

DG-01 Data Governance Fundamentals

DG-01-00 About the Course (7 min)

DG-01-01 Introduction to Data Governance (32 min)

- *Data Governance 101*
 - What Is Data Governance?
 - Not a One Size Fits All Program
 - Enterprise Data Governance
 - What Aspects of Data Can Be Governed?
 - Why Govern Data?
 - What Data Should Be Governed?
- *Business Drivers for Data Governance*
 - Types of Data Governance Programs
 - Types of Business Drivers
 - Company Data Pain Points
 - Critical Process Re-Engineering
 - Strategic Business Initiatives
 - Strategic IT Initiatives

DG-01-02 Implementation Fundamentals (75 min)

- *Selecting Data and Setting Goals*
 - Selecting Data
 - Data Quality Goals
 - Access and Handling Goals
 - Safety, Security and Privacy Goals
 - Compliance and Legal Goals
 - Efficiency Goals
 - Translating Goals into Actions
- *Policies and Standards*
 - Naming Policies and Standards
 - Data Quality Policies and Standards
 - Transfer Policies and Standards
 - CRUD Policies and Standards
 - Archive Policies and Standards
 - Security Policies and Standards
 - Privacy Policies and Standards
 - Architecture Policies and Standards
- *Data Governance and Company Processes*
 - IT Sub-processes
 - IT Architecture
 - IT Investment Portfolio Evaluation
 - New IT Projects
 - IT Infrastructure
 - Business Sub-processes
 - CRUD

- Supplier and Business Partner
 - Corporate Audit
 - Security and Privacy
 - Regulatory
- *People in Data Governance*
 - Who Should Govern Data?
 - Business Roles
 - Business Data Steward
 - IT Roles
 - Internal Operations Role
 - Management Role
- *Technology in Data Governance*
 - Data Quality Tools
 - ETL Tools
 - Workflow Management Tools
 - Metadata/Enterprise Repository
 - Business Rule Engine
 - Business Intelligence Reporting Tools
 - Other Tools
- *Managing and Measuring Data Governance*
 - Decision Making, Prioritization, Compliance and Performance
 - Practitioners Forums
 - Ensuring Data Governance Compliance
 - Managing Risk
 - Measuring Data Governance Effectiveness
 - Examples of Popular Maturity Models
 - Data Governance Scorecards
 - Scorecard Categories
 - Managing the “People” Side

DG-01-03 Case Study: Governing Customer Data (61 min)

- *Case Study Objectives*
- *Program Steps*
- *Step 1. Decide which Customer Data Needs Governing the Most*
- *Step 2. Identify the Most Appropriate Customer Data Leader*
- *Step 3. Assemble a Team and Assign Responsibilities*
- *Step 4. Establish Objectives and Guiding Principles*
- *Step 5. Link Key Customer Data Elements to a Master Data Program*
- *Step 6. Engage the Team with Quality Projects*
- *Step 7. Establish a Management System*
- *Step 8. Measure Your Efforts*
- *Step 9. Communicate, Communicate, Communicate*
- *Step 10. Serve as an Example for the Next Governance Team*
- *Case Study Recap*