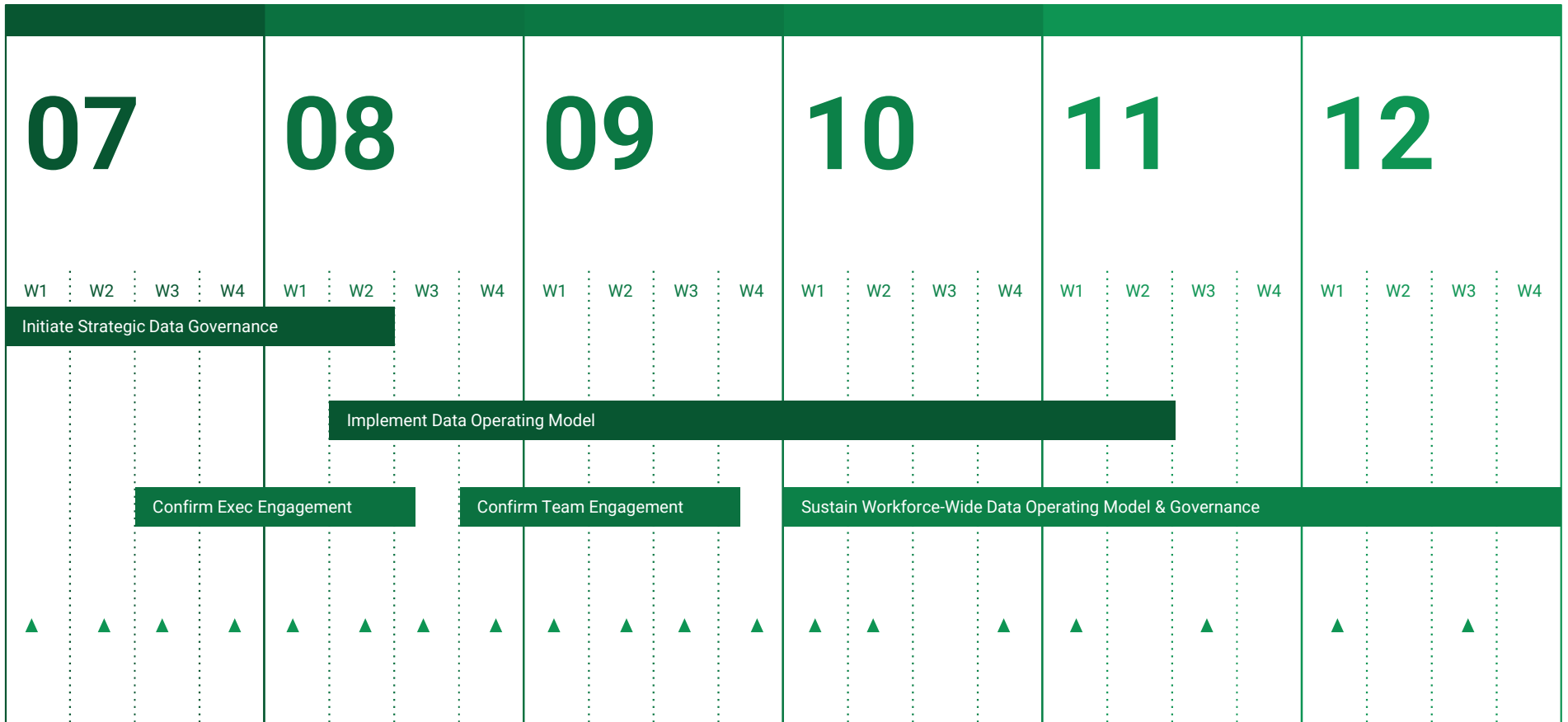
Benefits of PaaS:

- Reduces cost
- Enterprise Data Lakehouse
- Enterprise Security Framework
- Enterprise Analytics Platform



Roadmap

Path Forward



▲ Data Governance Executive Meeting

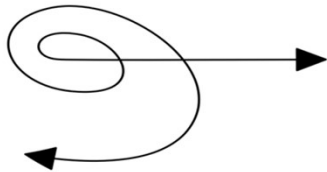
Source: Paolini, Daniel J. 2016. "DATA GOVERNANCE FRAMEWORK IMPLEMENTATION PLAN."

Next Steps

Getting Started



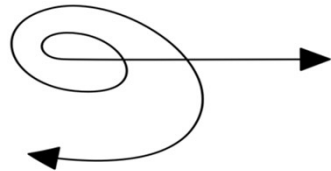
Proactive Approach



- A proactive approach to data governance is not only beneficial to **protect against future hacks** but will also raise company value and boost public image



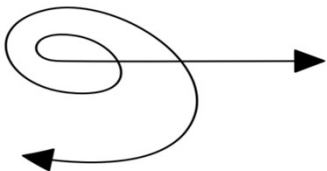
Experienced Team



- Our team offers **10 years** of high-level experience implementing and maintaining data governance frameworks
- Success stories from **dozens of companies**, from large corporations to up and coming tech startups



Immediate Risk Mitigation



- **Quickly and effectively** mitigate risk for your consumers, investors, and public image
- Risk mitigations starts immediately from **day 1** of our 8 week roadmap

References

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