


Powering Growth with Data Governance

A Prescience Decision Solutions Whitepaper



Make your data take informed decisions through your data management policies

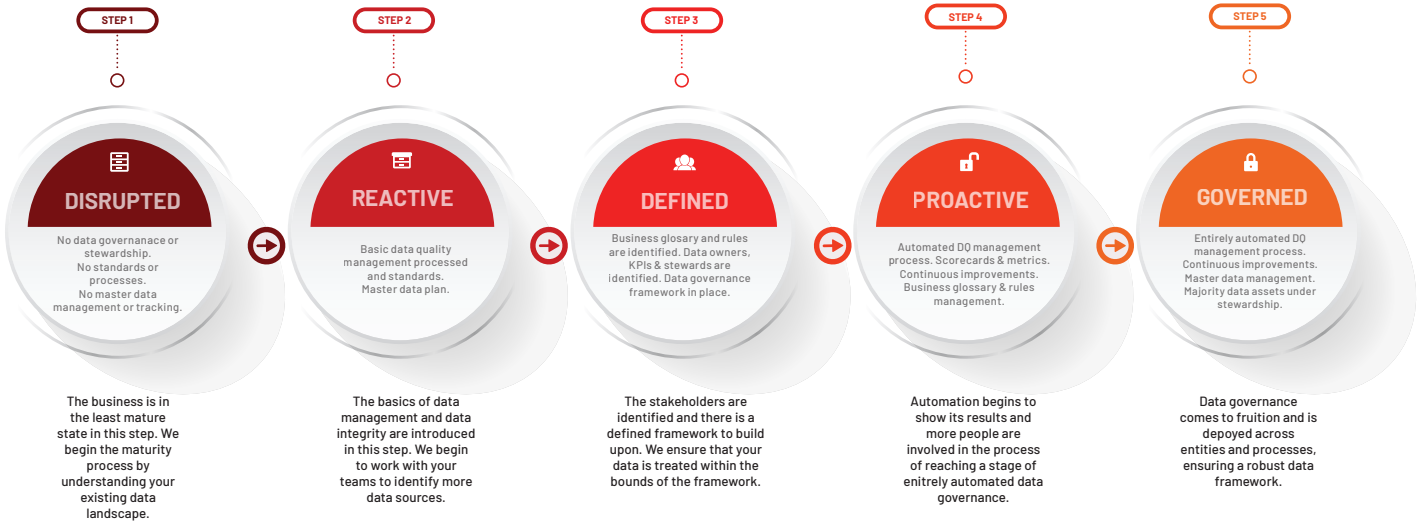
Data is the oxygen in today's information age. Data that is well-managed and well-governed helps organizations to derive deep and actionable insights to outpace their competitors. Not just that, business initiatives that are built around insights and analytics always try to leverage data to improve their business outcomes.

However, riding on the data bandwagon requires a good measure of caution and foresight. It is a fact that many of these initiatives start off with extremely promising proof of concepts or pilots. However, as time progresses, only a few achieve sustainable business outcomes at the enterprise level in the long run.

This is often due to the lack in consistency and quality of the data getting streamed into the systems/models for insights. With no clear ownership of data, businesses start suspecting the insights delivered by these systems, resulting in a slow death of the data initiative. With data management forming 60-70% of the effort around data analytics, these efforts will not yield the desired results if the data is not governed holistically and its lineage defined, quality measured and tracked. Data governance is extremely critical to the effective management of data across the enterprise. Data governance plays the key role within the enterprise, setting the parameters for data management and usage, creating processes for resolving data issues and enabling business users to make decisions based on data that can be trusted and other information assets that are managed well.

DATA GOVERNANCE AND MANAGEMENT MATURITY

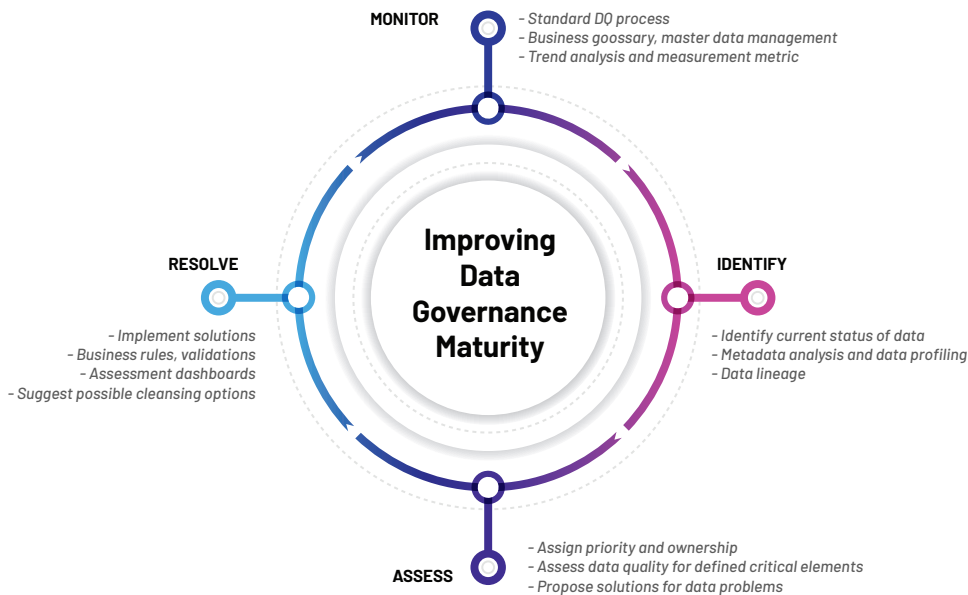
The maturity of an organization in implementing a data governance framework is classified across five different levels of increasing maturity, as defined by the CMMI Institute.



Measuring an organization’s maturity across this framework will help in benchmarking against industry best practices and provide a roadmap to leveraging value from data. An enterprise needs to adopt this model to practices within the organization and goals of the organization.

IMPROVING DATA GOVERNANCE MATURITY

An enterprise can move up the data maturity framework and get better control of data assets through a standardized and structured approach to implementing data governance practices.



CASE STUDY

OUTPACING COMPETITION WITH A ROBUST DATA MANAGEMENT PROGRAM

Business challenge

The client is one of world's leading alcohol beverages companies with an outstanding portfolio of premium brands. Prior to the implementation of data warehouse and master data management systems and ensuring a successful data management program, the company, as a prerequisite, wanted to put in a place robust data ownership and quality process.

Solution offered

Prescience deployed an automated, machine learning-driven process for data analysis, profiling and assessment.

- The solution profiled, assessed, validated, standardized and enhanced the source data with real-time data lookups.
- Provided capabilities to process the raw data into quality checks and standardized information.
- Streamlined product, sales and outlet information through DQDG framework using different DQ dimensions. Implemented ownership structure for this data across the business functions.
- Implemented a governance structure track data lineage

Business outcomes

- Integrated source systems and streamlined data collection process from multiple systems
- Implemented business rules to check and validate data and execute data quality assessment
- Implemented dashboards and measurement metrics to track the overall effectiveness
- Implemented cleansing solutions to correct bad data

About Prescience Decision Solutions

Prescience is a business focused analytics firm that empowers organizations to find meaningful insights in their data. Our Business-Backward Approach helps create tangible data-driven solutions that provide users with timely inputs for astute decision making. We do this by leveraging our expertise in machine learning and advanced data science technologies, deep domain knowledge and our customers' business knowledge. Visit us at www.prescienceds.com or send us an email at info@prescienceds.com to get in touch with us. You can also follow us on LinkedIn.