

precisely

CDAO Germany

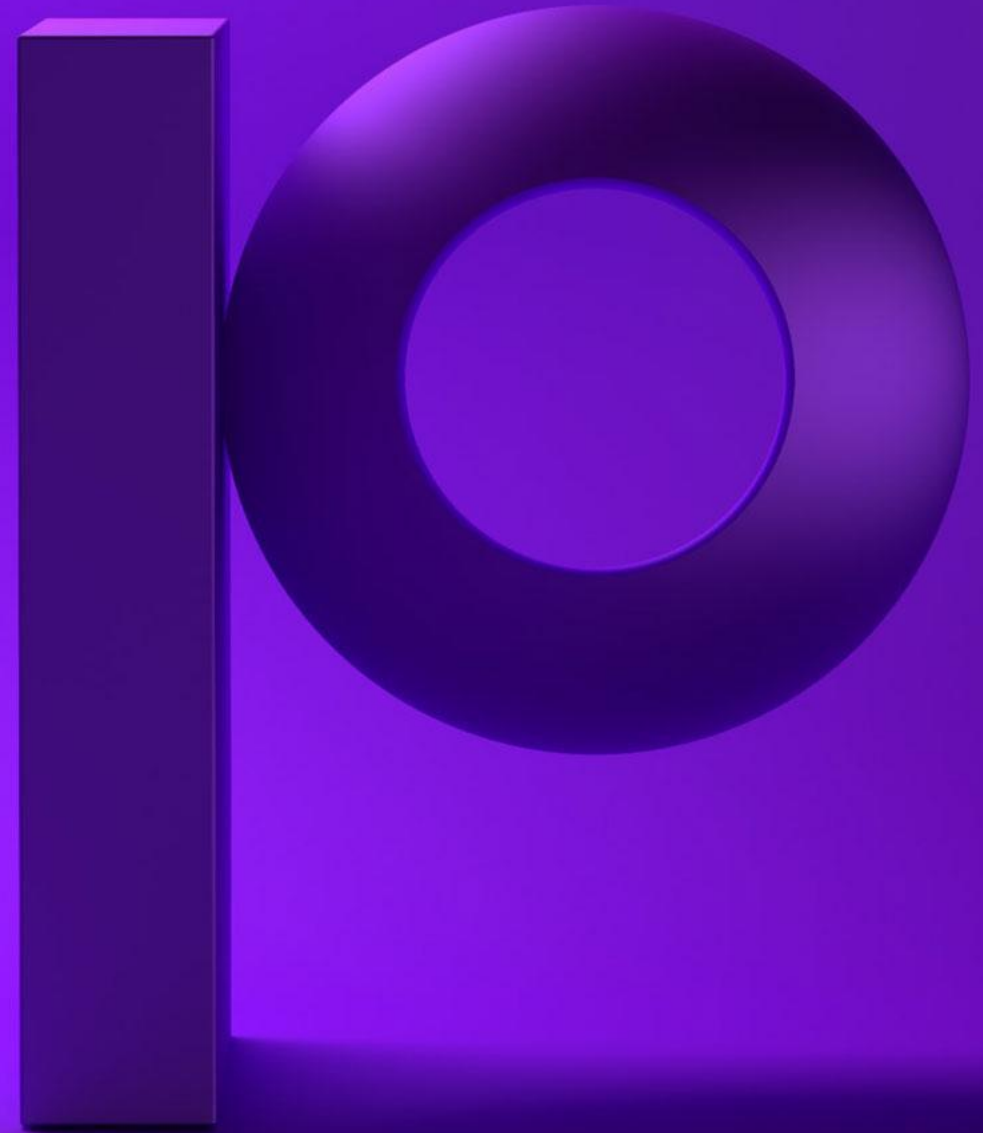
More Than Data Governance

Instilling the Right Mindset to Generate Value

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In the shoes of the Chief Data Officer

Data is a key asset to achieving our ambitions

How to ensure continued leadership attention and funding?

How to measure the success of our data strategy?

We want to become data driven

How to break down data silos?

How to secure involvement of business data stewards?

