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6 Things You Need to Know About Data Governance

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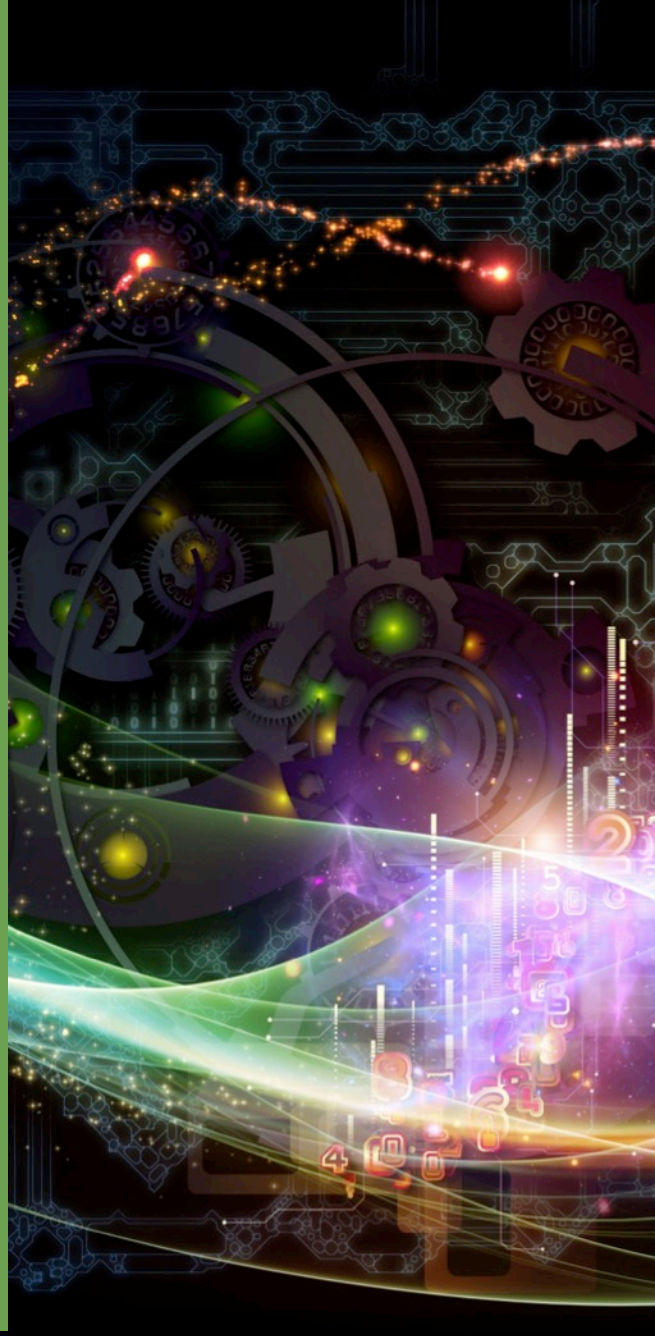

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1. **A data set produces benefits *only* when it is used to make decisions.**

2. value ≡ ∑benefits – ∑costs

3. Moving Parts

Producer

- Sensor
- Open source feed (e.g., Twitter)
- 3rd Party Source (e.g., geo map)
- External system

