



DAMA UK

LEEDS EVENT 11TH JUNE

***The Key to Success when
Implementing a Data
Catalogue with Robert
Waterhouse.***



Why Do we need a Data Catalog?

Apply a 'Customer mindset' for your internal user experience for data

- ✓ A modern Data **User Experience** to shop, reuse trusted data
- ✓ Breaks old outdated silo ways of working with Data
- ✓ **Rapid** Data Discovery, Access & Value Generation
- ✓ **Highly Collaborative** through Knowledge Sharing
- ✓ Operational Efficiency and **Cost Reduction**
- ✓ Maximises Data Quality and **Trust**



What a bad Data Catalog Implementation feels like

Examples across FS, Banking and Pharmaceutical



Low or no adoption due to poor user experience, no strategy, no purpose as to what and why users should access the catalog



Full of irrelevant or technical documentation that serves no purpose “just ingest loads of metadata and data models” which is useless to the business



Users abandoned the tool, becomes an IT dumping ground

Common Challenges made during an Implementation

- No clear vision and goals
- Disconnected from the organisational strategic goals
- IT Led, technology driving rather than the UX or outcomes
- No Operating Model of who owns what and process
- No focus on change management be culturally ready
- Not the right coverage in terms of breadth and depth of data
- No iterative approach, focus on everything rather than being impactful



A Successful Catalog Approach

Led by Data Governance, partnering with business and IT

Strategy



Vision and Strategy



Ownership of the data
& technology



Metadata Standards



Stakeholder and User
analysis by persona

Change Management



Value Articulation



Map out the customer
journey



Communication
Strategy



Communication Hub

The Catalog

