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Data Governance Operationalization

Webinar Series

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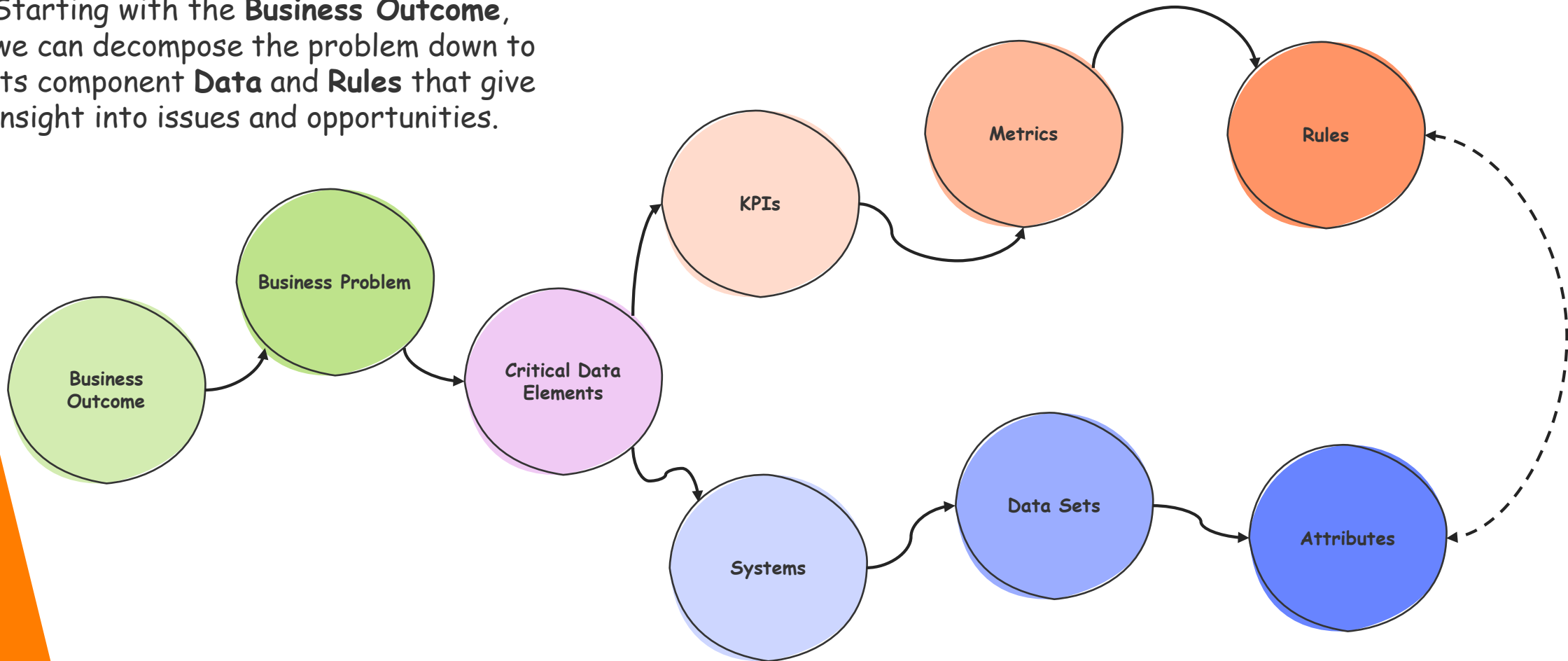
Informatica™

Agenda

- 1** Use case
Decomposition/prioritization
- 2** Pilot Implementation flow
- 3** Persona Identification and
Org Model
- 4** Determine 'Day in the life of'
Scenarios
- 5** Axon, EDC and IDQ
Operating Model
- 6** 'Day in the life of' execution
flows
- 7** Short Demo