Data

Publisher

- Acquires
- Stores
- Makes available

Data

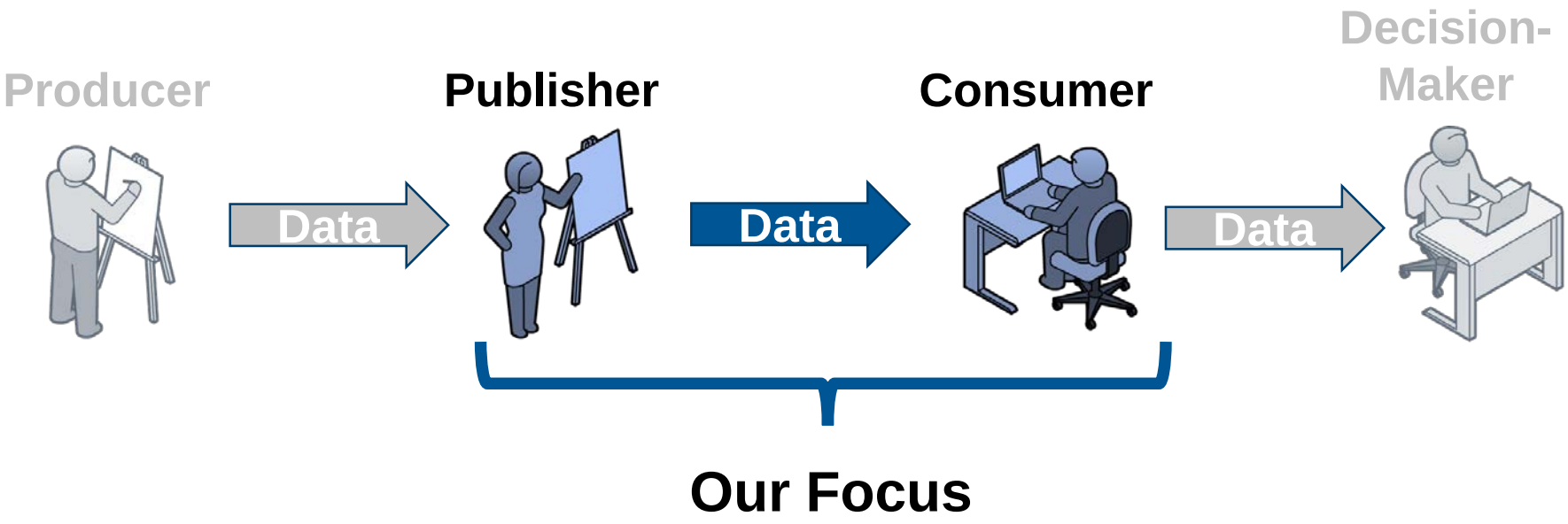
Consumer

- Develops decision support application

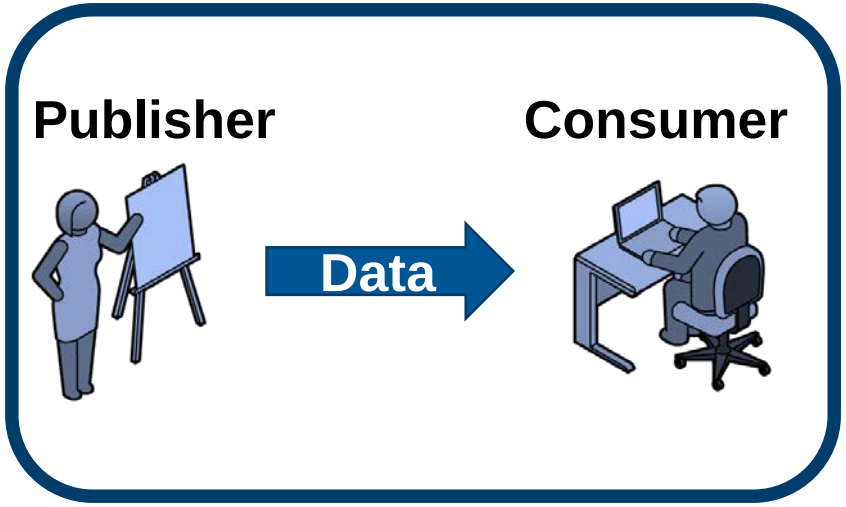
Data

Decision-Maker

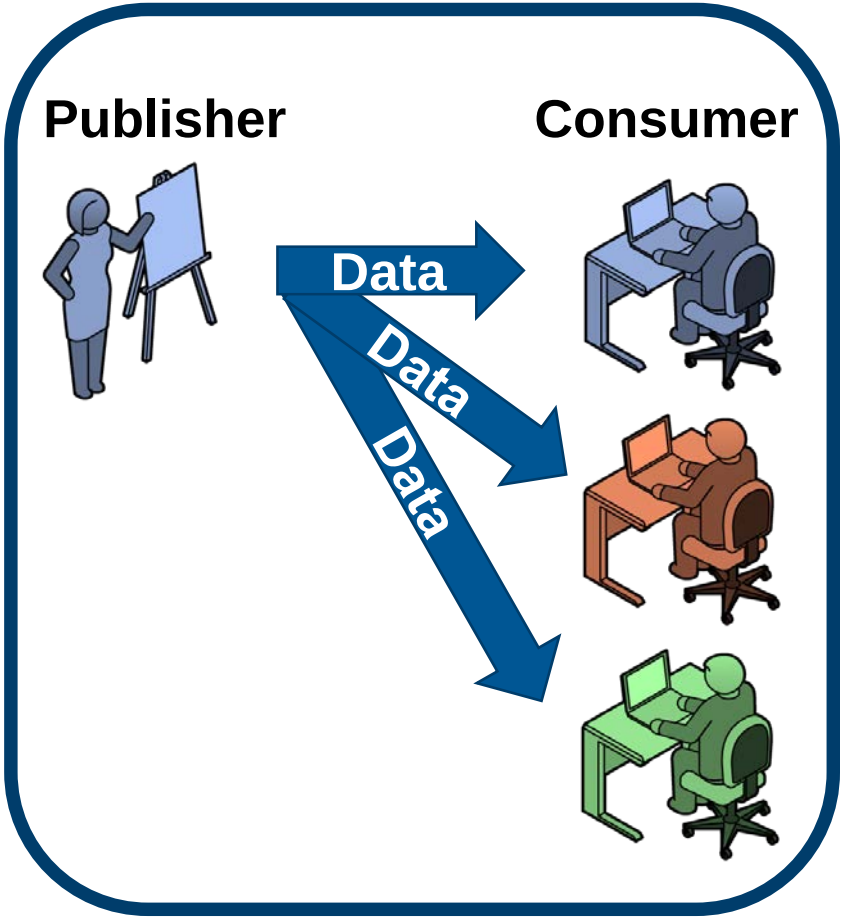
- Uses application to make decisions



Easy!



Challenging!



4. *Governance* constrains the data publisher, in order to help the data consumers

Constrains the publisher…

May *reduce* the costs to the publisher

- Reduce types and numbers of interfaces
- Restrict backward compatibility on interfaces
- Restrict technology options

Usually *increases* the costs to the publisher

- Different schema
- Data quality
- Quality of Service (e.g., availability)

