Data Governance Reimagined: What's the Business Value of Data Governance?
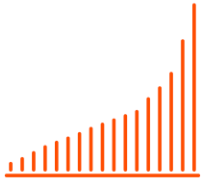
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Data 3.0 – Trending By 2020

Explosion in Data Volume

15.3 zettabytes per year
in global data center traffic
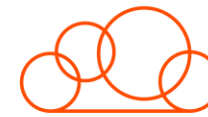
New Users

325 million
business data users and growing

New Data Types
(mobile, social, IoT)

20 billion
connected devices

Data in the Cloud

Over 92% of data center traffic
will come from the Cloud

Machine Learning/AI

1 billion workers
will be assisted by machine learning or AI

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So, Data Governance is also important

Intelligent Data Governance

Digital Transformation

| New Business Models | New Processes | New Users | New Applications | New Infrastructure | New Regulations |

Data is the foundation for digital transformation

Data is important

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What's changing in Data Governance?

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Four drivers

Data is a strategic asset

New data consumers

Increasing data-centric regulations

Growing volume and type of data

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Alignment across Policy, LoB, and IT Operation Tiers

Policy

Operations

Discover
Define
Data Governance
Measure and Monitor
Apply

CDO, CDGO, or Executive Sponsor

Governance Program Office

Working Group Leads

Enterprise Stewards (optional)

Data Owner / Stewards (BUs)

Data Delivery (IT + BU)
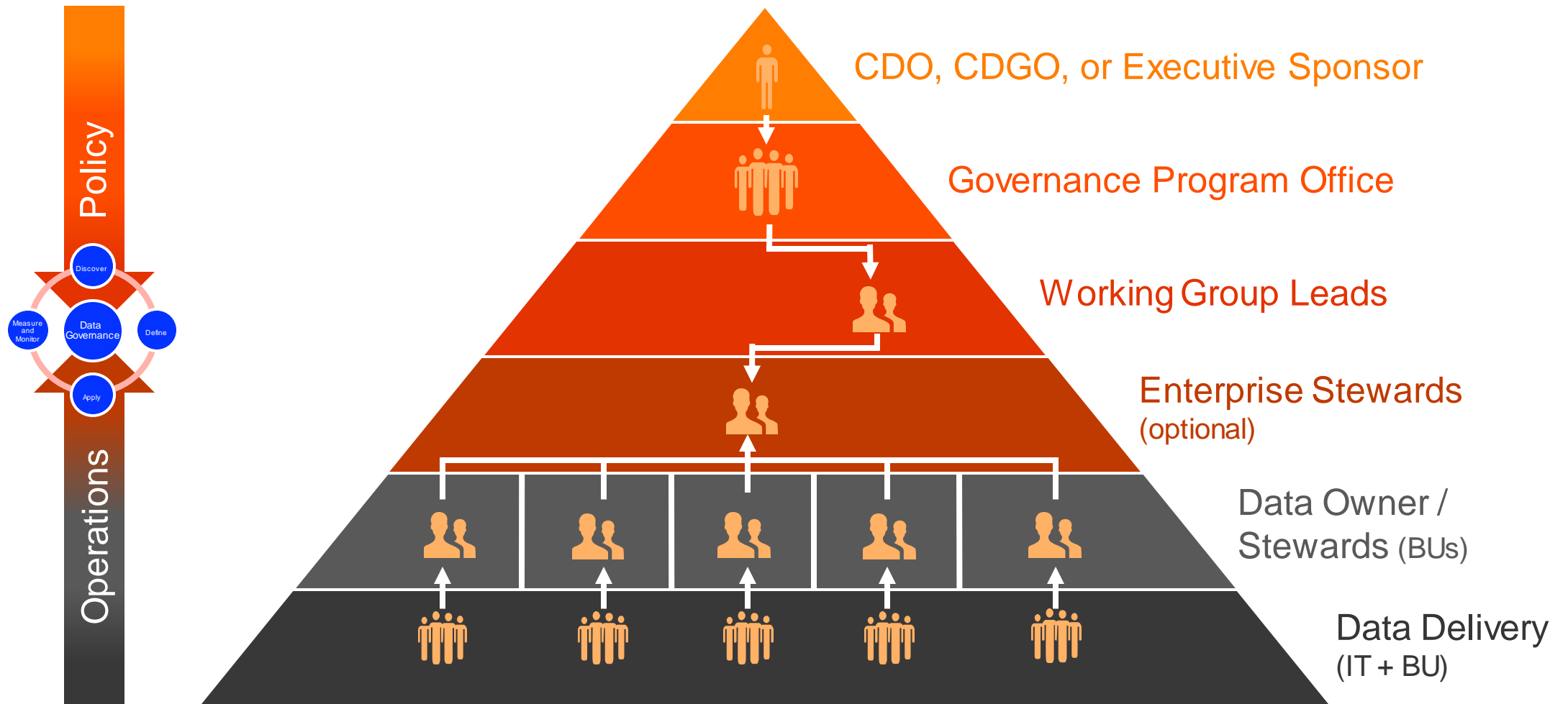
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How is Informatica helping?