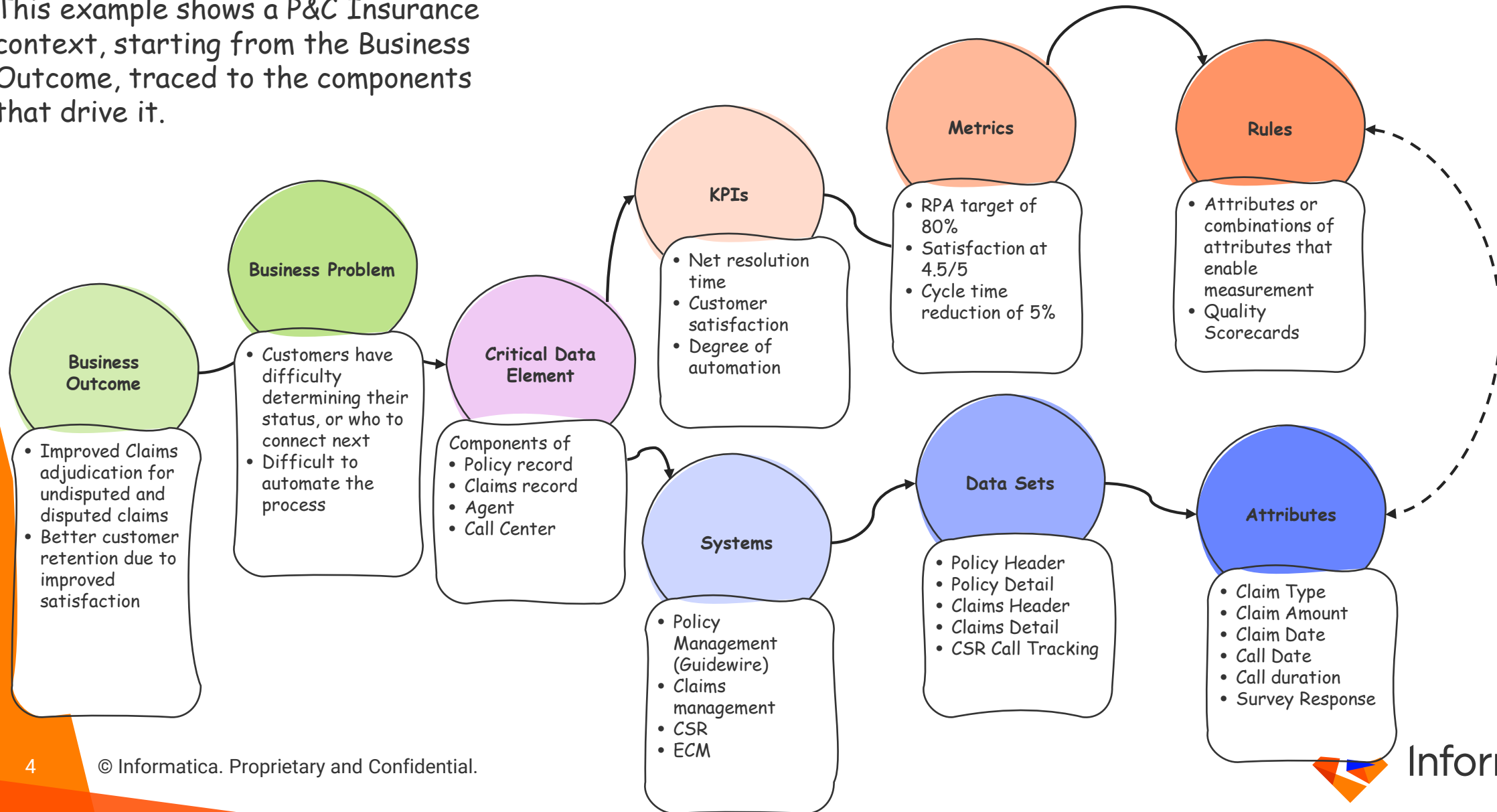
Data Governance: Business Problem Decomposition

Starting with the **Business Outcome**, we can decompose the problem down to its component **Data** and **Rules** that give insight into issues and opportunities.



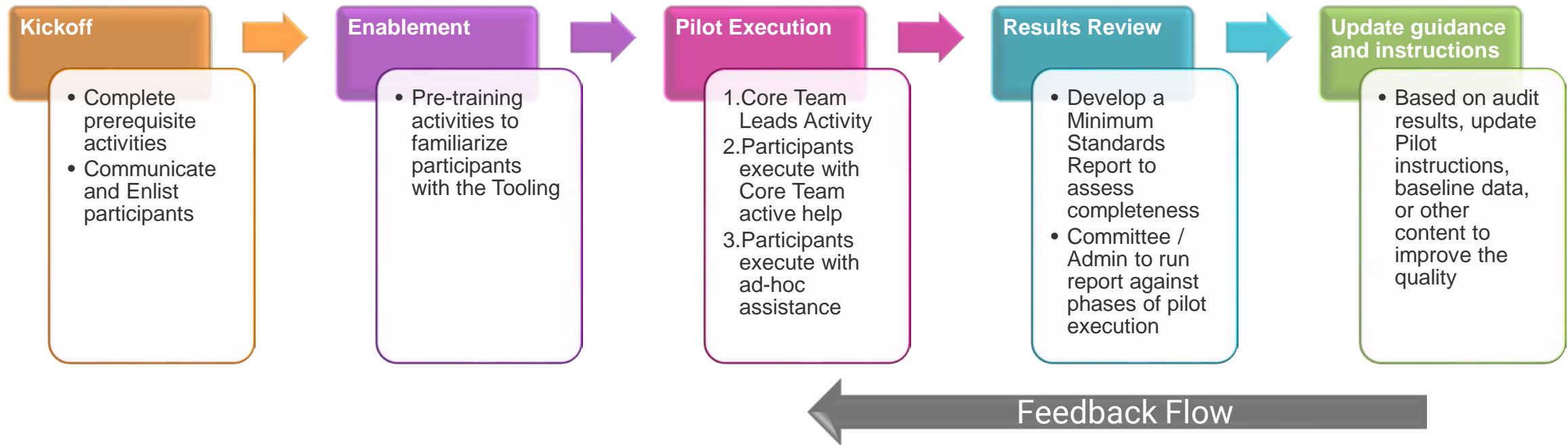
Decomposing an Insurance Use Case

This example shows a P&C Insurance context, starting from the Business Outcome, traced to the components that drive it.



Pilot Implementation Process Flow

The following flow is essential to managing the inclusion of feedback into the pilot flow, for later adopters and the development of reusable processes.



Program Overview & Informatica Tools



Common Questions Often Asked By These Personas



EDC

If I rename this column, who will get impacted?



Developer



Axon

Is this the right Tableau report for Global Sales Reporting?



BI Analyst



Axon

Are we compliant with enterprise level data security standards and legal standards?



Senior Executives



Axon EDC

Where can I get the certified census numbers for the last fiscal year?



Data Scientist

Is the data in my report trustworthy?



IDQ



Axon



Data Steward



Axon



EDC



Auditor

How was Value at Risk calculated? Can you show me the lineage?



Axon

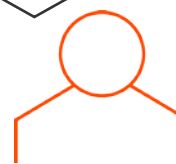


Line of Business (ex: Finance)

What is the definition of EBITDA?