Data plays a critical role for our digital transformation

Data Governance is mandatory to comply with regulation

How to align data strategy with business objectives?

How to propagate a data culture in the company?

How to make managers accountable for data?

AI needs reliable data

The mindset for success

Focus on the means

Data Governance is the orchestration of a company's staff, technologies and processes to manage data as an enterprise asset

- Loosely coupled to business value
- Abstract, hard to explain to non-specialists
- Lack of clear focus, risk of trying to boil the ocean

Focus on value

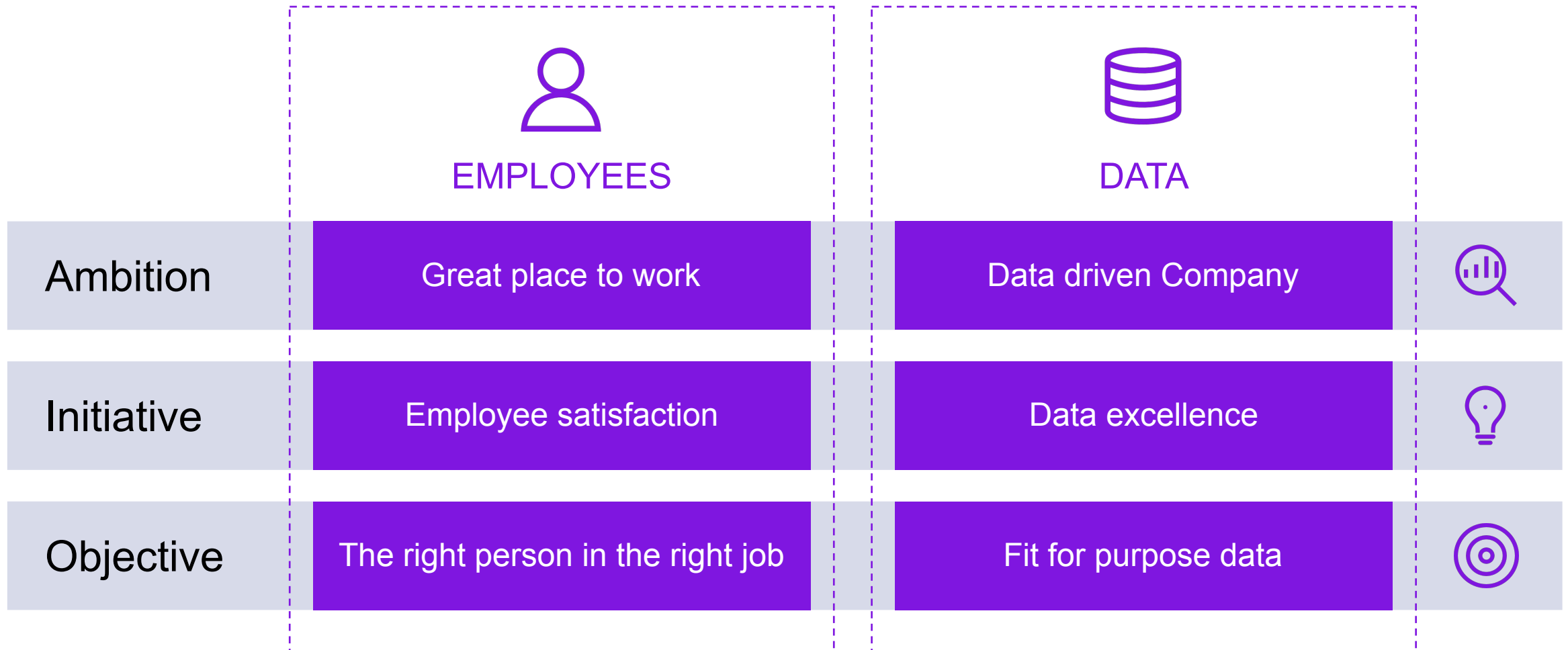
Data Excellence is making data fit for purpose

- Clear message directly related to business objectives
- Focus on the data you need
- Embark the entire organization on the journey to a data-driven company



Valuable assets and corporate strategy

An analogy ...





