

Chicken And/Or Egg?

Which Comes First: Data Governance
or Data Management?

Agenda

Introduction

Established Wisdom

What about Data Owners?

Data Maturity, and why it matters*

Conclusion



* Ben Proctor has a whole session on this after the break

Introduction

Who Am I?



Data Governance Lead at Principality Building Society

Certified Data Management Professional

Member of DAMA

Previously Data Governance Manager at Admiral Group

**Background in Business Intelligence, Data Warehouse
Development and Data Transformation**

The problem

I was here
first



No, I was.
Or was I?



Knowing where to start with a Data Governance initiative can be a challenge – not least because the disciplines of Data Governance and Data Management are often confused and conflated

So where should we start?

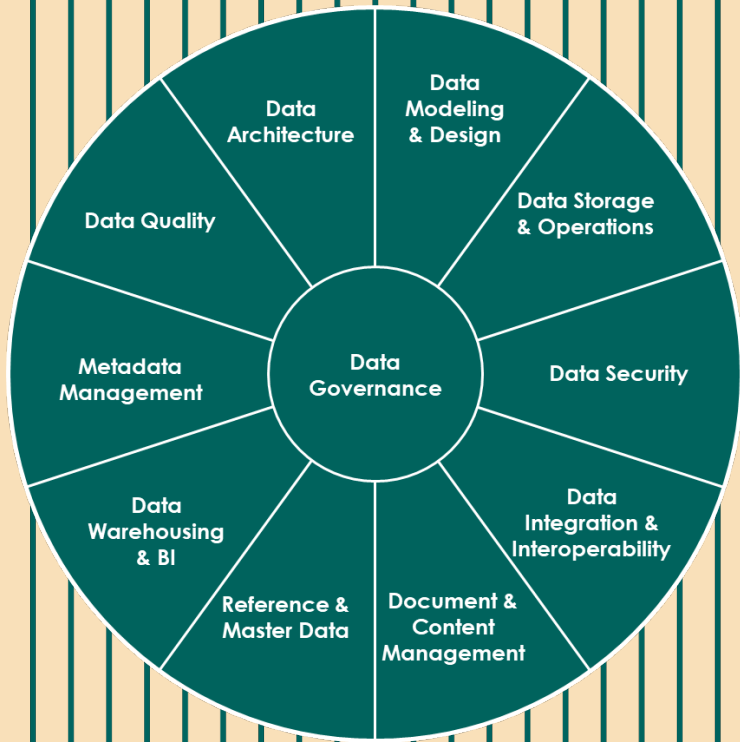
With Data Governance, or Data Management?

Or both?

And does it really matter?

Established Wisdom

DAMA Wheel describes Data Governance as a coordination and oversight discipline



Its scope is defined as:

