Moderated by Mike Meriton
Co-Founder & COO, EDM Council

- Joined EDM Council full-time 2015 to lead Industry Engagement
- Former CEO GoldenSource (2002-2014) – an original IBM Global MDM Company
- FinTech Innovation Lab – Executive Mentor (2011 – Present)
Presented by Danny Sandwell  
Director, Product Marketing, erwin Inc

• DBA, DW Architect, Human Metadata Repository, Sales Data Liaison for Hallmark Cards, Canada (1988-1997)
• Sales Engineer, LogicWorks (1997-1998)
• Sales Engineer/Solutions Architect, Platinum Technology (1998-1999)
• Product Manager, Brand Strategist, Business Development Manager, Product Marketing Manager, CA Technologies (1999-2015)
• Director, Product Marketing, erwin Inc (2015-Present)
erwin Data Intelligence Suite

Improve data capability, literacy and results, supporting enterprise data governance and business enablement.

Combine erwin Data Catalog with erwin Data Literacy to fuel an automated, real-time, high-quality data pipeline.

Give all stakeholders access to data relevant to their roles and within a business context.

Power decision-making based on a full inventory of reliable information.
The 2020 State of Data Governance and Automation

Many organizations have started their data governance journeys to achieve data intelligence, but they have not automated their data operations to create sustainable and repeatable practices. Without an accurate, high-quality, real-time enterprise data pipeline, it can be difficult to uncover the necessary insights to make optimal business decisions.

In partnership with

- Surveyed North American organizations
- Respondents in data or data architecture roles, information/data governance professionals, business intelligence/analysts, data scientists and executive management
- Organizations in technology, government, consulting, insurance, finance, healthcare and manufacturing among others
- All sizes but majority 101 to 5,000 employees (40%) then 10,001 to 50,000 (17%)
Key Drivers

In 2018, regulatory compliance was the primary driver. Today, the priorities are:

- Better decision-making (62%)
- Analytics (51%)
- Regulatory compliance (48%)
- Digital transformation (37%)
- Data standards/uniformity (36%)
Program Maturity

How mature is your organization’s data governance/data intelligence program, or what stage are you in?

- Work in progress (38%)
- Just getting started (31%)
- Planning stage (19%)
- Fully implemented (12%)

These numbers are lower than in 2018.
Important steps have been taken, but we suspect finding the right approach is still a challenge.
Plus re-evaluation of what’s been done or partially implemented in light of new needs and challenges.
Data Value Chain Bottlenecks

What are the most serious bottlenecks in your organization’s data value chain? [Select all that apply]

- Documenting complete data lineage (62%)
- Understanding the quality of source data (58%)
- Finding, identifying and harvesting data (55%)
- Curating data assets with business context (52%)
What is the most significant challenge to your organization's data preparation/data governance/data intelligence efforts?

- Length of project/delivery time (25%)
- Data quality/accuracy (24%)
- Time to value (16%)
- Reliance on developers and other technical resources (13%)
70% of survey respondents spend 10+ hours per week on data-related activities.

Most of that time is spent on data source analysis (fit for use).

That is, after searching for and preparing data so it can be analyzed.
Have you deployed any data preparation/data governance/data intelligence solutions?
If yes, what type? [Select all that apply]

- Data Analytics (65%)
- Metadata Management (59.48%)
- Data Quality (58.82%)
- Data Catalog (49%)
- Business Glossary (49%)

(Data Prep, Governance & Technology Deployments)
To what level are your data operations automated?

- Mildly Automated (41%)
- Somewhat Automated (34%)
- Totally Manual (20%)
- Completely Automated (2.5%)
What’s Been Automated

What specific data operations have you automated? [Select all that apply]

- Data harvesting (48%)
- Data Lineage (25%)
- Data Mapping (39%)
- Code Generation (21%)
- Data Cataloging (26%)
- Impact Analysis (12%)

Data mapping (39%)
Data cataloging (26%)
Code generation (21%)
Impact analysis (12%)
What specific data operations would prove the most valuable to automate, if they aren't already? [Select all that apply]

- Data Lineage (65%)
- Impact Analysis (48%)
- Data Cataloging (61%)
- Data Harvesting (38%)
- Data Mapping (53%)
- Code Generation (21%)
Key Automation Points for Data Intelligence

Auto-Document
Data Sources
Data Models
Data Movement Processes
Data Consumption Points

Auto-Configure & Classify
Technical Asset Associations
Business Asset Associations
Business-Technical Associations
Sensitivity Classifications

Auto-Render & Navigate
End-to-End Lineage
Impact Analysis
Visual Mind Maps
Dashboards

Auto-Generate
Data Pipelines
Data Workloads
Data Movement Code
Platform Orchestration

Reduce: Time, Costs, Latency, Risk
Increase: Agility, Accuracy, Portability, Scale-Ability
erwin Automation Case Study: Global Pharma Leader

Creating Data Vault hubs and satellites for its massive data warehouse was laborious. The company wanted to increase development speed, aggregate data from different systems for enterprise collaboration, and trace data lineage to safeguard personal health information associated with clinical trials.

- erwin automated the creation of Data Vault structures and ETL operations.
- **200+ tables, jobs and processes** were generated with 10-12 scripts, dramatically accelerating Data Vault projects and optimizing data warehouse management.
- Reduced manual development costs by 70%.
- **95% of production code** is generated with “zero touch,” improving time to value by reducing errors and costly re-work associated with manual processes.
- Data integrity is assured, the warehouse is well-documented, and traceability from the marts back to the operational data speeds the investigation of issues and impact analysis.

**End Result:** Created a sustainable approach to Data Vault deployment and data governance, ensuring the agile, adaptable and timely delivery of actionable insights to the business in line with regulatory requirements with full transparency and ease of auditability.
Recommendations

Constantly re-evaluate and tune your DG strategy and deployment.

Put data quality first, and it starts with metadata quality.

Data lineage is complex and an absolute requirement; deal with it.

Automated code generation is a huge opportunity for efficiency, agility and consistency in data preparation.
Impact analysis is more than “where used;” it drives data valuation efforts.

Catalog your data assets: you can’t govern what you can’t catalog.

Promote data literacy: “An educated consumer is your best customer.”

Automation is always a good option, but with some tasks, it is the only option.
Request a Trial of erwin Data Intelligence

How do you know what’s true?
Look at your data.

Whether deciding to stay home or re-engineer your business model, data paves the way for smart decisions.

Join us for three virtual opportunities to learn about the latest versions of our enterprise modeling and data governance/intelligence solutions:
Questions?
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