Axon

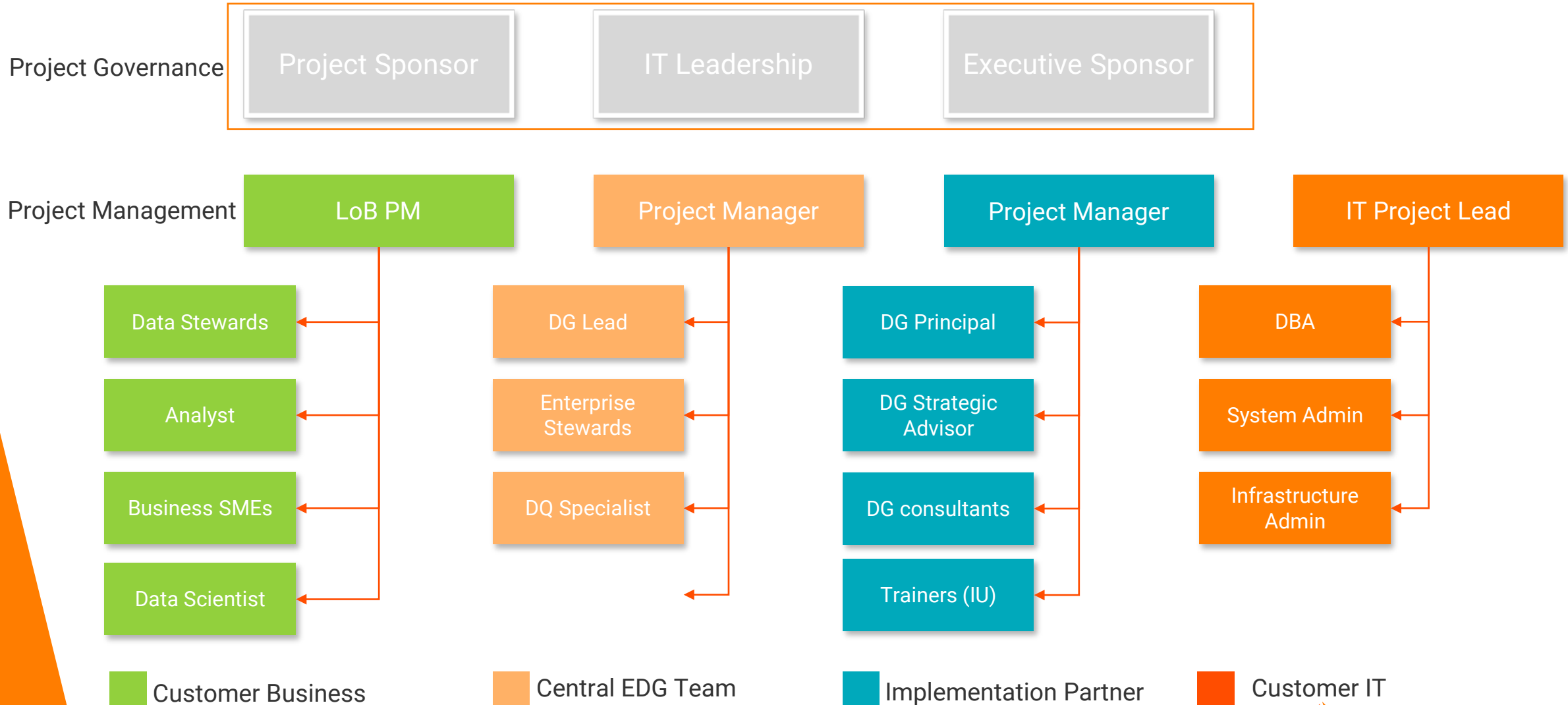


Self Service BI User

Who is the data owner of the Claims dataset?