Strategy

Policy

Standards and quality

Oversight

Compliance


Issue management

Data management projects

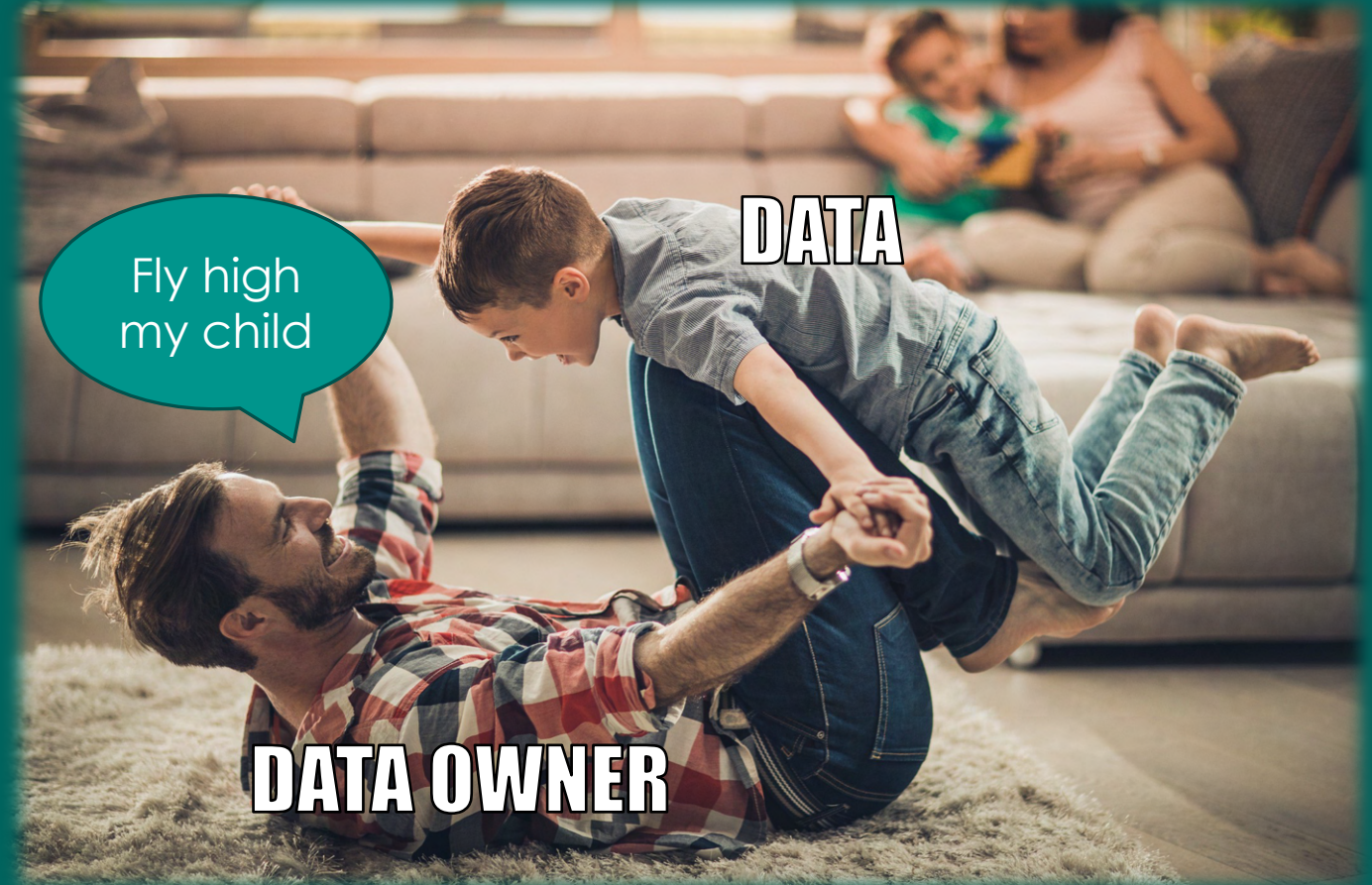
Data asset valuation



What about Data Owners?

The World according to  (and many data consultants):

Before you do anything else,
'Establish Data Ownership'





Actual* Data Owner responses

“Huh?”

“Why me?”

“No fair!”