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Intelligent Data Governance

Digital Transformation

| New Business Models | New Processes | New Users | New Applications | New Infrastructure | New Regulations |

Data is the foundation for digital transformation

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ENTERPRISE UNIFIED METADATA INTELLIGENCE

Technical
Business
Usage
Operational

5 Principles of Intelligent Data Governance

1. **Enable collaboration** across all data stakeholders.

2. Connect the governance efforts with the **technical and operational efforts**.

3. Enable the data governance stakeholder to act with authority and confidence to **achieve measurable results**.

4. Empower the data governance stakeholder **to always be in control**.

5. Access to **all data consumers** in the organization.

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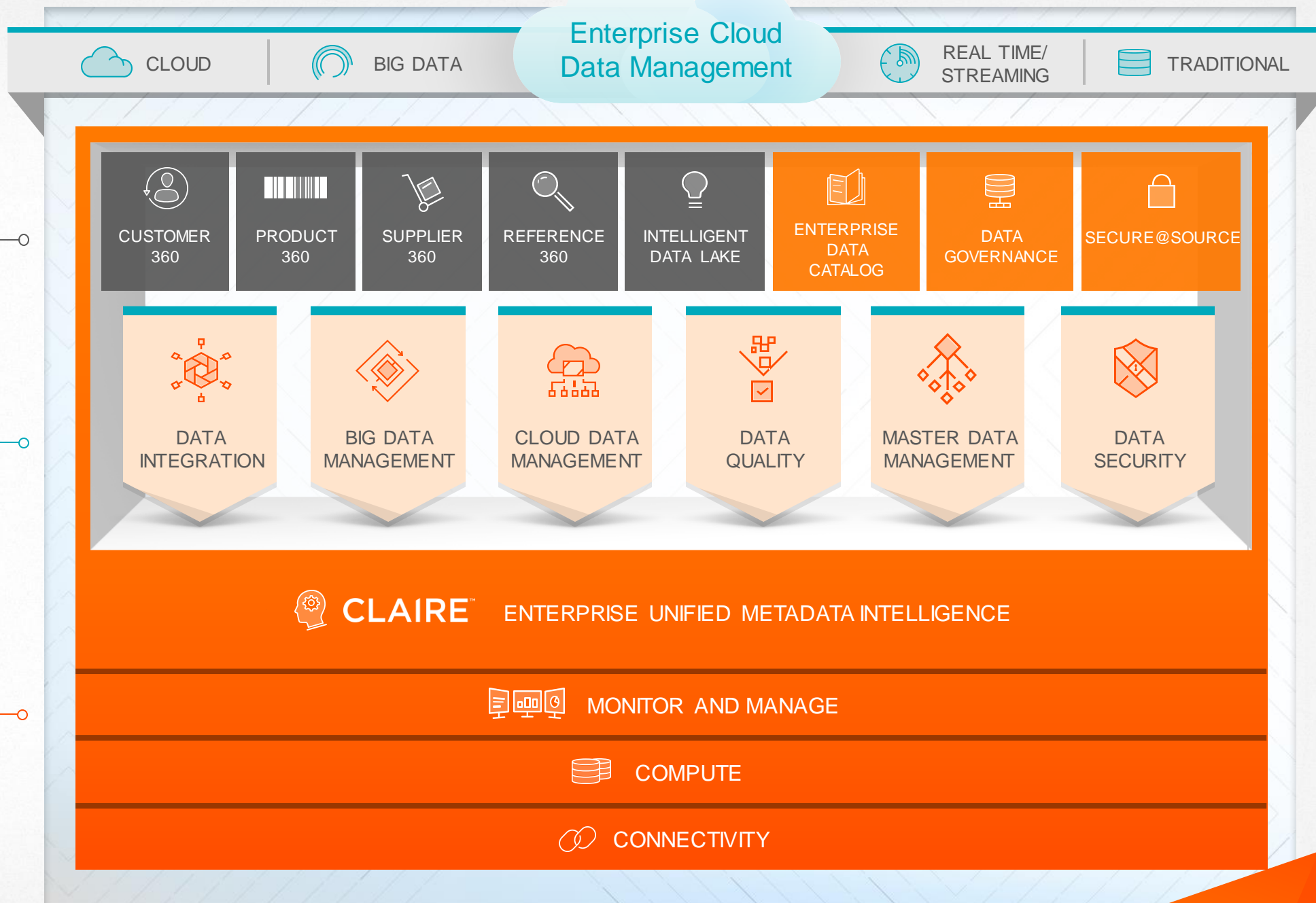
Examples in understanding the Business Value of Data Governance