Typical DG Engagement Organization



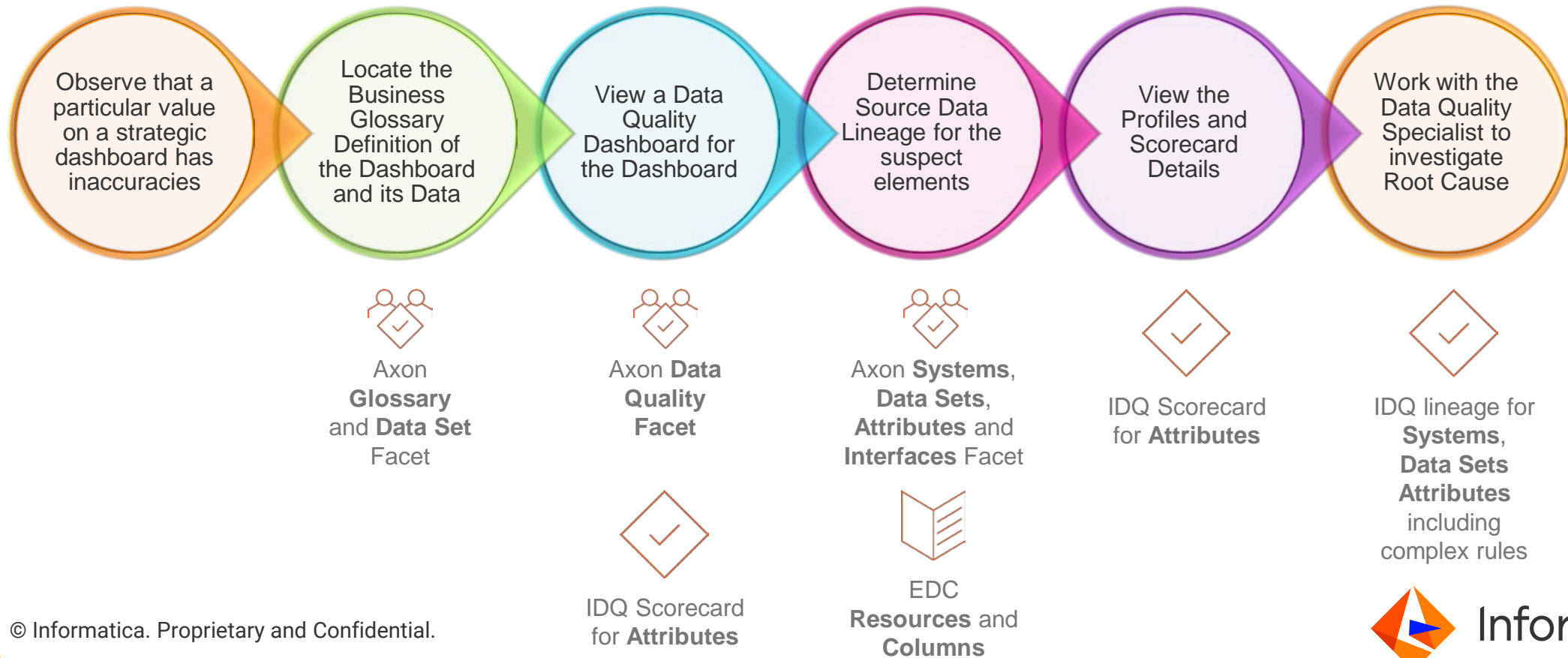
Investigating a Quality Issue

How was Value at Risk calculated?
I'm worried about accuracy. Can you show me the lineage?



The Data Scientist is investigating a potential inaccuracy in a corporate dashboard