“By data do you mean the Excel spreadsheet I receive at 11am every day that reminds me it's coffee time?”

“OK, OK, it's me, I give in. Now **exactly what data do I own, what do you want me to do about it, and how much of my valuable time are you stealing?**”

* To be fair, nobody has ever said 'No fair' to me. At least not to my face

What Data Do I Own?

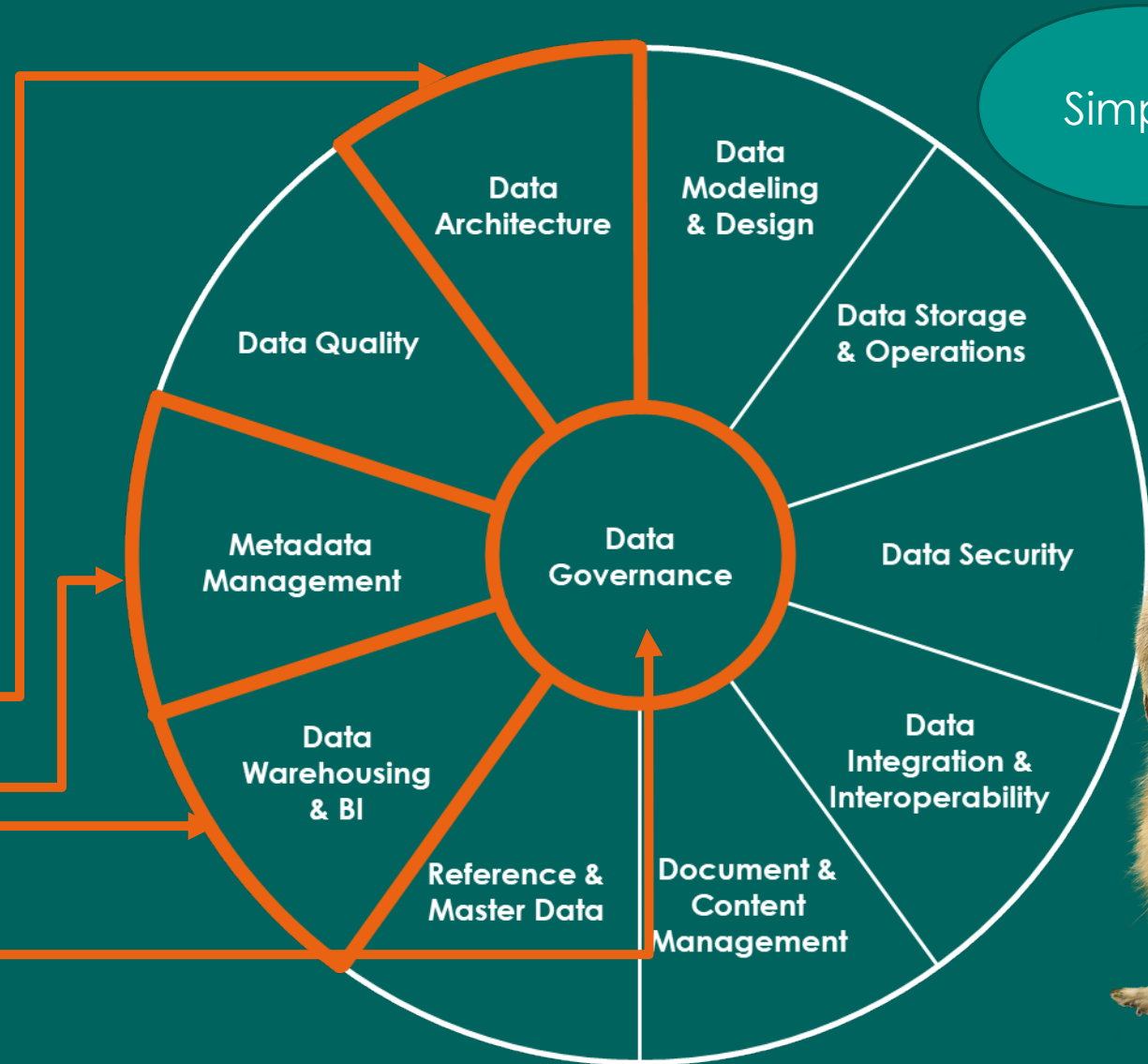
To answer **this** we need to understand