Data Excellence

Making data fit for purpose

Guiding principles

Business value

- ✓ Focus on critical data

Accountability

- ✓ Active involvement of senior management

Lifestyle, not diet

- ✓ Data at the center of concerns in daily activities, remaining focused on business value and continuous improvement
- ✓ Empower Business with data-focused responsibilities

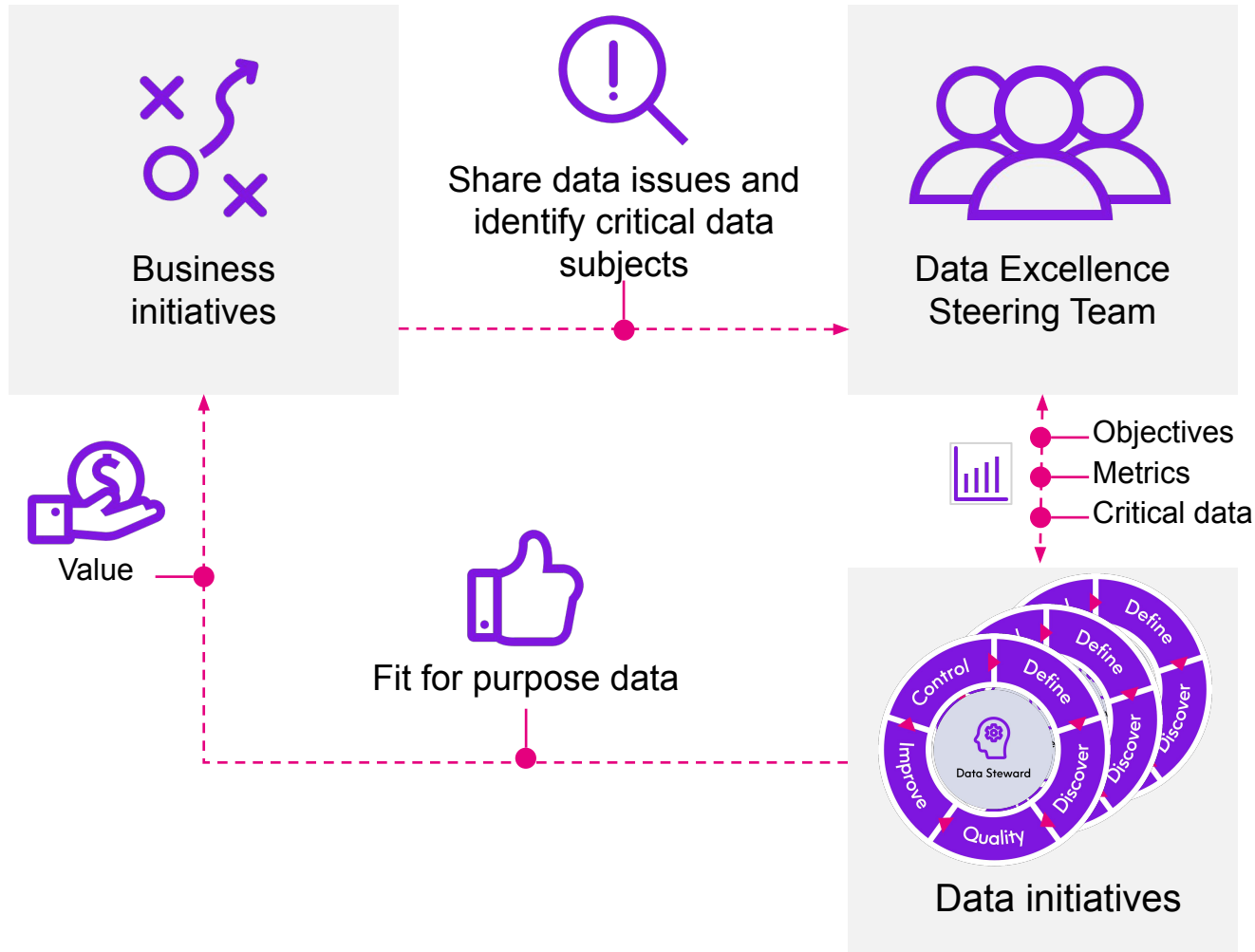
Break down silos

- ✓ Co-creation by the different business lines and support functions



Business value, accountability & break down silos

Activate senior management



DATA EXCELLENCE STEERING TEAM (DEST)