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Transformation initiatives are driving Data Governance

But organisations want to know what Business Value it creates

- Regulation & Compliance
- Next-Gen Analytics
- Data Supply Chain Transformation
- Customer Centricity
- Data Democratisation

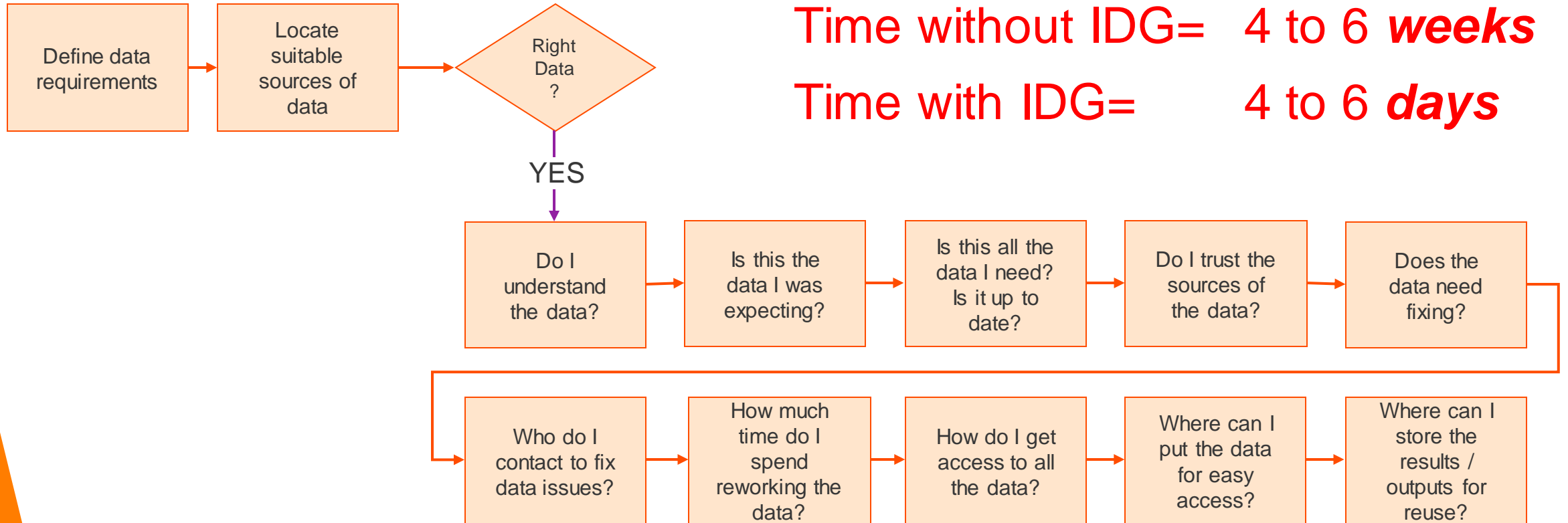Informatica

Regulation and Compliance

