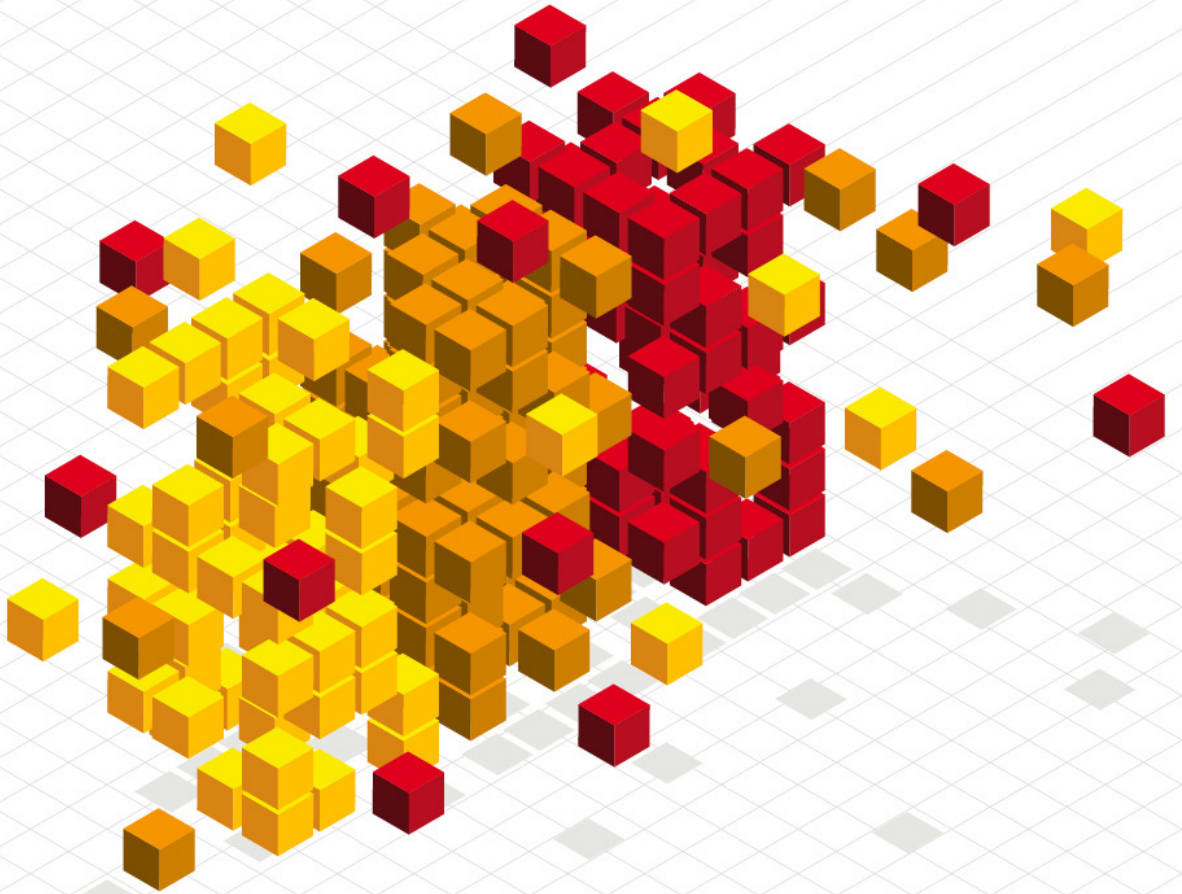
Smarter technology for a smarter planet:

Trusted data is the foundation for a smarter organisation.



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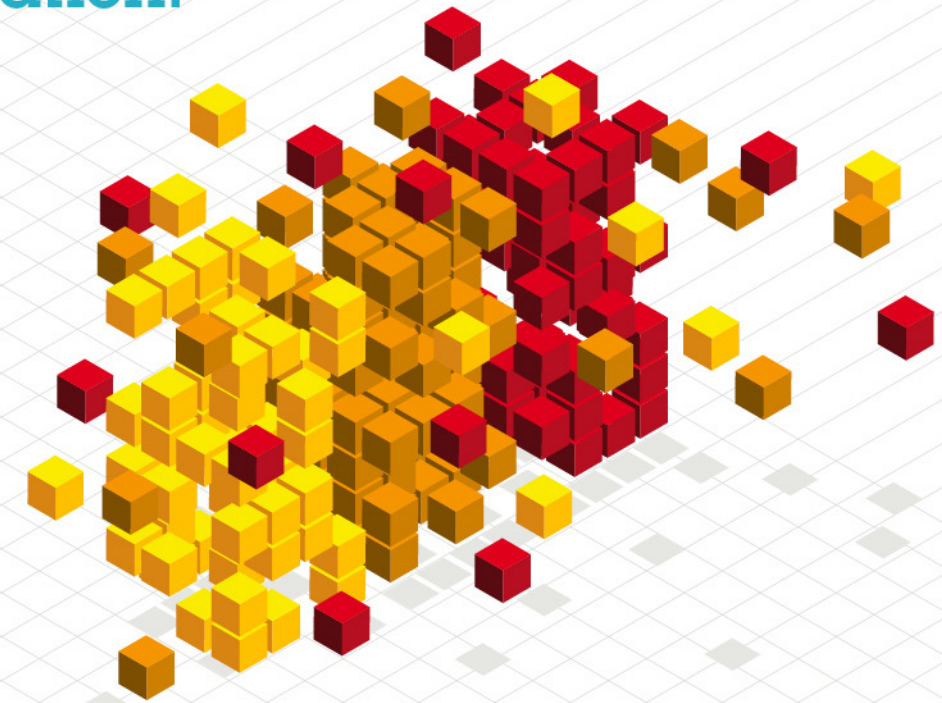


