

Traditional Data Governance should be utterly ‘Expunged’

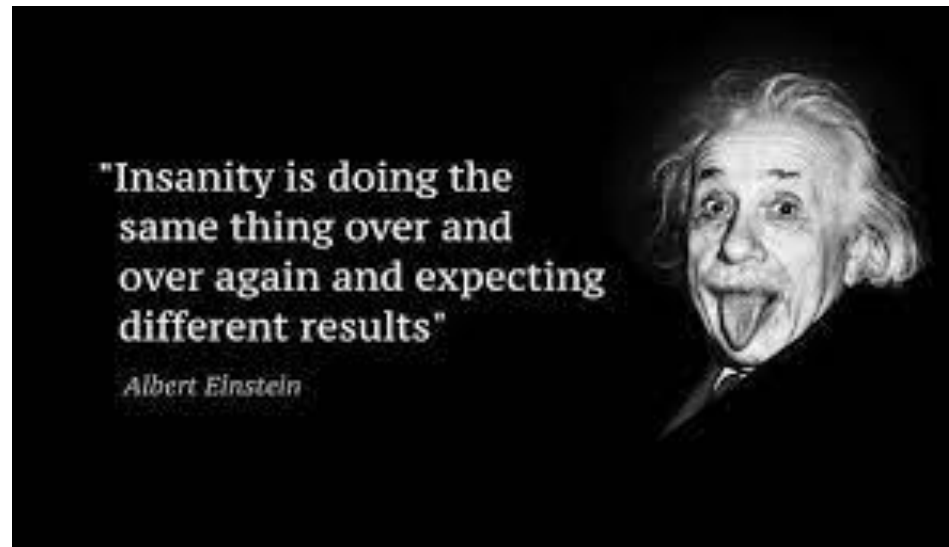
DATACON AFRICA 2023

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Head: Data Governance,
Absa Bank

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***'Expunging'** refers to the act of eliminating from existence (erasing, deleting, or destroying) information or records. It is commonly used in a legal context when referring to the removal of a conviction from a person's profile.*



Marketing SA as thee best



Scope

1. *Background & Overview*
2. *The Digital Transformation is taking centerstage*
3. *Modern technologies that gives businesses a competitive advantage*
4. *Traditional Data Governance should be utterly expunged*
5. *Moving towards Holistic Approach*
6. *Data Observability as the solution*
7. *Discussion*

The Digital Transformation is taking centerstage

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2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

TOTAL
POPULATION



we
are
social

7.91
BILLION

URBANISATION
57.0%

UNIQUE MOBILE
PHONE USERS



5.31
BILLION

vs. POPULATION
67.1%

INTERNET
USERS



4.95
BILLION

vs. POPULATION
62.5%

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DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



TOTAL
POPULATION



+1.0%

YEAR-ON-YEAR CHANGE
+80 MILLION

UNIQUE MOBILE
PHONE USERS



+1.8%

YEAR-ON-YEAR CHANGE
+95 MILLION

INTERNET
USERS



we
are
social

+4.0%

YEAR-ON-YEAR CHANGE
+192 MILLION

ACTIVE SOCIAL
MEDIA USERS



+10.1%

YEAR-ON-YEAR CHANGE
+424 MILLION

9

SOURCES: UNITED NATIONS, U.S. CENSUS BUREAU, GOVERNMENT BODIES, GSMA INTELLIGENCE, ITU, OWI, EUROSTAT, CNNIC, ARB, CIA WORLD FACTBOOK, COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS, OECD, TECHRASA, KERIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

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The Digital Transformation is taking centerstage

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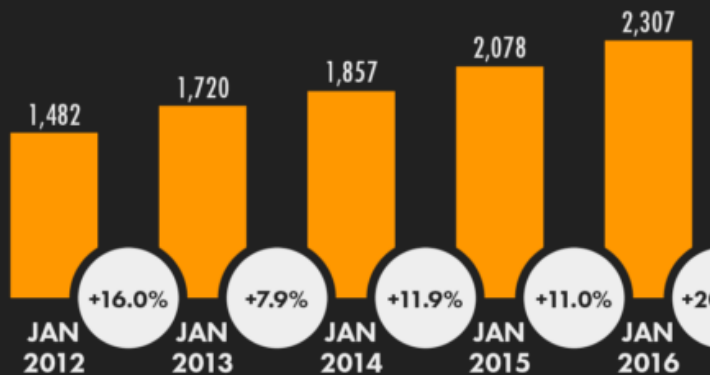
SOCIAL MEDIA USERS C

