



# DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

11 - 14 March 2024 | London, UK

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in the event mobile app\****

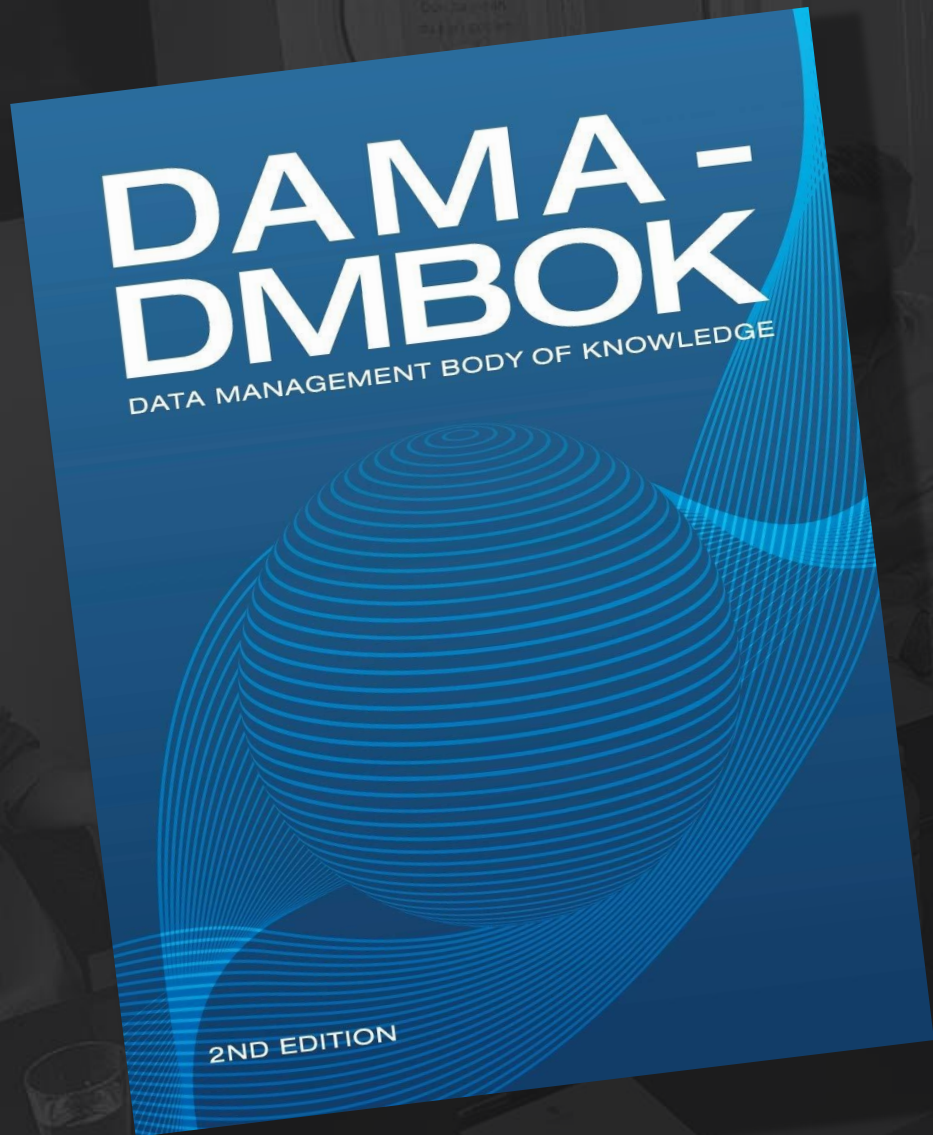
# HIGHLIGHTING THE CONFUSION

a qualitative study about Data Governance

A grayscale photograph of a desk setup. In the center is a book titled 'DAMA-DMBOK DATA MANAGEMENT BODY OF KNOWLEDGE 2ND EDITION'. To the left is a glass pen holder containing several pens. In the bottom left corner is a calculator. The background features a geometric pattern on the left and a textured surface on the right.

# DATA GOVERNANCE IS IMPORTANT

... and everybody is working with Data Governance!