This is a **Consumer Use Case**

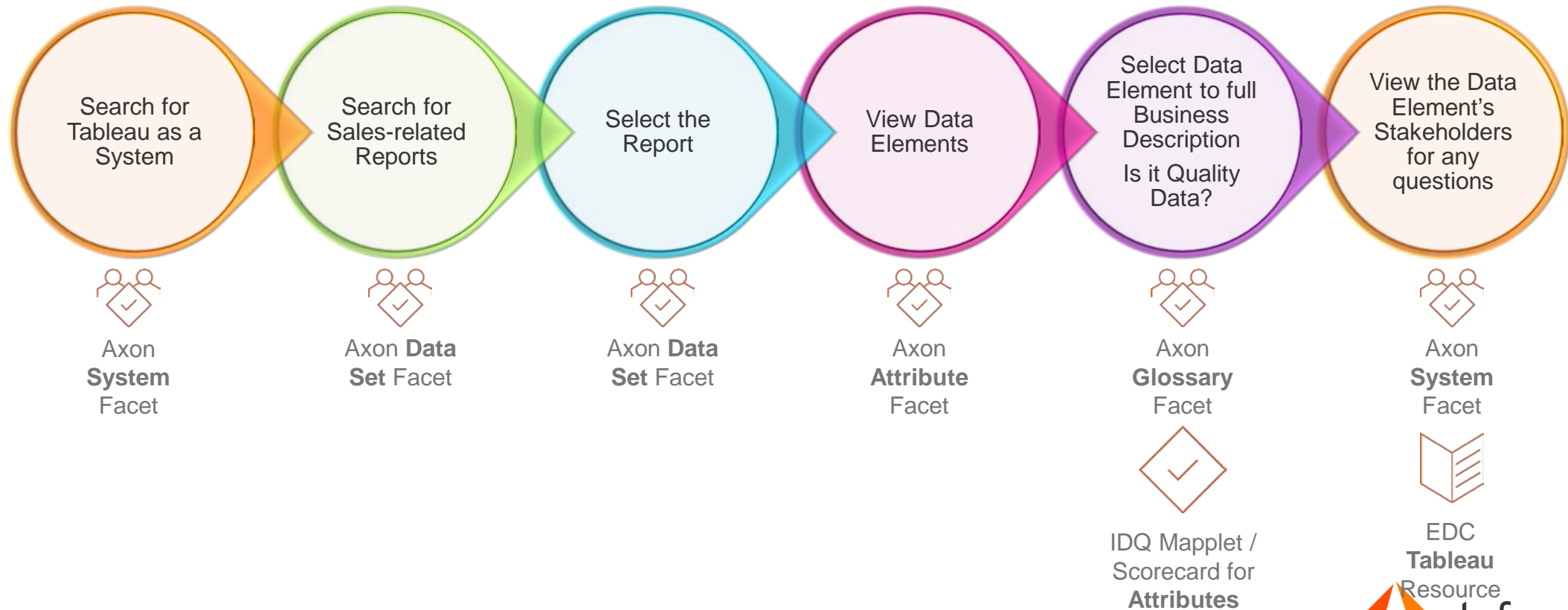


Business Intelligence Impact

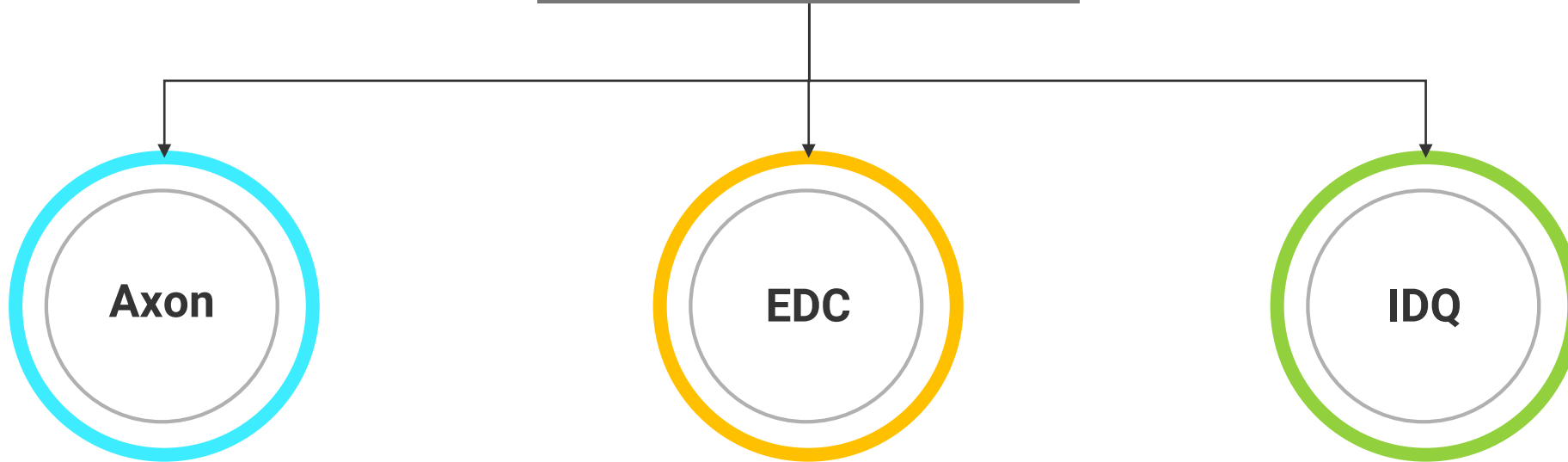
The BI Analyst needs to find the right report for the Global Sales Report

*This is a **Consumer Use Case***

Is this the right Tableau report for Global Sales Reporting?



Operating Model

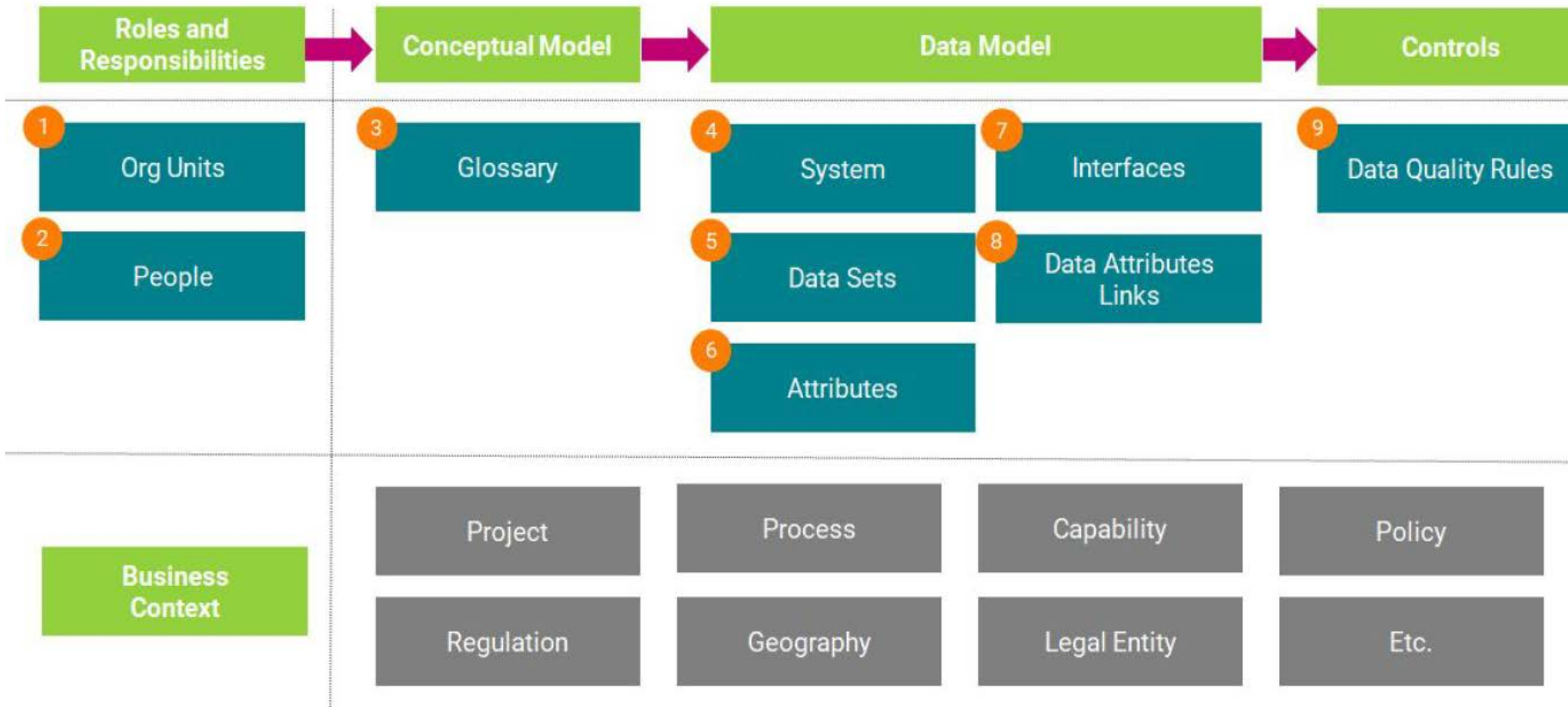


Axon Facets
Glossary Taxonomy
Roles and privileges matrix
Custom Fields
Drop Down Customization
Reusable Workflows