“Defines & drives the data roadmap”

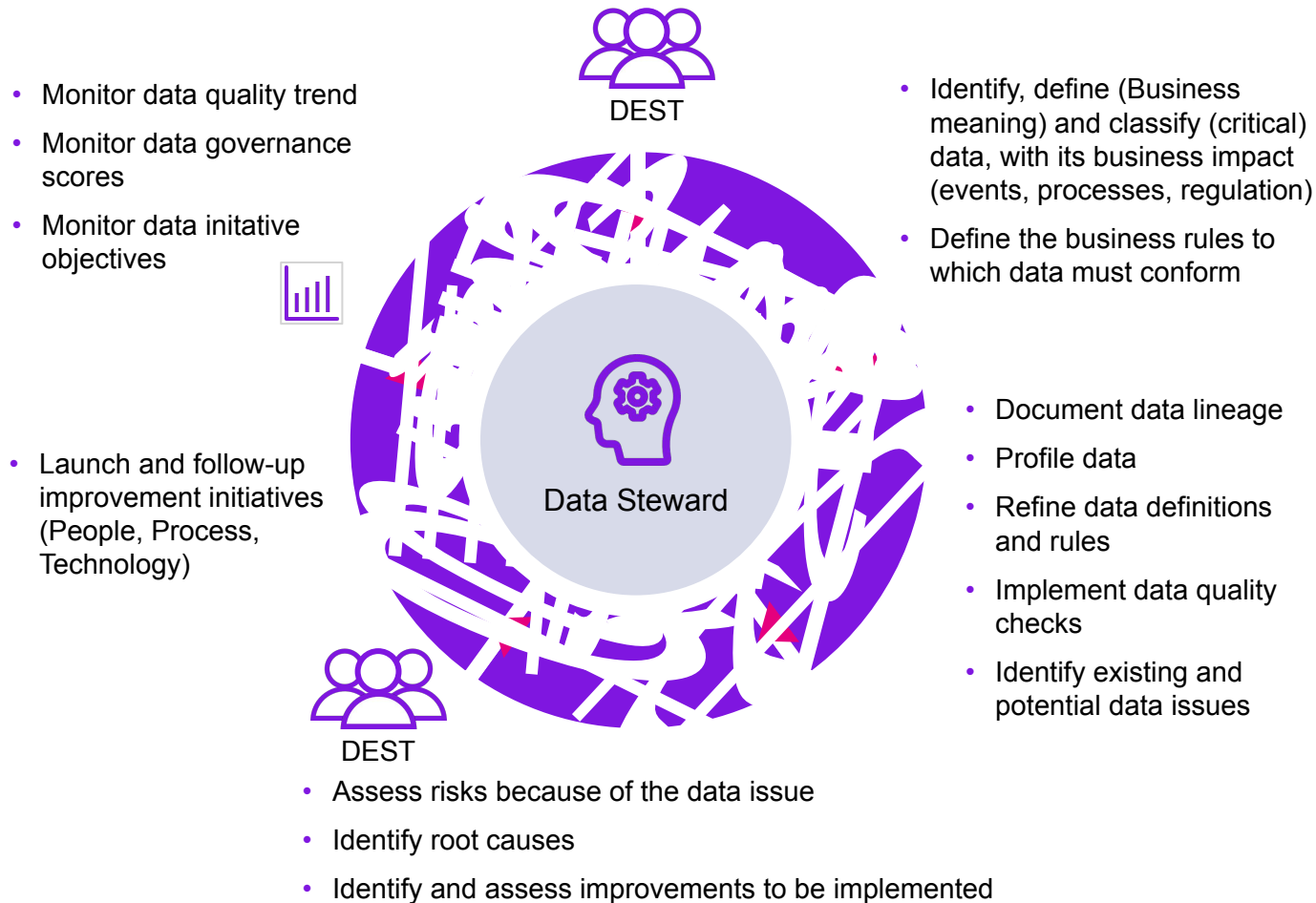
The DEST is responsible to identify and prioritize Data initiatives supporting Business objectives, risk mitigation and/or regulatory compliance. The DEST members (**Domain owners**) assign resources to perform the roles of Data Steward and Data Custodian.