**According to the bible,  
right?**



SURE WE'RE DOING DATA GOVERNANCE.  
WHAT IS IT?  
WELL... YOU KNOW... THAT THING YOU DO  
WITH YOUR DATA TO, UHM, ...

*Piot@Datneds*

*from*

~~MDM and Data Governance conference Europe~~

*to*

**Data Governance and MDM conference Europe**

 **[Redacted]** • 1:a  
Data & AI Governance Expert | AI ethics & policies | Women in AI | Spea...  
[Besök min webbplats](#)  
11 tim • 📍

🌍 People who work in Data Governance speak a weird jargon.  
The result is an ecosystem where no one understands each other.


Breaking Down 6 Common Confusions :

- 1) Data Governance vs. Data Management
- 2) Data Quality vs. Data Accuracy
- 3) Data Ownership and Data Stewardship
- 4) Data Privacy vs. Data Security
- 5) Metadata vs. Master Data
- 6) Data Policy vs. Data Standard

We need a Business Glossary for Data Governance 🤔

[#datagovernance](#) [#data](#) [#business](#)

[Se översättning](#)


 **[Redacted]** • 10 tim ...  
Group Data Governance Lead at [Redacted]

Couldn't agree more! We don't even speak the same language amongst ourselves how can we expect anyone else to understand what we're on about!! Some other terms that cause confusion:

Data profiling  
Data discovery  
When is a record not a record?! (Database vs business construct vs records management concept)  
Personal data vs personally identifiable information (PII)  
Data owner/steward vs data controller/processor  
Element/attribute/object/entity/domain (etc)

It's a nightmare! We actually have a business glossary for data governance, privacy, record management and data management terms, but it's more used to help align the pros when they're communicating out to others. Even that is hard enough to get alignment on!

[Se översättning](#)

 **[Redacted] Practitioner** (Han...  
Data Management Professional | Alation | Collib...

Haha! This is so true. To make things easier we have indeed created a Business glossary in the Data catalog(Alation) which has all the common terms used in Data Governance.

[Se översättning](#)

Gilla • 🗨️ 1 | Svare • 2 svar

 **[Redacted] fattare** • 5 tim ...  
Data & AI Governance Expert | AI ethi...

Great ! what are the most viewed terms?

[Se översättning](#)

Gilla | Svare

 **[Redacted] Practiti...** • 5 tim ...  
Data Management Professional | Alation |...

**[Redacted]** most viewed terms are Data governance,Data Quality,Data stewardship,Metadata,Policy,Standards,D ata element.

[Se översättning](#)

80%

*have a Data Governance framework or are implementing one.*

50%

*state Quality is the main issue behind Data Governance initiatives*

**compliance**

*is a major Data Governance driver.*

## Data Governance Survey 2017

In association with:



**VERITAS**

**Nicola Askham**  
THE DATA GOVERNANCE COACH

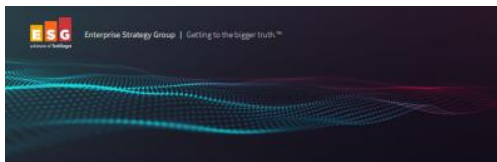
atlan

### Data governance is the top priority for 60% of data leaders

- Data quality (46%)
- Data science and machine learning (40%)
- DataOps (22%)
- Self service (34%)



INSIGHTS FROM 300+ DATA & ANALYTICS LEADERS



ESG RESEARCH INSIGHTS PAPER

### 2022 State of Data Governance and Empowerment



**PEOPLE KNOW WHAT THEY WANT TO ACHIEVE**

... but what are they actually doing?



## Amanda Alm

Data Governance Specialist

*Amanda used to be an elite level horse rider. She likes beer. She dislikes unknown details.*



## Olof Belfrage

Founder & Business Architect

*Olof “likes” working out and reading books. He dislikes industry buzzwords.*



# METHOD

Qualitative study, semi structured interviews based on DAMA.

