



# DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

**11 - 14 March 2024 | London, UK**

***\*Please score and comment on this session and speaker  
in the event mobile app\****



**DATA GOVERNANCE AND  
MASTER DATA MANAGEMENT  
CONFERENCE EUROPE**

11 – 14 March 2024 | London, UK

# Navigate the Metadata Management Maze: For Efficient & Effective DG practice



**Veronika Daniel**

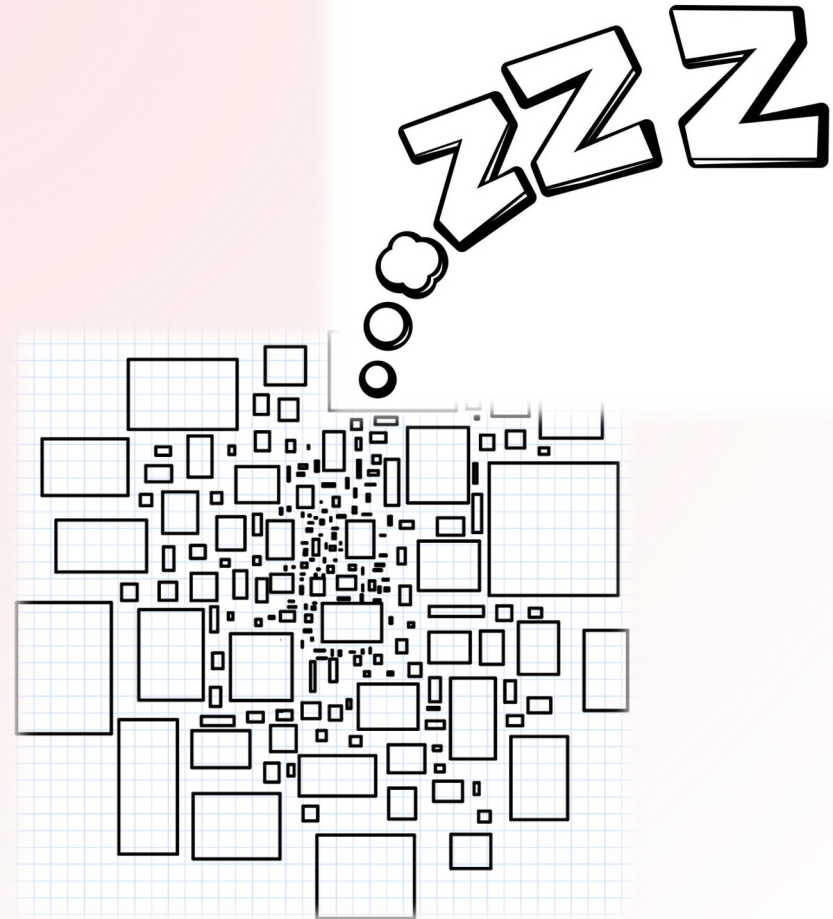
*Head of Data Governance ITV Studios*

**ITV plc**

# MY PERSONAL CROSS INDUSTRY JOURNEY

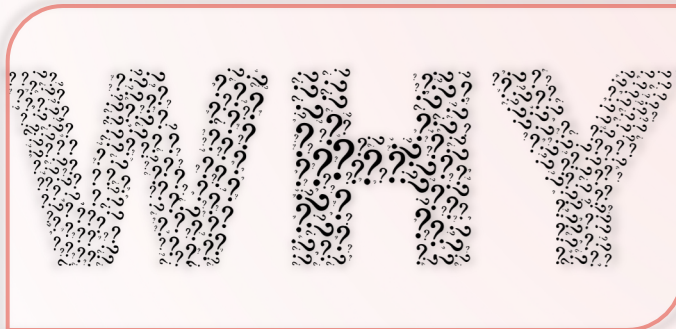


# MY AMBITION FOR TODAY



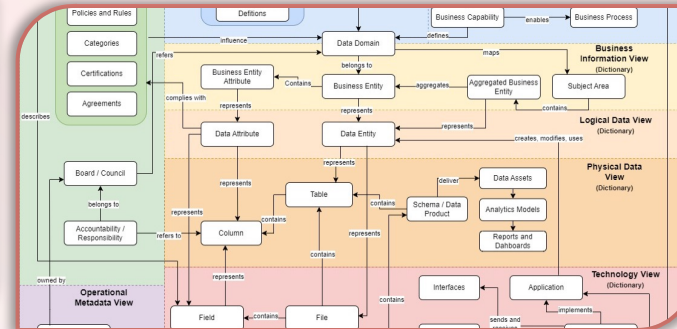
# NAVIGATE THE METADATA MANAGEMENT MAZE

## FOR EFFICIENT & EFFECTIVE DG PRACTICE



### INTRODUCTION

Significance of Metadata Management in fostering efficient & effective Data Governance practices



### METAMODEL FRAMEWORK

Fit for diverse Data Governance needs and practical applications with customisation strategies



### QUESTION & ANSWER

Open forum for your questions

# CHECK POINT



... we need metadata to **find & Govern** our data

... we must catalogue **all our data** we have

... we buy a tool for **effortless** data cataloguing

... it is a project and it will be **done** in 6 months

# HOW DO I CONNECT IT ALL?



## Metadata usage by Cataloguing Glossaries vs Dictionaries

Models...Business vs Logical  
Lineage... Business vs Technical

## Data Quality, Data Cleanse, Data Quality Metrics

Accuracy vs Completeness  
vs Consistency vs Timelines  
vs Uniqueness vs Validity

