



DAMA UK

LEEDS EVENT 11TH JUNE

Benefits of a Data Catalog



Search, Discover and Collaborate

- ✓ Collaborate removing silo working
- ✓ Trust built on popularity
- ✓ Quickly search and discovery data without dependency on others
- ✓ Clarity of what data is stored and where



Visually engaging Data Lineage

- ✓ Visualisation of data flows for root cause and data analysis
- ✓ Track data from source to target for issue resolution or impact assessments
- ✓ Removal of manual analysis
- ✓ Drillable diagram to tables and interfaces to access code



Clear accountability bringing data policies to life

- ✓ Clear visibility of Data Owners and Data Stewards by table
- ✓ Visibility and link to tables Data Policies e.g. Data Privacy and Data Retention
- ✓ Able to report on what trusted data has been curated by area
- ✓ Contact Data Owners and Stewards to request access to data

A successful adoption across a Global Insurer

Focused on the critical data

- Top 100 data elements in the organisation
- Several sessions over 4 weeks, Finance and underwriting
- Worked in small groups and pulled definitions and DQ criteria

Turned the catalog to a Shop for Data mentality

- Best shopping experience
- People want to access
- We stock up with the best and critical data that is relevant

Key Outcomes

- Started small with 100 critical data points
- Scaled to a global reach
- Launched info hub 68,000 employees received were communicated to and now scaling



Driven by Outcomes and UX

An impactful approach to a Data Catalog implementation



Summary

Think Data App or Datasite for your internal customers



Engage &
Communicate Early



“A Shop for Data”



Impactful Operating
Model

Let's Connect



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