this

this

and **this**

so we can inform **this**



Simple



What Do You Want Me To Do?

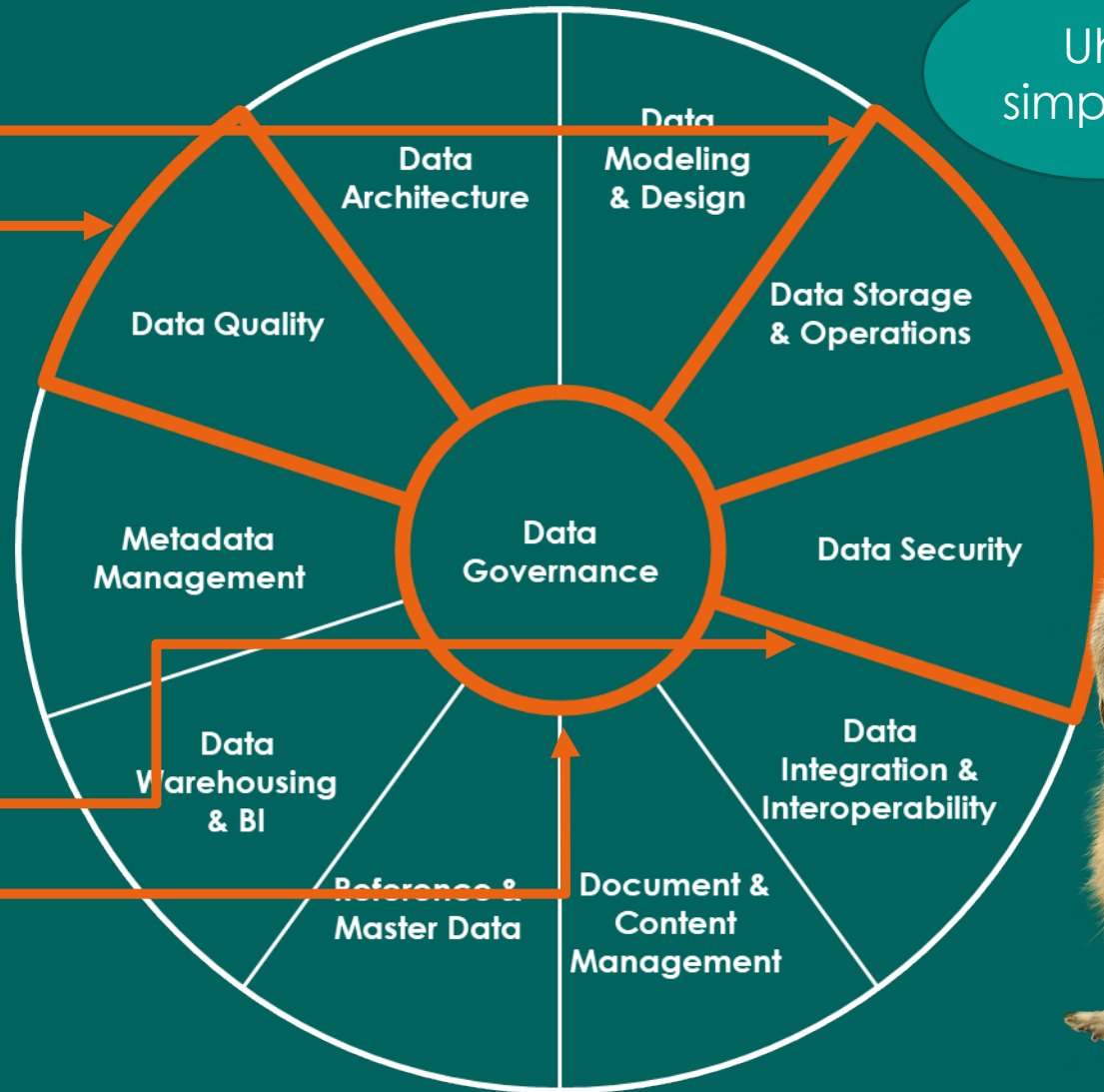
To answer **this**
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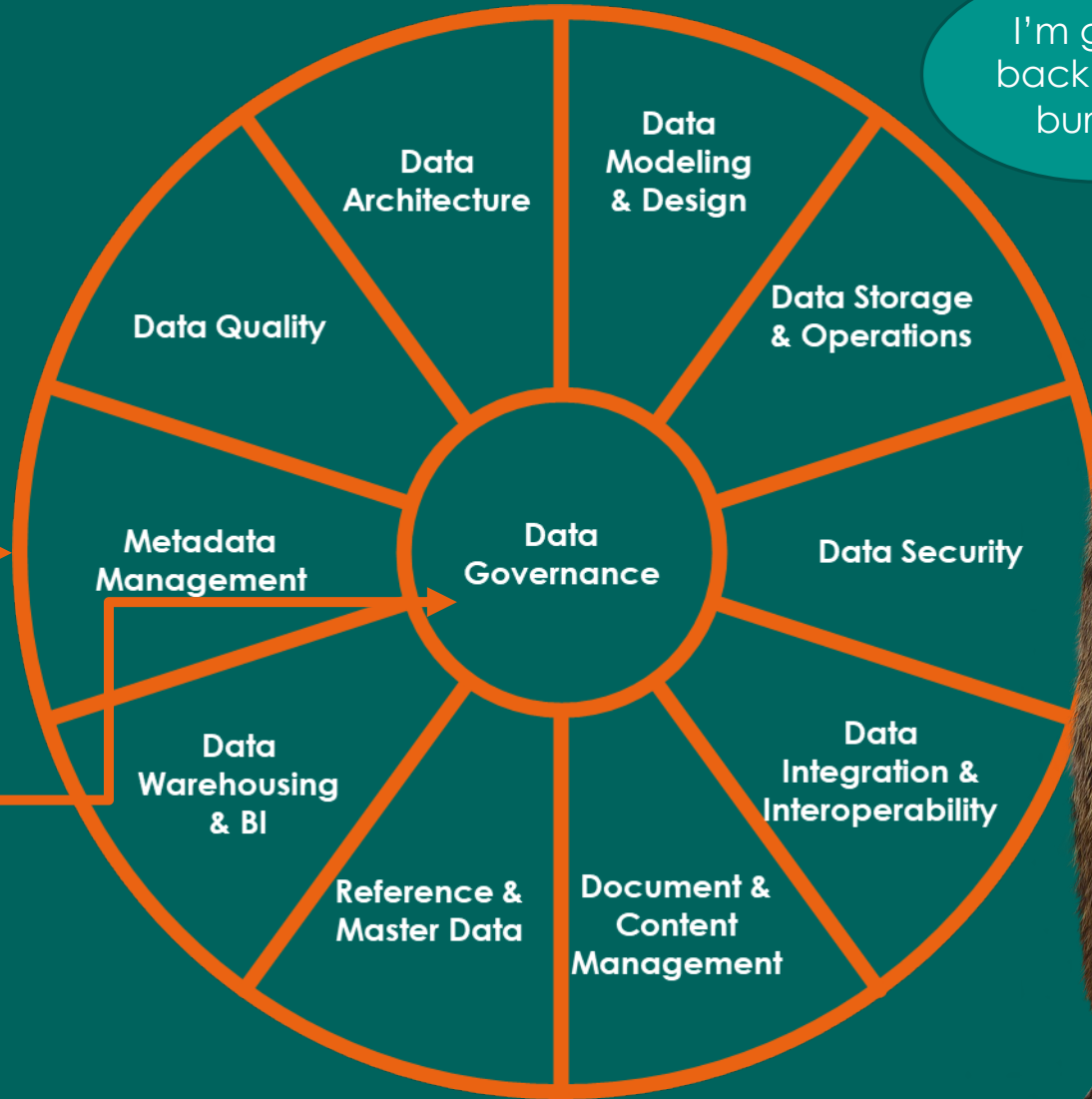


Uh,
simples?



How Much Of My Time?