InfoSphere Information Governance:
Getting Started with Foundation Tools

Roger Hecker

Product Manager - InfoSphere Business Glossary & Metadata Workbench
IBM Software Group, Information Management

Challenges around governing the usage, sharing and processing of massive amounts of electronic data

Lack of trusted information

- No alignment of definitions across business and IT
- No clear understanding of data sources & relationships
- No standardized quality rules or threshold metrics
- Lack of control over test data environments

"By 2013, 25% of the companies in highly regulated industries will create and staff positions in accounting, human resources, compliance and audit and law that deal explicitly with the management of information via technology."

– Gartner, Inc., "Organizing for Information Governance"

Debra Logan, November 2009

Growing infrastructure and resource management costs

- No policies for management of data growth – performance degradation
- Redundancy of data
- Disparate, complex applications and more users

"...An [Information Management] strategy should incorporate life-cycle information governance practices…[for] business optimization, agility, and transformation.

– Forrester Research, "Refresh Your Information Management Strategy to Deliver Business Results"

Rob Karel & James G. Kobielus, August 2009

Lack of common security and privacy approach

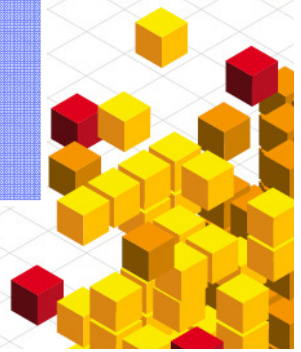
- Risk of security breaches, compliance, audit failures
- No ability to assess areas of vulnerability and prevent unauthorized intrusion
- Lack of an overall protection strategy (relational / non-relational data and access controls)

"If you are going to protect your company's most valuable asset—your data—you will begin to view data security as a component of a more comprehensive information governance strategy."

– Hurwitz & Associates,

"Why you need an information governance strategy for 2010"

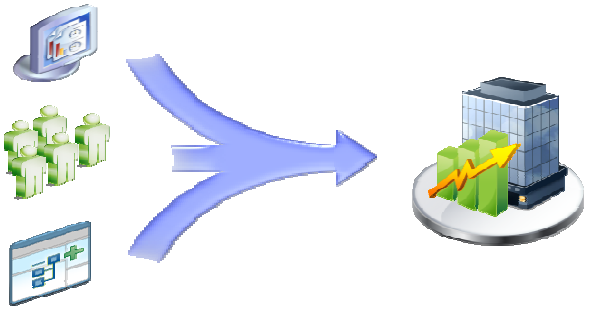
Marcia Kaufman, December 2009



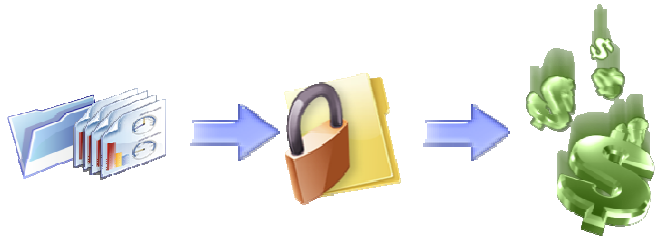
Information Governance Creates Order out of Information Chaos