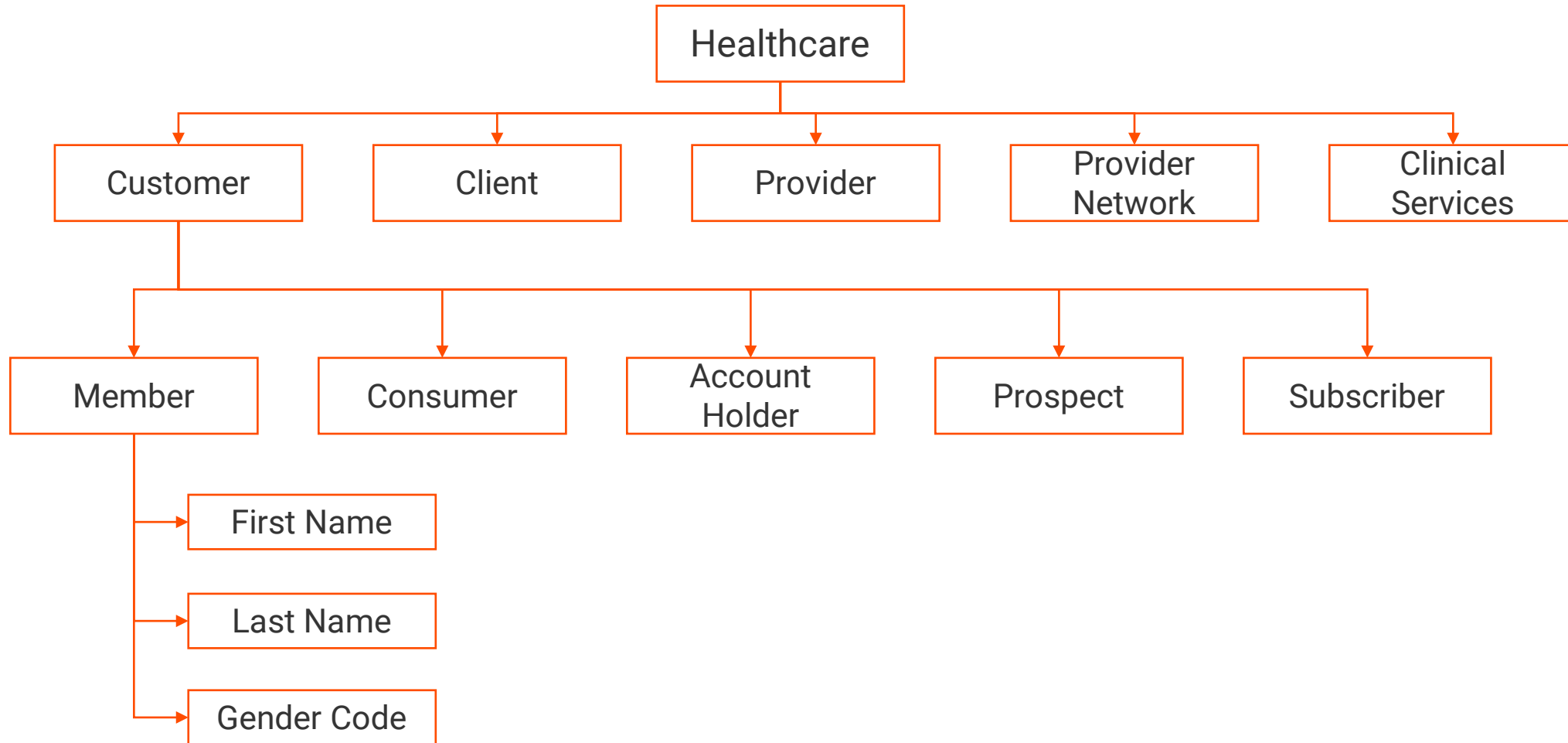
Security Model
Roles and Privileges Matrix
Custom Tags
Domain Rules