…to help the consumers

Reduce local and global costs of consuming the data

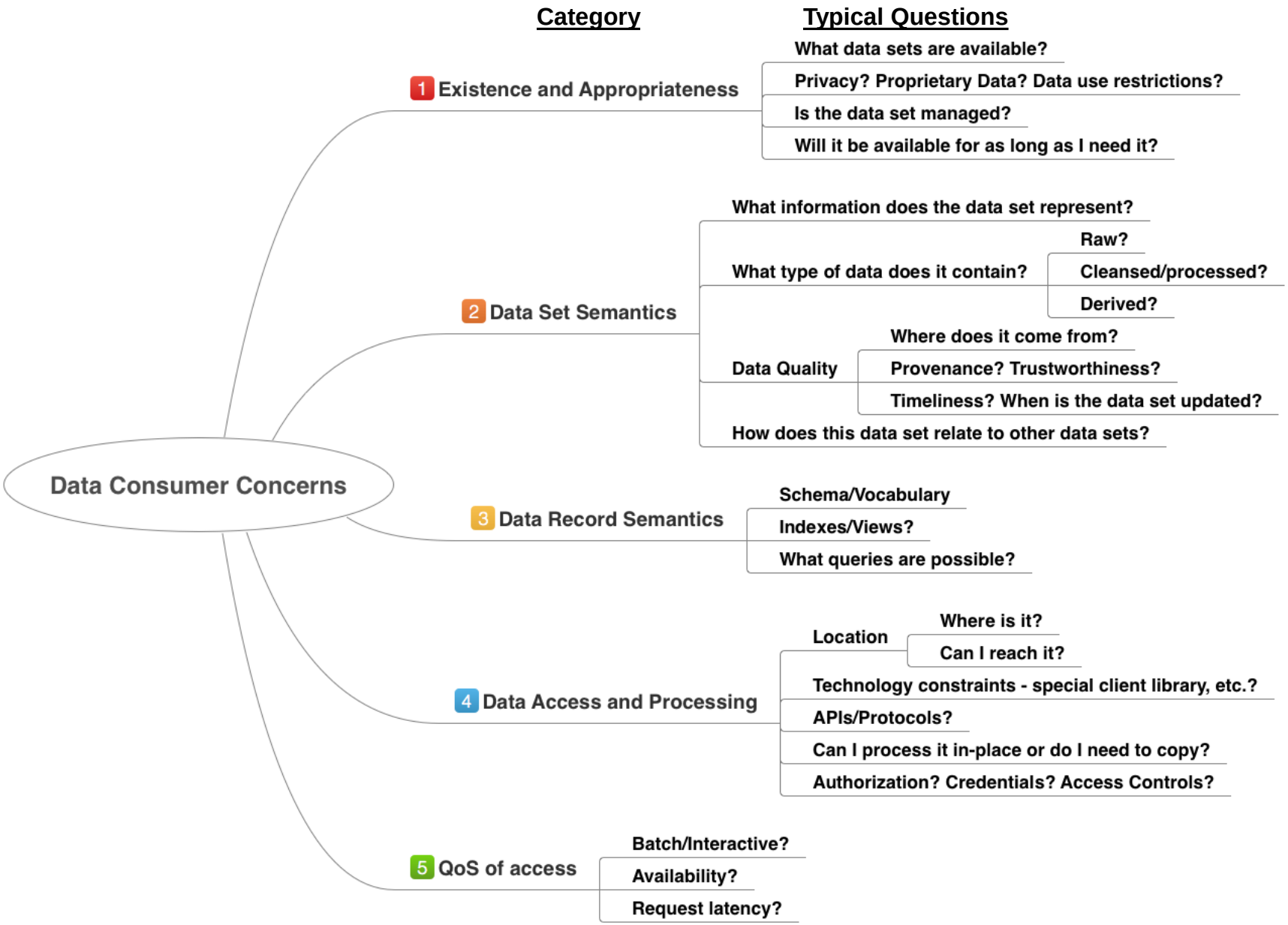
- Standard interfaces
- High quality data
- Service level agreements

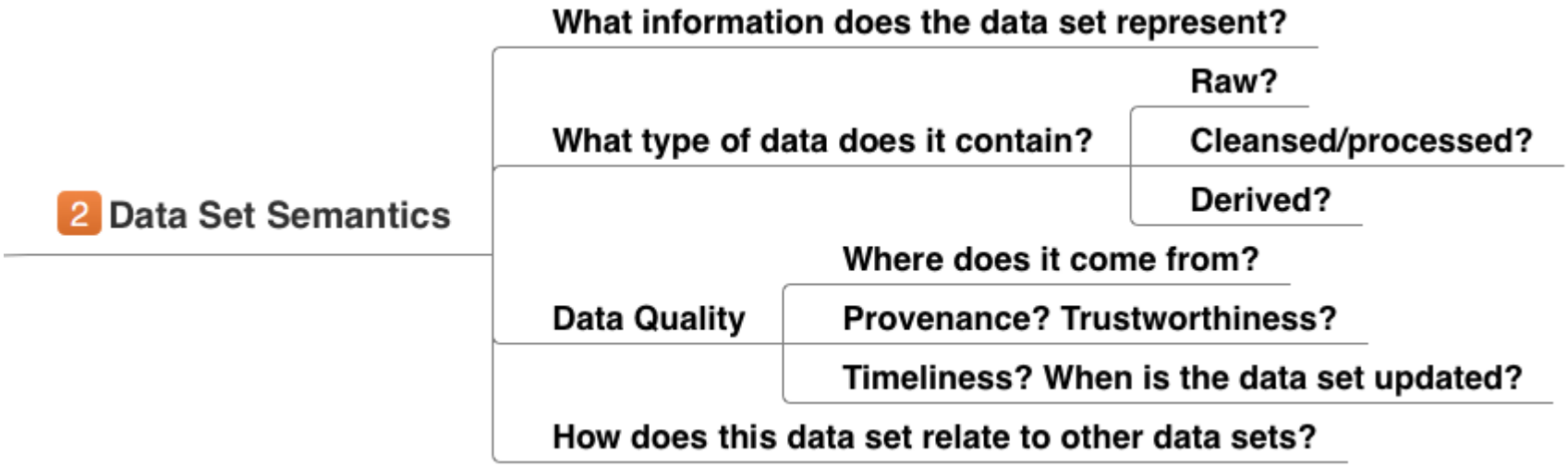
Enable consumers to *deliver more benefits*