**10**

PARTICIPANTS

**2023**

AUTUMN

**1h**

SESSIONS

10 companies | 250-219000 employees | 200 mEUR to 48 000 mEUR

**Global Healthcare  
Manufacturer**

10k employees  
2000 mEUR revenue

**Global  
Car Company**

50k employees  
35000 mEUR revenue

**Local  
Real Estate**

0,25k employees  
200 mEUR revenue

**Nordic Healthcare  
Provider**

12k employees  
1300 mEUR revenue

**Global  
Manufacturer**

40k employees  
8500 mEUR revenue

**Local  
utilities**

1k employees  
900 mEUR revenue

**Global Retail  
Company**

219k employees  
48000 mEUR revenue

**Global Industrial  
Equipment**

20k employees  
5200 mEUR revenue

**Global Truck  
Company**

50k employees  
16000 mEUR revenue

**Local infrastructure  
provider**

2,2k employees  
1000 mEUR revenue



*Global Data Steward*

*Data Governance Manager*

*Information Governance Manager*

*Master data manager*

*Chief Digital Officer*

*Product Owner Data*

*Team Lead Data & Integration*

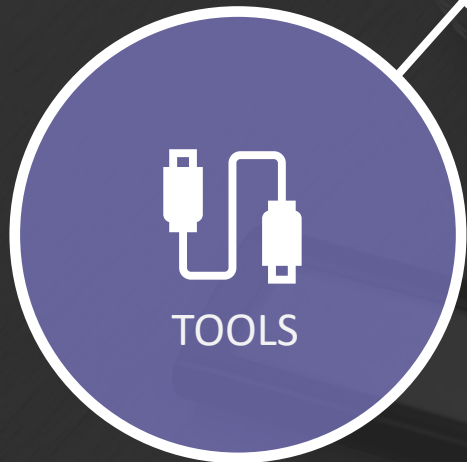
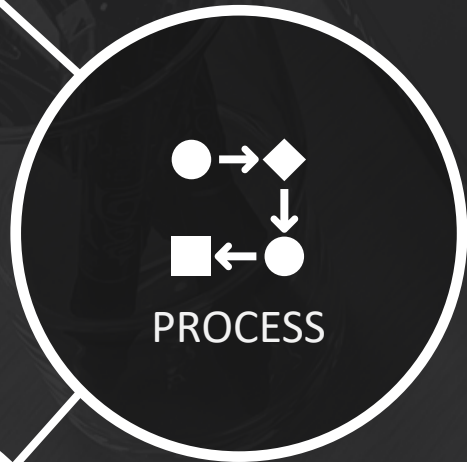


“

*...an ongoing process to manage data as an asset without a defined end [...] it is the exercise of **authority and control** over the management of data assets.*

*Data Governance provides **direction and oversight** for data management by establishing a system of decision rights over data that accounts for the needs of the enterprise.*

