

# Take Control of Data Governance and Data Quality

Three principles for realizing the value of high-quality data throughout your organization

## Improving the Integrity of Your Enterprise Data

Let's be honest. This isn't the kind of goal that can be achieved by working through your lunch break, or even by deploying a single, super-smart new technology.

It's a serious, organization-wide undertaking, and often a complex challenge. But it's a challenge that's far too important to ignore. Too much depends on getting it right:



The effectiveness of your **strategic planning**



The robustness of your **regulatory compliance**



The efficiency of your **marketing initiatives**



The success of your **sales tactics**

That's why we're going to guide you through the Three Principles of Data Governance.

They're designed to help you make lighter work of boosting data integrity, and start feeling its many benefits—from reduced costs and risk, to smarter

business decisions. Explore the principles with us now and see how following them and engaging with Oracle can help you get the clean, reliable, and relevant data you need to ensure your business initiatives succeed.

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"Poor data quality is a primary reason for **40% of all business initiatives failing** to achieve their targeted benefits."

**Ted Friedman**, Gartner<sup>1</sup>

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Our 3 principles are:



Don't Bury Your Head in the Data



Data Governance Is Built on Four Essential Pillars



There's No Data Governance Without Data Quality

<sup>1</sup>Gartner, "Measuring the Business Value of Data Quality", Ted Friedman, Michael Smith, January 2013

## Principle

# #1



## Don't Bury Your Head in the Data

It can be very tempting to close your eyes, and pretend your data issues don't exist. But if you do, you'll be inviting some **serious repercussions...**



Fines—for failing to stay compliant



Lost reputation—when customer data gets leaked



Lost business—as you struggle to fix your compliance and security woes

...and you'll be missing some **golden opportunities.**

Improving data governance will ultimately help you:



Get the most from your key applications



Improve the quality of your business intelligence



Market and sell with greater precision, sophistication and economy



**Expert tip:** Use data quality to kick-start data governance.

When it comes to establishing robust, end-to-end data governance, tackling data quality can be a great first step.

The right solutions will not only help you solve your data quality challenges, they will also provide structures and processes on which to model your wider governance initiative.

# 25%

Through 2016, **25% of organizations** using consumer data will face reputation damage due to inadequate understanding of information trust issues."

**Doug Laney**, Gartner<sup>2</sup>

"Many data governance organizations struggle to obtain executive sponsorship, in part because they have not linked data quality to improved business performance."

**Tom Mongoven**, Deloitte Consulting LLP.<sup>3</sup>

<sup>2</sup>Gartner, "Information Innovation Key Initiative Overview", Doug Laney, April 2014

<sup>3</sup>Deloitte, "Good Riddance to Bad Data, Data Governance Gains Momentum", 2014  
[www.deloitte.wsj.com/cio/2014/02/24/good-riddance-to-bad-data-data-governance-gains-momentum/?mod=wsjcio\\_hp\\_deloitte](http://www.deloitte.wsj.com/cio/2014/02/24/good-riddance-to-bad-data-data-governance-gains-momentum/?mod=wsjcio_hp_deloitte)

## Principle

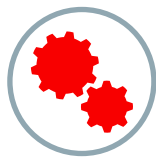
# #2

## Data Governance Is Built on Four Essential Pillars

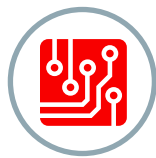
Great data governance is built from four essential elements:



**People**



**Processes**



**Technologies**



**A strict adherence to best practice**

Get this mix right, and you'll be able to understand the flow of data through your organization like never before—viewing the complete data life cycle, managing risk and compliance, and confidently driving your business forward.

### DATA GOVERNANCE IN ACTION...

**82%** of companies face **external regulatory requirements** on electronic data.<sup>4</sup>

**Expert tip:** How to get everyone excited about data governance. (No, really.)

So, *you* see the value in getting a grip on your data, but how do you convince your organization? Explaining the very real connection with business performance is key—from lower costs and less stressful lives, to smarter decisions and greater profits.

### Case study: National Australia Bank

- >40,000 employees
- >1,800 branches and service centers
- >10.93 million customers worldwide

#### The Data Governance Challenge

Ensure all finance systems store data—and produce results—in a consistent fashion.

#### The Solution

A centralized maintenance and governance approach with one team looking after the data.

#### The Results

- Data quality improved from 90 percent to 99 percent accuracy
- Project delivered 200 percent ROI
- Greater operational insight for managers

# 50%

More than 50 percent of IT leaders question the validity of their data, making it unusable.<sup>5</sup>

<sup>4</sup>Rand, "Data Governance Simplified", 2013, [www.randsecuredata.com/getattachment/resources/whitepapers-reports/Survey-Results/RandSD\\_WP\\_DataGovSurveyResults\\_Final.pdf.aspx?ext=.pdf](http://www.randsecuredata.com/getattachment/resources/whitepapers-reports/Survey-Results/RandSD_WP_DataGovSurveyResults_Final.pdf.aspx?ext=.pdf)

## Principle



# There's No Data Governance Without Data Quality

Data quality—it's at the very heart of your wider data-governance challenge. And it can be a brilliant place to start.

### The Best Way to Think About Data Quality

It's crucial, however, to think about data quality in the right way.

Instead of trying to apply the same, high standards to all your data, remember that the best definition of quality data is data that's **fit for purpose**. For example, there's no value in laboriously cleaning customer zip-code data if you only ever correspond with them by e-mail.

## Case Study: British Standards Institute

- >100 years shaping standards
- Clients in >150 countries
- >30,000 standards in its current portfolio

### The Data Governance Challenge

Improve the quality of its customer data.

### The Solution

Eliminate inaccurate, incomplete, nonstandard, multiformat, and duplicate customer and transactional data for its client database.

### The Results

- Better marketing campaigns
- New cross- and up-sell opportunities
- A more complete customer experience
- The ability to handle 20 percent more data each year, without adding staff

## Start Taking Control of Your Data Today

### So, how do you ensure you're not included in the 40% of business initiatives that fail because of poor data quality?

Follow the three data governance principles outlined in this paper, and ensure your data is accurate and reliable to support your organization's key objectives. And don't just follow them for your immediate needs. Keep the three principles in mind for all data related activities, and ensure data governance is a long-term objective for your organization.

### About Us

Oracle has the solutions—and expertise—to help you establish truly end-to-end data governance.

Click on the following resource kit to learn more about best practices in Data Governance using Oracle Enterprise Data Quality.



**ASSESS MY DATA  
QUALITY NOW**