

**DAMA Phoenix Chapter
Session – Data Governance
August 25, 2011
“Process, Procedures, Tools”**

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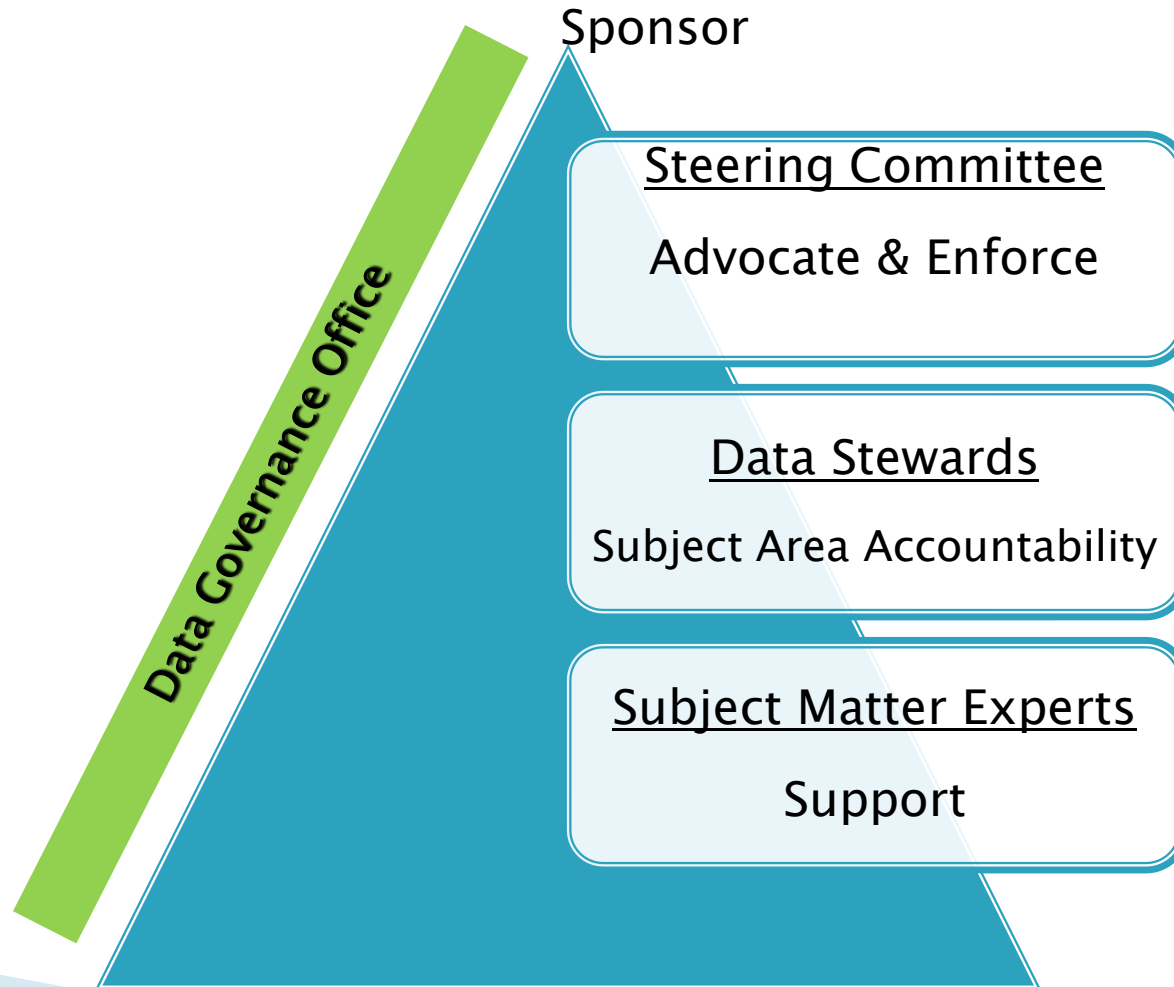
Agenda

1. Program Characteristics
2. Key Success Factors
3. The “Toolkit” (Process, Procedures, Tools)
4. Challenges & Next Steps

