

# DATA GOVERNANCE DOS AND DON'TS: THE 12 LABORS OF THE DATA GOVERNANCE HERO

### Dos

#### **Set clear expectations from the start**

One big mistake would be to forget or ignore the rationale behind data. So don't just govern to govern. Whether you need to minimize risks or maximize your benefits, link your data governance project to clear and measurable outcomes. As data governance is a non-departmental but a company-wide initiative, you will need to prove its value from the start to convince leaders to prioritize and allocate some resources.

#### **What is your “emerald city”? Define your meaning of success**

In the wonderful wizard of Oz, “the Emerald City is Dorothy’s ultimate destination, the end of the famous yellow brick road”.

Success can take different forms: reinforcing data control, mitigating risks or data breaches, reducing time spent by business teams, monetizing your data or producing new value from your data pipelines. Meeting compliance standards to avoid penalties is crucial to be considered.

#### **Secure your funding**

As you're building the fundamentals of your projects and you're defining your criteria for success, you will explain the why, the what, and the how. Then make sure you don't forget “how much”? Identify associated costs, involved resources. If you're a newly assigned DPO, make sure you have a minimum secured operating fund. If you're a CDO, ally with the CTO to secure your fundings together. Then defend your proposal to your finance team so that they understand company's risks linked to failed compliance, explain the value of your



data strategy and all the hidden potential behind data. Make sure you gave them the perspective of data as a financial asset.

### Don't go it alone

As we know, and it cannot be said often enough, a data journey is not another single project to be tackled by IT.

Even if you can go fast apprehending tools and take advantage from powerful apps, delivering trusted data is a team sport. Gather your colleagues from various departments and start a discussion group around the data challenges they're facing. Try to identify what kind of issues they have. Frequent complaints are:

- **"I cannot access datasets easily"**
- **"I don't find the right data I am looking for"**
- **"Salesforce data is polluted"**
- **"How can I make sure it's trusted?"**
- **"We spent too much time removing duplicates manually".**
- **"I cannot access datasets easily"**

You will soon discover that one of the biggest challenges is to build a data value chain that various profiles can leverage to get more trustworthy data into the data pipelines. Work with peers to clarify, document and see together how to remove these pains. Embark people on your data journey and give them some responsibilities so your project won't be your project but a team project. Show that the entire success will not be for you but all team members.

*Bring people on your data journey and give them some responsibilities so your solo project becomes a team project.*

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### Apply governance with a yes

Avoid too much control and an overly authoritative top-down approach whenever possible. On the contrary, apply the collaborative and controlled model of data governance to enable controlled role-based applications that will allow your data stakeholders and the entire stakeholder's community to harness the power of data with governance put in place from the get-go.

Make sure that the business understands the benefits, but also that they are ready to participate in the effort of delivering trusted data at the speed of the business.

### Start with your data

Traditional governance often plans to apply a non-negotiable top-down approach to assign accountabilities to data. While you should spend time in getting directions on your data governance, the truth is it won't be super productive as you'll often confront high levels of resistance. Prefer to start with your data and people using it. As the old world ended with data such as in old BI scenarios where analytics is the de facto conclusion, data driven organizations start discovering their data. Modern data experts should listen to business experts and collaborators, get into data sets to detect business value and potential business risks, then identify who is using the data set the most. Power users will often be the ones who will be the most inclined to protecting, remediating and maintaining a high level of integrity into your data sets.

***Data governance  
is not a project;  
rather, it's an  
ongoing process.***

***- Nitin Kudikala Customer Success  
Architect, Talend***

### Consider the cloud on your route to trust

Gartner [predicts](#) that “by 2023, 75% of all databases will be on a cloud platform, increasing complexity for data governance and integration”. The move to cloud is accelerating as organizations need to collect more data, including new datasets that are created beyond their firewalls, deliver those data in real time to wider audience, and seeking for more agility and on demand processing capabilities.

Because your data can be off premises, running on top of third-party infrastructures, the cloud might mandate stronger data governance principles. Take the example of data privacy, where regulation mandate that:

- **you establish controls for cross border exchange of data;**
- **you make policies for notification of data breaches, that you establish key privacy principles such as data portability, retention policies, or the right to be forgotten;**
- **you establish more rigorous practices for managing the relationships with vendors who process your personal data.**

The cloud brings new challenges for your data governance practices, but it brings many opportunities. At Talend, we see that a majority of our customer are now selecting the cloud to establish their single source of trusted data, as we will see in the use cases. Depending on your context, there are good chances that the cloud is the perfect place to capture the footprints of all the data in data landscape, and then empower all the stakeholders in your data-driven process with ready to use applications to take control and consume the data.