Data Governance by DAMA



*Data Governance or Data Management?  
Master Data Management?*

*Business or IT?*

*Data owner or Data steward?*

*Tools?*

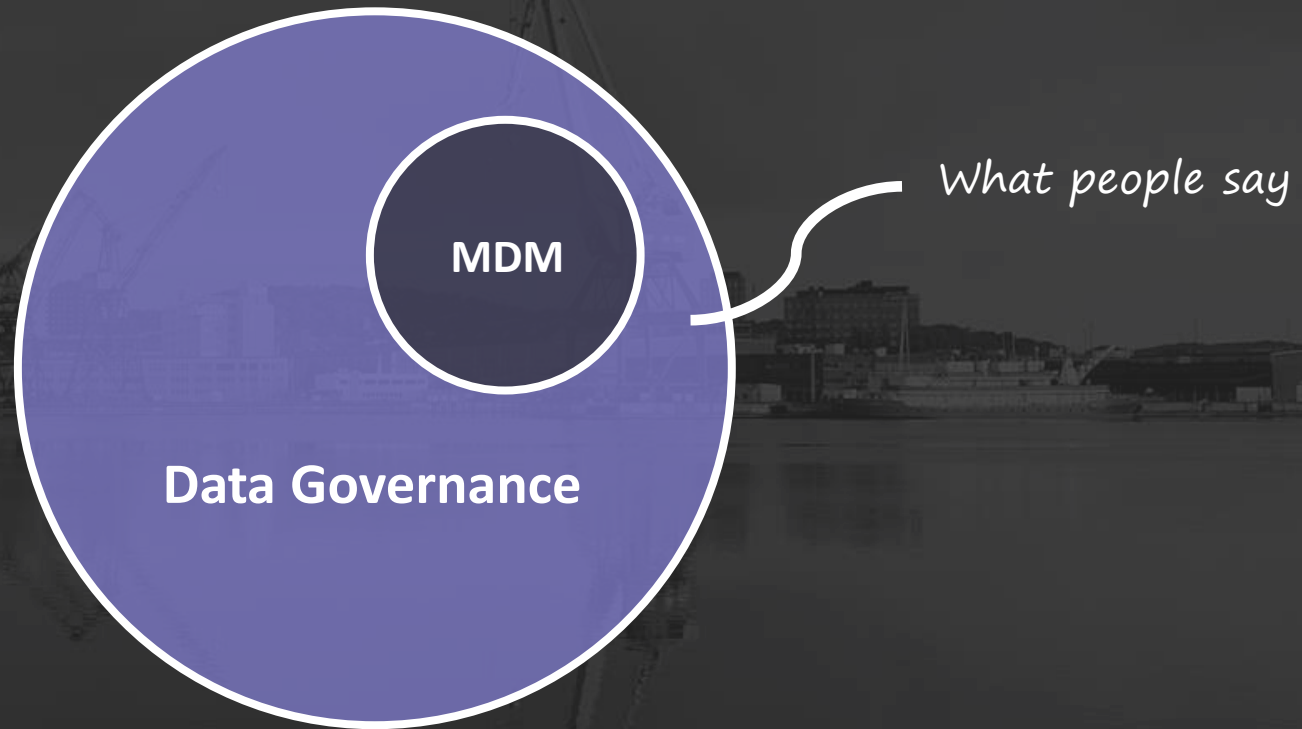
Integrations  
Master Data Management  
Business Glossary  
Responsibility  
Security  
Ownership  
Strategy  
Vision  
Analytics  
Operations  
Workflows  
Consistency  
Segregation of duties  
Framework  
Standards  
Systems  
Data Quality  
DAMA Wheel  
Policy  
Implementation  
Access  
Stewardship  
Rules  
Data Structure

# Roles

# Processes

# Tools

# Data Governance vs. Master Data Management?



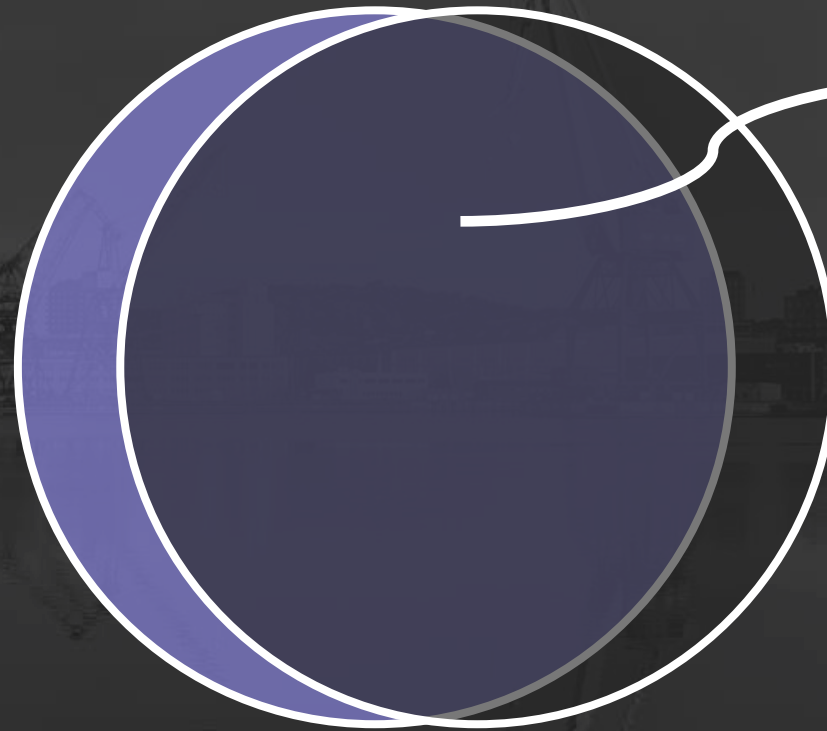
*Data governance involves the control and governance over data and information by **assigning ownership** to functions or individuals.*

*Data governance involves establishing a structure for how objects are created, legal requirements and standards, serving as a global template for **master data objects**.*

*A concept involving technical proficiency and responsibility for **data structure** and quality, ensuring accurate representation of the intended purpose.*

# Data Governance vs. Master Data Management?

**Data  
Governance**



**MDM**

*What people do*

# Data Governance vs. Master Data Management?

Master data management is a **broader concept** than data governance.