NUMBER OF SOCIAL MEDIA USERS (IN MILLIONS) AND YEAR-ON-YE

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



TOTAL
INTERNET
USERS



KEPION

4.95
BILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



we
are
social

62.5%

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF
INTERNET USERS



GW

+4.0%
+192 MILLION

AVERAGE DAILY TIME SPENT
USING THE INTERNET BY
EACH INTERNET USER



GW

6H 58M
+1.0% (+4M)

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE PHONES



GW

92.1%

88

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; INDIVIDUALS. COMPARABILITY: SOURCE CHANGES, BASE CHANGES, AND METHODOLOGY CHANGES. VALUES

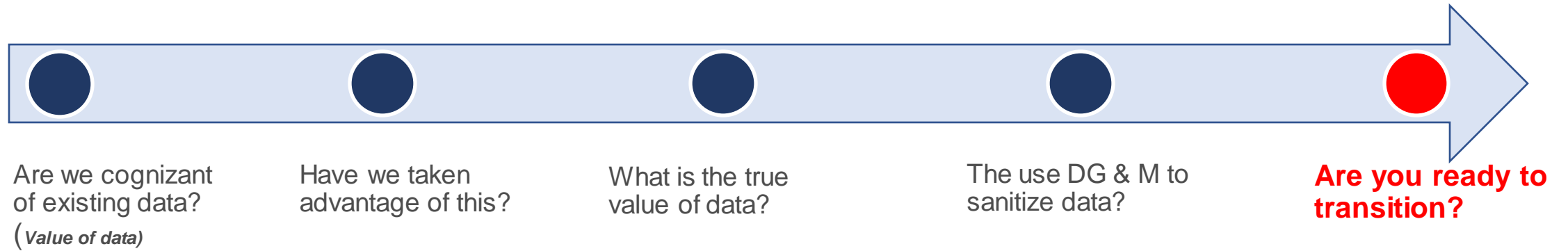
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SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJIL; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2021). BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. ADVISORY: DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE [NOTES ON DATA](https://www.gwi.com) FOR MORE DETAILS. COMPARABILITY: SOURCE AND BASE CHANGES.

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Why do digital transformation projects fail?



Modern technologies that gives businesses a competitive advantage



Internet of things

Automating routine tasks normally done by actual workers. Physical assets connected to the internet.

Cloud Computing

Keeping storage and processing power out of a static physical location.

Robotics Process Automation

Automating routine tasks normally done by actual workers.

Artificial Intelligence

Simulation of human intelligence through the use of computers.

5G and edge computing

decentralizing processing of data. As devices get more powerful and networks become faster.



Business Repository



Why do digital transformation projects fail?

Misalignment to business outcomes

- ❑ Most technologists, vendors included, struggle to put DX into financial language

Lack of awareness within the organization

- ❑ Humans by default fear what they don't understand.



Micromanagement/mismanagement of agile teams

- ❑ Misallocation of teams.