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



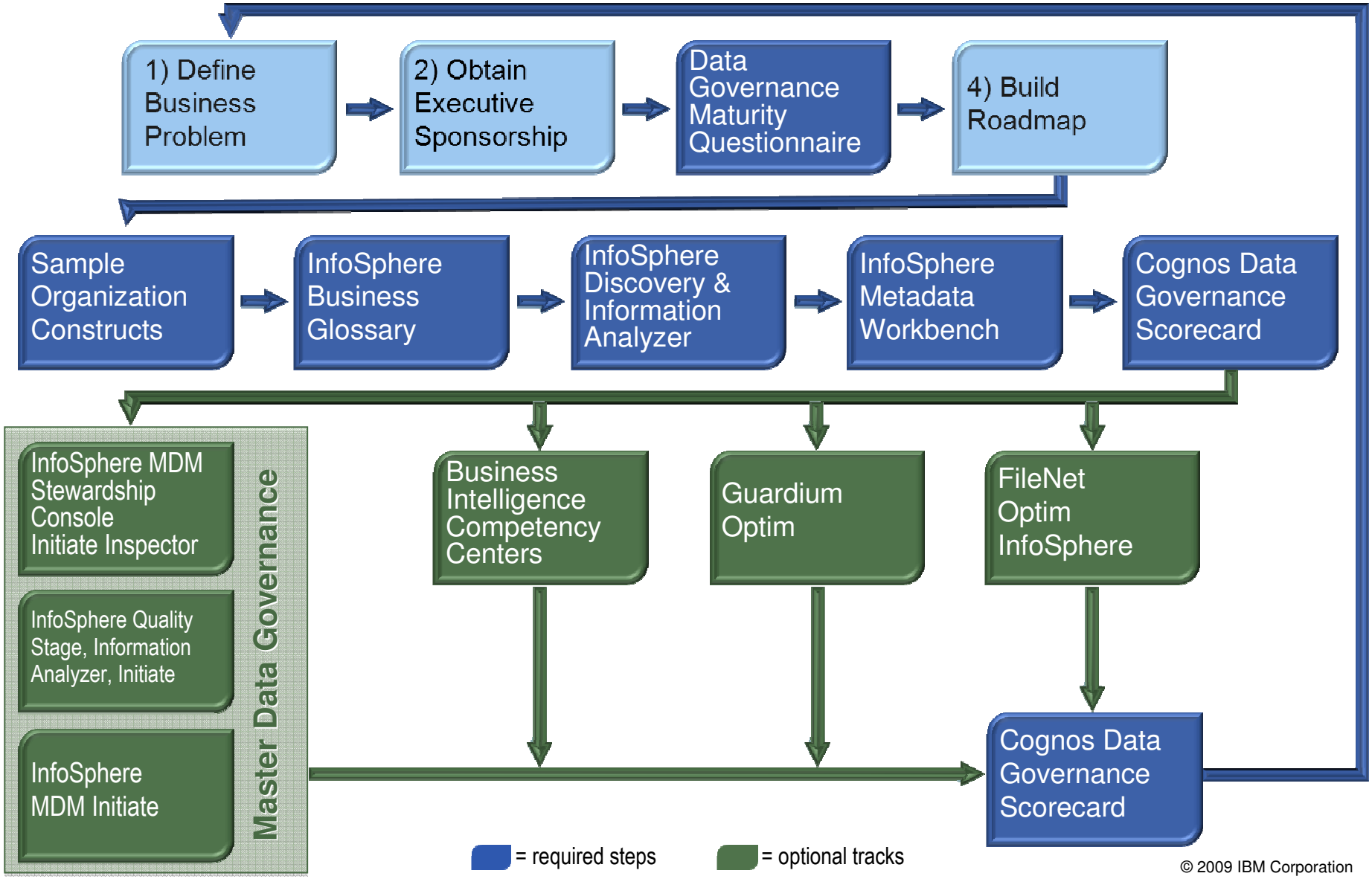
- Leverage data as an enterprise asset to drive opportunities
- Safeguards information
- Ensure highest quality
- Manage it throughout lifecycle



Governing the creation, management and usage of enterprise data is no longer an option. It is:

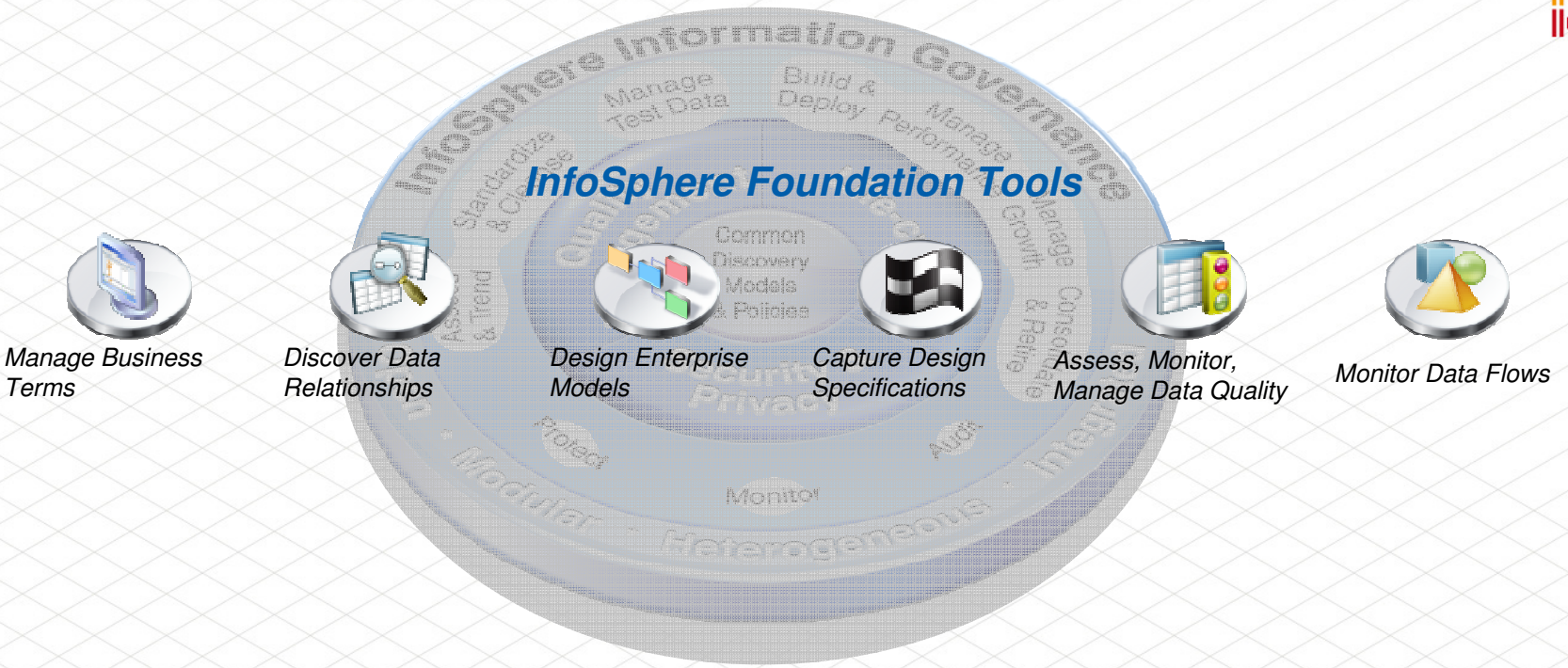
Expected by your customers ◆ Demanded by the executives ◆ Enforced by regulators/auditors