## Operating Model, Councils, DG Roles

Owners, Stewards, Custodians  
Accountability vs Responsibility

## Data Strategy, DG Framework, related Policies

Standards...Processes  
Procedures...Manuals

# DON'T SKIP THE PLANNING STAGE BY GETTING A TOOL!



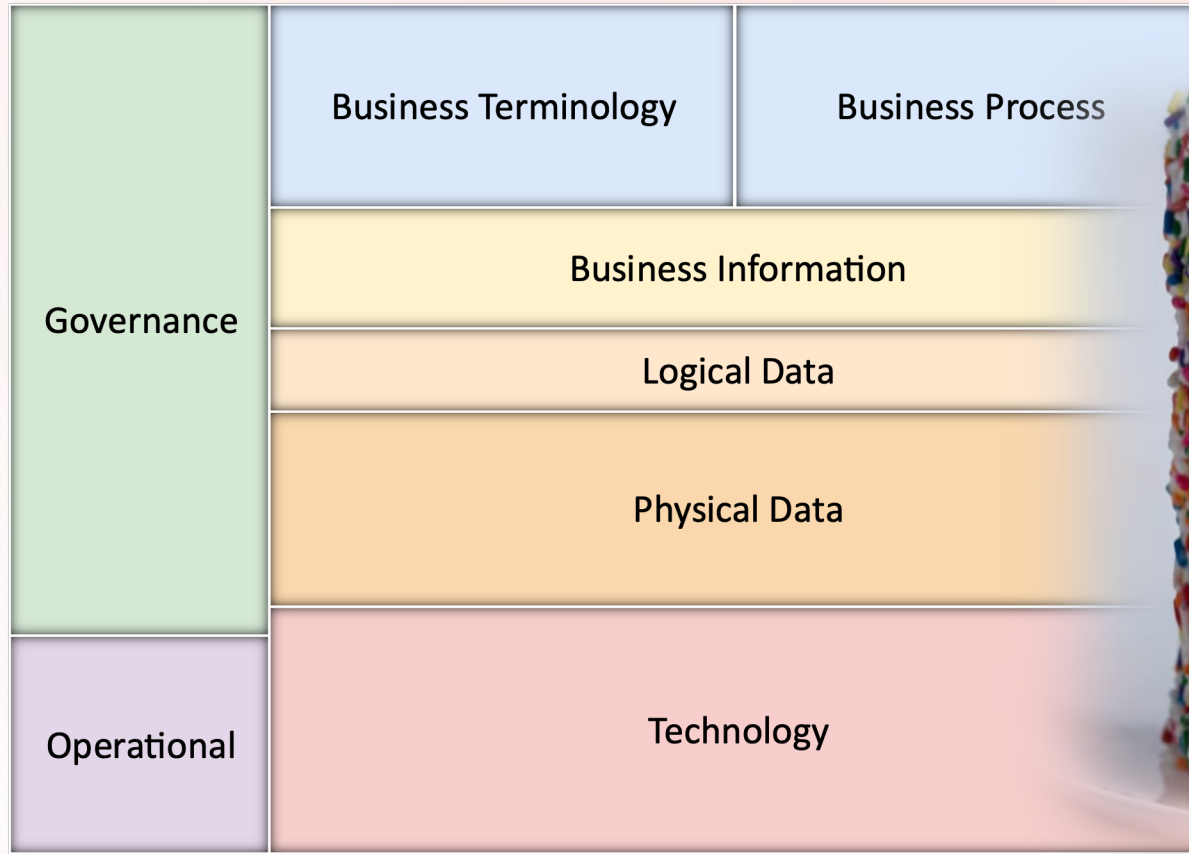
**Find** what is already in place

**Model** what can be reused & outline gaps

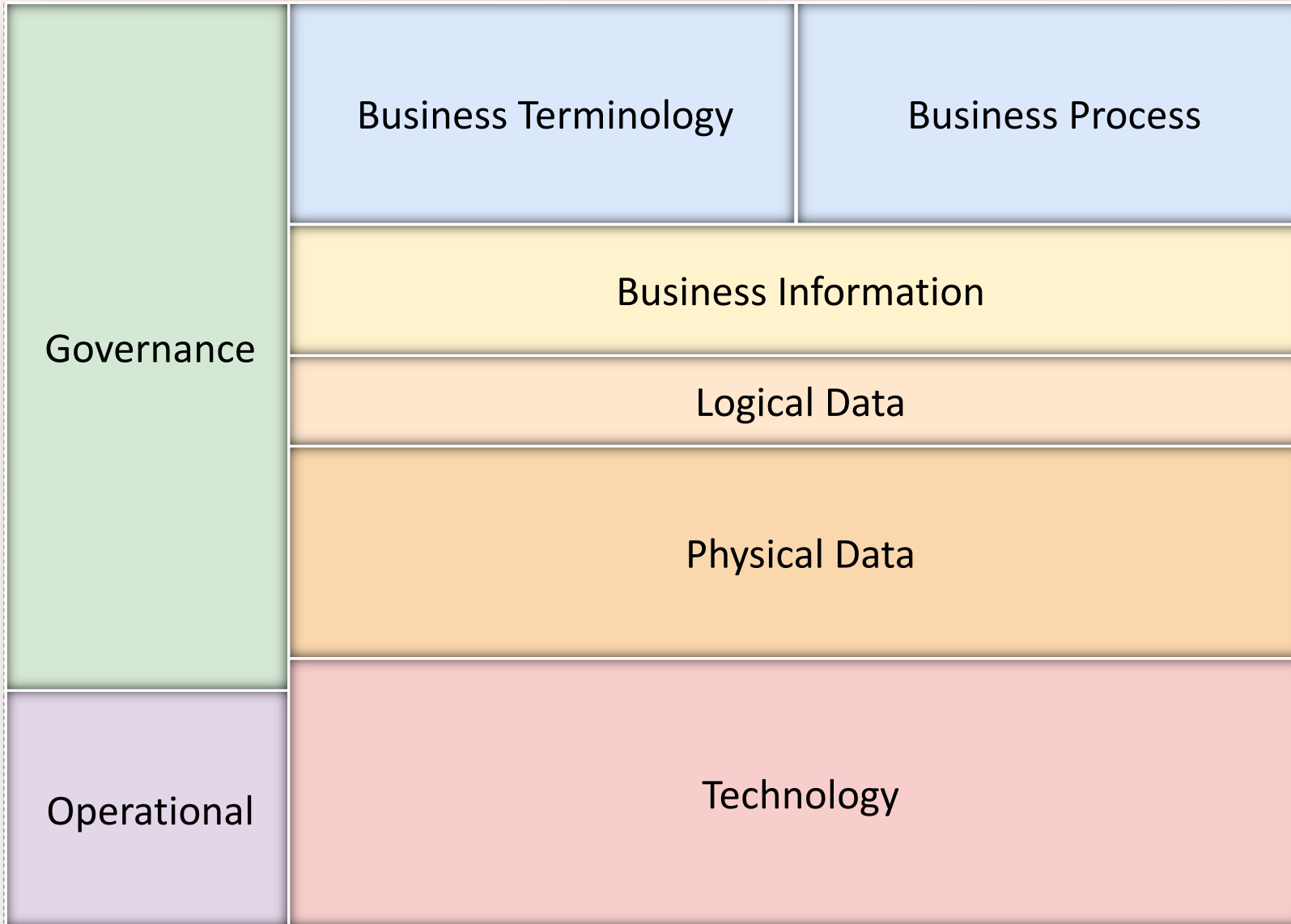
**Educate & Assess** commitment

**Stay realistic** agreeing & planning Scope

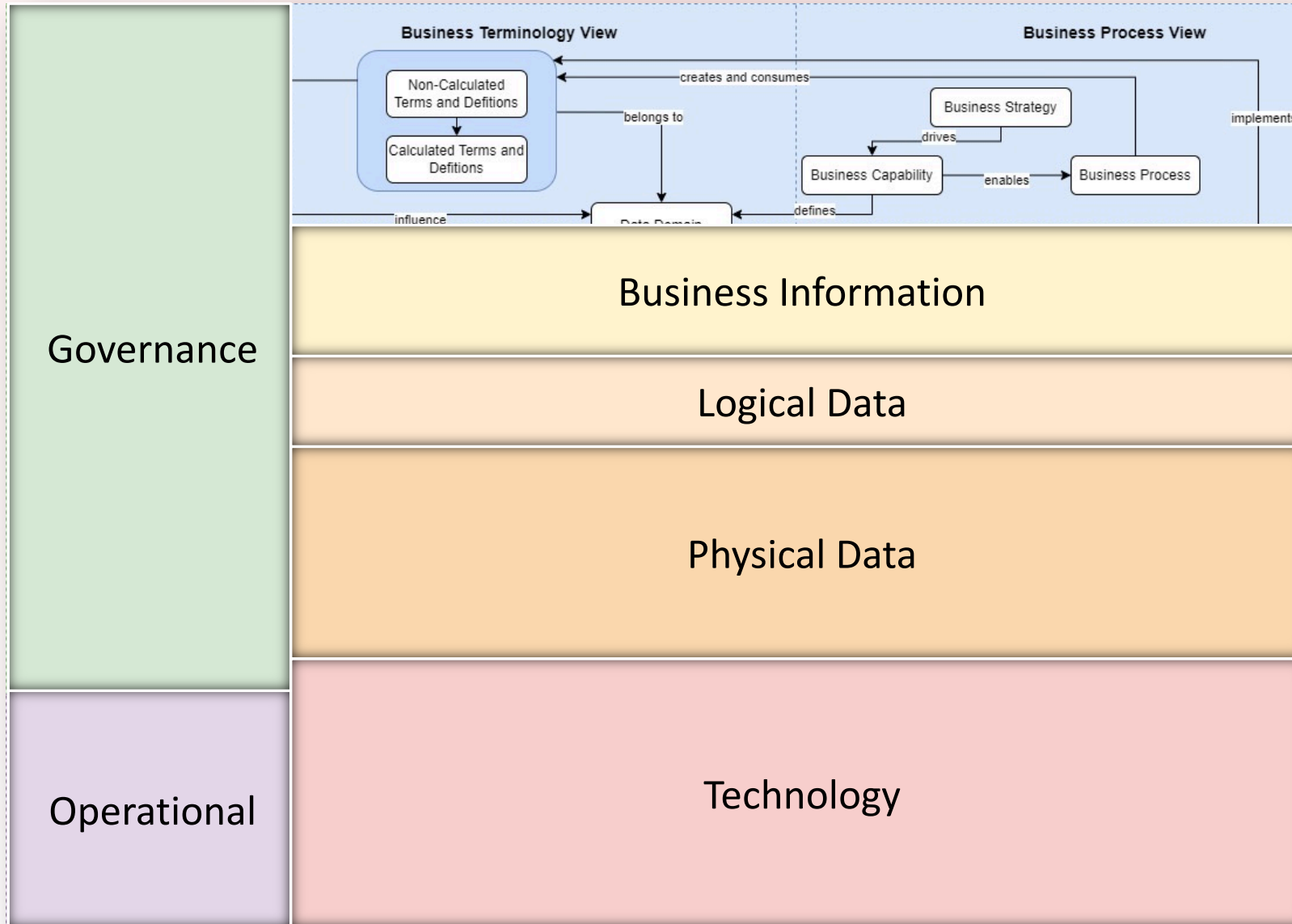
