MDM: A Nursery for Data Governance

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Community**

Rules of the Show

- Please keep yourself on mute
- All questions should be asked in chat or take yourself off of mute and ask
- Community show will be recorded and posted to Reltio Community

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Upcoming Community Events

Upcoming Events

Go to Events

15 JUN
MDM: A Nursery for Data Governance
📅 Reltio Webinar Events
🕐 Jun 15, 10:00 - 11:00 (CT)

22 JUN
The ABCs of Crosswalks: Understanding Their Purpose and Use
📅 Reltio Webinar Events
🕐 Jun 22, 10:00 - 11:00 (CT)

29 JUN
MDM for R&D and IDMP Compliance for Life Sciences Companies
📅 Reltio Webinar Events
🕐 Jun 29, 10:00 - 11:00 (CT)

13 JUL
Leading your Data Strategy with Business Outcomes Description
📅 Reltio Webinar Events
🕐 Jul 13, 10:00 - 11:00 (CT)

27 JUL
Leveraging Pre-Trained Machine Learning Models for Efficient Entity Resolution
📅 Reltio Webinar Events
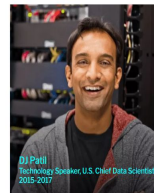🕐 Jul 27, 10:00 - 11:00 (CT)

DataDriven23 - Data is a Catalyst for Business Acceleration.

Keynote Speakers

Join data leaders, your peers and colleagues to learn about what's new in the market and practical ways leverage the power of your data.
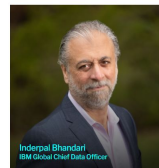
See all speakers

DJ Patil
Technology Speaker, U.S. Chief Data Scientist 2015-2017

Bill Schmarzo
Dean of Big Data

Featured Speakers

Inderpal Bhandari
IBM Global Chief Data Officer

Manish Sood
CEO, Founder & Chairman

Noel Yuhanna
VP, Principal Analyst

About the event

- Industry Event with Reltio as the main sponsor
- Connect with peers
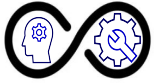- Learn from industry leading speakers

Sign up here:

https://www.reltio.com/datadriven/

Chris Iloff
Director - Strategic Services
Reltio

Agenda

Understanding the Synergy between MDM and Data Governance

The Role of MDM in Data Governance Lifecycle

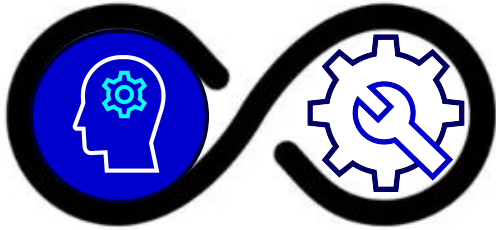MDM as a Catalyst for Data Stewardship

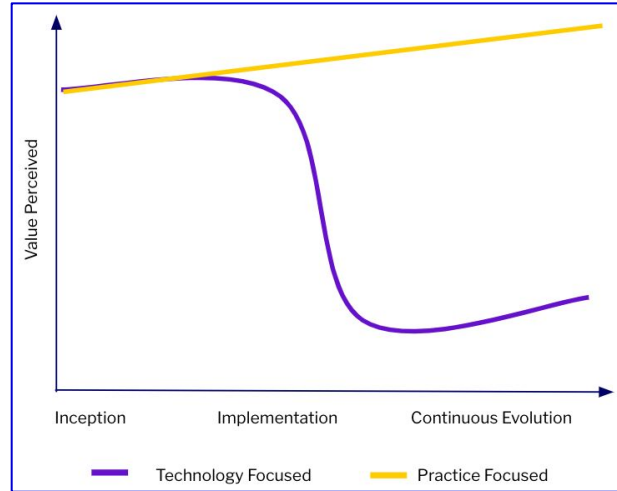Strategies for Implementing MDM with Data Governance

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Mutualistic practices evolve together

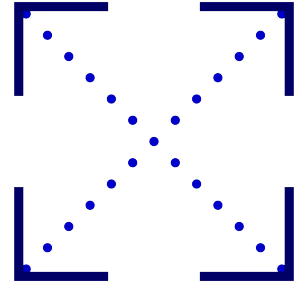**Practices on a continuum of evolution**

Both MDM and Data Governance are constantly active business transformations, not technology transformations