IBM Data Governance Unified Process – Software Components



InfoSphere Foundation Tools

Put your arms around your data … for Trusted Information



- Jump start any data integration, MDM, data warehousing, business intelligence or information governance project
- Discover your data across systems
- Design your trusted information structure
- Govern your information over time

Information Governance and InfoSphere Foundation Tools

Key Governance Capability	*Foundation Tools product*
▪ Specify Information Flows	✓ InfoSphere Blueprint Director
▪ Establish a common set of terms and definitions	✓ InfoSphere Business Glossary
▪ Understand the data I have in my organization	✓ InfoSphere Discovery and InfoSphere Information Analyzer
▪ Understand the way that data flows and how it is connected	✓ InfoSphere Metadata Workbench
▪ Assign meaning to data assets / Assign ownership to data assets	✓ InfoSphere Business Glossary, Information Analyzer, Metadata Workbench
▪ Monitor data quality	✓ Information Analyzer, InfoSphere Business Glossary, InfoSphere Metadata Workbench

Establish Information Project Blueprint: Blueprint Director

Capabilities

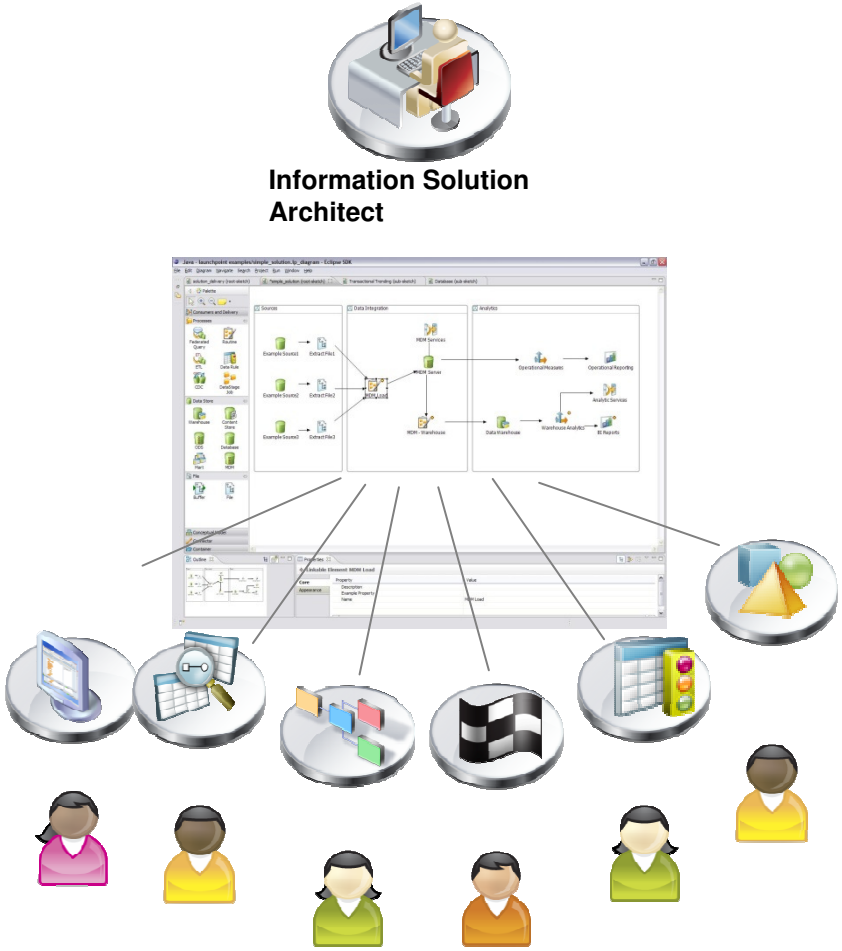
- Create and manage actionable blueprints of your information project
- Accelerate information centric projects by leveraging templates with methods – e.g. warehousing, master data – and customize your best practices
- Navigate through your information project by managing the information roadmap & its evolution over time

Benefits

- Establish business-driven development by:

  Aligning business & IT views

  Creating a consistent end-to-end design from business requirements



Information Solution Architect

Information project leadership team
(stakeholders, bus. Analysts, stewards, specialty architects, etc.)