# SEMANTICS METAMODEL VIEWS - INTRODUCTION



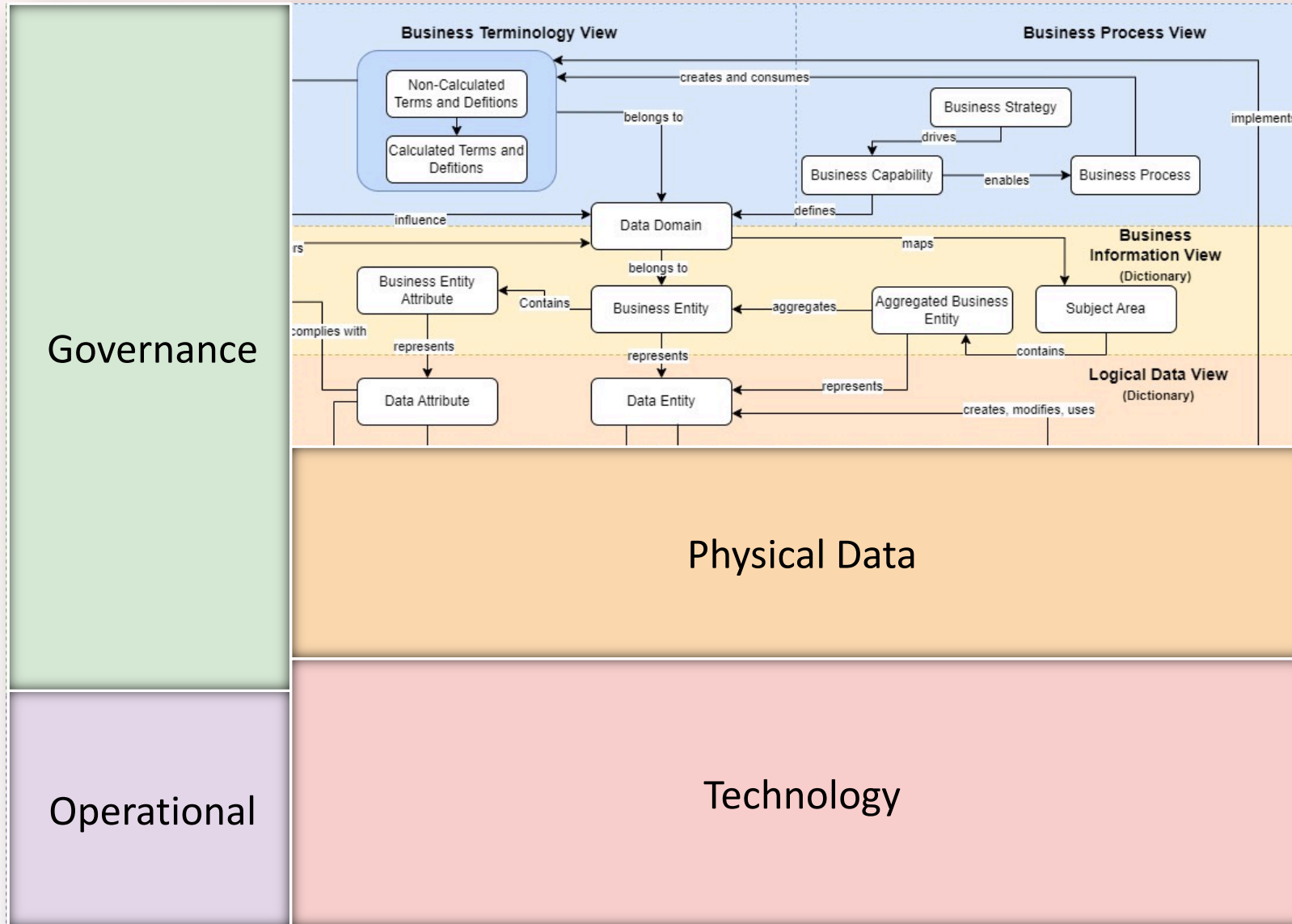
# BUSINESS TERMINOLOGY & PROCESS VIEWS



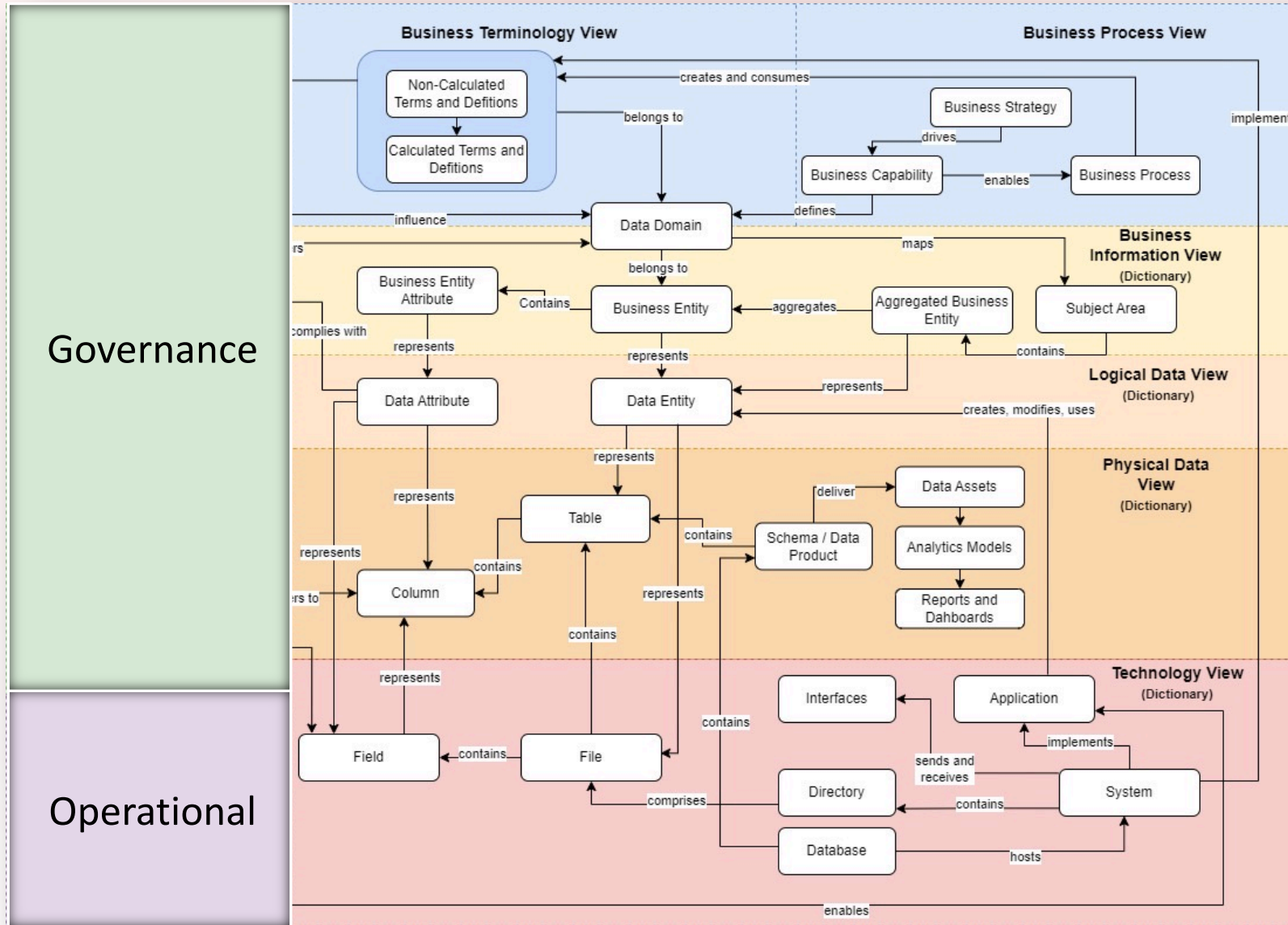
# BUSINESS INFORMATION & LOGICAL DATA VIEWS



