Data Democratization: Empowering Data Citizen for exponential ROI

A conversation with
Moderated by **Mike Meriton**
Co-Founder & COO, EDM Council

- Mike is a Co-Founder of the EDM Council

- Served as the first Chairman and active Board member since inception in 2005

- Joined EDM Council in 2015 as a Senior Advisor to lead Industry Engagement strategy, new member services and Council Operations

- Previously the CEO of GoldenSource and held key executive roles at CheckFree (Fiserv), D&B and Oracle.
Reginald Mathews
Co-Founder and CTO, DataEconomy Inc.

- Reginald (“Regi”) is a Co-Founder and CTO of DataEconomy
- A technology strategist and a core engineer with 20+ years of deep experience in Data & Analytics space
- Previously the Head of Data & Analytics for Banking and Financial Services at Tata Consultancy Services where he handled 53+ clients with an annual deal target of $200M
**OLD SCHOOL**: Addressing the Demand of Data Citizens

**Data Users Dilemma!!**

- Do you have the data that I am looking for?
- How is the Quality of data?
- Who owns this data if I have a question?
- Where is this data coming from?
- Who is currently using them, Have they found it useful?
- What are the ethical use restrictions of this data point?

**Typical Answers**

- Not Sure who can answer my questions, Many Manual touchpoints
- Conflicting Answers
- Takes a lot of time
- I am not the owner of this data, not sure about your question
- This is not my priority and I am busy
- There are no funds to address your requirements

**Data Stores**

- Data Lake
- Data Warehouses
- Data Marts
- Databases
- Ad-hoc Data Sets
- Spread sheets
NEW SCHOOL: Democratize and deliver additional business value beyond compliance

It’s an “AMAZON-like” experience with answers to all the questions that users have been asking:

1. Discover / Search  
   (Do we have the data?)

2. Fit for Use Criteria  
   (Do I know about this data? In terms of Quality, Lineage etc.)

3. Create a Shopping Cart  
   (Can I select what I need)

4. Ship Data and compute  
   (Send it to my Desired Destination)

Enable Data Citizens with 4 Key aspects

Democratization of Data using

Feed Data Catalogs into Data Market

Overall Impact of Data Market:

- Increased...
  - Data Literacy
  - Data Valuation
  - Compliance & Productivity

Data Curation

Data Elements Curation

Data Element 360

Data Definition | Data Lineage | Data Quality | Usage of Data
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Data Dictionary | Data Ownership | Service Levels | Source of Data
Today’s panel

Mike Meriton
Co-Founder & COO
EDM Council

Peter Serenita
SVP & Chief Data Officer
Scotiabank

Vinay Jha
EVP and Chief Data Officer
Citizens Bank

Reginald Mathews
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Questions?
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