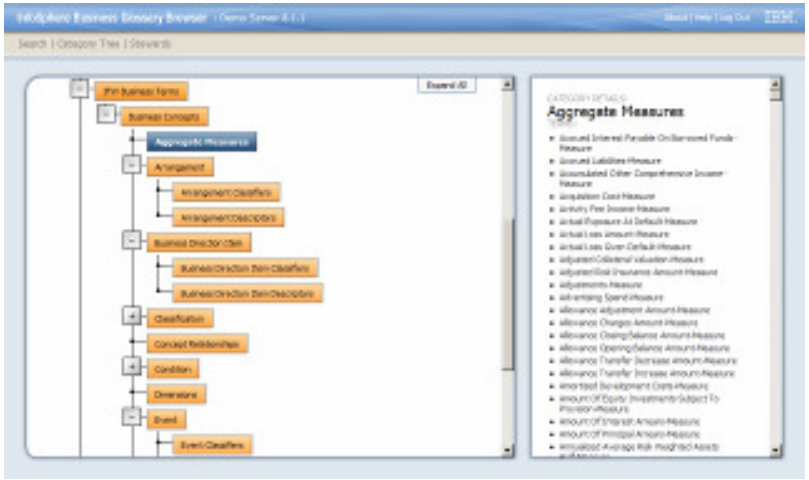
Establish Common Terms and Definitions: Business Glossary

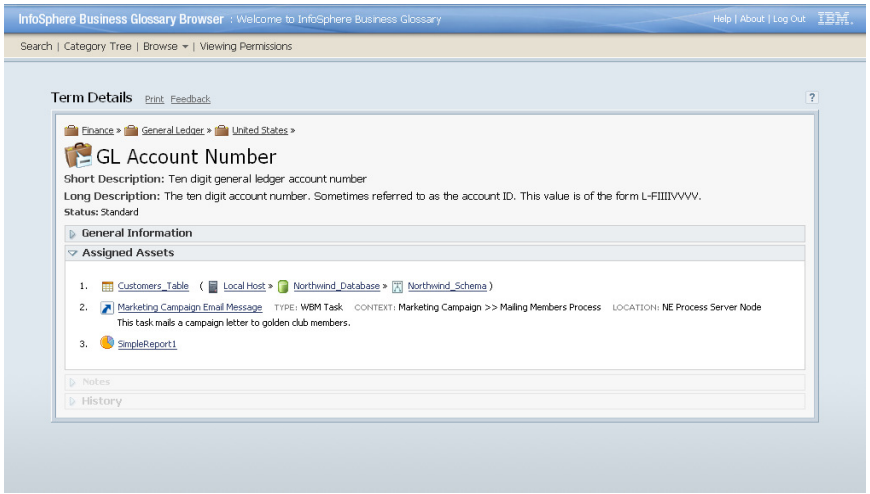
Capabilities

- Facilitate **business & IT** communications **via a common business vocabulary**
- Web based **interface shared across enterprise business teams**

Benefits

- Aligns the efforts **of IT with the goals of the business**
- Improved productivity
- Improved collaboration