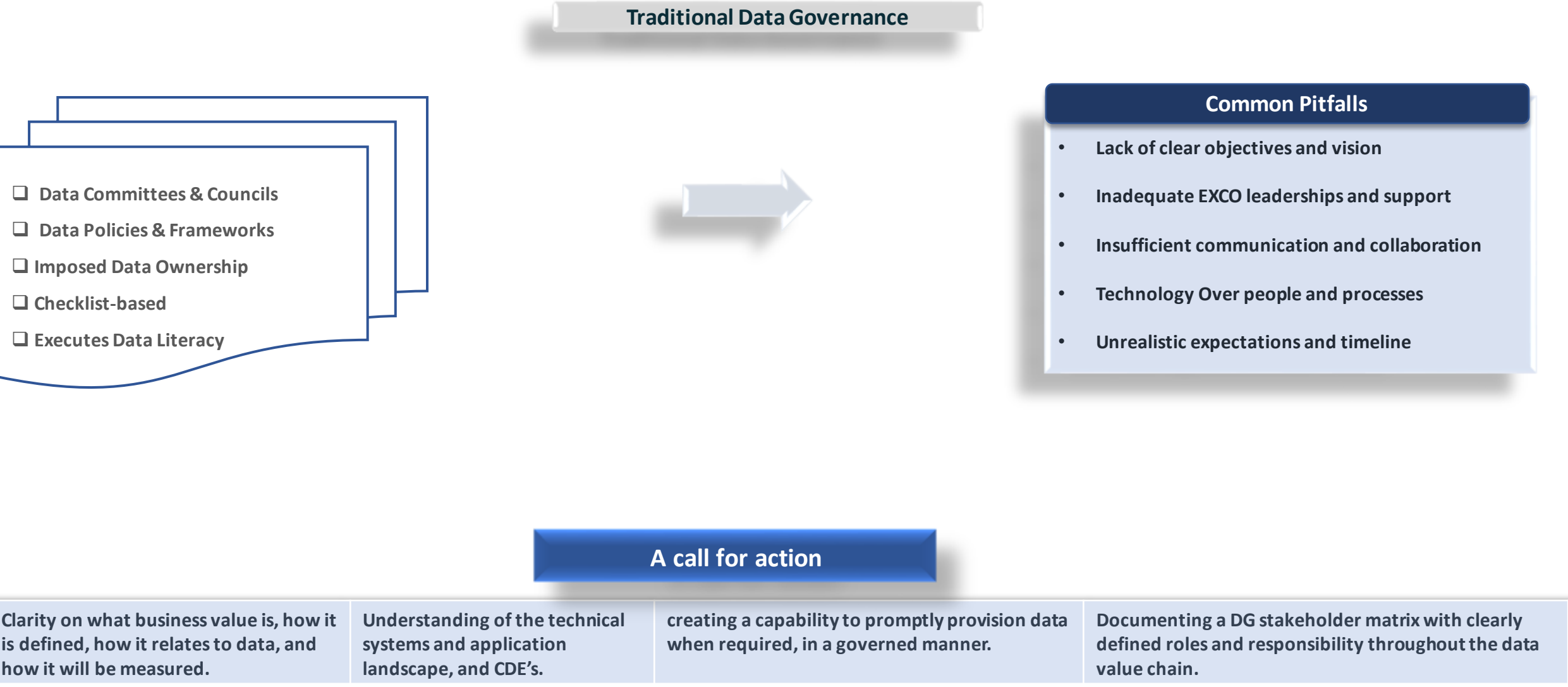
Distraction by the minutia

- ❑ Part of what makes engineers and coders great is their attention to detail.

Shiny toy syndrome

- ❑ Stop buying cool things that don't have a solid business case for implementation! Stop it!

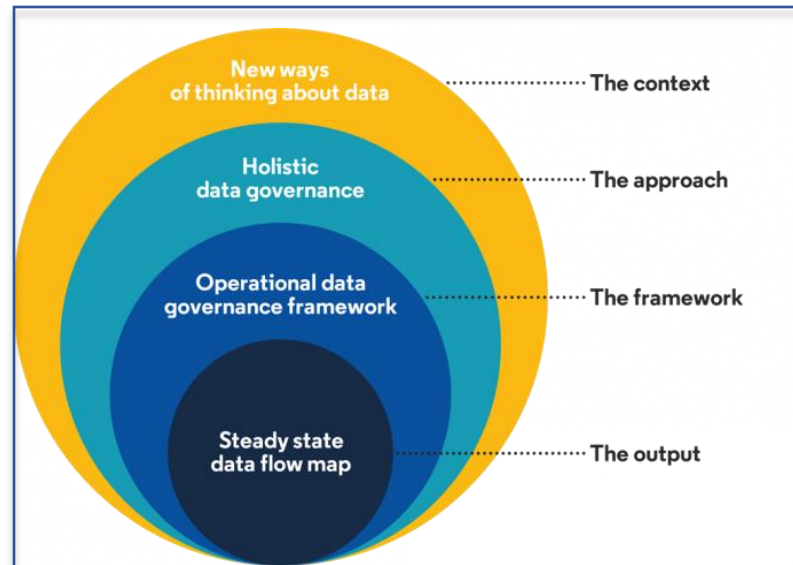
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Moving towards Holistic Approach

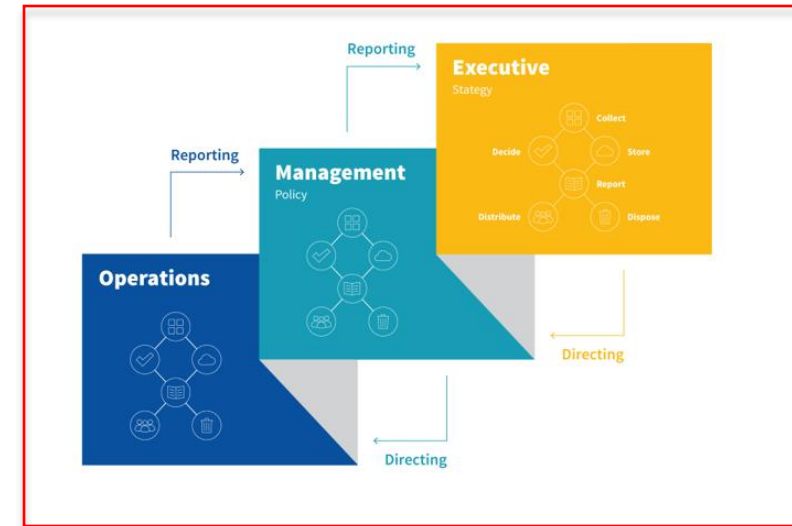
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As-is assessment: Executive, the management, and the operations