# PHYSICAL DATA & TECHNOLOGY VIEWS



# DATA GOVERNANCE, DATA QUALITY & USAGE VIEWS





# THE POWER OF CUSTOMIZING

Cut

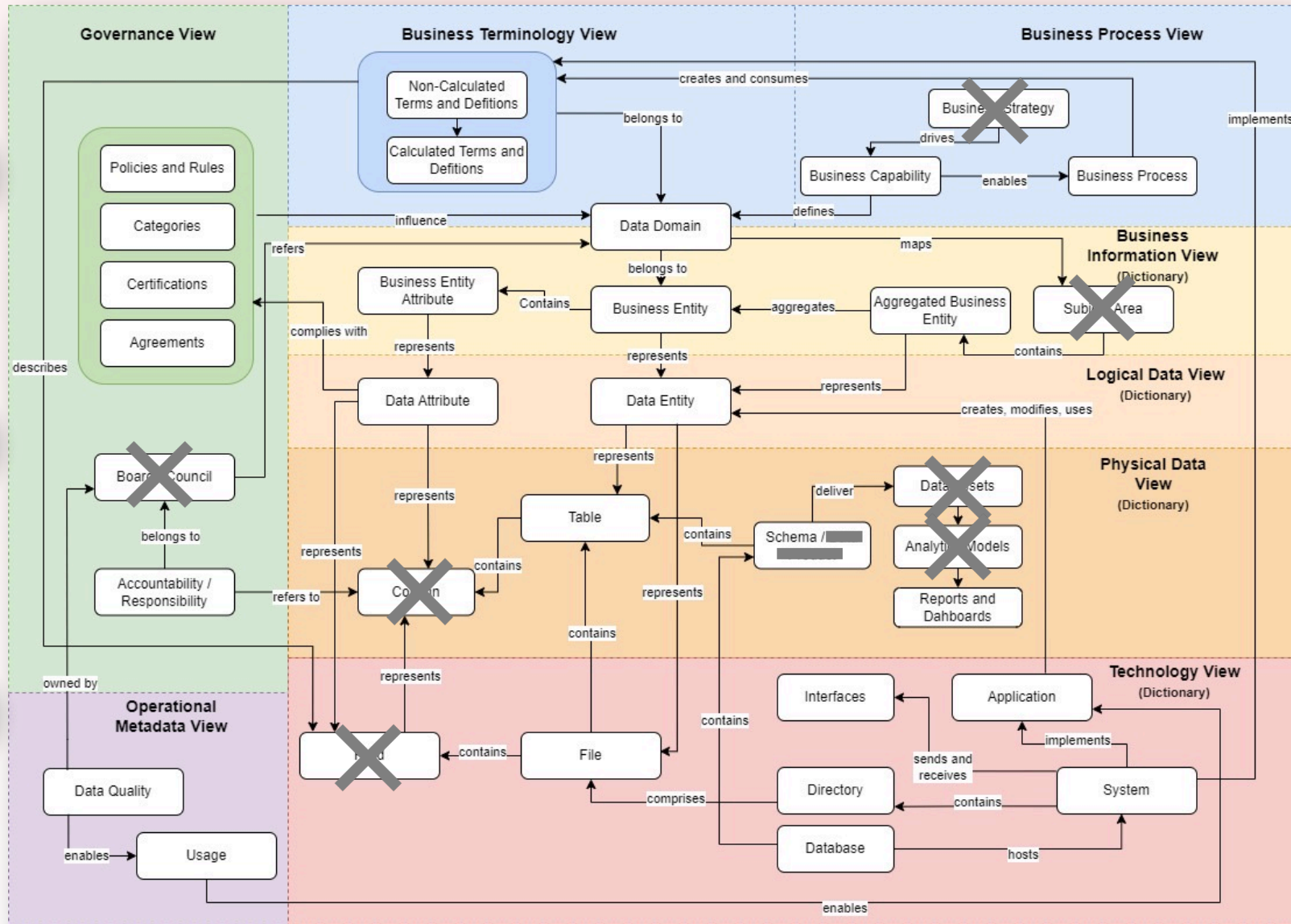
Cut

Edit

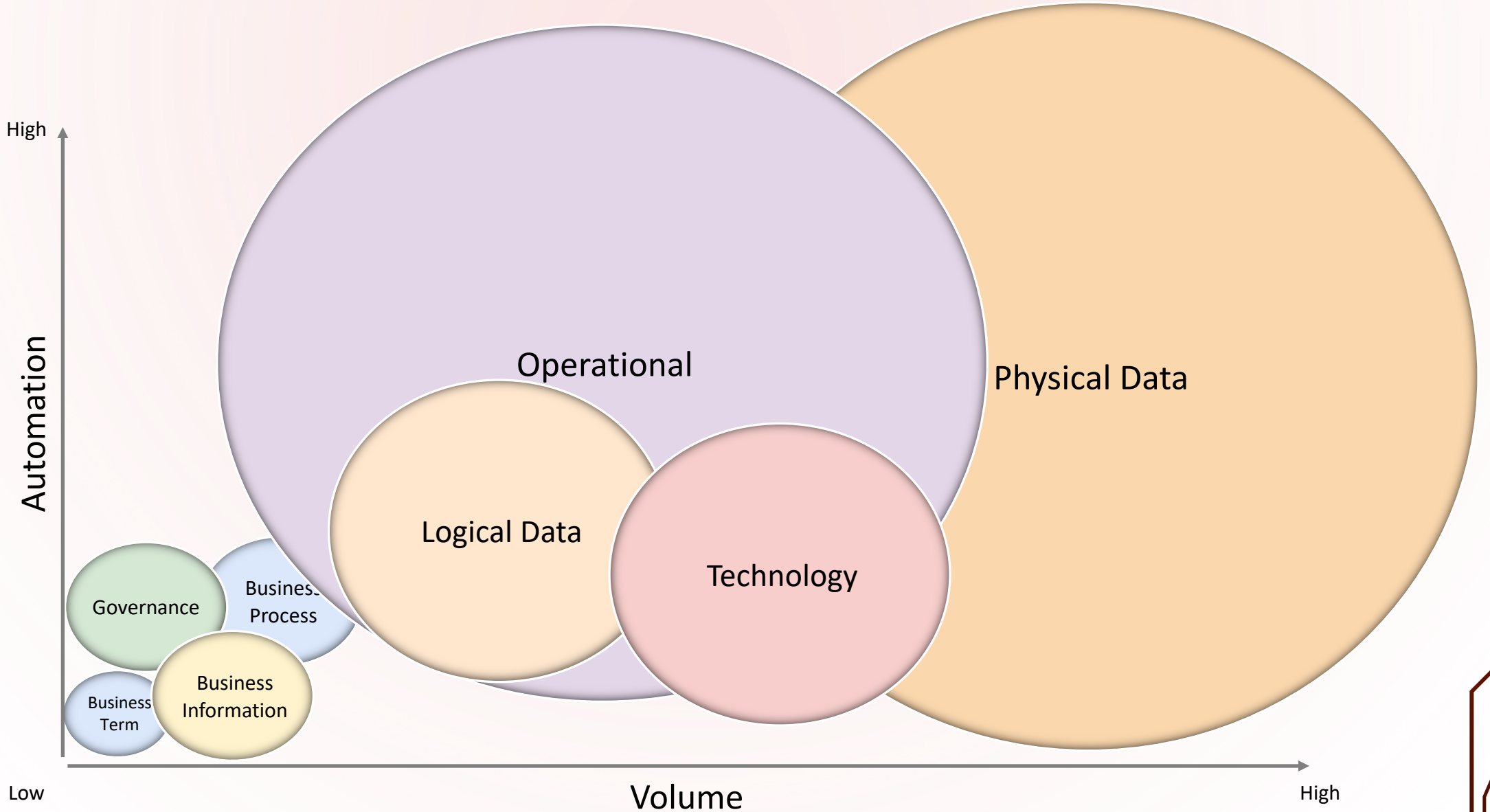
Edit

Add