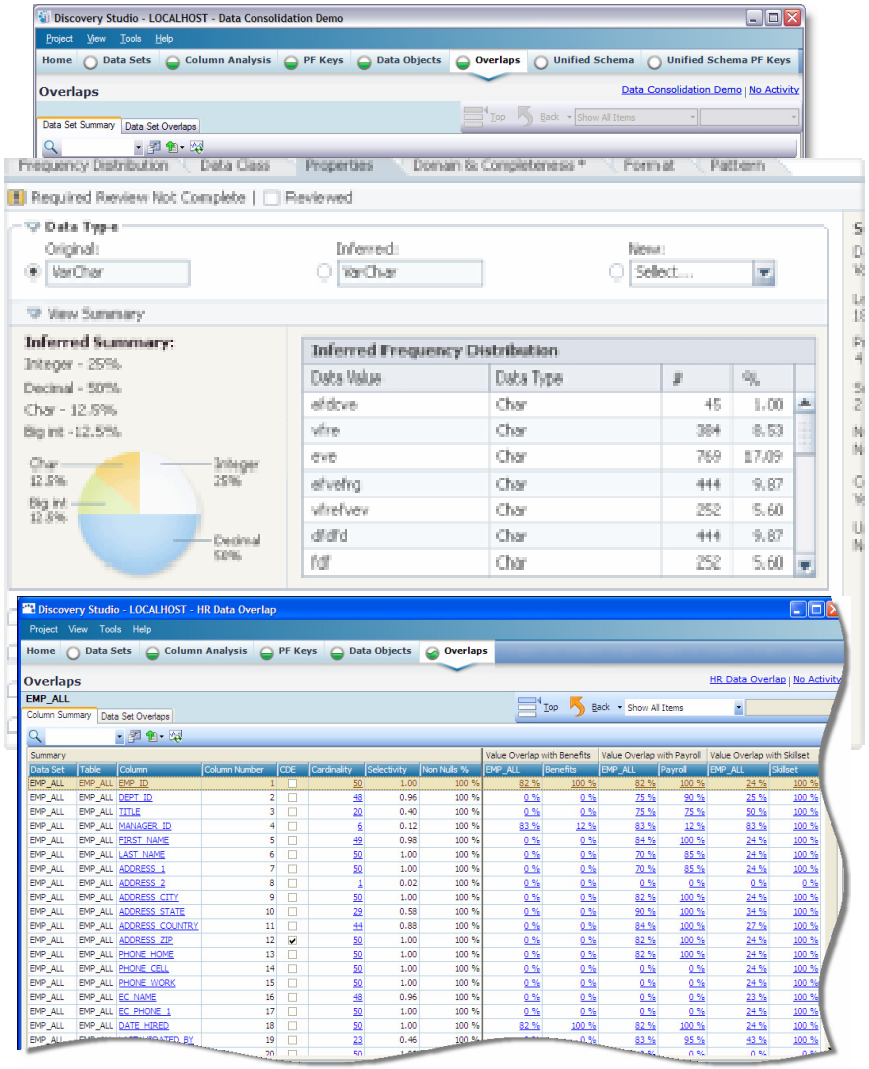
Discover and understand my data: InfoSphere Discovery, Information Analyzer

Capabilities

- Automatic data discovery
- Perform data quality assessment
- Define business rules to monitor data quality
- Establish stewards for governance of data quality
- Discover data transformation rules and heterogeneous relationships

Benefits

- Increase your time to value by automating the analysis of your data sources
- Identify data quality issues early to reduce project risks
- Monitor quality metrics over time for compliance



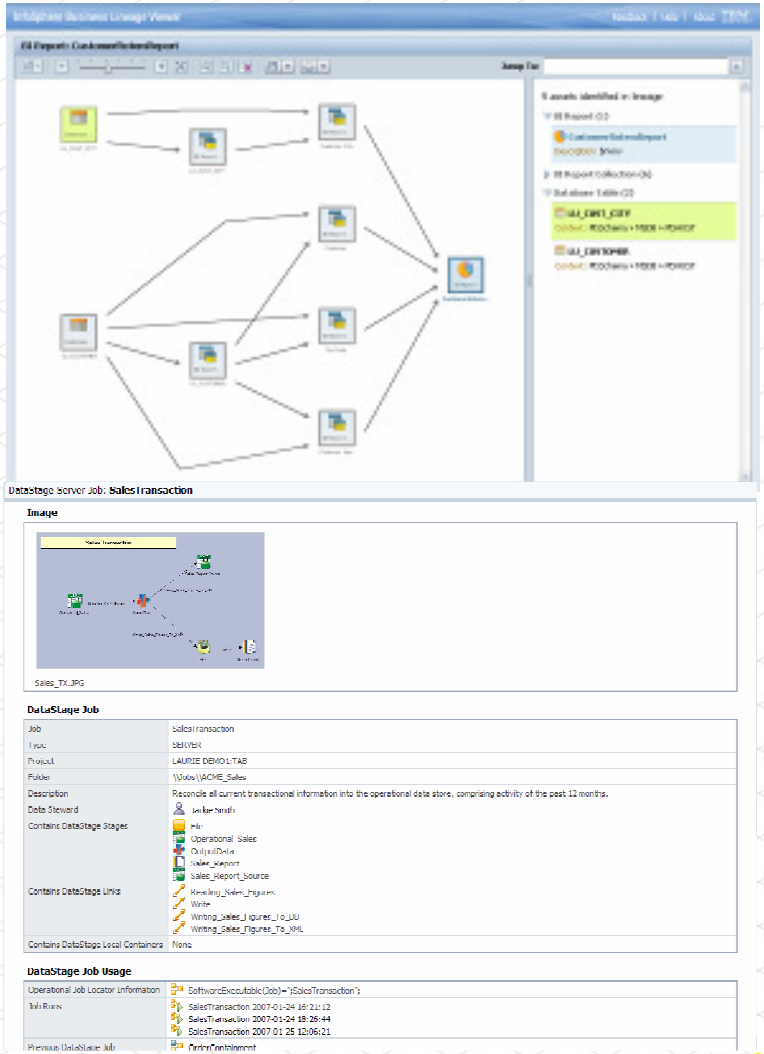
Understand data flows and relationships: Metadata Workbench