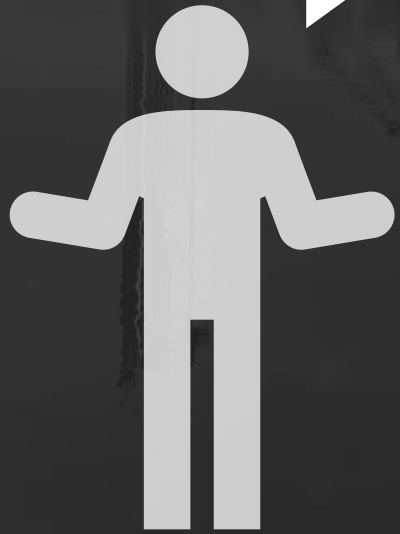
I align with DAMA's perspective on the relationship between Data Governance and Master Data Management, wherein Data Governance serves as the core and MDM as a subset.

Data Governance is a lot about ownership and responsibilities. MDM is more about structure. These concepts are **non-overlapping**, yet each is essential for working with the other.

# Data vs. Master Data

*data can be anything!*

*master data can also be... anything?*



# Data Governance vs. Master Data Management?

## Data Governance

- Often with MDM in focus
- Strategy and processes
- Control and responsibility
- Parallel activities
- Structured or un-structured data
- Part of MDM

## Master Data Management

- MDM team leading Data Governance
- Operational and technical
- Quality focus
- Structured data only
- Part of Data Governance

# Confusion around Ownership.



'Now, who owns this project?'