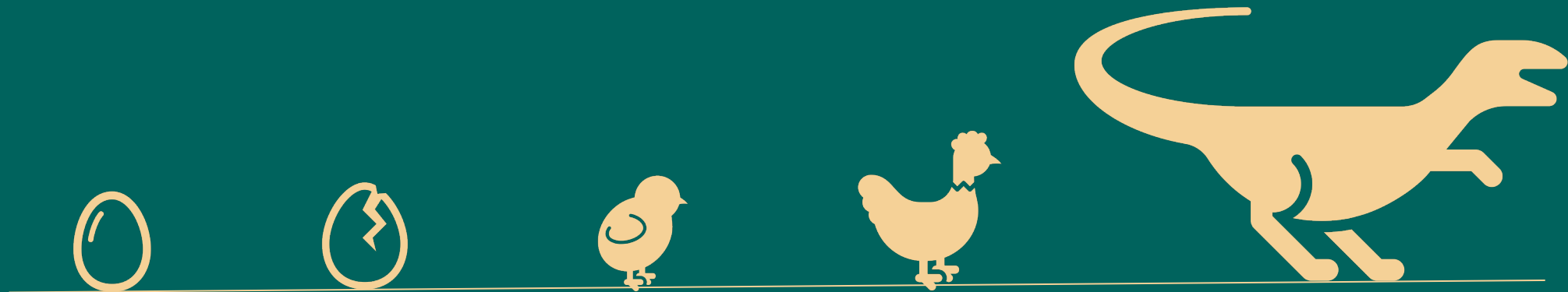
To answer **this** we ultimately need to understand all of **this** so we can inform **this**



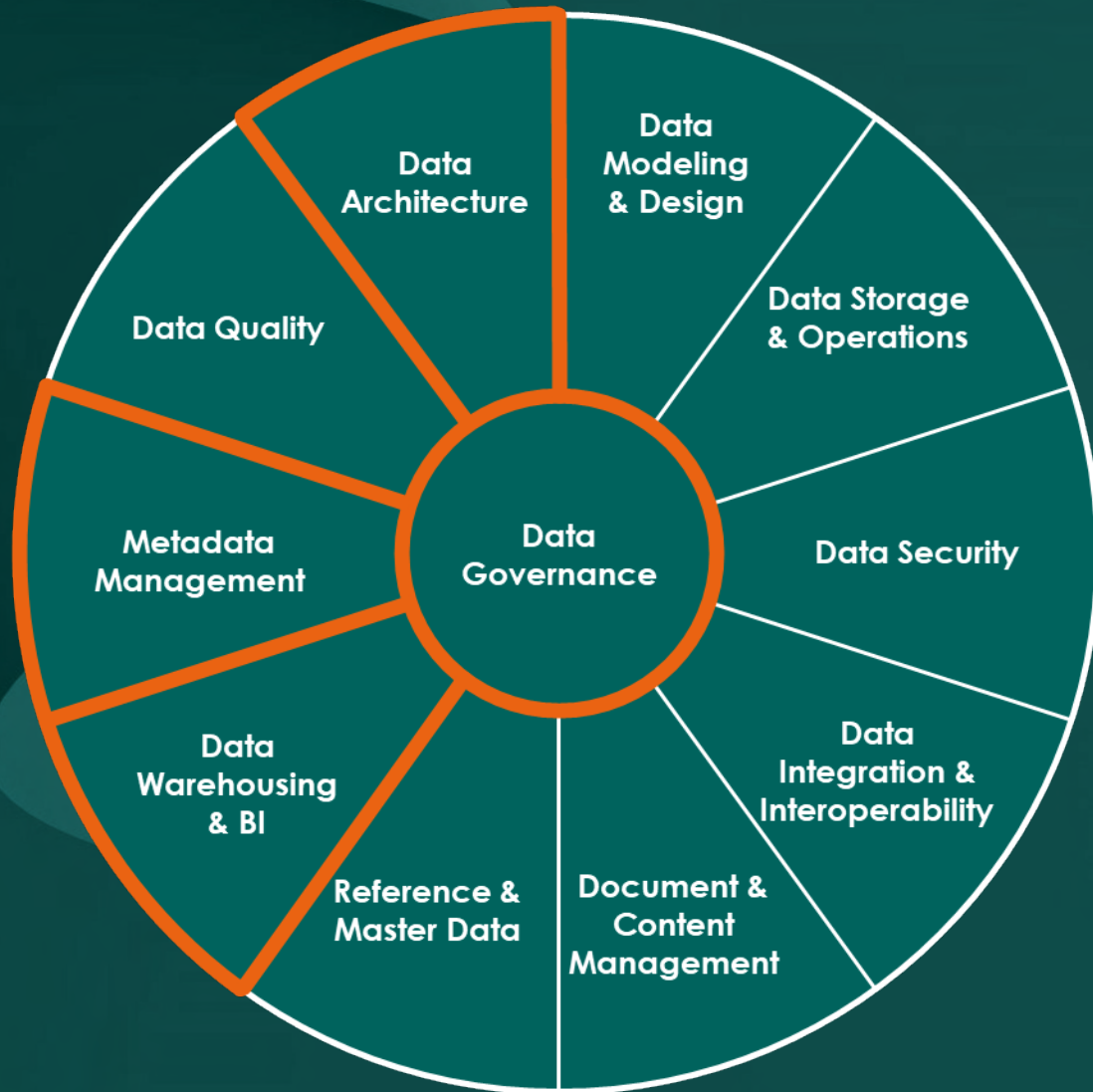
I'm going back to my burrow



Data Maturity, and why it matters



What Data Do I Own?