Characteristics of our Program

- ▶ **Operating model** is “top down” to ensure alignment and endorsement
- ▶ **Line of Business** initiated, not Enterprise
- ▶ **Business Drivers** – Data Quality, Data Integration, Metadata Management
- ▶ **Roadmap** for in-scope data
- ▶ **Dedicated Data Governance team** to define and manage the program, policies, practices, expectations

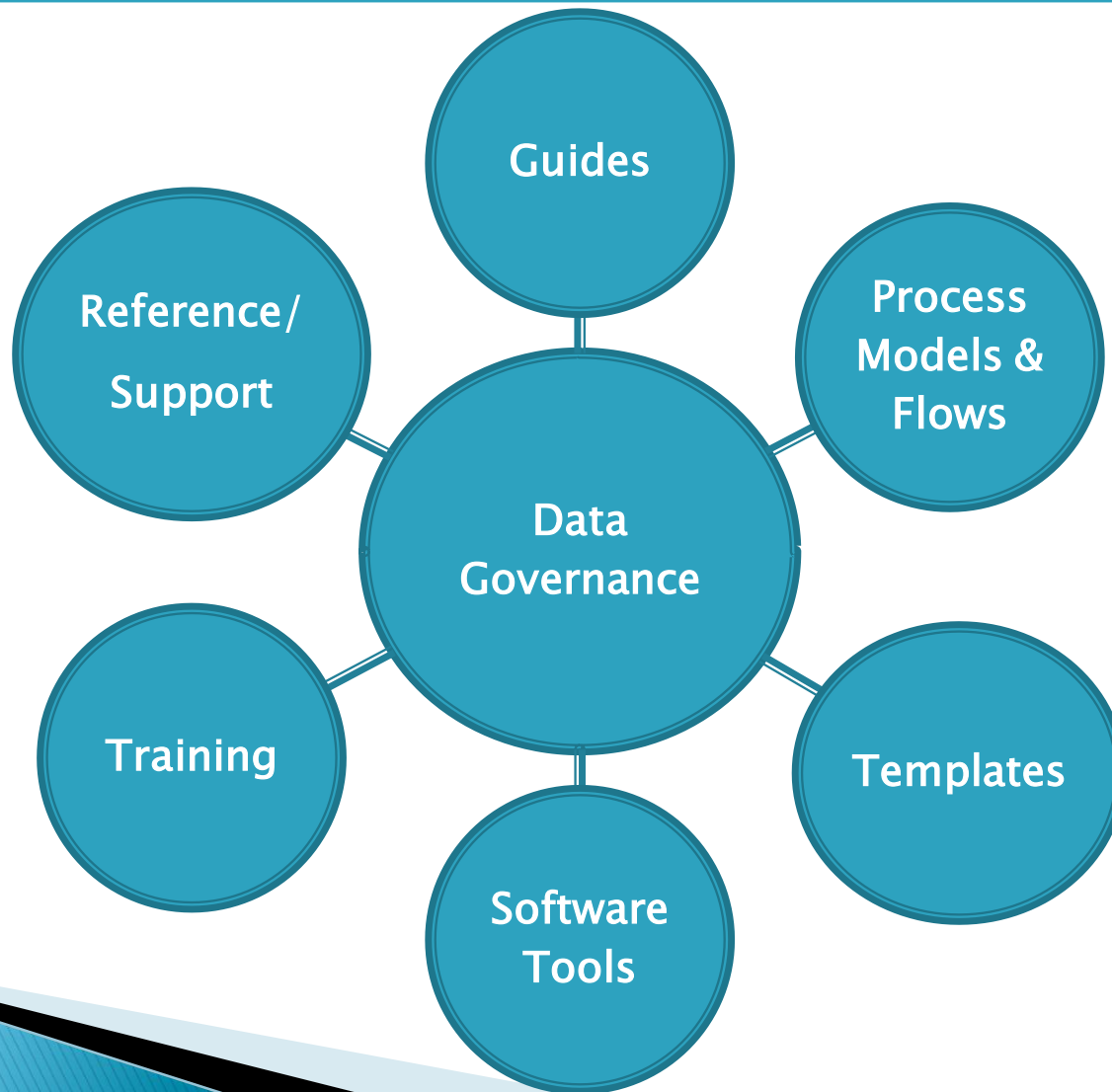
Operating Model



Key Success Factors (to date)



“Toolkit” enables consistent practices



“Toolkit”



SOFTWARE TOOLS

Overview

IBM® InfoSphere™
Business Glossary

An intuitive web-based interface for exploration of business terms. Enables creating and managing an enterprise vocabulary.

