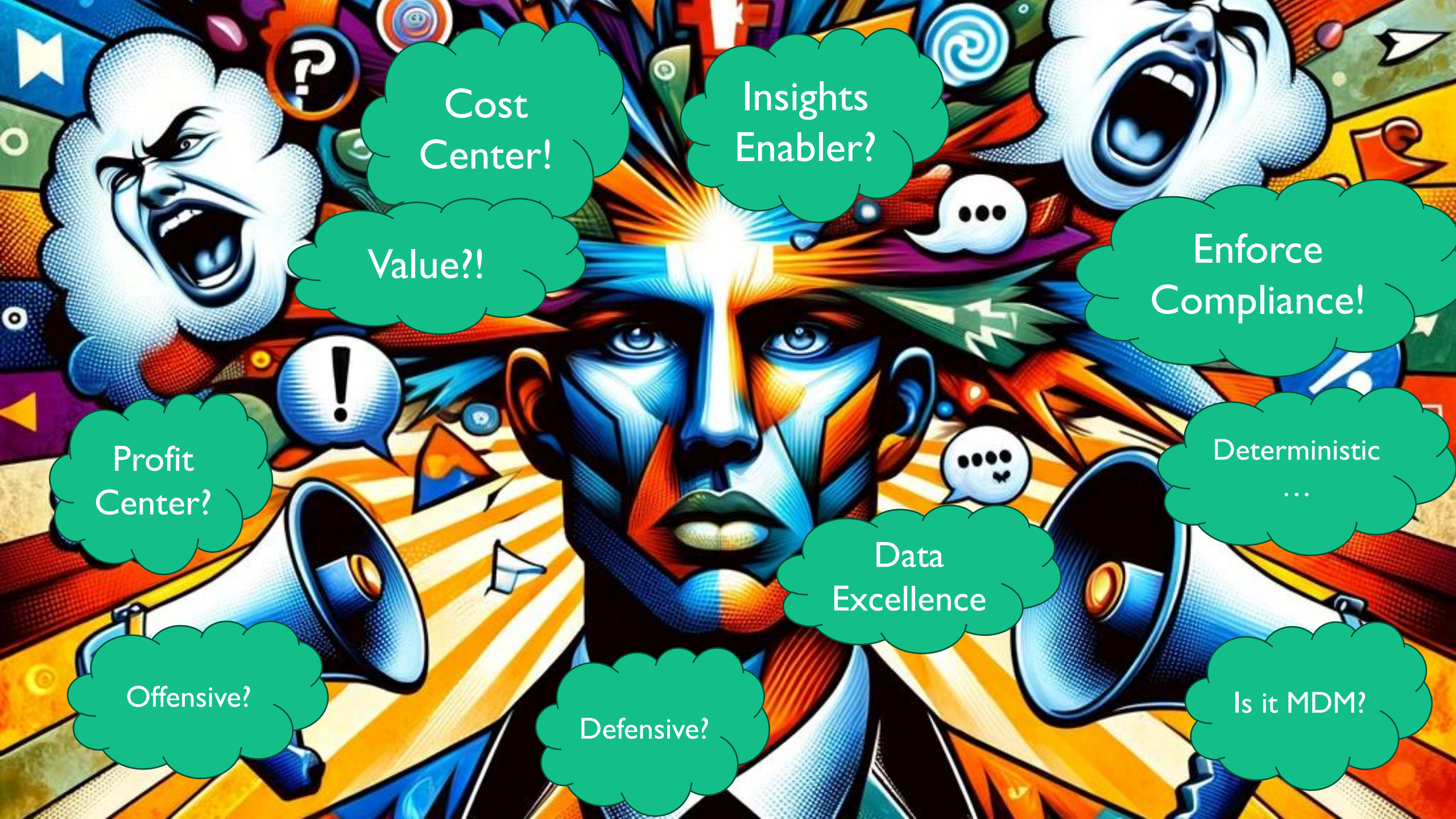


**True stories of Data  
Governance:**

**From  
Metadata Management  
To Revenue Magic**







Cost  
Center!

Insights  
Enabler?

Value?!

Enforce  
Compliance!

Profit  
Center?

Deterministic  
...

Data  
Excellence

Offensive?