The DEST drives **improvement initiatives** addressing root causes of data issues.

The DEST is playing an **active** role in the transformation towards a data driven organization (**maturity growth**)

Lifestyle, not diet

Business hands-on for continuous improvement

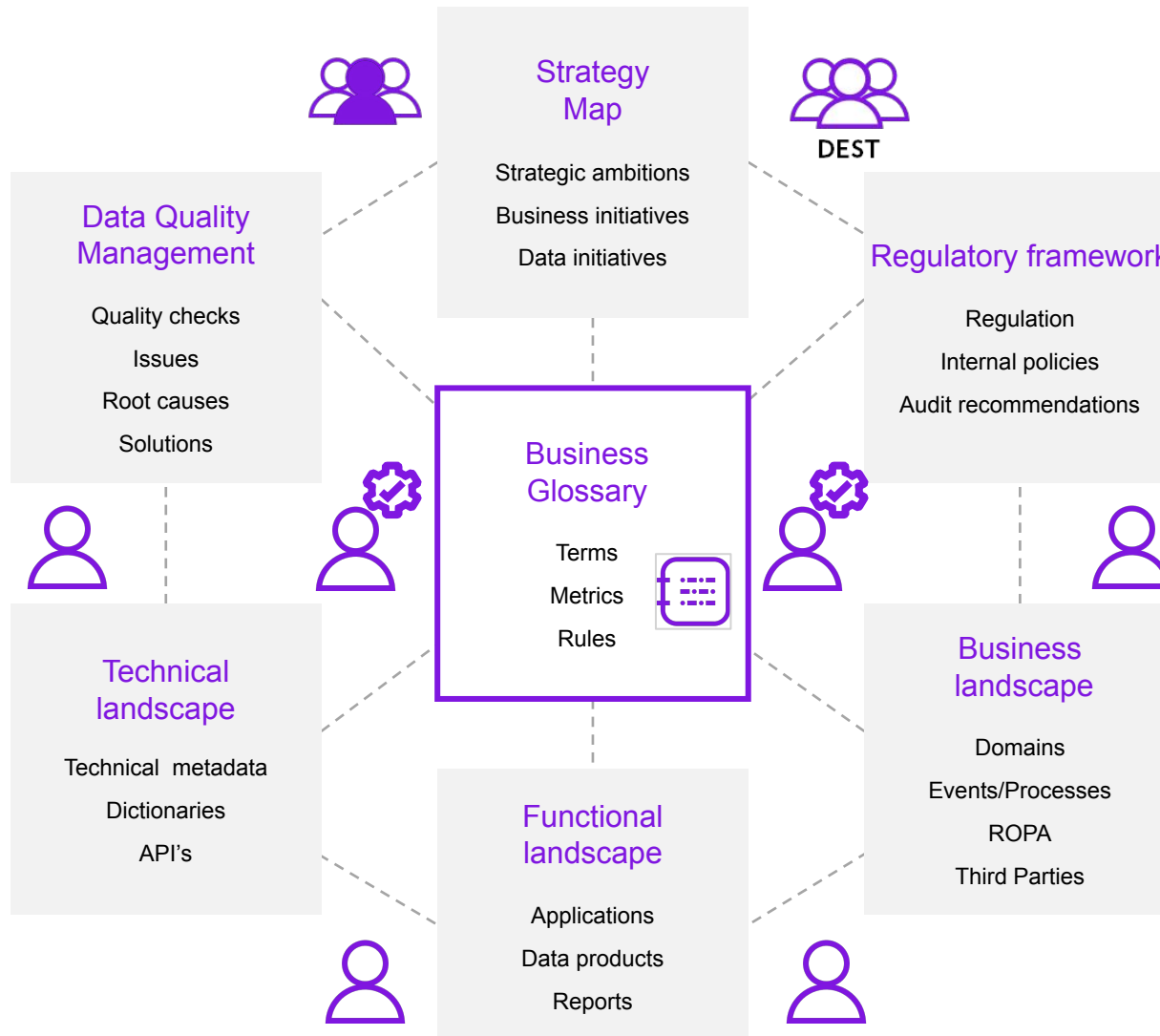


DATA STEWARD

“The essential armed arm”

