USING DATA IN THE COMMERCIAL ENVIRONMENT

Tim Seears
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Think Big Analytics, Teradata
Data Governance/Data Stewardship – Scope

**Business Alignment**
- Analytical Vision and Executive Sponsorship
- Measurement of ROI
- Prioritization and Funding of Initiatives
- Data Governance and Stewardship
- Service Level Agreements

**Architecture Practices**
- Architecture Governance
- Data Mart Implementation
- ODS Implementation
- EAI Implementation

**Performance and Systems Management**
- Workload Profile
- Workload Management
- Capacity Planning
- Systems Management

**BI/Decision Support (+16 dimensions)**
- Data Accessibility
- Data Coverage
- Analytic Capability

**Business Analytics**
- Customer Management (+26 dimensions)
- Finance & Performance Mgmt. (+92 dim)
- Supply Chain Management
- Human Resource Management
- Risk Management (+11 dimensions)

**Data Management**
- Metadata Management
- Master Data Management
- Data Quality (+12 dimensions)
- Logical Data Modeling
- Semantic Data Modeling
- Physical Data Modeling
- Security and Privacy

**Data Acquisition and Integration**
- Integration Techniques
- Integration Technology
- Data Currency

**Business Continuity (+9 dimensions)**
- Availability
- Recoverability
- Data Protection

**Communications and Training**
- Internal Marketing
- Training
- Support

**Program and Project Management**
- Project Management
- Methodology
- Organization
- DW Agility
Data Governance and Stewardship Framework

Who

Accountability Model
- Organization

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4. Metadata Management
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6. Data Modeling

Business Assimilation
- Internal Marketing
- Training
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Governance Mechanisms

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Data Governance and Stewardship - Reach

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Integrated Information Environment

- Acquisition Layer
- Integrated Layer
- Access Layer

Business Alignment

- Data Quality
- Data Integration
- Master Data Management
- Metadata Management
- Data Modeling
- Data Security and Privacy

Business Assimilation

- Internal Marketing
- Education & Training
- Support
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- Organization
Integrated Data Management Framework

1. **Data Quality** – ensure data fit for intended business use.

2. **Data Integration** – ensure data from different systems combined to integrated view, regardless of source.

3. **Data Security and Privacy** – ensure data is secure and confidential.

4. **Metadata Management** – ensure data has consistent contextual information.

5. **Master Data Management** – ensure single integrated & authorized view of master data across enterprise.

6. **Data Modelling** – ensure data is organized in most effective way.
Data Security and Privacy

• Data Management processes should collectively deliver integrated, trusted, secure information.

• Why is secure data so important?
  > avoid access to/inappropriate disclosure of sensitive data by unauthorized users
  > safeguard accuracy/completeness
  > ensure access to data by authorized users when required

• How does Data Security & Privacy contribute to that objective?
  > ensure data is appropriately tagged and isolated so only accessible to those authorized when required
Data Security and Privacy best practices as related to DG/DS include:

> Data Security & Privacy Policy should reflect external forces
> and integrate into IT outsourcing, hosting and partner agreements
Data Security and Privacy best practices as related to DG/DS include:

> Data Classification Policy should classify assets for sensitivity according to the security risk

> Safeguard data assets in case of becoming compromised, corrupted, lost or destroyed
Data Security and Privacy best practices 3/4

• Data Security and Privacy best practices as related to DG/DS include:
  > Data Access Control Policy ensures users are granted minimum access rights and privileges required for their job
  > and should reflect set data classifications
Data Security and Privacy best practices as related to DG/DS include:

> Data Security and Privacy controls should be integrated into SLCD and periodically reviewed to meet current data security and regulatory compliance objectives.
Role of DG/DS in Data Security and Privacy

• DG defines principles/rules for security and privacy, including compliance
• DG is responsible for Security policy and Privacy Policy related to Data Access and Usage.
• DG ensures Data Security and Privacy Policy is approved by senior management
• DG prescribes that personal privacy is considered in all application development plans (operational and analytical).
• DG ensures that the organization is certified on security/privacy standard (ISO2700x, etc.).
• DG ensures that security is regularly evaluated through an independent external audit, test, and verification process.
• DG ensures the Data Privacy policy compliance is audited and measured against standard privacy principles.
• DG ensures Data Security and Privacy Policy is documented, maintained, published and agreed upon with IT, BI and DW Governance.
• DG ensures that customers and business partners have access to applicable regulations, the privacy policy, their privacy profile, and applicable data.
• DS follow and apply security policies and guiding principles for assigned data subjects.
• DS ensures that Data Privacy policy regarding customer and business partner data is complied with at all times – or policy is changed!
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Discussion Questions

- Is there a privacy policy in place describing how personally identifiable information is used?
- Which government regulations regarding data protection are of concern?
- Are Data Owners assigned to data subjects to approve data access and relevant policies?
- Can the Data Owners attest to where the data is and who has access?
- Are data subjects assigned to a classification scheme, indicating the level of sensitivity and the technical and business implications?
- Do some projects spend more or less time than necessary on security issues, depending on who is involved?
- Is data also accessed from Desktop tools (e.g., MS Access / Excel)?
- Do end users develop their own applications? Is there confidence in the data security and privacy capabilities of these applications?
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