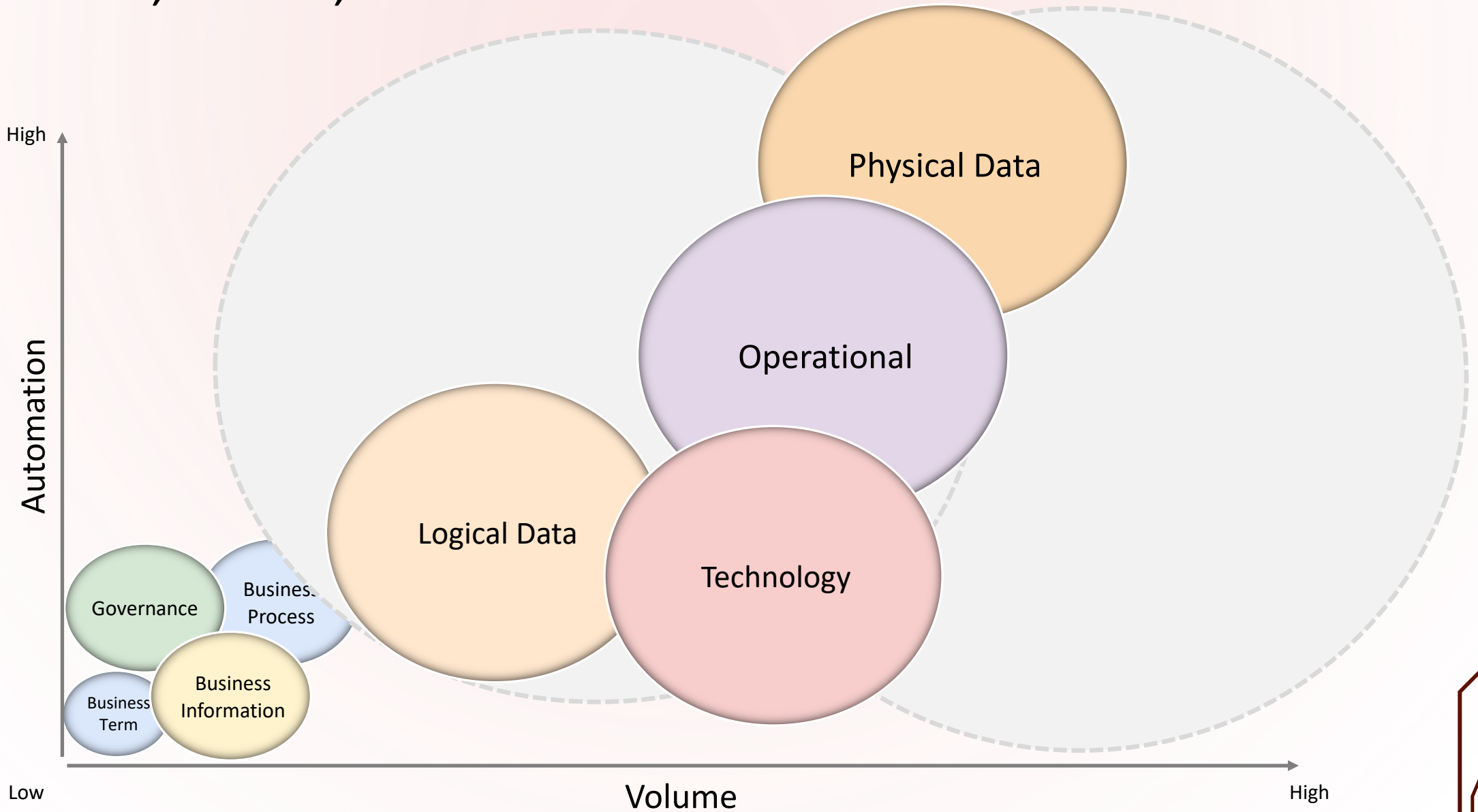
Add



# DOING IT ALL ISN'T A GUARANTEE OF SUCCESS



# SCOPE, SCOPE, SCOPE



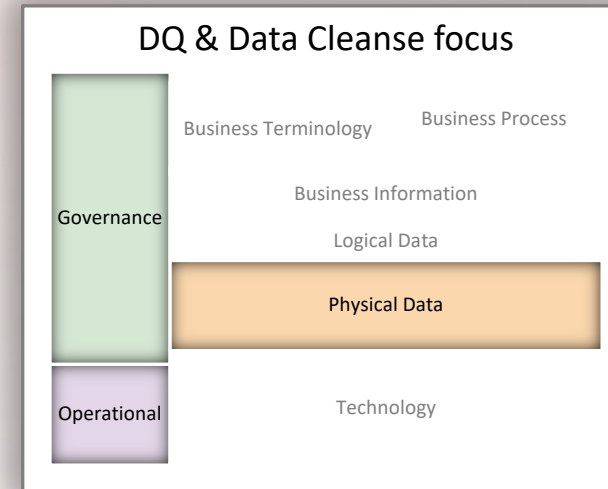
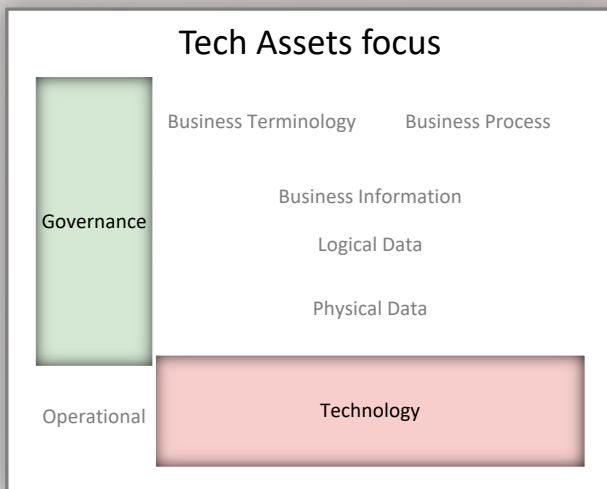
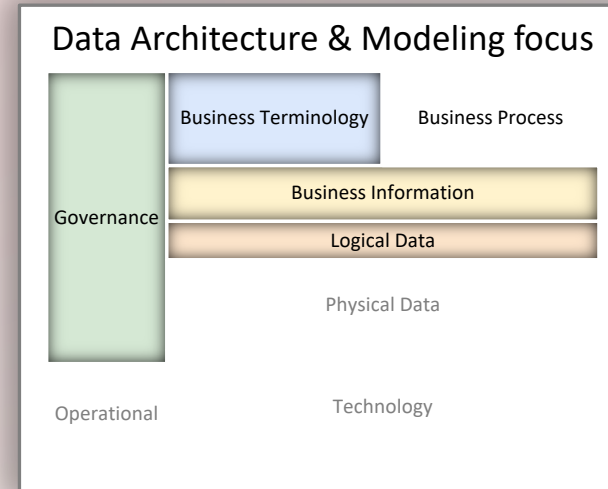
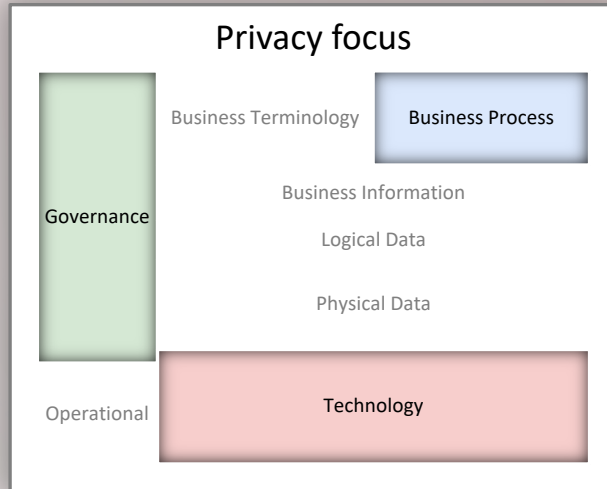
# MANAGING EXPECTATIONS

	Team(s)	Processes	Tool(s)	Scope
Governance	£	£	£	?
Business Term	£	£	£	?
Business Process	£	£	£	?
Business Information	£	£	£	?
Logical Data	£	£	£	?
Physical Data	£	£	£	?
Technology	£	£	£	?
Operational	£	£	£	?