A single Data Governance platform can save money due to common sets of requirements across regulations

Benefits of a single, integrated Intelligent Data Governance platform
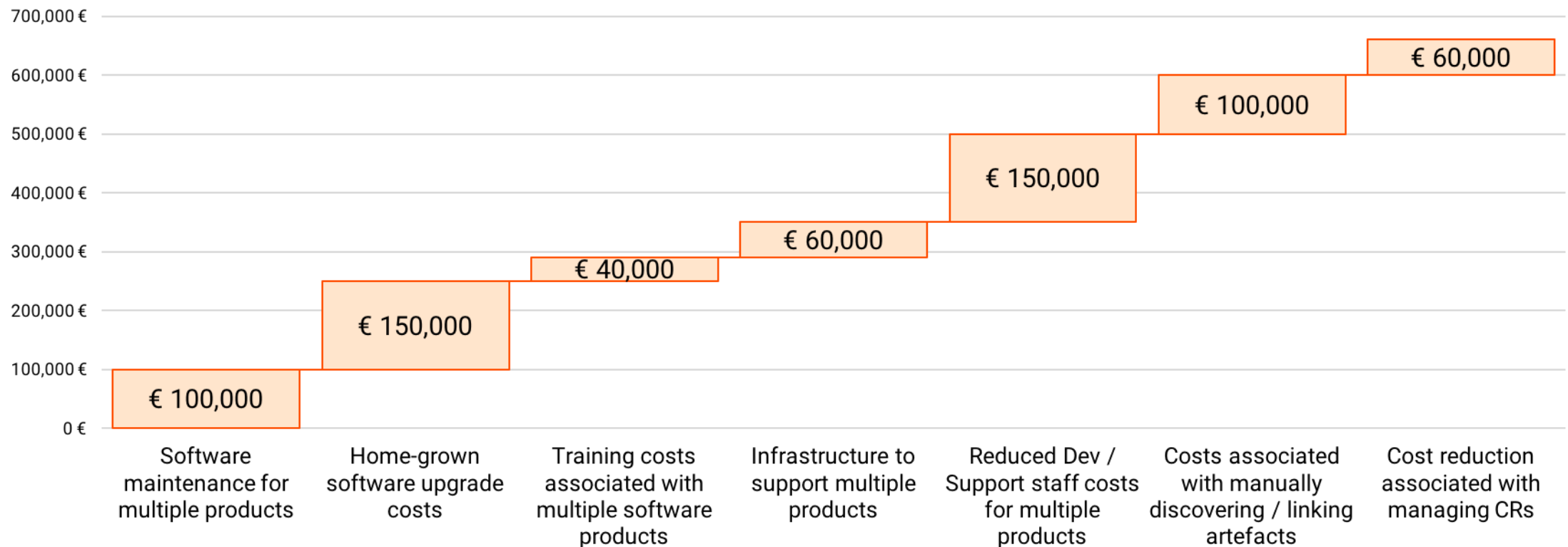
Next-Gen Analytics

Data prep time savings through integration, access and reuse

Time without IDG=   4 to 6 *weeks*

Time with IDG=   4 to 6 *days*

Flowchart:

Define data requirements → Locate suitable sources of data → Right Data?