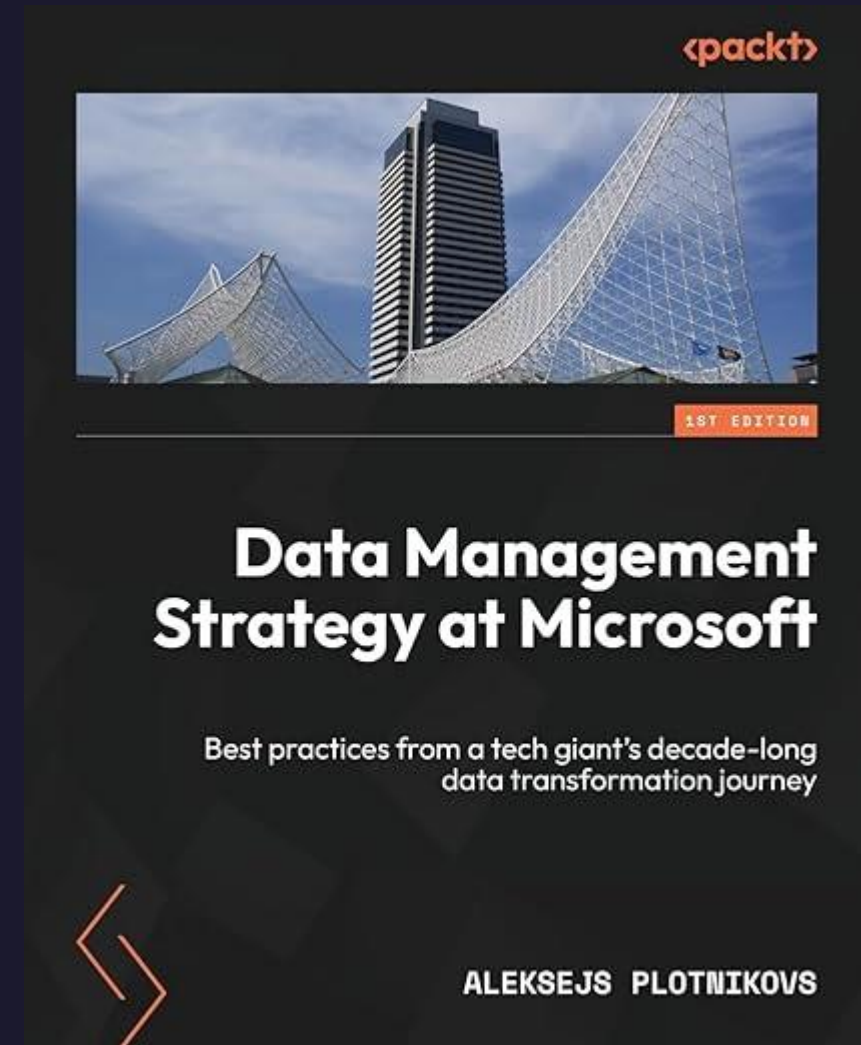
Defensive?

Is it MDM?






*Aleksejs Plotnikovs,  
Founder of [chiefdata.ai](https://chiefdata.ai), author of  
“Data Management Strategy at Microsoft”*



Available at: [Amazon.de](https://www.amazon.de)