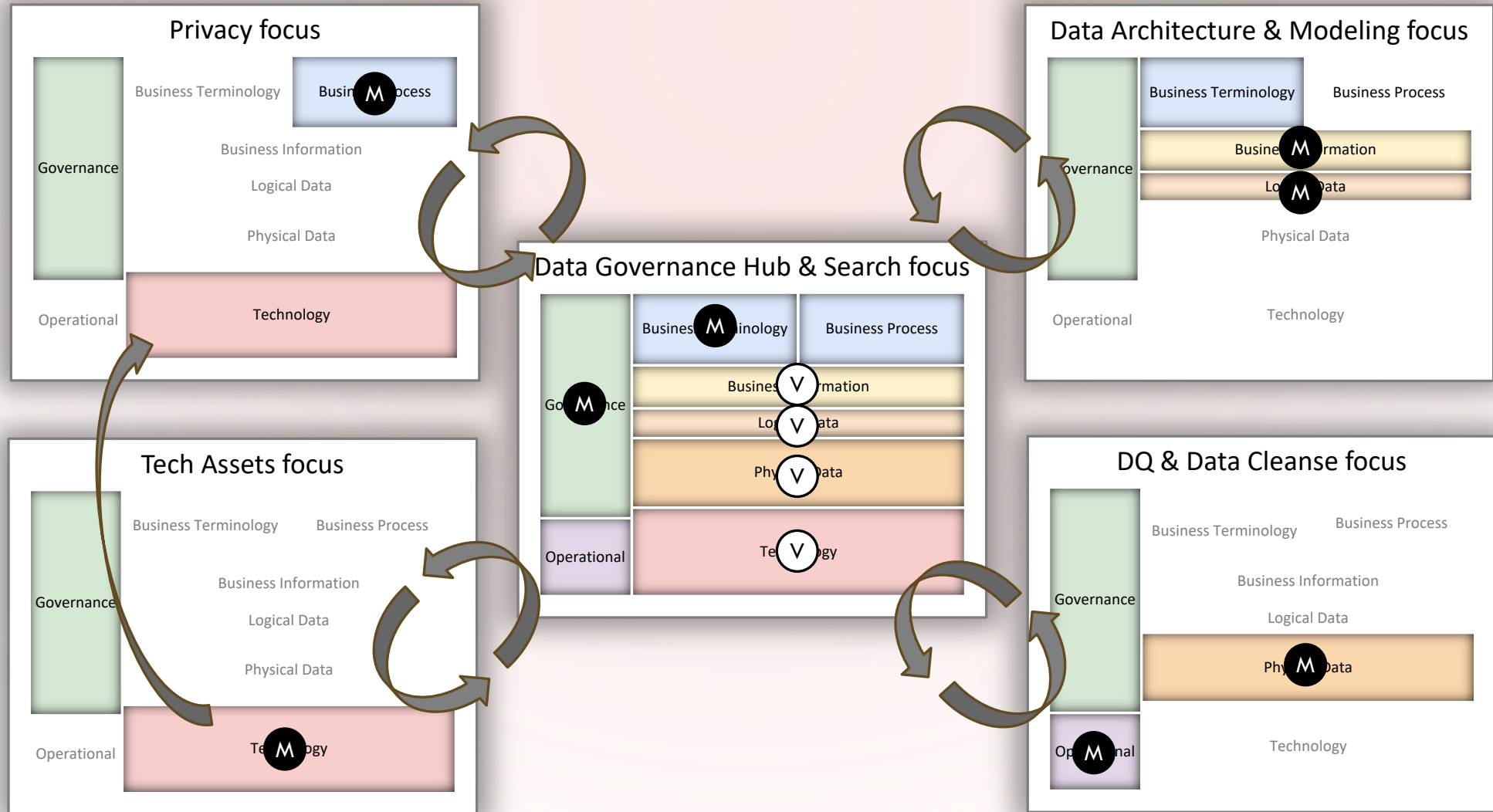
# METADATA MANAGEMENT EXAMPLE

	Team(s)	Processes	Tool(s)	Scope
Governance	Data Governance team	Agreed by DG Framework	Procured	Data Domain driven
Business Term				
Business Process	Privacy team	Agreed by Privacy Framework	In place	Level 1 to 3
Business Information				
Logical Data	Architecture teams	Agreed Data Architecture Framework	Procured	Critical Data Domains & Critical Data Apps
Physical Data	Metadata team	Agreed Metadata Framework	In place	Data Platforms
Technology	IT Asset Management team	Agreed Technology Framework	Inhouse development	All active Technology
Operational	Data Quality team	Agreed DQ Framework	Vendor selection	Master & Ref Data Data Platforms

# A DECENTRALIZED APPROACH BY OUTCOME DOES WORK



# A GOVERNANCE HUB WILL DELIVER SEARCHABLE OUTPUT



Indicate Metadata Flow

Metadata Master Source

View Metadata from other master sources

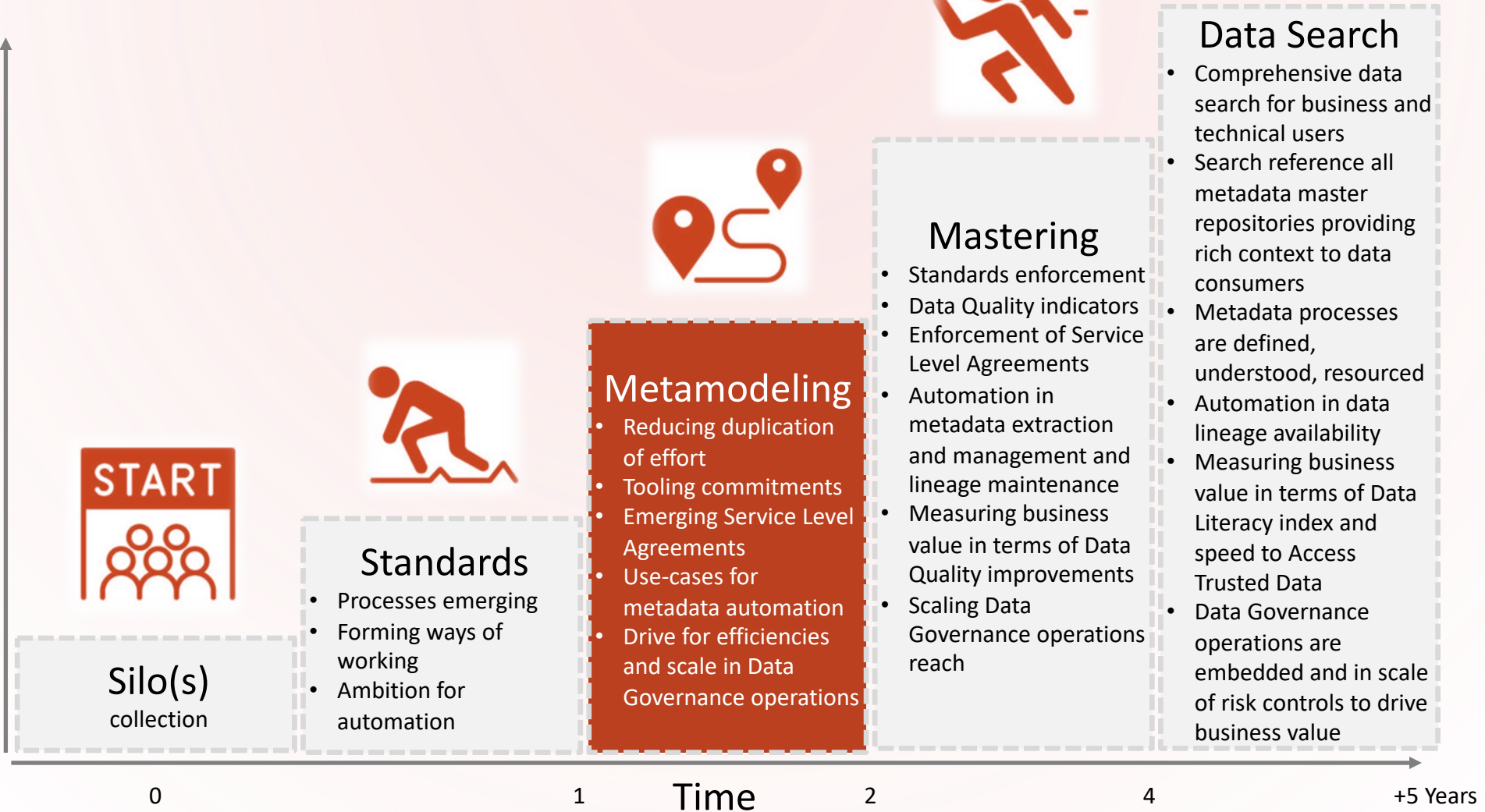
# MODELLING METADATA DRIVES THE VALUE



Achieved

Maturity

Not Initiated



# SUMMARY: METADATA IS VALUABLE IF ACTIVELY MANAGED

**Find** what is already in place

**Celebrate, Improve & Develop**

**Model** what can be reused & outline gaps

**Clear Definitions & improve Messaging**

**Educate & Assess** commitment

**Secure Run Budget & Resource**

**Stay realistic** agreeing & planning Scope

**Avoid trap** of Tooling is the silver bullet

THANK YOU FOR LISTENING





# DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

**11 - 14 March 2024 | London, UK**

***\*Please score and comment on this session and speaker  
in the event mobile app\****