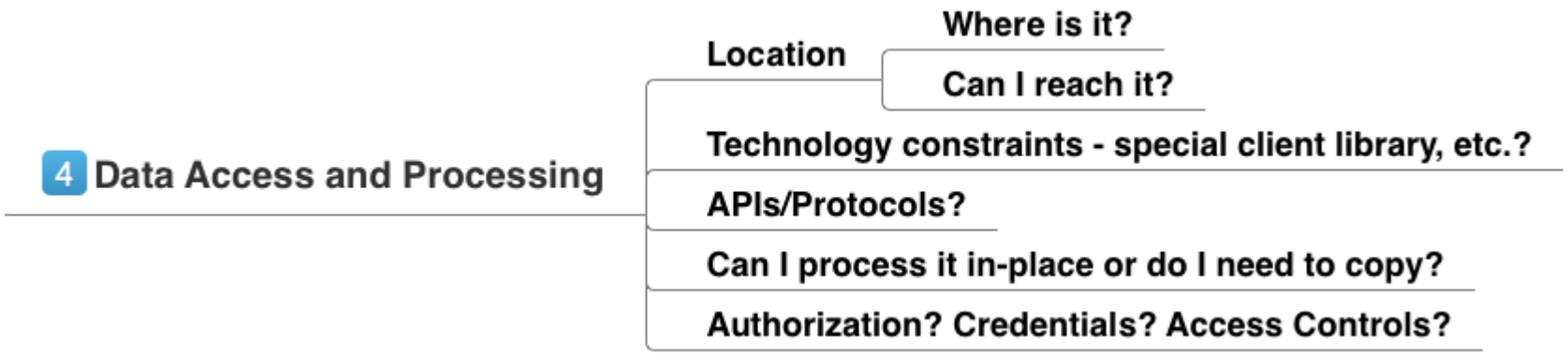
- New decision support applications
- Higher quality decisions

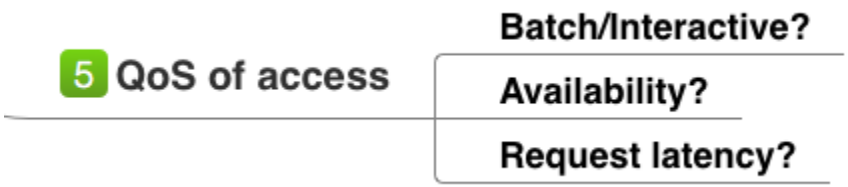
5. Apply governance only when it increases value (benefits > costs)