Capabilities

- Trace your data movement from sources to applications and business reports
- Understand relationships across your data flows
- Analyze the impact of changes to your data
- Centralized management of your IT assets

Benefits

- Govern your data by understanding where its coming from and where its being used
- Support audit and regulatory compliance requirements by reporting on your operational metadata



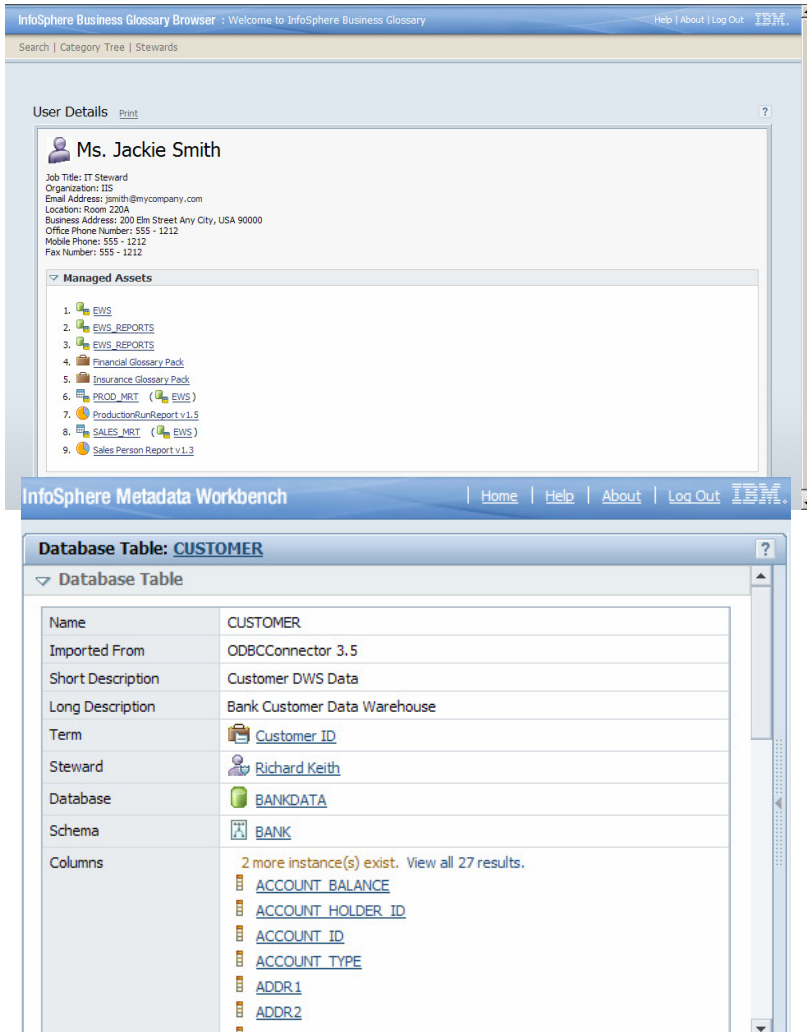
Assign meaning and ownership to data assets: Business Glossary, Metadata Workbench, Information Analyzer

Capabilities

- Allows creation of stewards & assignment of their responsibilities for terms & assets.
- Link business terms to information assets

Benefits

- Provides business context to information technology assets
- Establishes responsibility and accountability in accordance with data governance policies



Manage and Monitor Data Quality: Information Analyzer, Metadata Workbench, Business Glossary

Capabilities

- Ongoing monitoring of your data quality – beyond Initial load
- Monitor based on sophisticated rule logic
- Report on data quality issues

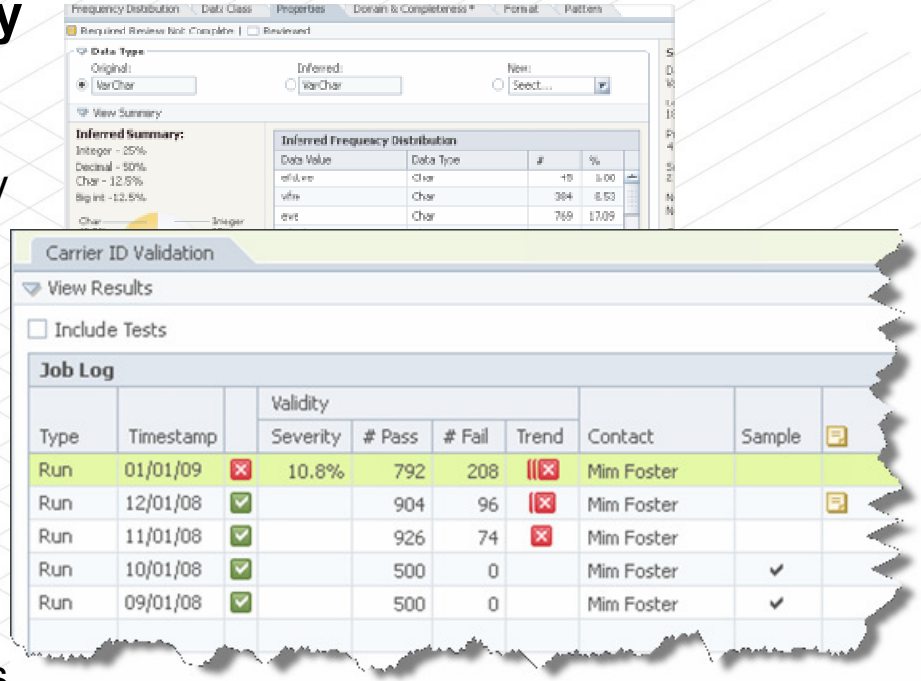
– Data Filters/Rules, Filter Templates, Metrics