What If.....?

- We don't have defined data domains?
- We don't have enterprise and/or 'local' architecture to help define them?
- We don't have a data catalogue or report catalogue?
- We don't have schemas?

Who are you and what do you want?

I don't know!

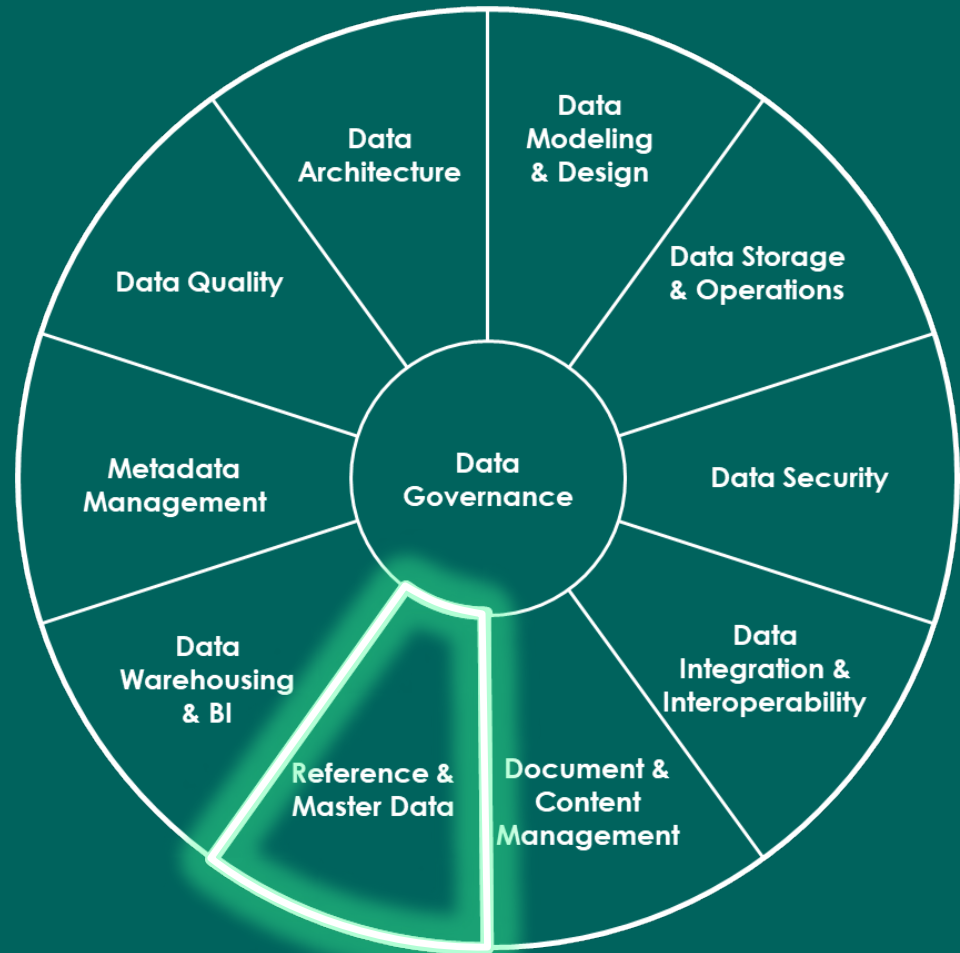
DATA

DATA OWNER

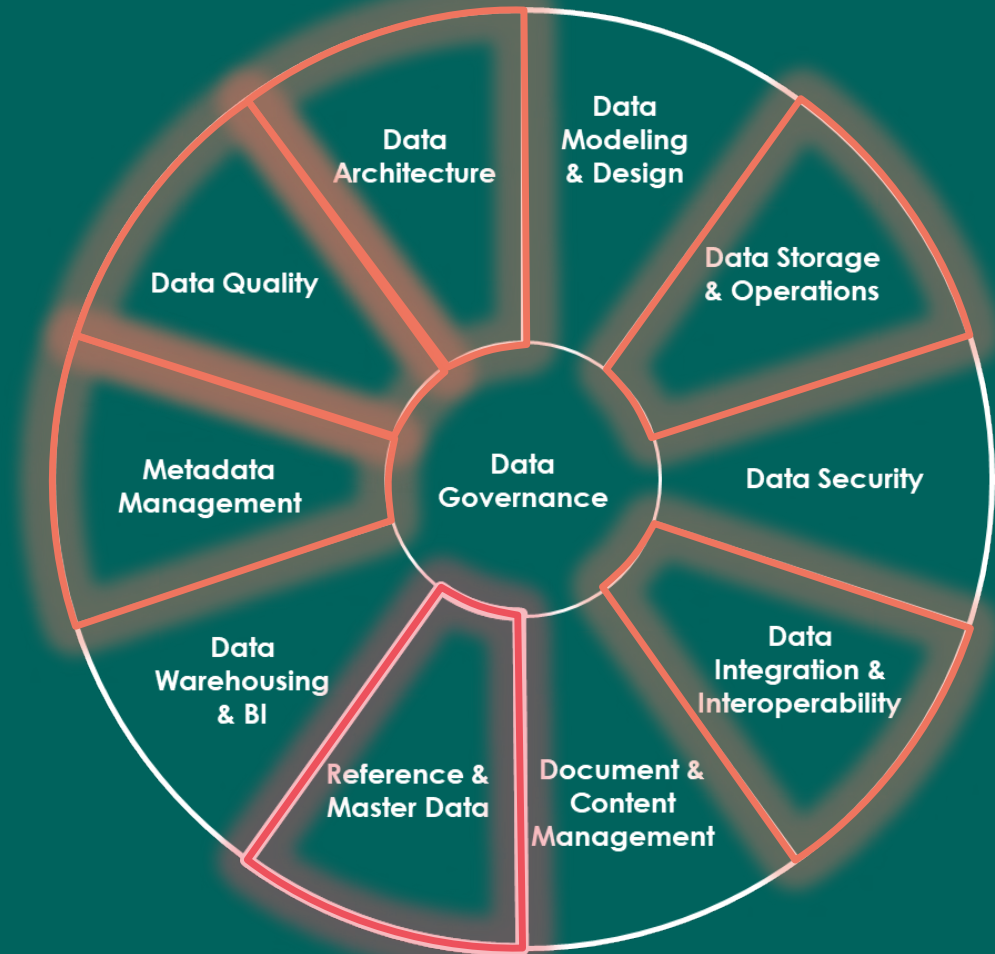
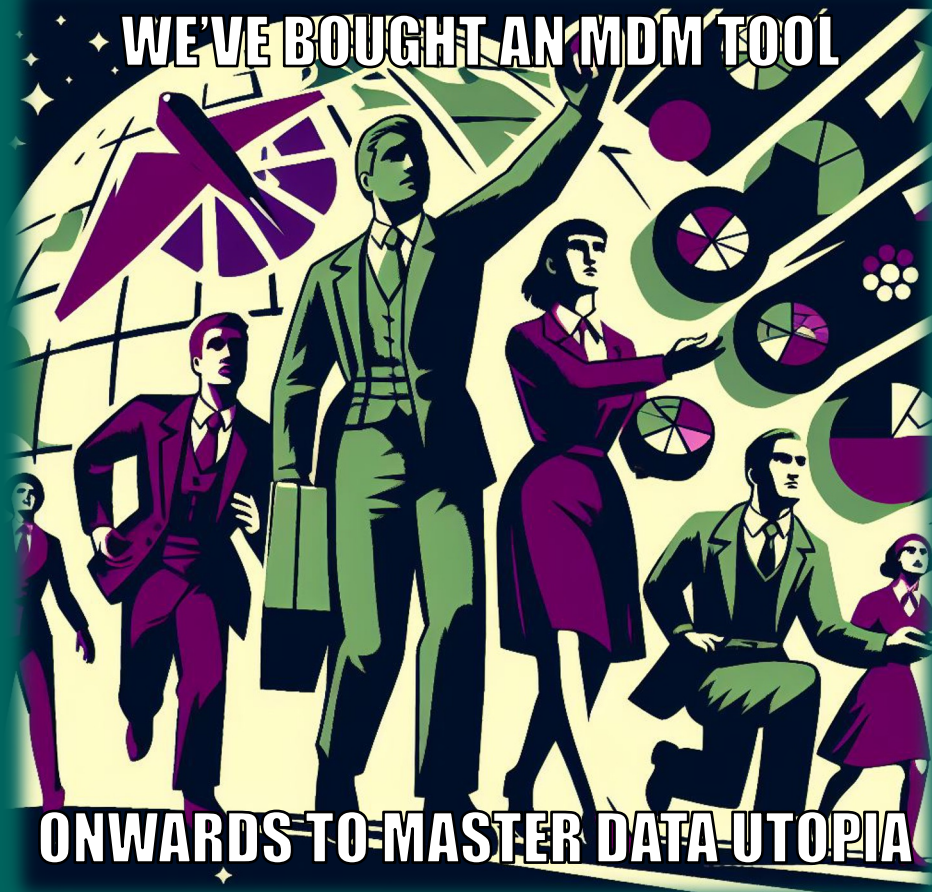


