



5 tips for better Data Governance





If you don't trust your data, you can't make decisions using it

Data is critical to the decisions businesses make.

Businesses use data to plan how to reduce costs, avoid risk, keep in line with regulations, increase process efficiency, improve customer experience... the list goes on. In order to trust their data so that they can make those decisions, businesses need a robust and clear Data Governance strategy.

Have you already started a Data Governance initiative that isn't quite going to plan? Perhaps you're just getting started and need to gain buy in, or an idea on where to start?

Whatever stage of the journey you're on, this guide is aimed at giving you some top tips we've learned about how to establish an effective and – more importantly – achievable Data Governance strategy. These are simple steps you can take today to ensure better data leads to better outcomes.



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Don't just focus on technology

People often think data governance is about buying a piece of technology and deploying it.

Although technology is often an important enabler at some point during your data governance journey, there are far more important elements which will determine how successful you are in governing data.

Designing and implementing the right operating model, with roles and responsibilities, data processes, data quality controls and business rules are all examples of really valuable aspects of data governance – none of which have much reliance on a specific data governance tool.

TOP TIP 1

Work out what you want to achieve through data governance, and how you are going to get there. Worry about technology when you need to.



Start small and build on success

It is tempting to try and build everything you need for data governance for the whole organisation before you stop and reflect on whether it works and how effective it is.

The reality is that businesses evolve too quickly and things change at a fast pace. Rather than trying to design and build data governance for every area of your organisation, try and pick a candidate area for a proof of concept and start small.

It will take less time to design your operating model, and you can select a smaller group of stakeholders to test your processes out on.

As a result, you will learn what is and isn't working more quickly – which in turn will allow you to evolve how you go about governing data, and use any learnings for expanding data governance into other areas of the organisation.

TOP TIP 2

Pick a small area of your business to test data governance on, and actively engage with stakeholders so they support you in improving how data governance works in your organisation.



Reward success and improvement

Too often, data governance operating models that include new roles and responsibilities don't take into account the existing day jobs that people have.

If you are proposing that someone becomes a data steward or a data owner, it is important to be really clear about what the responsibilities for these people are, and how much time of their week is expected to be taken up with data governance related activities.

In addition, once objectives are understood for these individuals (e.g. cleaner data sets), these should be included in any performance appraisals. It is important to recognise employees achievements in relation to data governance to avoid it being seen as an additional burden.

TOP TIP 3

Speak to people's line managers and discuss putting data governance related performance metrics into their employee's evaluations.



4 Communication is key

It is important to ensure data governance is lived and breathed by people in your organisation.

Achievements and progress need to be shouted about as and when they happen. In addition, as the data governance roadmap progresses, people should be kept up to date with the latest developments.

There should be designated people within the business responsible for ensuring communication is effective, consistent and clear.

TOP TIP4

Assign a communications lead for data governance and create shareable content such as newsletters or dashboards to keep people informed about data governance progress.



Measure as you go

At some point during your journey, you will want to assess how effective your data governance practices are.

The best way to do this is to assign targets to any new initiatives and measure these over time.

For example, if you have a goal to catalogue all of your master data, assign percentage scores to each data domain to see how complete this activity is, and use your data governance organisation to report on progress and assign items.

It will act as a motivator for getting activities completed, and also flag up where resourcing challenges might be.

TOP TIP 5

Decide targets for all of your important data governance initiatives and measure them over time.



Better Data Governance

How can Amplifi help?

Amplifi is an award-winning data management consultancy that works with organisations to unlock the value of their data.

Not only do we understand the technical aspect of data, we also understand the positive impact good data management has on businesses.

Data Governance is the key to better data management and the starting point for any company to become truly data centric.

Gartner®

For four years running, Amplifi has featured in Gartner's annual Market Report for MDM External Service Providers and is one of only 20 vendors to be included globally

Our team has the experience and expertise to help organisations like yours to get real, tangible results due to the impactful decisions they can make with data.

We also provide the full suite of data management services including advisory, delivery and support services for Master Data Management (MDM), Product Information Management (PIM), Data Quality, Data Migration and Data Integration.

Amplifi have worked with many organisations to ensure their data management is world class

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Have you got Data Governance challenges that mean you can't get the most out of your data? To find out how Amplifi can help, please contact us:

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