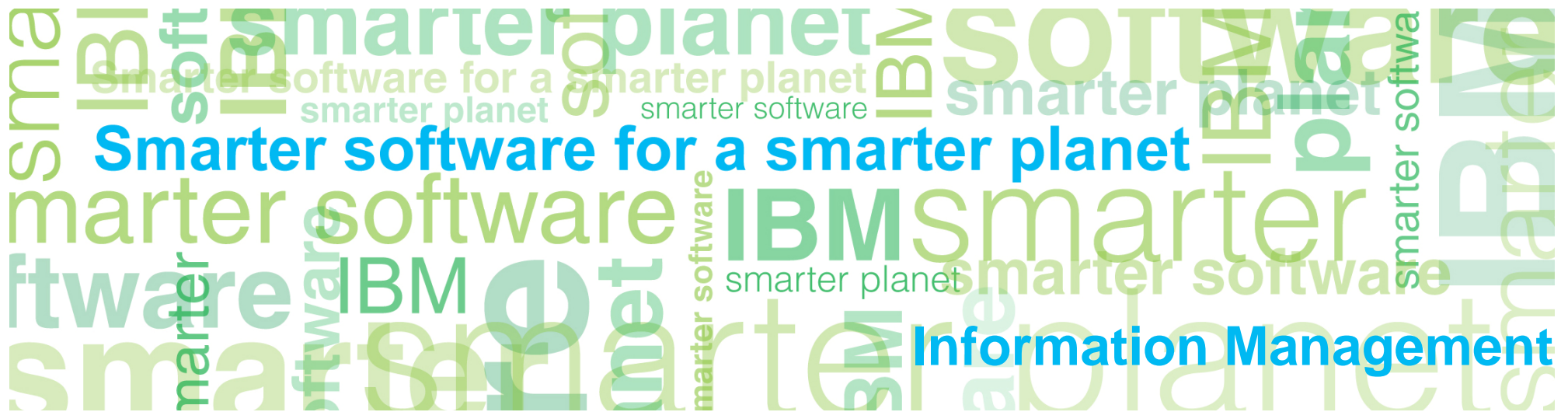




## IBM InfoSphere Optim User Group Meeting

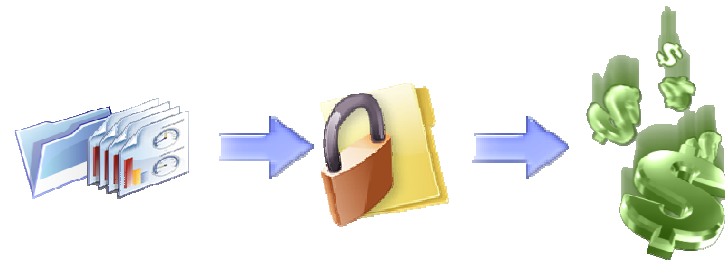
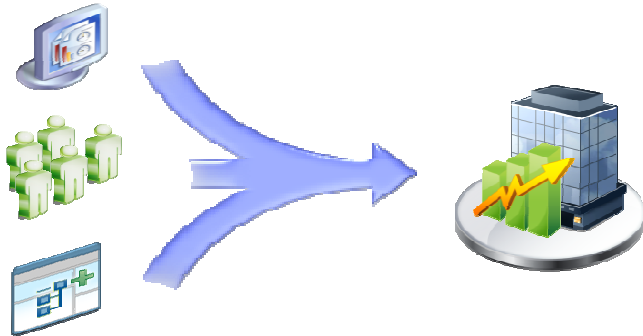
“Data Governance Framework”



## Information Governance Creates Order out of Information Chaos

**Information Governance is the exercise of decision rights to optimize, secure and leverage data as an enterprise asset.**

- Orchestrate people, process and technology toward a common goal
  - *Promotes collaboration*
  - *Derive maximum value from information*
- Leverage data as an enterprise asset to drive opportunities
  - *Ensure highest quality*
  - *Safeguards information*
  - *Manage it throughout lifecycle*



