A DECADE OF DATA GOVERNANCE IN FINANCIAL SERVICES

6 MAY 2020

John Bottega
President
EDM Council
The EDM Council Mission

To elevate the practice of data management and analytics through best practices, data standards, research, education and community

Who are we?

Non-profit, neutral Trade Association

- **Formation:** Formed 2005 - 501(c)(6) non-profit professional trade association
- **Global Membership:** 200+ companies and 10,000+ registered professionals
- **Neutrality:** The EDM Council is a neutral business forum

What we do...

Communicate / Advocate / Educate

- **Communicate:** Provide a venue for data professionals to interact, communicate, and collaborate
- **Advocate:** Lead research, best practice and standards on how data, as an asset, is being curated today, and vision of how it must be managed in the future.
- **Educate:** Provide training, education and certification in data management best practices leveraging industry standard training models (DCAM) and eLearning
EDM Council

- Membership includes some of the biggest globally companies
- Data management focus now spans ALL industry verticals
  - Banking
  - Automotives
  - Healthcare
  - Manufacturing
  - Pharma
Peter Ku, VP & Chief Financial Services Industry Strategist
Informatica, LLC.

- As Chief Strategist, Peter is responsible for defining and leading Informatica’s Financial Services Vertical Go-to-Market strategy for the last 13 years.
- He has over 23+ years enterprise software marketing and sales experience in the areas of data management, business intelligence, master data management, statistical modeling, advanced analytics, and data governance to the global financial services industry.
- Peter is a regular speaker at industry events and the sponsoring chair on behalf of Informatica’s membership with the EDM Council for the past 9 years.
INTRODUCTION: CDO PANEL

Cara Dailey, CDO, Silicon Valley Bank

Srinivasan Sankar, CDAO, Hanover Insurance Group

Peter Serenita, Global CDO, Scotia Bank
May 6th, 2020

A Look Back at a Decade of Data Governance in Financial Services
Today’s Agenda

• 10 Years of Innovation and Change
• Informatica’s Journey
• EDM Council’s View of the Past 10 Years
• CDO Panel + Q&A (40min)
2010 – Start of the Great Recovery
The Decade of New Regulations

- BCBS 239
- DFAST
- CCAR
- CECL
- FATF
- KYC
- CDD
- BSA AML
- MIFID II
- Solvency II
- IFRS 17
- VOLKER 1 & 2
- Basel III
- ...
The Decade of Digital Innovation
Decade of Social Media
The Decade for Analytics

2010
- Passive/Intermittent
- Helps us learn
- Human led

2020
- Active/Always On
- Self learning
- Leads humans
The Decade of Data Breaches
Lead to the decade of consumer privacy regulations
Decade of the Chief Data Officer

% of Fortune 1000 Companies who have a Chief Data Officer

2012: 12%
2018: 68%
Where Are We Now?
Managing Data Is Getting Harder Than Ever

Explosion in Data Volume
20.6 zettabytes per year in global data center traffic

New Users
500 million business data users and growing

New Data Types
20 billion connected devices
(mobile, social, IoT)

Data in the Cloud
Over 94% of data center traffic will come from the Cloud

Machine Learning/AI
1 billion workers will be assisted by machine learning or AI
Business Needs Answers To Their Data Questions

Um…
Where do I Begin?
What data do we have?

• Provide a “Google-like” search and an “Amazon-like” shopping experience for business users
  - Browse and search for relevant data assets, find data recommended by peers
  - Eliminate the bottlenecks of getting approved data to business users
What’s happening to our data?

True Data Catalog for the Enterprise!

• For Business Users
  - Identify which systems your Critical Data Elements come from with a Business Lineage view
  - Overlay data quality score cards, owners and definitions

• For Technical Users
  - Drill into the technical lineage details of your end to end data supply chain
  - Identify and understand data processing rules, transformations, and data quality rules
  - Understand data relationships where definitions are not pre-defined
Can I trust the quality of our data?

Comprehensive Data Quality Management

- **Integrated Data Quality Dashboards**
  - Seamlessly create custom data quality dashboards for CDEs used by the business
  - Customize views based on business need or data ownership

- **Overlay DQ Scorecards to existing Data Lineage views**
  - Identify the quality of data across the data supply chain
  - Drill into which Data Quality rules were used to create the data business needs to perform
Do we need to protect it? Is it protected?

Identify, Classify, Monitor, and Govern Sensitive Data

• **Sensitive Data Discovery & Management**
  - Locate and identify where PII and NPI data exists across the enterprise
  - Track the proliferation of sensitive data
  - Identify if it is masked, encrypted, tokenized

• **Data Masking and Obfuscation**
  - Ensure accurate and ethical use of sensitive data for new and existing data privacy laws
  - Govern changes, notify business users what data can or cannot be used to perform business processes
Informatica... 25+ years of delivering business value across the global financial services industry

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<th>Customers out of 9000+ in Financial &amp; Insurance Services Globally</th>
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EDM Council Perspective: Growth, maturity and the changing landscape of Data and Information Management

**Regulation Expansion**
- Dodd Frank
- BCBS239
- Stress Test

**2005** Data Operations

**2008** Defensive

**2016** Offensive

**2020**

- Data for AI/ML
- Data Ethics
- Industry Collaboration

Confidential

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CDO Panel

A Look Back at a Decade of Data Governance in Financial Services

Moderator

Peter Ku,
VP & Chief Financial Services Strategist, Informatica, LLC.

Panelists

John Bottega,
President, EDM Council
(Former CDO of Bank of America, New York Federal Reserve Bank, Citigroup)

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Peter Serenita,
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THANK YOU!!!