<https://www.cartoonstock.com/>

# Is Data Governance Business or IT?

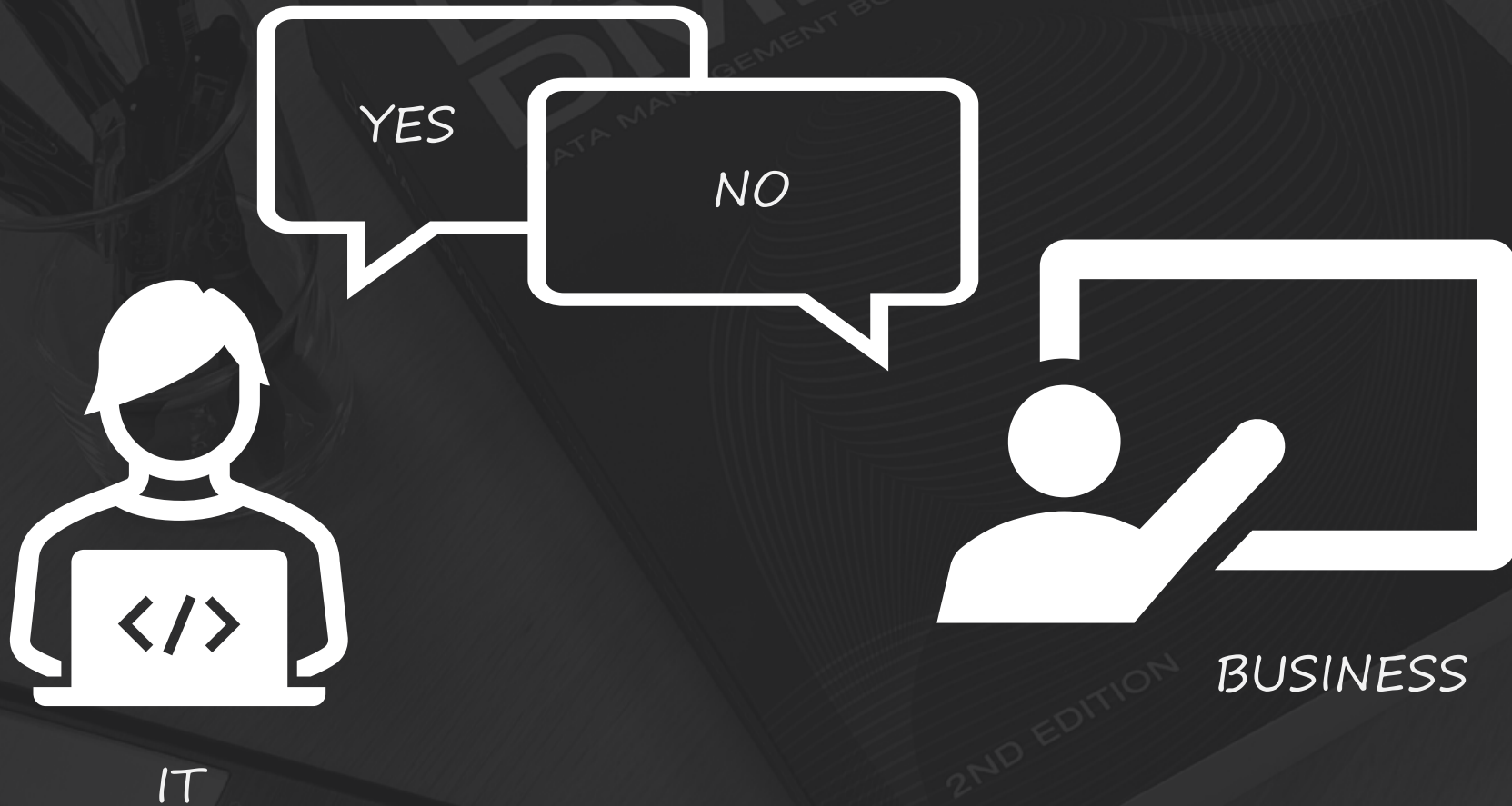


*... a data governance initiative is most effective when it is an **enterprise effort**. It is important to decide on what is being govern, who is being govern, who is governing.*

*Data Governance operates as a **business program**, overseeing not only IT decisions related to data but also governing business interactions with data; it crosses organizational and system boundaries to support an integrated view of data.*

DAMA

# Are you working with Data Governance?



“

*...a data owner is a **business data steward** with approval authority for decisions about data within their domain. It could be an individual or a department that has overall responsibility for a category of data and oversees the quality and usage of that category of data.*

Data Ownership by DAMA

# Data Ownership



To own... or not to own.

That is the question.





# Data Stewardship

*Facilitator or Operator?*

*Analyst or Doer?*

*Central or part of LoB?*

PATTERN 1



- Manage policies and procedures for processes and systems.
- Host forums (cross-functional collaboration)
- Drive change, strategic and tactical
- Central role

PATTERN 2



- Data entry
- Change data
- Work in the source system
- Operational scope - *“Acts as an operator”*
- Part of Line of Business