***Governing the creation, management and usage of enterprise data is not an option any longer. It is:***

**Expected by your customers ♦ Demanded by the executives ♦ Enforced by regulators/auditors**

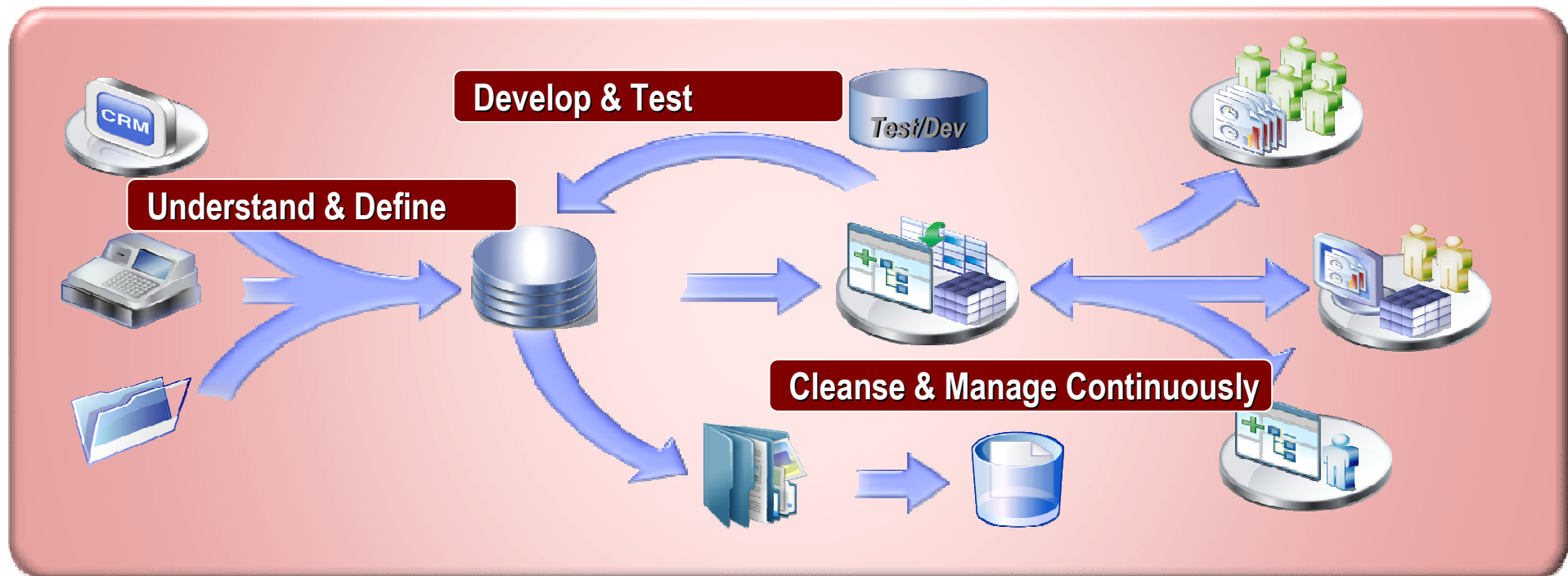
# Information Governance Council Maturity Model



## Managing & Maintaining Data Quality in the Information Supply Chain

- Define what 'high quality' data means within your business
- Develop realistic and reusable test data which adheres to privacy policies
- Standardize and cleanse data to enable strategic initiatives
- Constantly monitor for data quality issues and understand how to deal with an exception when it occurs
- Understand the lineage of your data