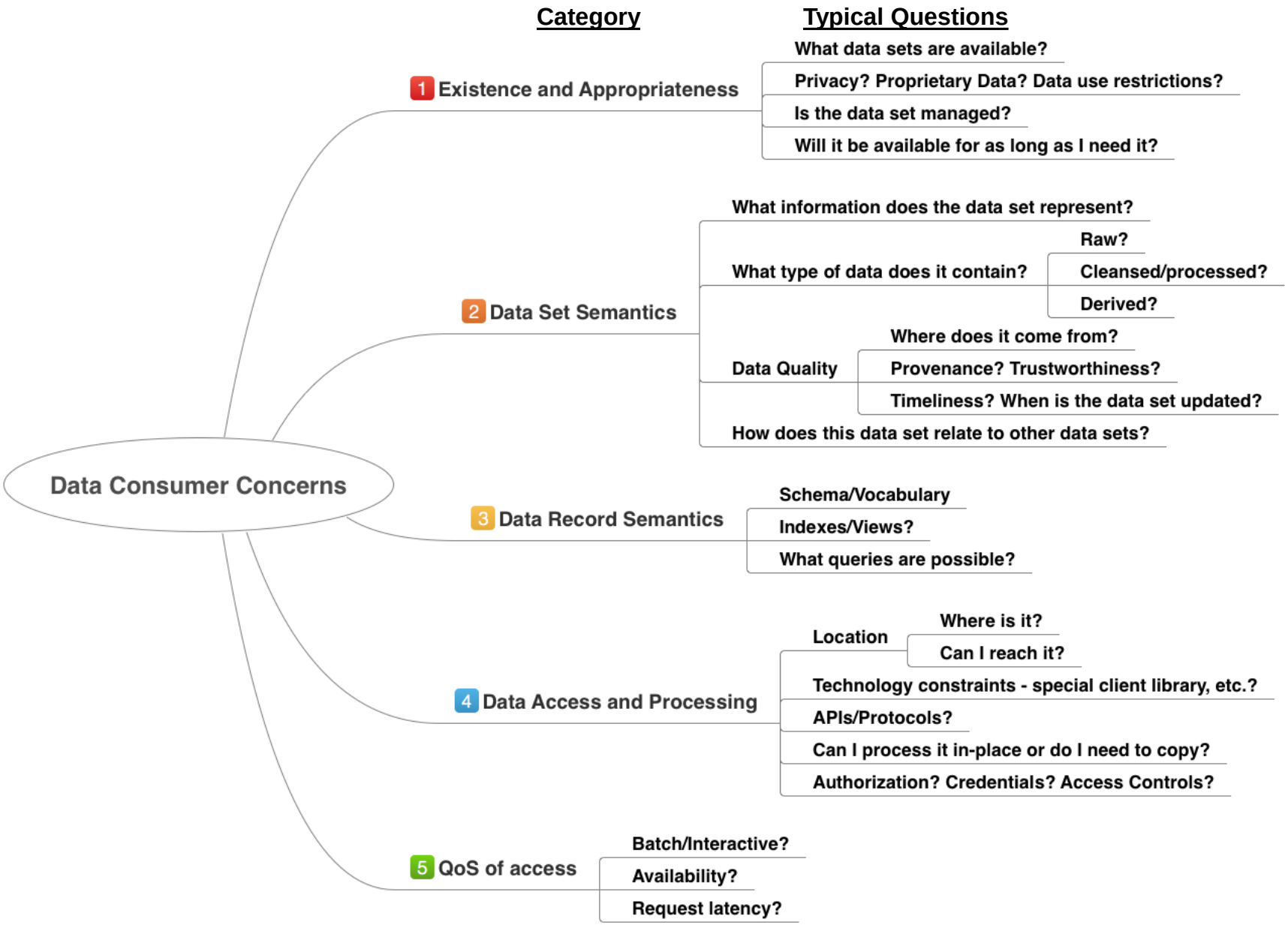
6. Focus your governance on the things that data consumers want











Playbook for Data Governance

Identify your high benefit decisions

- Infrequent but high impact, high frequency but low impact, …

Identify the data sets that support your highest benefit decisions

What is the producer/consumer relationship for each high benefit data set?

- 1-1 → Probably no governance needed
- 1-Many, Many-Many → Consider applying governance

What to govern = what constraints to impose on the producer?

- Use Data Consumer Concerns checklist – where are your gaps?
- Balance *cost* and *benefit* to keep *value* positive

Work down the list of high benefit decisions

Review periodically – have your high benefit decisions changed?

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