PATTERN 3



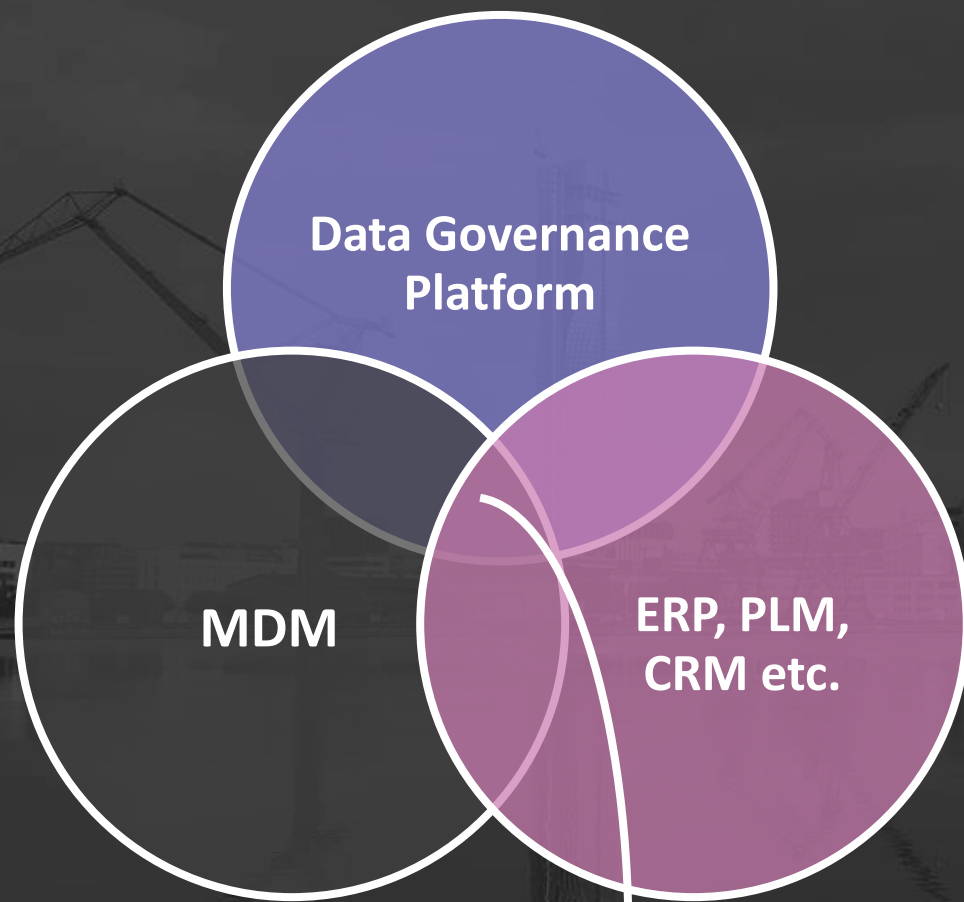
- Do not have any data stewards.
- Have *“informal”* data stewards



What about Tools?



Magilo



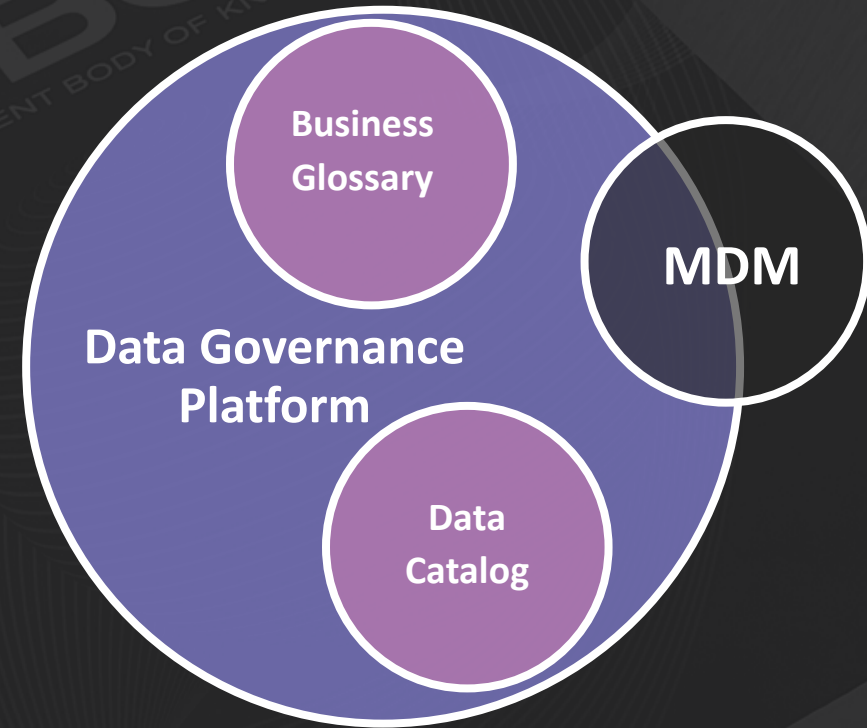
*Overlapping functionality*

*For me, MDM is part of Data Governance. Data Catalogue is yet another player. However, with the one lake concept we are moving towards something else. One platform for analytics and one for operations. To me it seems one needs so many different tools. MDM is just a small part— it's only useable for structured data. Not a lot to do there.*

*Difference between tools?*

*Which tools do I need?*

*What are the essentials?*



# Conclusion



≠



*What people do*

*What DAMA says*



*Internal culture and lack of data literacy causes most confusion!*

- Important to work on internal alignment
- Establish a common language
- Anchor a model with stakeholders



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