The Selective Data Management Initiative Conundrum

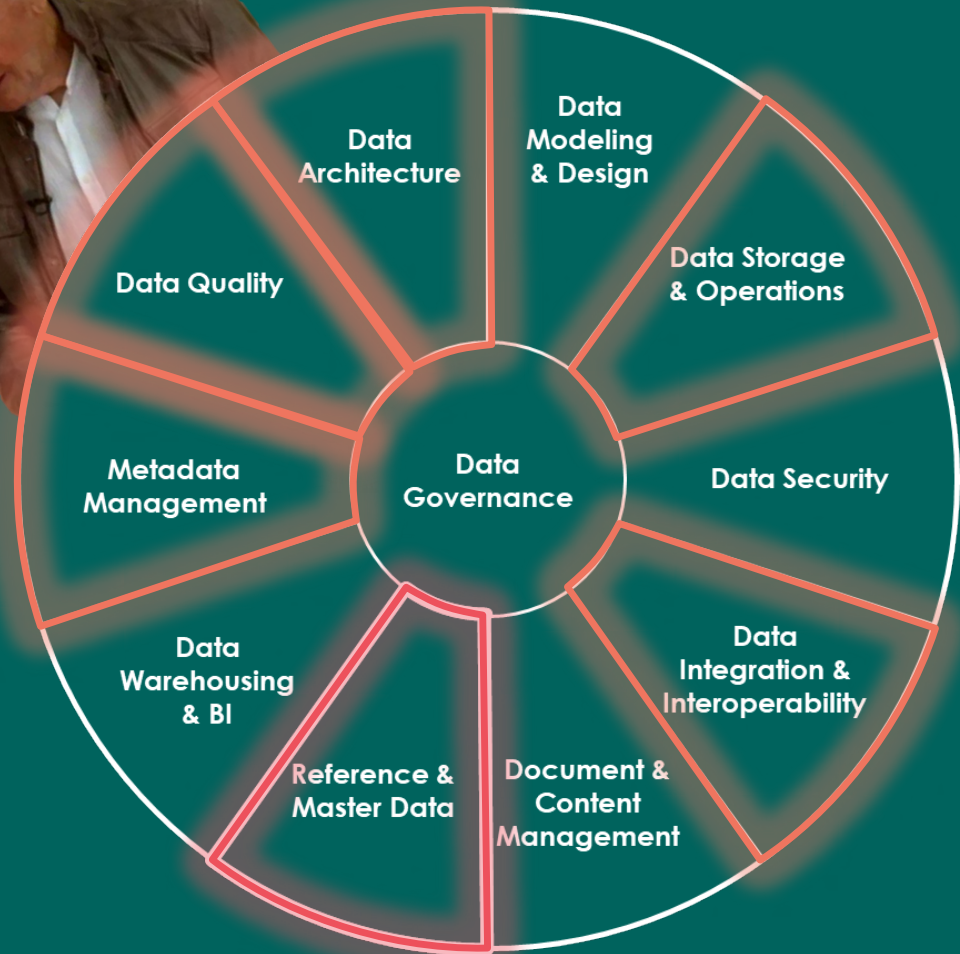
(great prog rock album title)



The Selective Data Management Initiative Conundrum



The Selective Data Management Initiative Conundrum



Data Maturity matters

- Data (and therefore Business) initiatives are highly dependent on the maturity of Data Management
- Interdependencies between the disciplines are deep and complex
- Choosing to mature only one aspect of Data Management at a time leads to dead ends and wasted money, time & effort



But assessments don't need to cost ~~anything~~ much

- Before you spend 100's of millions of Rubles or ~~€ 300~~ 3000 Bitcoin (today's exchange rate) on a Data Maturity assessment, take a peek yourself
- You should be able to approximate a low/medium/high maturity rating fairly easily by asking the right questions
- Ask your comrades for their opinions



Data Maturity

Path of Righteous Symmetry

Rooms of Risk

Corners of Confusion



“Always Cross The Streams”*

* Egon Spengler CDM, “Why Combining Data Governance and Data Management Can Save The World”
June 1984

Data Governance Maturity

High

Data Management **delays** Data Governance activities

Data Management **increases** Data Governance risk

Mutual optimisation & collaboration

Medium

Data Management **increases** Data Governance risk

Mutual enhancement & collaboration

Data Governance **increases** Data Management risk

Low

Mutual foundation building

Data Governance **increases** Data Management risk

Data Governance **delays** Data Management activities

Low

Medium

High

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Mutual 
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Low

Mutual 
foundation building

Data Governance 
increases Data Management risk

Data Governance 
delays Data Management activities



Low


Medium

High

Data Management Maturity

Chicken And/Or Egg

To up the absurdity level, we'll label Data Governance activities with an egg  and Data Management activities with a chicken 

This flawless science shows that Data Governance and Data Management, as they mature, could and probably should be one and the same thing 

Conclusion

- Don't get hung up on what constitutes Data Governance vs Data Management
- If a discipline needs to mature: raise awareness, promote, create or lead the maturity initiative
- Be conscious of the interdependencies of the Data Management disciplines
- Keep the maturity in sync across the disciplines as much as possible



You're the best



No...you're the best

Thank You

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