“You merge organizations, you replace your systems, you hire new people…but the one thing that remains through it all is your data.”

--customer just starting a governance initiative
Unlock the Power of Data

Rex Ahlstrom
Chief Strategy Officer
September 26th, 2014
Why Care About Data?

- 53% Suffered losses, problems, or costs
- 40% of business initiatives fail
- Only 10% monitor and measure programs
- 20% of labor productivity affected
- 77% bottom line affected by bad data

1. Source: TDWI
2. Source: Gartner
3. Source: Forrester
4. Source: Gartner
5. Experian/QAS
Organizations are losing $8.2 Million on average per year due to poor data quality.
How Fast is Your Data Growing?

The total amount of global data is expected to grow to 2.7 zettabytes during 2012 – up 48% from 2011.1

The total digital universe will reach 7.9 ZB in 2015.2

Structured data grew by more than 40% per year.2

Traditional content types, including unstructured data, are growing by up to 80% per year.2

2: Gartner, Information Governance: 12 Things to Do in 2012, Published: 27 January 2012
Benefits of Information Governance Strategies

57% increase in customer satisfaction if a company has high-quality, business-driven data

A 10% increase in usability of data translates to an increase of $2.01 billion in total revenue per year

A 10% increase in accessibility to data translates to an additional $65.67 million in net income per year

Risk Reduction: Data migration projects present an opportunity for legal and IT professionals to eliminate redundant, outdated and trivial data, by up to 60% in some cases, decreasing data management costs and reducing legal and regulatory risks.

1. Source: TDWI
2. Source: Sybase/Univ of Texas Austin
3. Source: Sybase/Univ of Texas Austin
4. Source: Gartner
Systems Change — Data is “Continuous”

The Data Journey

- **PLAN**
  - Data Assessment

- **MIGRATE**
  - M&A, Consolidation, Upgrades

- **MONITOR**
  - Data Quality Management

- **CLEANSE**
  - Excel-based Mass Update and Data Quality Remediation

- **MANAGE**
  - Master Data Governance

- **ACCESS**
  - Access on Any Device

- **REUSE**
  - Maximize Reuse

- **ACCELERATION**
  - Pre-built Content & Collaboration

**FASTER ROI THROUGH:**

- VISIBILITY
- DATA QUALITY
Every Agency should have ..... 

> A comprehensive data strategy
> Confidence in their data for reporting and decision making
> 100% business ready data
> Data that will support business processes
> Integrated Data Governance to ensure high quality data
> Repeatable processes to support on-going governance efforts
> Lower risk due to better data
High Quality Data is a Function of…..

**EXPERTISE**
Focused data quality expertise and a depth of varied experience

*Linking Data to Business Process Execution!*

**METHODOLOGY**
An agile, repeatable approach to the ad-hoc nature of dealing with complex data

*Move from Reactive to Proactive!*

**TECHNOLOGY**
Powerful Data Stewardship Platform™

*Vast System, Industry and Line of Business Content Library!*
One Solution for All Constituents and Data Initiatives

**MANAGE**
- **Roles**: Key Stakeholders & COE, Program & Project Management
- **Focus**: Risk & Progress Analysis

**DESIGN**
- **Roles**: Business Users, Consultants & SME’s
- **Tasks**: Define Data Requirements & Validations
- **Focus**: Standards and Reuse

**BUILD**
- **Roles**: SQL, ETL, Report Developers
- **Tasks**: Build Technical Solution (IT)
- **Focus**: High-Quality Technical Build that Meets Requirements

The BackOffice Data Stewardship Platform™ (dsp™)

- Data Migration
- Passive Data Governance
- Active Data Governance
- Data Integration
- Analytics & Consolidation
- Archiving & Decommissioning
Forrester Total Economic Impact Study

**Figure 1**
Financial Summary Showing Three-Year Risk-Adjusted Results

- **ROI:** 218%
- **Payback period:** 4.7 months
- **Total benefits (present value):** $8,642,061
- **Total costs (present value):** ($2,716,744)
- **Net present value:** $5,925,316

Source: Forrester Research, Inc.
Thank You

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