- Formalizes, controls and improves critical data used in his/her Business domain
- Promotes the value of data as an ambassador of Data Excellence
- Identifies data issues and assesses related risk
- Understands the root cause of issues and proposes appropriate solutions
- Breaks down silos to facilitate enterprise-wide collaboration
- Maintains *flywheel* momentum, fostering continuous improvement
- Actively participates in the Data steward community

Break down silos with a one-stop shop for data



A data centric knowledge base

- Evolves over time
- Collaborative, clear responsibilities
- Business driven
- Reflects data strategy evolution

Average maturity score



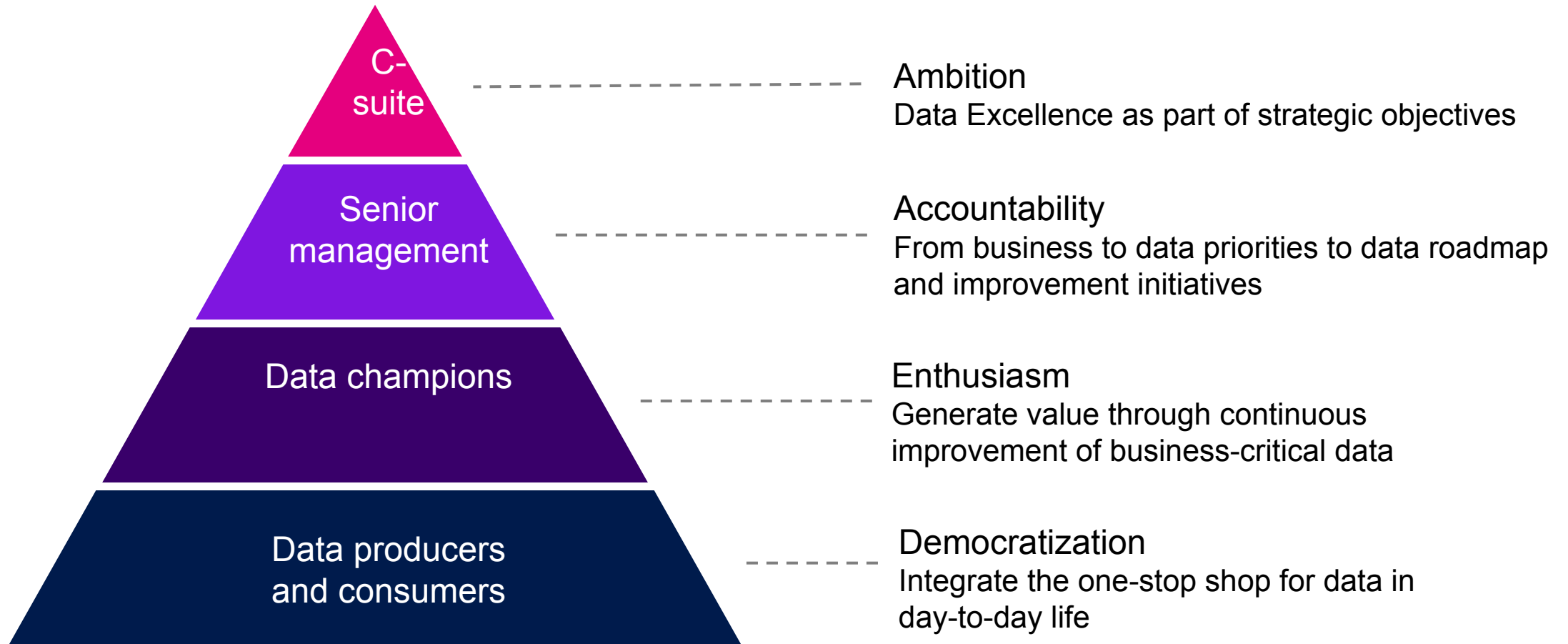
Proactive

Controlled

Manageable

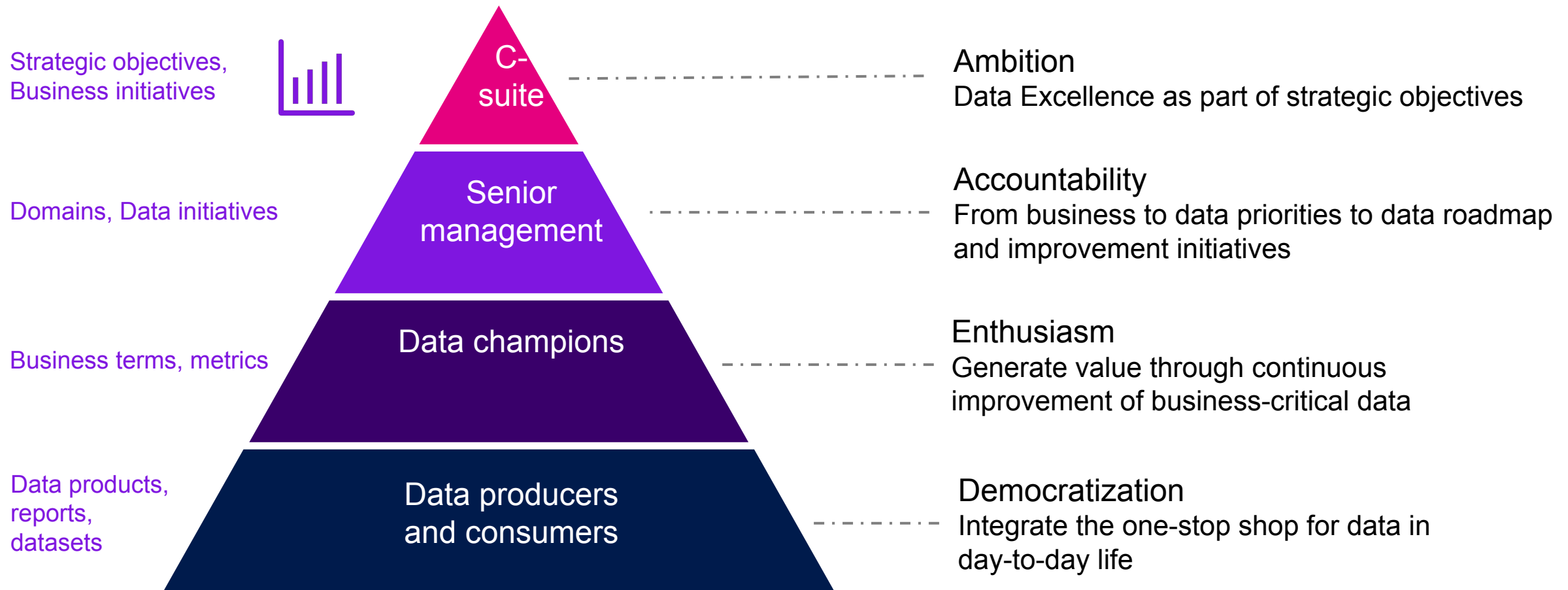
Unpredictable

Mobilize the Company on Data Excellence



Making data fit for purpose

Data Excellence scores for each level



The background is a solid deep purple. It features several 3D-rendered geometric shapes: a horizontal rectangle in the top left, a sphere to its right, a vertical rectangle in the top right, a sphere in the center, a sphere in the bottom left, a square in the bottom left, and a vertical rectangle in the bottom right. The text "Thank You" is centered in the middle of the composition.

