GLOBAL VALUE CHAIN DATA STRATEGY, CONNECTIVITY, ANALYTICS, GOVERNANCE, SECURITY AND RISK ASSESSMENT – INDUSTRY TRENDS AND PRACTICES
A Data Lake with effective governance has the potential to monetize information, identify significant cost opportunity and improve the customer experience.

"You don’t need a big data strategy, you need a business strategy that incorporates big data."

Bill Schmarzo, EMC Big Data Thought Leader
Business leaders say that "Customer Relationships" will be the **#1 impact of big data** on their companies in the next five years.

- Source: Accenture, *Big Success with Big Data Survey*, 2014
DIGITALIZATION TRANSFORMATION
FOCUS ON INFORMATION ASSETS AND “PRODUCTIZATION”

INFORMATION MARKETPLACE
- CATALOG OF ALL DATA SETS AVAILABLE FOR ANALYTICS
- BUSINESS SEMANTICS ACCELERATES CONSUMPTION
- ALGORITHM PEER REVIEW PROCESS
- IT AND BUSINESS INTEGRATION

COLLABORATE TO ENABLE
- MOBILIZE KNOWLEDGE ENGINEERS, STEWARDS & SME’S
- DRIVE TRANSPARENCY AND RE-USE
- STANDARDS AND POLICIES TO ACCELERATE CONSUMPTION
- COMMON OPERATING MODEL

TRUSTED PERSONALIZATION
- DATA QUALITY METRICS AND AUTOMATION
- SINGLE SOURCE OF TRUTH OR DATA VALIDATION
- PROCESS OPTIMIZATION
- DATA LINEAGE
- CONSUMPTION METRICS AND MONITORING
NOT ALL DATA IS OF EQUAL VALUE

Our VALUE BASED GOVERNANCE approach catalogs and governs data assets based on potential and relevancy.

- **DATA LAKE INGESTION**
  - Native Raw Formats
  - Catalog ID, Classification, Trustee & Tagging
  - Critical Data Elements

- **INNOVATE**
  - Application & Sources
    - Data Management, MDM & Quality
    - Critical Data Elements

- **CONSUME**
  - Workspaces Exploration
    - Parsers and Calculations
    - Shared & Trusted Algorithms

- **ACT**
  - Visualisation: Insight to Action
    - Analytical Result Model
      - Peer Verified Trusted SMART Tables
      - Published Accelerators
      - Lineage and Relationships

**APPLICATIONS & SOURCES**
- Data Management, MDM & Quality
- Critical Data Elements

**ATTRIBUTES**
- 20
- 15
- 10
- 5
INFORMATION MARKETPLACE
SELF SERVICE KNOWLEDGE AND DISCOVERY

THE IMPACT
TIME TO CONSUME

LACK OF GOVERNANCE  NEW MODEL

70% 30%
SEARCH

The governance goal is to help teams resolve data discovery and context issues 40% faster with fewer handoffs between teams.
FRAMEWORK
LEARNING POINTS

UNDERSTAND DATA CURRENCY

- HOW FREQUENT IS THE DATA BEING CONSUMED
- WHAT ARE THE VALUABLE DATA SETS
- INCONSISTENT RESULTS & POOR DATA IMPACTS

CONSUMER LENSE FOCUS

- NEW DATA SOURCES IMPACT PERSONALIZATION
- 360 VISUALIZATIONS REQUIRE COLLABORATION
- CREATE THE RIGHT CUSTOMER EXPERIENCE

VALUE BASE GOVERNANCE

- FOCUS ON CRITICAL DATA ELEMENTS
- ACTION BASED OVERSIGHT ALIGNED WITH VALUE
- TRANSFORM SKILLS - MDM TO INFORMATION ASSETS

ENABLEMENT VS. CONTROL

- GOVERNANCE TO INFORMATION VALUE OFFICE
- DATA STEWARD TO KNOWLEDGE ENGINEER
- BUSINESS METADATA CATALOG VS. TECHNICAL