Relationship to business value is indirect

Value Perceived

Inception   Implementation   Continuous Evolution

— Technology Focused   — Practice Focused

Data Stakeholders must understand value for investment in the evolution of either practice

Each benefits from the other's adoption and maturation

Increased adoption of MDM extends the reach of Data Governance

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MDM activates governance

Data Quality identification & reporting

MDM can execute validation checks to identify and report when data does not align to standards

Standards & Best Practice enforcement

MDM can automatically resolve data quality issues with cleansing, standardization, and enrichment logic that aligns to DG standards and best practices
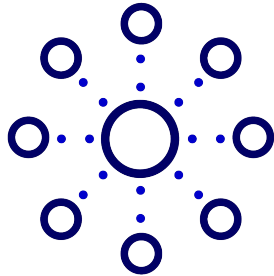
Data Stewardship workflow & tracking

MDM supports automated workflows stewards can use to manage data changes and entity resolution

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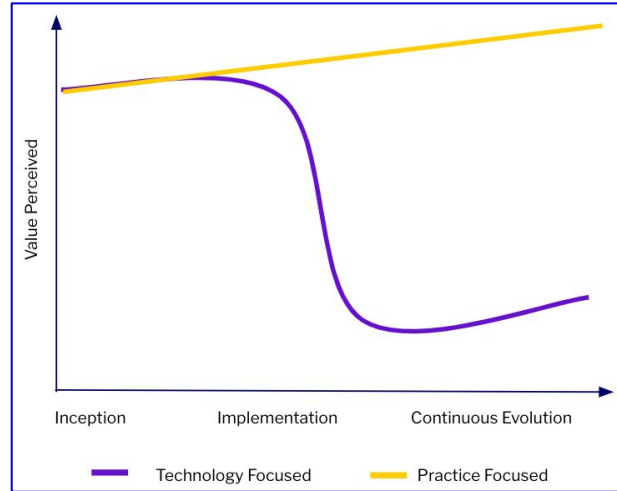# Build the governance practice through the MDM lifecycle

An enterprise perspective of data

MDM is a central hub for the data that runs the business, making it the ideal place to activate governance practices that impact the entire organization
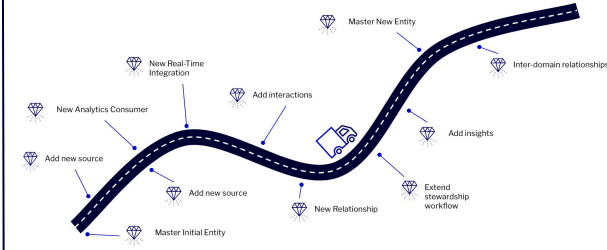
Data Stakeholders identified and interested

Data Stakeholders are interested and aligned on value when MDM projects are born. Use this time and place to onboard them into the Governance practice.
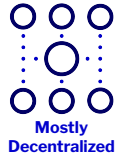
Extend through execution of the MDM lifecycle

Each project that expands MDM is an opportunity to extend the activation of Governance and increase stewardship participation
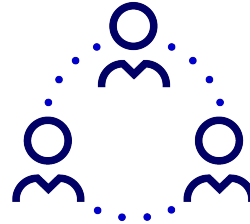
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Strategic alignment to the target state is critical

Understand level of centralization

Fully Centralized
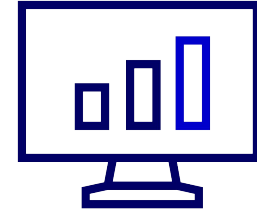
Mostly Centralized

Mostly Decentralized

Align MDMs activation to your organization's desired level of data and governance centralization to expedite mesh transformation
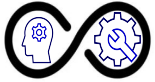
Attach to network of data owners

Align MDM data owners to existing governance teams or build the governance teams with these data owners over time. Let MDM be the hub for your data owner network

Inject MDM metrics into Data Governance reporting

MDM KPIs should be published to the data owner network as critical data governance metrics.

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Recap

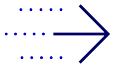**Understanding the Synergy between MDM and Data Governance**

The Role of MDM in Data Governance Lifecycle

MDM as a Catalyst for Data Stewardship
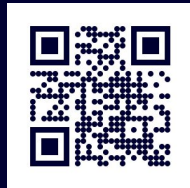
Strategies for Implementing MDM with Data Governance

Call to action: Feedback! More on Data Governance Coming. Tell us what you want to know more about!

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Thank you

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