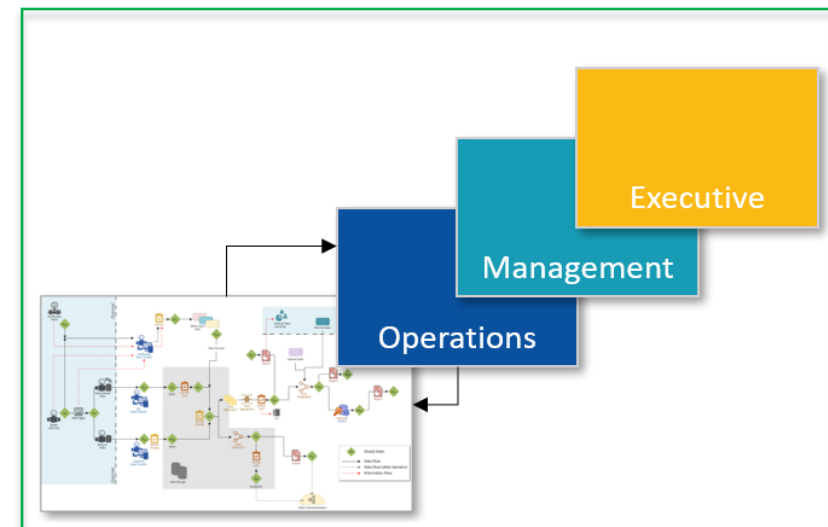
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Steady state data flow map interacting with the cascading scorecard

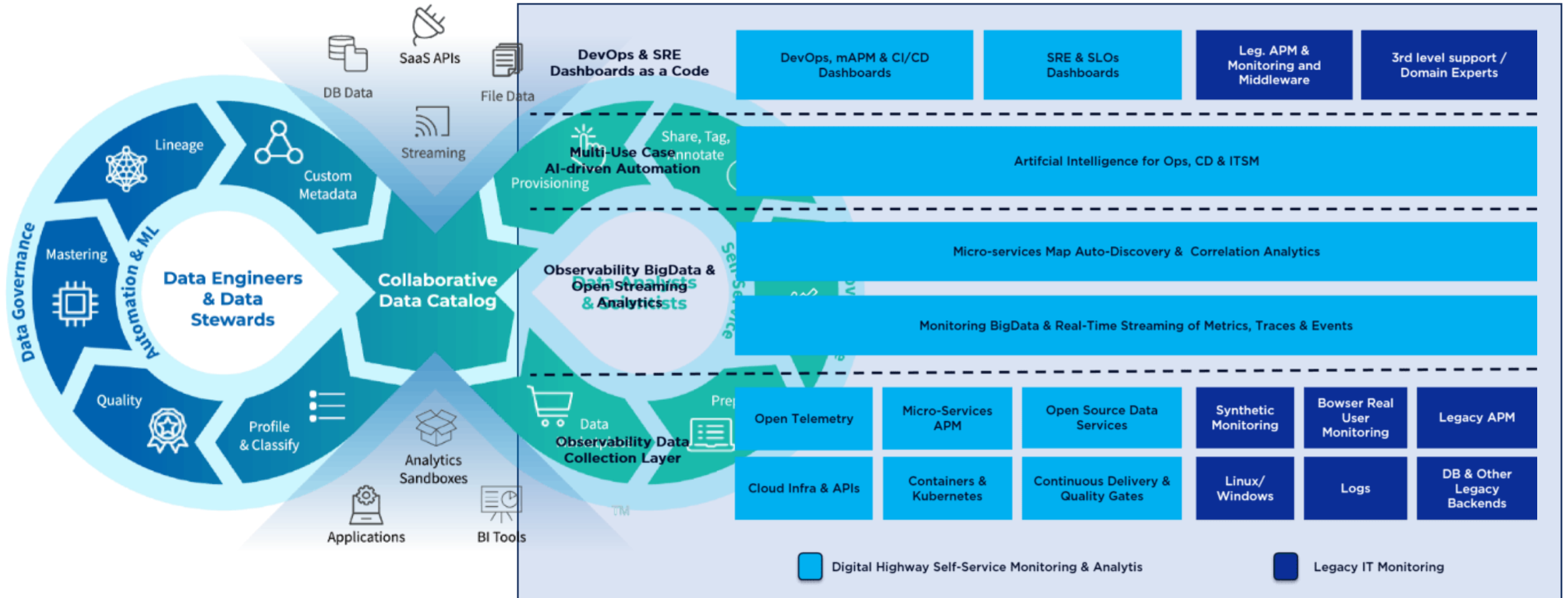


Embrace operational Data Governance Framework

2



Data Observability as a 'Holistic Approach'



Thank You

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Absa Group Compliance**