InfoSphere Business Glossary Browser - Welcome to InfoSphere Business Glossary

Search | Category Tree | Stewards

Term Details

General Business Terms - High Value Customer

Short Description: Customer among top seven percent of account holders.

Long Description: Customer among top seven percent of account holders. The term refers to the unique account number or associated identifier of an individual account holder.

Steward: Seth Taylor

Assigned Assets

Notes

History

Date	Edited By	Comment	Abbreviation	Example	Short Description
2008-10-27 08:38:00	betryjones	No comment	HVC	Member of Tier 1 Gold Platform; Member of Regional Value Tier	Customer among top 5 percent of account holders
2008-10-27 08:34:29	betryjones	New directive from office of vice president-finance will trim this population of account holders	HVCLST	Member of Tier 1 Gold Platform; Member of Regional Value Tier	Customer among top 5 percent of account holders
2008-10-27 08:27:00	bulder	Clarify abbreviation; added Usage at the behest of Benny Williams from Operations	HVCLST	Member of Tier 1 Gold Platform; Member of Regional Value Tier	Customer with total account balance across all accounts (checking, savings, etc) >\$500K
2008-10-27 08:22:50	johnsmith	Added example account types	HVC	Member of Tier 1 Gold Platform; Member of Regional Value Tier	Customer with total account balance across all accounts (checking, savings, etc) >\$500K
2008-10-27 08:19:15	johnsmith	Increasing minimum balance to sync with other platinum incentive programs	HVC		Customer with total account balance across all accounts (checking, savings, etc) >\$500K
2008-10-12 17:37:47	bulder	Created	HVC		Customer with total account balance across all accounts (checking, savings, etc) >\$500K

“Toolkit”



SOFTWARE TOOLS

Overview

IBM® InfoSphere™
Information
Analyzer

Data discovery, validation and
monitoring capabilities tool.
(Data Profiling)

The screenshot displays the IBM Information Server interface. The main window is titled 'CHEMCO' and shows a 'Data Rule Summary' table. The table lists various data rules with columns for Name, Severity, Total Records, # Met, # Not Met, Trend, Last Run, and Frequency. Below the table are two pie charts: 'Column Analysis Statistics' showing 9.2% analyzed and 90.8% not analyzed, and 'Data Quality Statistics' showing 25% fail, 65.8% pass, and no benchmark.

Name	Severity	Total Recor	# Met	# Not Met	Trend	Last Run	Frequen
ChemCo							
Company							
Unit Catalog Depart	5.3%	6867	6160	707	✗	04/08/08	Weekly
Unit Catalog Divisor	2.25%	6867	6335	532	✗	04/08/08	Weekly
Item							
Unit Catalog Mako/B		6867	6860	7	✓	04/08/08	Daily
Unit Catalog No Ast	0.59%	6867	6483	384	✗	04/08/08	Daily
Unit							
Unit Check on UNITC	10.76%	6867	5785	1082	✗	04/08/08	Weekly
UNITCTLG Average					✗		
Unit Fix Cost					✗		
WorldCo Consolidation							
Customer							
High-Value Custome	5.3%	6867	6160	707	✗	04/08/08	Weekly
Valid CUSTID	2.25%	6867	6335	532	✗	04/08/08	Weekly
Employees							
Valid Date of Hire		6867	6860	7	✓	04/08/08	Daily
Valid IDs	0.59%	6867	6483	384	✗	04/08/08	Daily
Vendors							
Check Vendor	10.76%	6867	5785	1082	✗	04/08/08	Weekly
Delay Expense					✗		
Average Dollar Volu					✗		

“Toolkit”