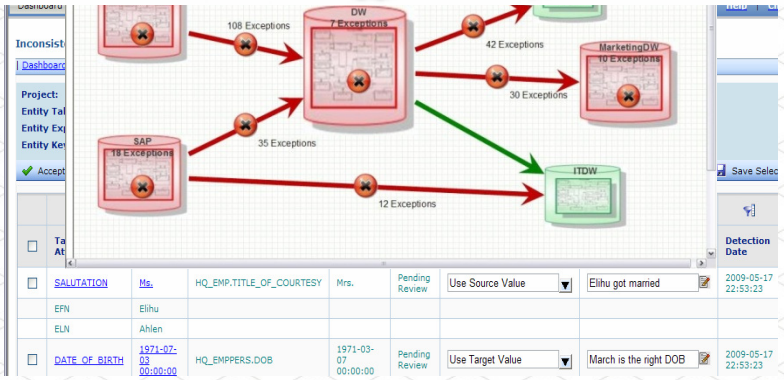
– Exception Tables and Reports

– Metrics, Scorecards and Trend Analysis and Reports

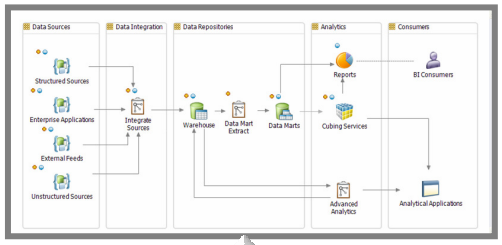
Benefits

- Govern your data quality
- Ensures the lasting value of your data integration investment
- Ensures superior data quality over time





1 Start from consistent blueprint, leveraging “best” practices



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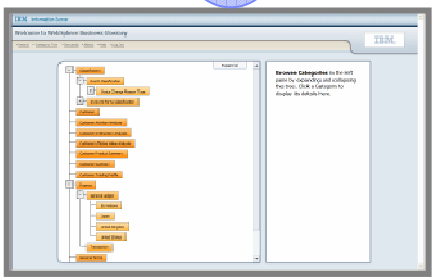
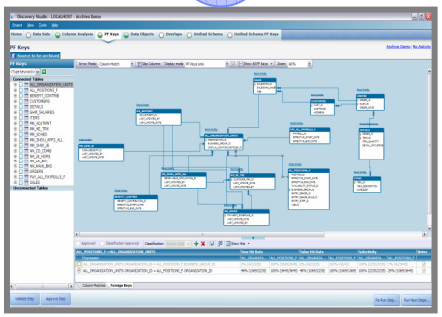


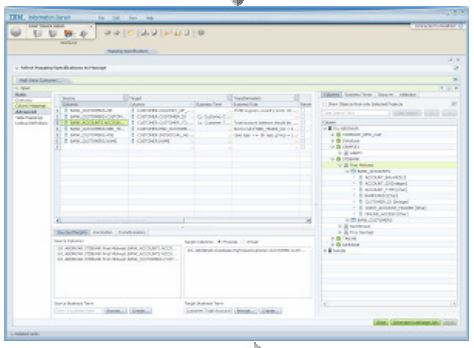
Document KPIs and associated business terms

3



Identify where KPI’s exist, relationship and level of quality

6 Create new transformation rules & document



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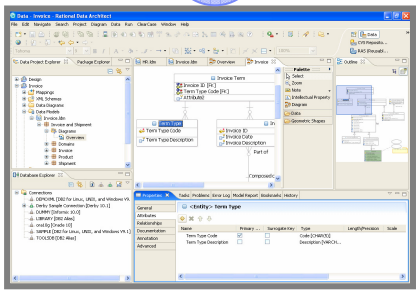
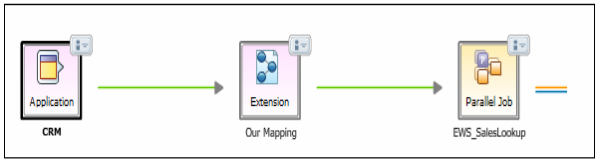


Create or Modify Data Model

5

Assess & monitor your data quality over time

7 Report & Govern on metadata assets



Information Governance Resources

Recommended reading:

IBM Data Governance Unified Process

Sunil Soares – Director, Information Governance

https://i2.infoprint.com/sales/catalogs.nsf/agswgcatalogint?openagent

IBM Data Governance Council

http://www.ibm.com/ibm/servicemanagement/us/en/data-governance.html

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