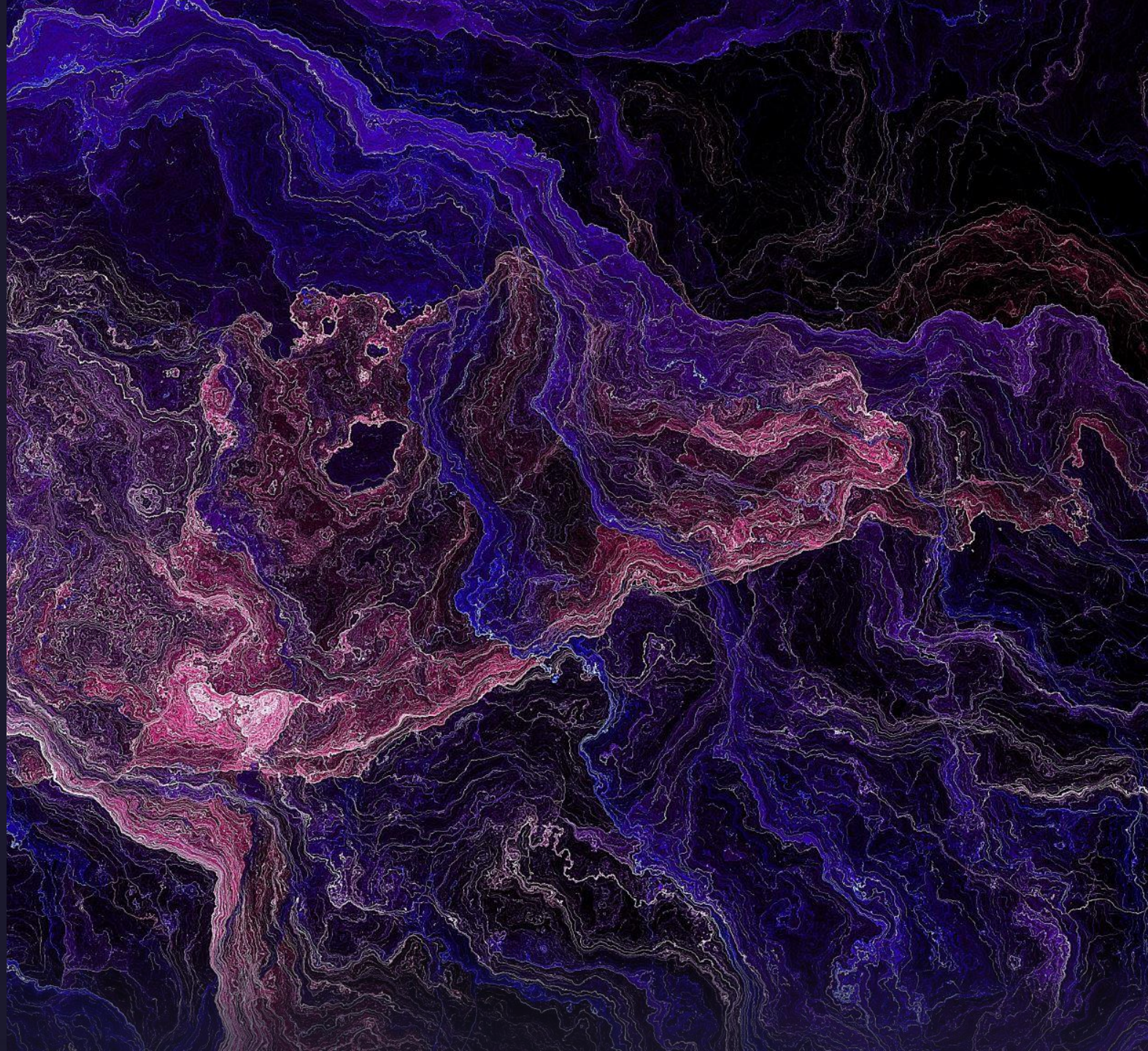





# I have 4 stories to share...

## A fact check at first :

“Storytelling is the best approach to describe business challenges because it engages the audience emotionally, making complex issues relatable and easier to understand, thereby fostering a deeper connection and driving impactful action” - *ChatGPT*





## The 1<sup>st</sup> Story

I got a call from global HR partner, telling me something unusual and unexpected is just about to happen...





Company relies on the Metadata and Taxonomy as the foundational reference data and a unifying semantical connector between business groups.

**Currency definition goes wrong for a global employee in HR system**, triggering escalation and massive review of how reference data is defined, operated and synchronized across the sources.



Metadata and Taxonomy management program created and deployed as the part of Data Governance work.

**A One Shared repository of referential data for ALL company.**

Referential integrity cross-check with transactional data enforced. Built community of business stewards with clear ownership and actionable accountabilities.



Got fully compliant data estate with Zero reported issues on referential data.

**No single business escalation in past 5+ years.**

Enabled quality, fidelity, compliance and integrated management of Metadata & Taxonomy.

## The 2<sup>nd</sup> Story

**“You can’t stop the business!”** - a sales leader told to CRM data engineers when asked to adhere to data entry controls for sales & marketing teams.







CONTEXT

**Loose data controls in the CRM system at the point of data entry** leads to a lot of bad data inside and low reliability.

Herein, building bridges between business efficiency, continuity, data ownership and central data excellence needs, by enabling operational data governance for “in-flight” controls over data entry becomes a true win.



TAKE ACTION

Operational Data Governance for key CRM attributes allows users to **keep entering data yet catches and reports incompliance shortly after and reminds to complete the missing attributes** with qualitative data.

Daily monitoring and visibility to the managers – turns into gamification and competition..



RESULTS

Improved data at entry w/o breaking the business process flow.

Quick and painless adoption, with great portion of data literacy upfront and continues motivations and rewards to well performing business units.

**Up to 90% data Completeness & Accuracy score in 6 months.**



## The 3<sup>rd</sup> Story

CEO of major airline customer calls directly Satya Nadella on Sunday and asks for immediate help with Azure support, being otherwise blocked with cloud capacity expansion and inability to delivery on highly critical business line.









## The 4<sup>th</sup> Story

Partners are complaining about inability to easily see and analyze cloud and licensing agreements of the customers they serve, therewith missing upsell and cross-sell opportunities.







## CONTEXT

**No single source of licensing and cloud agreements**, further complicated by a missing “know your customer” overview for Partners.

But what if they could somehow get that data, curated and qualified, even if it comes at a certain fee..? (though reasonable, and of course, with customer’s consent of sharing the data).



## TAKE ACTION

Curated and governed **aggregation of cloud and licensing data built and deployed as the external data service to Partners**, with tiered fees, ML profitability model and full fledge support.

Governance and 98% accuracy are the key to success.



Data monetization opportunity by building high quality external DaaS capability to Partners.

Partners are now raving about new sales generator, and use of quality data, with **more than 30 000 requests in a year, resulting of \$1M+ in pure profit** for the data team.





# Closing words

**With these 4 stories unfolded, reflecting the multi-faceted brilliance of Data Governance, I want to leave you with 3 simple statements...**





A close-up photograph of a wooden structure, possibly a wall or a large sign, composed of many horizontal wooden planks. The planks are painted with alternating red and yellow stripes. The word "REFLECT" is written in large, bold, red capital letters across the middle of the image. The letters are slightly shadowed, giving them a three-dimensional appearance as if they are attached to the surface.

**REFLECT**

**POWER IS NOTHING WITHOUT CONTROL**





“Where there is a will there is a way” – *English proverb.*





Be kind to people. Data is a team sport, and we need to support each other.







Questions..?  
Reach out &  
Connect..!