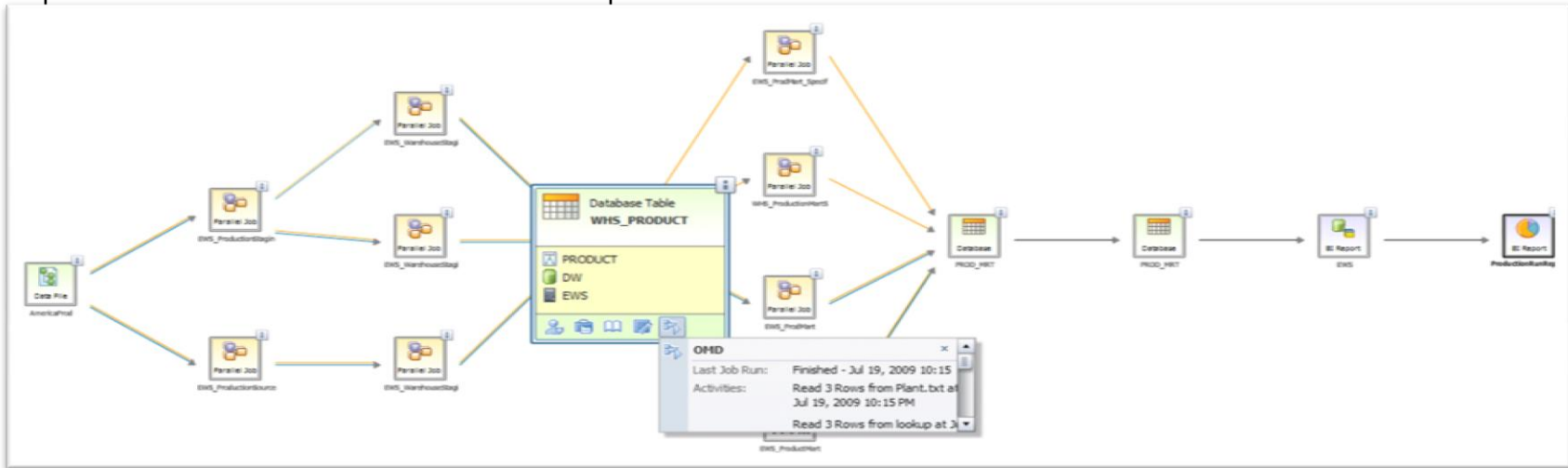


SOFTWARE TOOLS

Overview

IBM® InfoSphere™
Metadata
Workbench

Data Lineage – insight into data sources, ETL process, rules, BI reports, business terminology.



“Toolkit”



Process Models	Overview
Governing Elements Model	Outlines establishment of a “Standard” element for Business Glossary.
Data Profiling Model	Outlines profiling and data quality objectives. Discover anomalies and business rules before Design Phase.

All new data must be profiled and defined before Design Phase.

“Toolkit”



Guides	Overview
Data Steward Guide	Detailed accountabilities and method of operation for the Data Stewardship role.
Governing Elements Best Practice & Standards	How to label an element and compose a business definition, usage of class words, data value descriptions.
Business Glossary	User Reference Guide

“Toolkit”



TEMPLATES	Overview
Governing Elements	Capture content for new elements with controls for valid values.
Data Profiling	Capture requirements, findings and remediation steps.
Solution Delivery Lifecycle	Pre-filled with Data Governance content to ensure alignment and mandatory milestones. (Project Charter, Requirements, Project Plan)

“Toolkit”



Training & Orientation	Overview
Data Governance Program	General Orientation, Processes, Roles & Responsibilities.
Data Steward Training	Data Steward orientation and training.
Business Glossary Tool	On Demand training for Business Glossary users.

“Toolkit”



Reference & Support	Overview
Content Management Site	Central location for Data Governance Program content, scope, materials, communication.
Data Governance Team Email	Group email for Data Governance Q&A, Support
Project Roles & Responsibilities	End-to-End project engagement flow.

Challenges & Next Steps

Challenges

- Instilling Behavior Change
- Communicating the Practice
- Identifying Data Stewards and Turnover

Next Steps

- Data Lineage
- Expand Program Scope
- Data Steward Forums
- Value Metrics

THANK YOU!