Security Model
Roles and Privileges Matrix
Metrics Groups

Operating Model - Axon Facets



Operating Model – Glossary Taxonomy

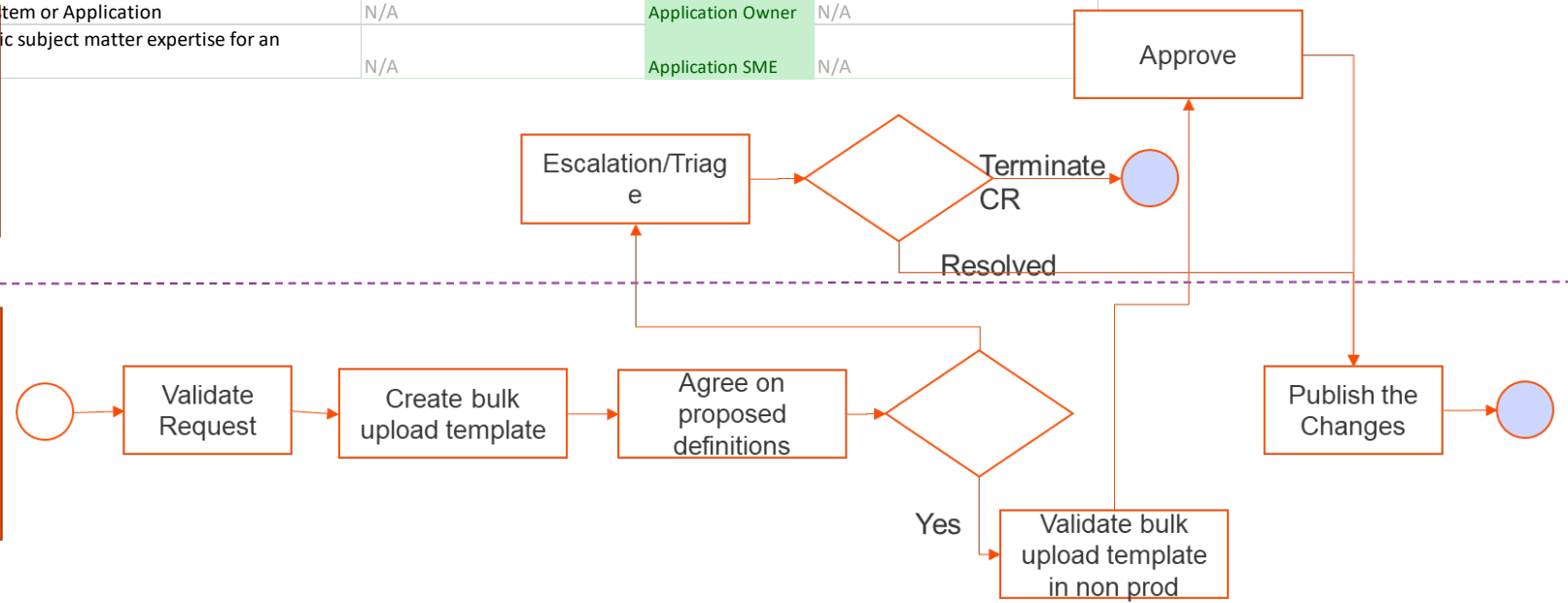


Operating Model - Axon Stakeholder Matrix & Workflow

Role Type	RACI	Workflow Participation	Description	Data Set	System	Glossary
Exec. Data Owner	A	No	Owners of different functions or Domains (e.g. Customer, Product etc.)	Business/Data Owner	N/A	Business/Data Owner
Steward	R	Yes	A data steward is responsible for utilizing the data governance processes to ensure that content and metadata is fit for enterprise use and meet minimum standards. Liaise with business and IT to facilitate compliance.	Data Steward	N/A	Data Steward
Enterprise Steward	R	Yes	Enterprise Domain Stewards and stewards with subject matter expertise in a specific domain e.g. Provider, Member, Claims, clinical	Enterprise Domain Steward	N/A	Enterprise Domain Steward
Data Quality Specialist	R	Yes	IDQ developer is a technical resource with knowledge of DQ rule development, profiling, DQ validations and ETL.	DQ Developer	N/A	N/A
Application Owner	A	No	Owner of a System or Application	N/A	Application Owner	N/A
Application SME	R	Yes	Individuals with specific subject matter expertise for an Application	N/A	Application SME	N/A

Enterprise Data Manager

Data Steward



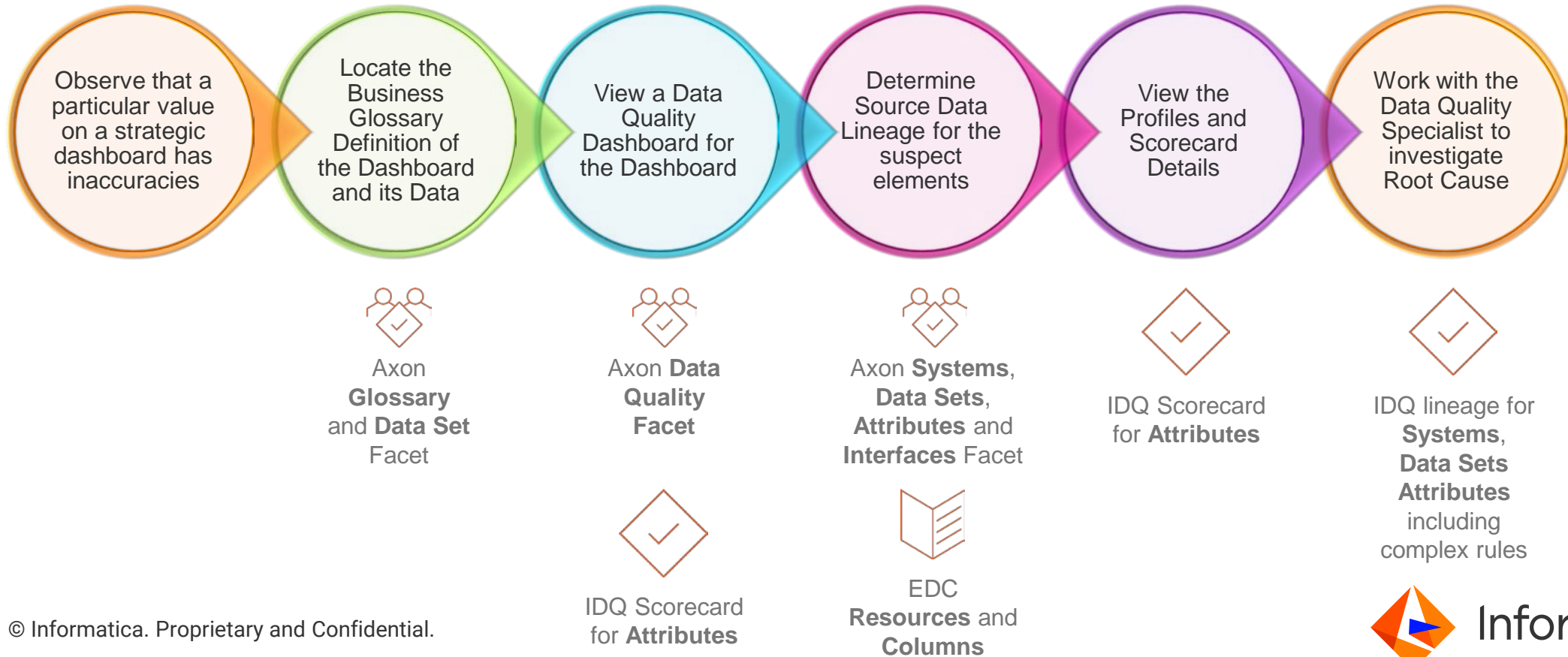
Investigating a Quality Issue

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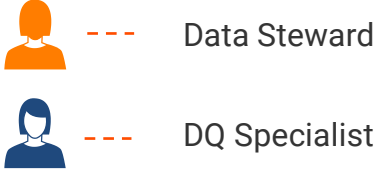