### Be prepared to explain “data”: don’t expect people to have your expertise

Employees often lack digital literacy. That’s one part of the problem. As data is becoming more predominant in organizations, everyone will require data literacy. Also, they will be reluctant to learn how to use sophisticated tools. Use a data catalog to make your data more meaningful, connected to their business context, and easy to find. Leverage cloud-based apps such as Talend [Data Prep](#) or [Data Stewardship](#) so that they can access data in a few clicks without specific training before they can start.

### Prove the data value: “start small to deliver big”

Along with your project, it’s highly probable you will meet with skeptics. They will challenge you on your ability to control and solve their problems. Plus, don’t take for granted people will understand your data has value. You will need to prove them they will save resources and money by delivering trusted data. Take a data sample like a Salesforce dataset, for instance, or a Marketo data source. Use data preparation tools to explain how easy it is to remove duplicates and identify data quality issues. Show the recipe function that allows to effortlessly reproduce the prep work to other data sets. It’s data quality at first. But even more importantly, make sure that they understand the benefits of data quality, now that they rely on qualify proofed customer contact data to improve the ROI of their sales and marketing activities.

Another quick win will be to show them how easy it is to mask data with Talend Data Preparation.

*Talend Cloud Data Preparation has a very clean, easy-to-use interface, which allows us to get value out of our enterprise data much faster.*

*– Jermaine Ransom,  
Vice President of Data Services, DMD  
Marketing Corp*

### Don'ts

#### **Don't expect executive sponsorship to be secured**

Once you prove business value with small proofs of concept, and you gain some support from the business, ask for a meeting with your executives. Then, present your plan to make data better for the entire organization. Be clear, concise, and short so that anybody can understand your project value. Explain they will gain visibility by endorsing you and hence, improving the entire organization's efficiency.

You will gain the confidence you need to have your project supported, and your work will get easier.

#### **Be hands on, not hands off with data. Lead your trusted data project**

By starting to meet with different people to listen to their challenges and offer your assistance, they will see you as the project leader. Make sure all your actions are efficient. As the old saying goes, you have to plan the work and work the plan. Follow up and outline the next milestones of the project. You will confront some obstacles, realignment priorities as your organization readapts to changing business conditions. Don't give up and adapt your planning if needed. However, keep convincing people and (re) explain how your project would overcome the company's challenges.

Make sure your data governance is really connected with your data. Too many data governance program have established policies, workflows and procedures, but are failing to connect with the actual data. For example, [a survey has shown](#) that among the 98% of the companies surveyed that are claiming for GDPR compliance in their legal mention, only 30% could deliver on their promises to fulfill the data access requests when their customers are asking to respect their rights for data accessibility. This means that most companies have establish strong governance principles, but are failing to operationalize them.

#### **Live your data challenges**

Here's an experiment regarding a crisis in a real-life situation. Imagine you've experienced an internal data break or data leak and see if your data governance framework is working in a worst-case scenario and a crisis in real life situation: experience internally a data breach or a data leak and see if your data governance framework is working in a worst-case scenario. Practice an audit trail. Are all your sensitive data masked? Are you able to track and trace all of your data? Do the data owners feel accountable about the data they're responsible for? Get in the shoes of your customer you want to consider his right for data access or right to be forgotten.

So, consider running a team drill. Make up a breaking news scenario and see how well your plan works then use those lessons learned to improve it. It's always better to be proactive rather than just experiencing a privacy incident for real with all its consequences that this entails. This this will make data governance more concrete, turning it in operational challenges rather than high level principles.

## Develop your data governance framework today

While accessing trusted data at the speed of business might seem to be impossible, your company can have access to clean, accurate data you can trust for the business insights you need. And you can get that data at the very moment you need it. Contact Talend to find out how to establish a data governance framework to get trusted data at the speed of business.



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For more information, take a look at the [Definitive Guide to Data Governance](#).

Talend (Nasdaq: TLND), a leader in cloud integration solutions, liberates data from legacy infrastructure and puts more of the right data to work for your business, faster. Talend Cloud delivers a single platform for data integration across public, private, and hybrid cloud, as well as on-premises environments, and enables greater collaboration between IT and business teams. Combined with an open, native, and extensible architecture for rapidly embracing market innovations, Talend allows you to cost-effectively meet the demands of ever-increasing data volumes, users, and use cases.

Over 1,500 global enterprise customers have chosen Talend to put their data to work including GE, HP Inc., and Domino's. Talend has been recognized as a leader in its field by leading analyst firms and industry publications including Forbes, InfoWorld, and SD Times. For more information, please visit [www.talend.com](http://www.talend.com)

