

## Foundational Tenets



### **Management of Content: Identify, Define, Locate**

- Unique identification of “things” (products; customers; entities, transactions; etc.)
- Assignment of precise definition of meaning (unambiguous, shared, agreed)
- Data discovery via the development of comprehensive inventories (where data resides)

### **Establishing the Program: Build and Sustain**

- Identify and develop essential skill-sets, executive support; stakeholders, etc.
- Ensure that data governance is enforceable (authority)
- Drive culture change - sanctioned by executive management, based on standards, harmonized across the lifecycle, governed by policy and monitored by audit

### **Data Fit-for-Purpose: Data Quality**

- Establish formal discipline of best practice for data quality
- Clear assignment and accountability for quality assurance
- Minimize manual processes/maximize automation

### **Collaboration: Cross Organizational Discipline**

- Business driven → technology enabled → operations driven
- Partner and align with technology (dotted line relationship)
- Collaborate with enterprise control functions