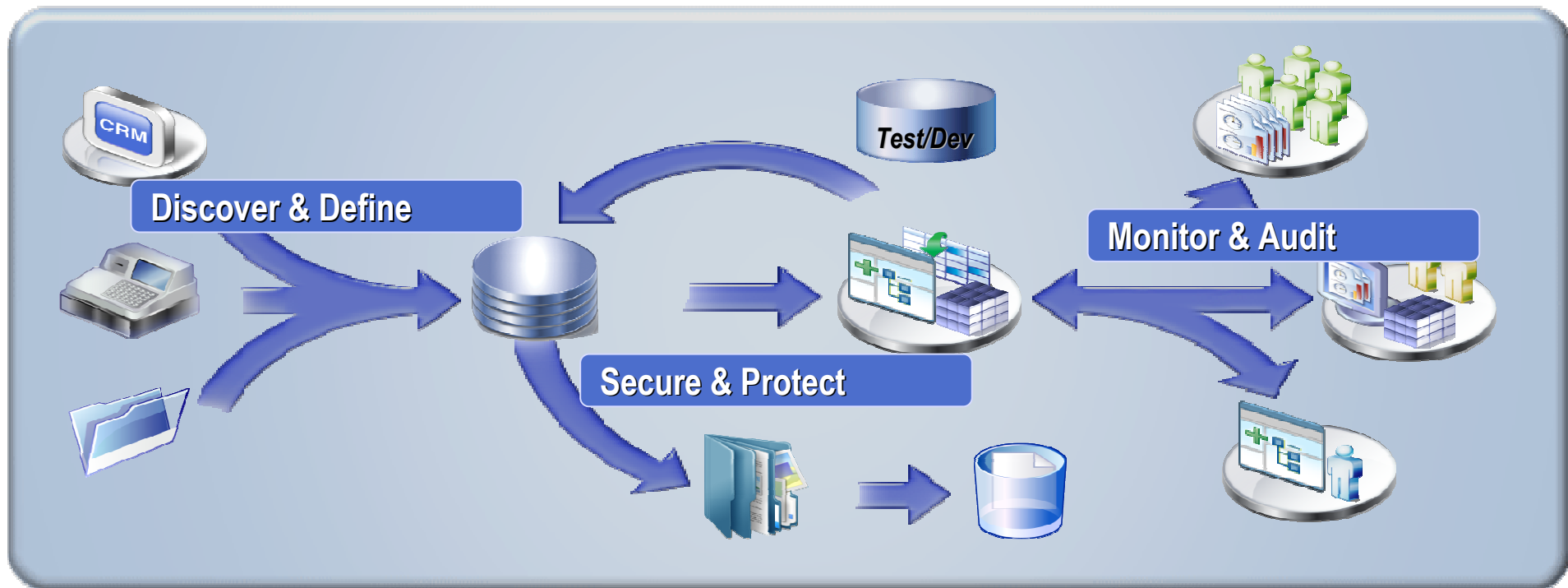
Data Quality  
Management



## Securing and Protecting Data in the Information Supply Chain

- Understanding the “what & where” of enterprise data
- Protecting the data across the enterprise, both internal and external threats
- Knowing who’s accessing your data when, how and why
- Monitoring and reporting on database access for audit purposes

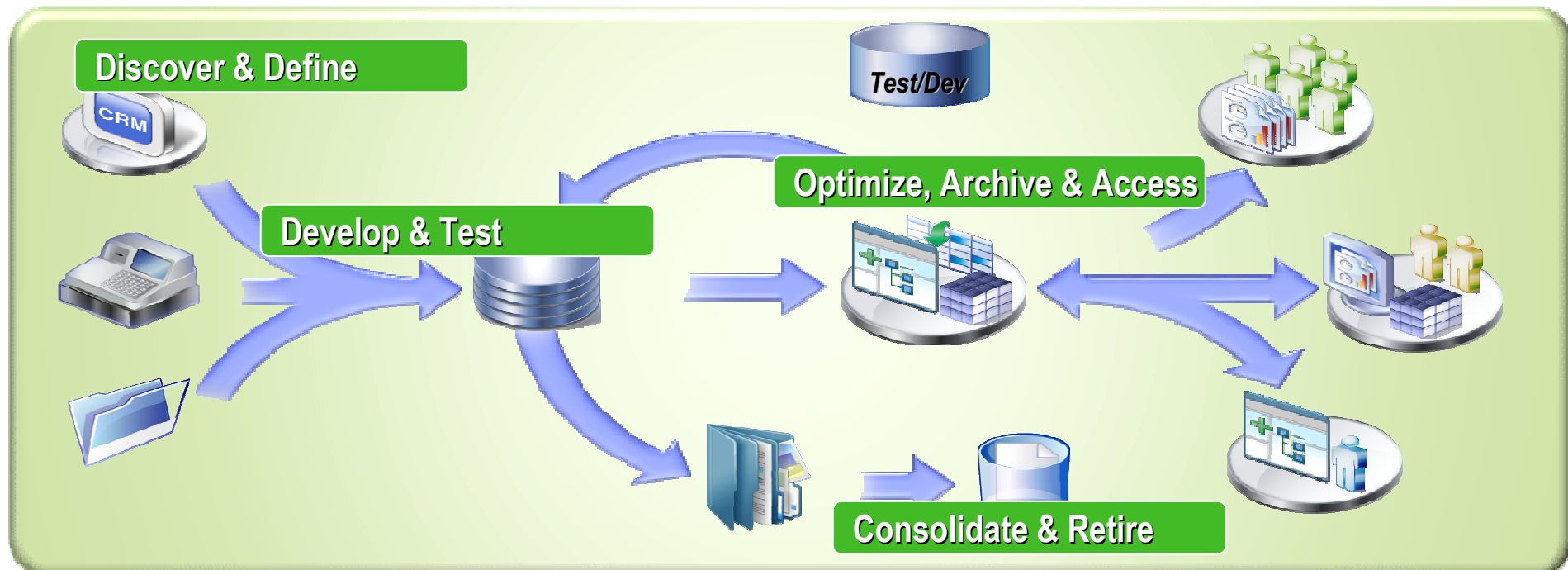
Information Security  
& Privacy



## Managing the Lifecycle of Data in the Information Supply Chain

- Understanding the “what & where” of enterprise data
- Developing models and code to store and access enterprise data including configuration of data for test environments
- Optimizing the performance of applications through identification of bottlenecks and building the right strategy for managing data growth
- Implementing a consistent process for retiring or consolidating applications as their usage expires

Information Life-cycle  
Management



## Better governance can improve business results



### Understanding Data

*A major bank located 300,000 previously lost customers, gaining ability to up sell and accelerate revenue generation*



### Improve Data Quality

*Best practices in data quality can boost revenue by 66%*



### Manage Data Lifecycle

*Computer systems company reclaims \$350,000 of disk and improves performance by more than 40% through archiving*



### Protect Data and Comply

*Monitoring database activity protects data, enables compliance and successful audits while providing 239% ROI*



Thank  
You