Data Quality Issue - Context

- ❑ Key concepts for a successful Data Quality program:
 - ✓ Establishing processes to reach consensus on Critical Data Elements (CDEs)
 - ✓ Once a consensus is reached, prepare and assign responsibilities and accountabilities for ensuring quality

- ❑ The following execution flows will help in understanding:
 - ✓ A common approach for identifying CDEs and collect information that will be used to test the CDEs and populate the data quality scorecard
 - ✓ Data elements contributing to CDEs and how data quality issues can potentially impact business

CDE Onboarding Process Flow



Axon

EDC

IDQ



Propose CDEs



Agree on Business Glossary Definition



Assign Stakeholders



CDE to Data Domain Mapping



Auto Discovery and Tagging



Curation/Meta data Enrichment



Dataset/Attribute & lineage onboarding



Auto onboarding Curation





DQ Rule Creation



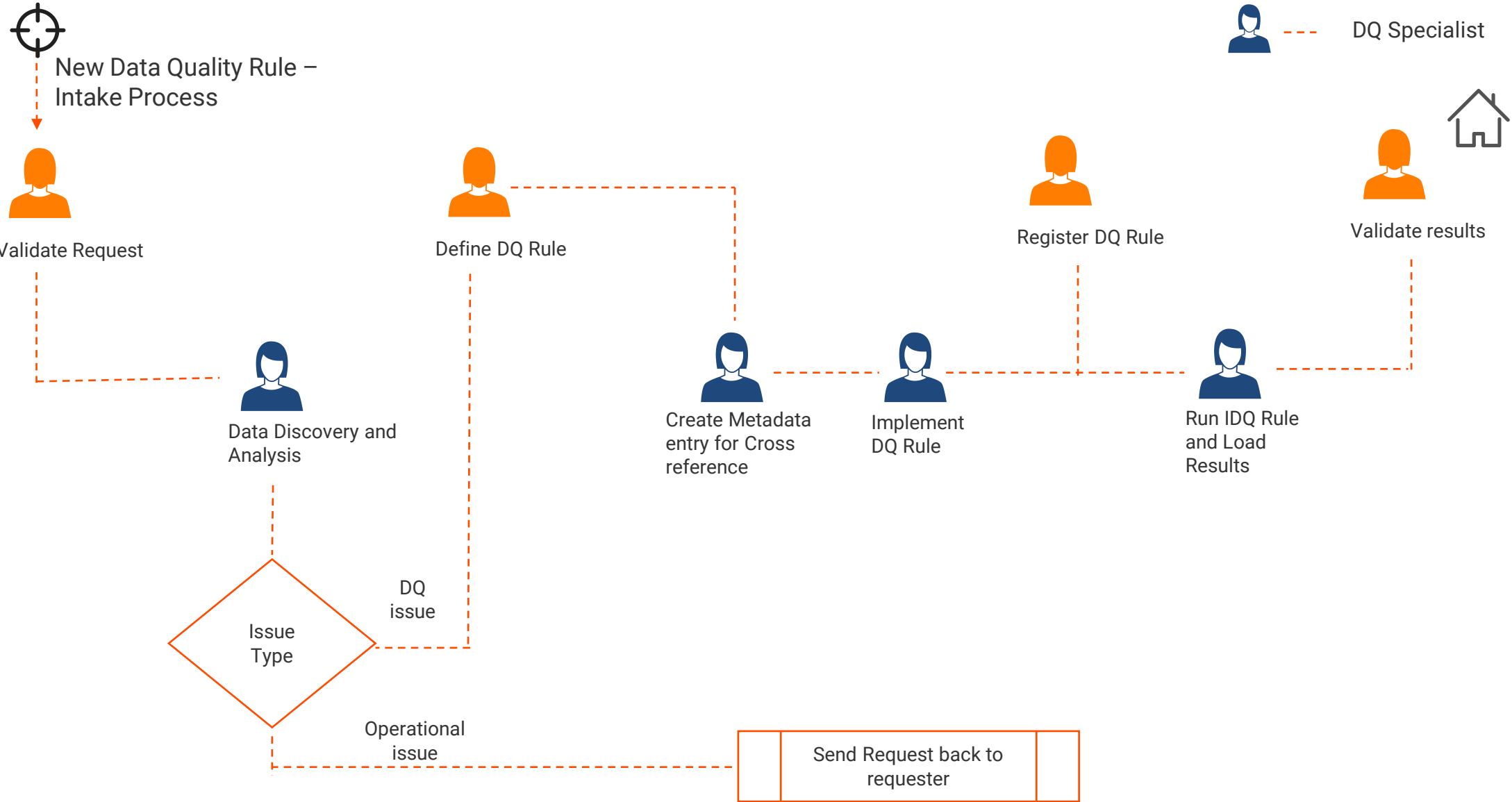
Profiling Analysis

Data Quality Issue – Consumer Execution Flow

 --- Data Steward
 --- DQ Specialist

AXON

IDQ



Execution Flow Steps- Operational Runbook



Outcome



How-To instructions



Do's and Don'ts



Troubleshooting



Get Help



Data Steward

Curation/Meta
data
Enrichment

We're Ready to Help!

Different ways we can help

- Follow up Sessions
- Technical and Business Workshops
- Assessments
- Customized Engagements
- Technical and Business Advisors
- Implementation Support

For follow up and additional questions, please reach out to:

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Q&A