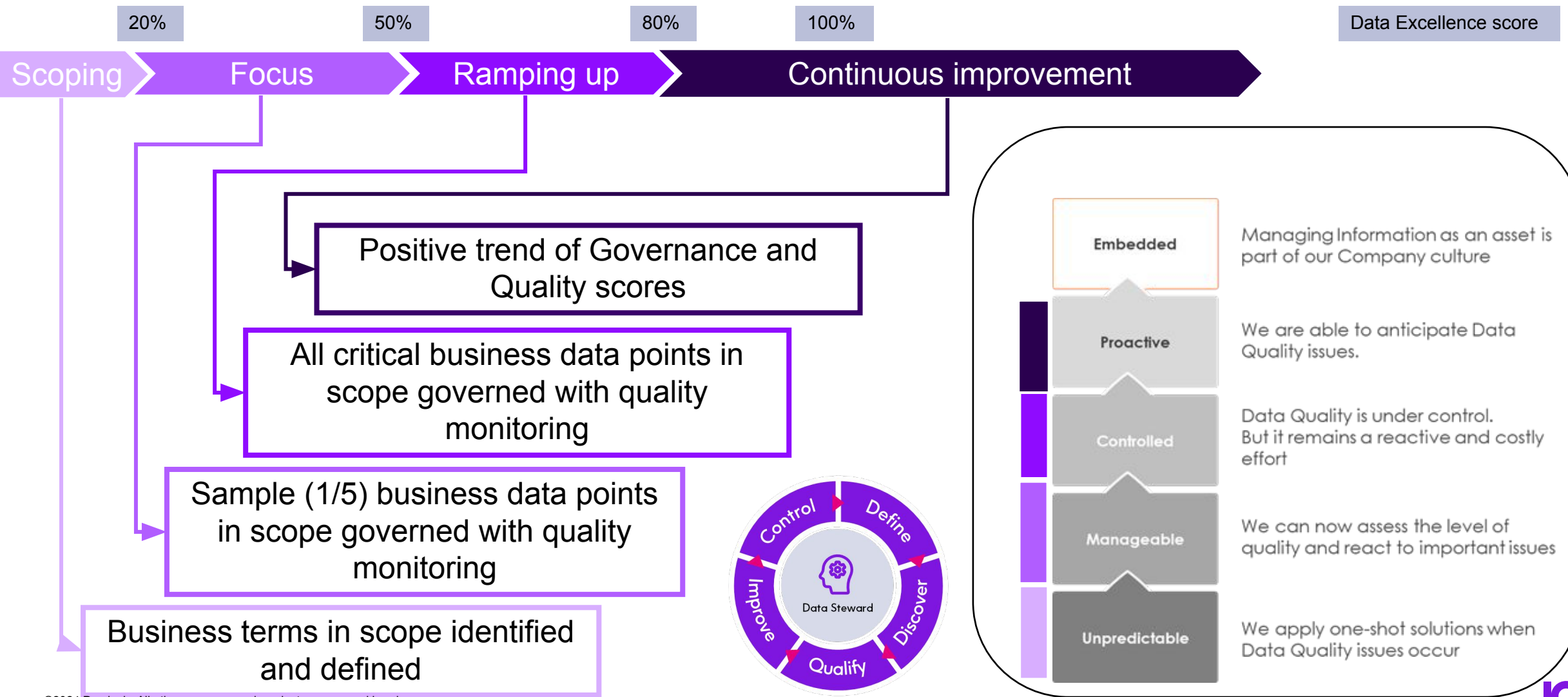
Thank You

precisely



Annex

Data initiative life cycle



Business vocabulary

- Business Term

- An instantiable and enumerable business element which materialize the business language used in the organization.

Example : Car policyholder, Driver, Claim

- Business Data point

- A qualitative or a quantitative characteristic of a term. It reveals what the business needs to know about a term

Example : Birth date of driver or First name of policyholder

- Metric

- A quantifiable measure calculated over a defined population, mostly resulting from an aggregation function.

Example : Average age of drivers

- Business Rule

- A statement that defines or constraints the validity, accuracy, consistency, uniqueness, timeliness and completeness of critical data for the business.

Example : A driver must have minimum 18 years old