Right Data? — YES →

Do I understand the data? → Is this the data I was expecting? → Is this all the data I need? Is it up to date? → Do I trust the sources of the data? → Does the data need fixing? →

Who do I contact to fix data issues? → How much time do I spend reworking the data? → How do I get access to all the data? → Where can I put the data for easy access? → Where can I store the results / outputs for reuse?

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Next-Gen Analytics

Potential benefits of moving from 80% data prep to 20% data prep

- Potential net increase of **11** more Next-Gen Analytics projects per annum
  - Due to having more resource bandwidth & availability
  - Shift from 80% data prep/20% analytics, to 20% data prep/20% analytics

- Incremental Benefit
  - If each Next-Gen Analytics project yields €100k of financial benefit, the value of extra projects provides an additional **€1.1m** of benefit

Business Value from delivering more projects

Chart: bar chart showing "As Is: Projects value" €730,000 and "To Be: Projects value" €1,830,000, with Additional €1.1m benefit. Y-axis from 0 to 2000000.
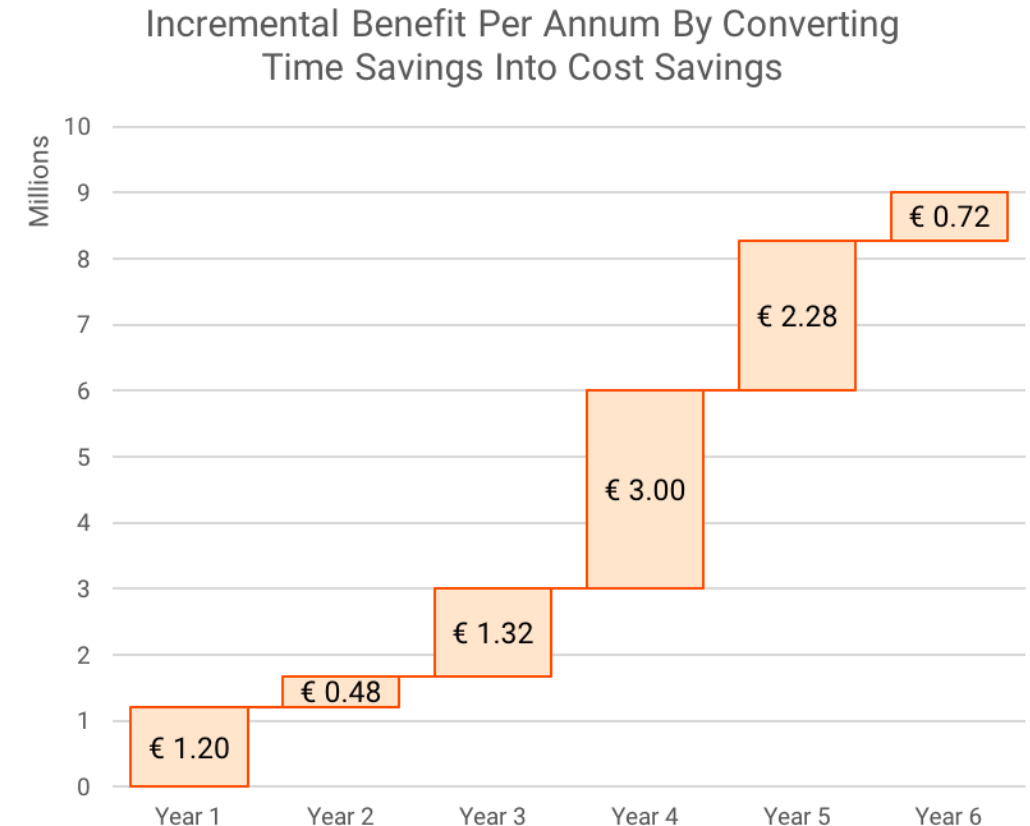
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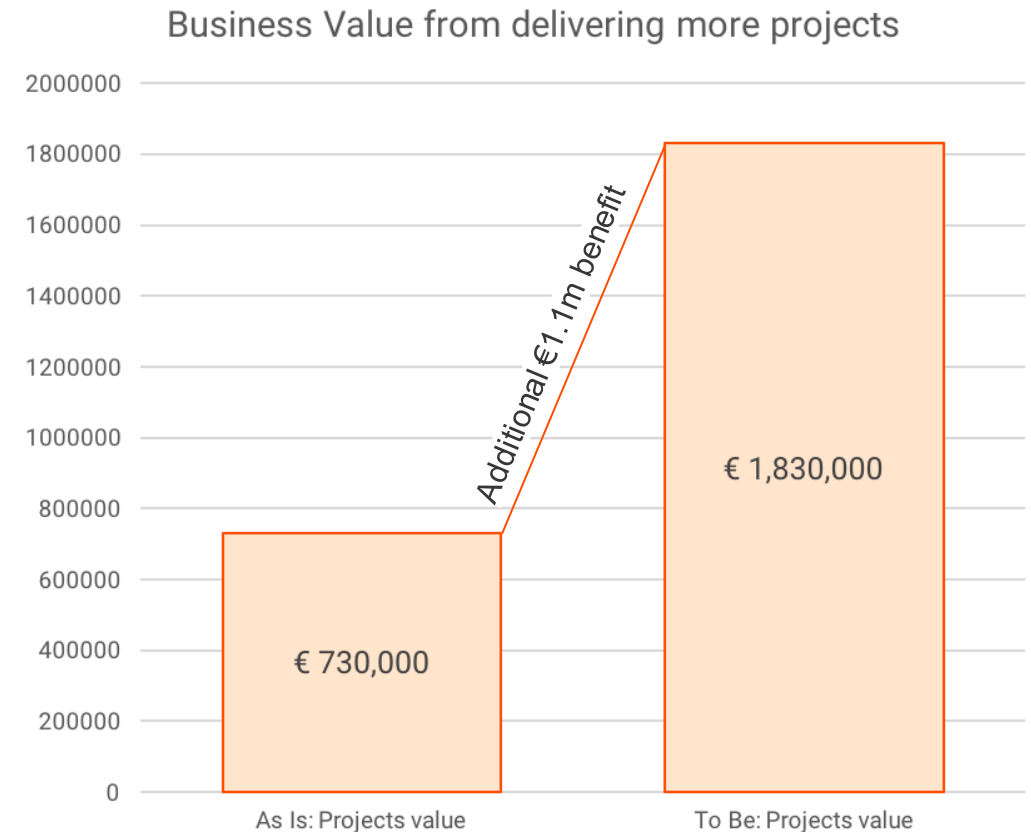
Data Democratisation

Improving Knowledge Worker productivity through access to data and insights

- Organisations have many users classed as 'Knowledge Workers'
  - Spending a considerable portion of their working day finding, assessing or fixing data

- Having access to all relevant data, in one App, should:
  - **Reduce the time spent finding, assessing or fixing data**
  - Highlight gaps in knowledge & foster collaboration to improve data use

Incremental Benefit Per Annum By Converting Time Savings Into Cost Savings

Millions

€ 1.20	€ 0.48	€ 1.32	€ 3.00	€ 2.28	€ 0.72
Year 1	Year 2	Year 3	Year 4	Year 5	Year 6

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In Summary

- Organisations are recognising the importance of Data

- So if Data is important, Data Governance must also be important

- Organisations need new ways of making Data Governance work across the enterprise

- Understanding how Data Governance drives Business Value, helps convince people it's worth them investing their time in

- Intelligent Data Governance is the only way to go!

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Thank You

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