

# CIMdata Data Governance Practice

## Defining, Realizing, and Driving a Corporate Data Strategy

Product Lifecycle Management (PLM) is the strategic business approach that places your products and services, and the processes by which they are defined at the heart of your organization—directly linked to your business strategy. PLM empowers the business, enables product and process innovation, and delivers both top- and bottom-line business benefits. In its early days, PLM created competitive advantages. In today's global economy, PLM is a competitive necessity.

Most organizations acknowledge that despite hard-won gains over the past twenty years there is still room to improve product innovation, engineering and manufacturing productivity, quality, and customer service. Organizations can gain further improvements and extricate value by leveraging trusted digitalized processes and data to enable better decision making and support more meaningful collaboration.

CIMdata's Data Governance Practice focuses on the strategic expansion of PLM to provide actionable insight on where to begin and how to define, implement, and maintain data policies, procedures, and structures, as well as the requisite supporting organizational roles and responsibilities. The practice supports an organization's need to create an information framework that is designed to grow into an enterprise-spanning communication tool that provides a blueprint and enforces rules of engagement, decision rights, and accountabilities for departmental and business unit solutions that are part of an enterprise's data and process management foundation.

As digital transformation spreads throughout business, the need for effective Data Governance is gaining inexorably in importance, benefiting every task and process where trustworthy data is indispensable. Digital transformation is only one of the drivers of the need for Data Governance. Many other changes are sweeping through today's successful enterprises, including fundamental changes in the ways products are planned, developed, marketed, and serviced.

Fundamentally, data governance is a discipline to ensure that an organization's data can be trusted and that problems associated with it will be uncovered before an analysis or decision is made based on bad data.

### Why Data Governance?

Data has always been and always will be a driving force for organizations. Organizations implement Data Governance

processes and organizational structures to reduce the risks associated with making decisions based on "bad" data and data governance is especially critical during a data cleansing and migration effort.

Data Governance oversight must cover many different forms of data, both structured and unstructured. Organizations and their suppliers need data to reflect reality and to be trustworthy throughout their extended enterprise.

Data Governance must also be embedded in software development, in the use of data for analytics, in keeping track of master data (lists, repositories, files detailing business basics), metadata, and supporting "smart" connectivity that is increasingly demanded.

Under a well-formed data governance strategy, data-related business rules move from being scattered throughout the organization and hidden, to managed and organized. Additionally, a well-formed data governance strategy allows business rules to dependably create and consume correct and consistent data from a logical enterprise repository.

Finally, a well-implemented data governance strategy safeguards the value of the enterprise's data despite decades of continuous use and evolution, constant change, rapid accumulation, fragmentation, and conflicting claims of ownership. Data governance is also a protection against corruption that can occur when data is incorporated from outdated and unconnected tools.

### Data Governance Framework & Components

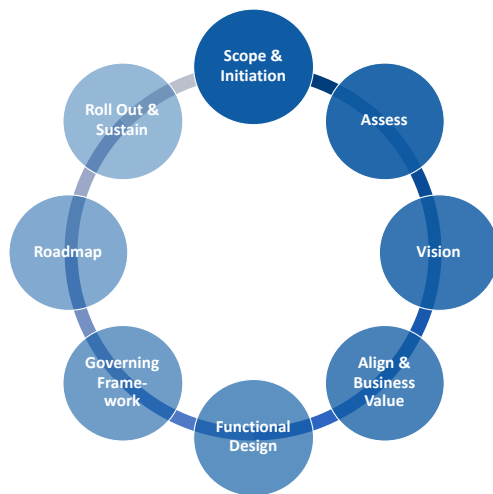
Organizations need to choose a Data Governance framework to ensure that data can be measurable, timely, compliant, and reusable. There is a wide variety of frameworks to select from, such as Mike2.0 Framework, the Data Governance Institute Framework, the IBM Data Governance Council Framework and Maturity Model, Quality Function Deployment, the Zachman Framework, Modified Zachman, and many others developed for specific industries. One size does not fit all. So, selecting and following the correct framework is critical.

The framework is used to make complex data structures and procedures easier to understand and communicate where components and metadata can be listed as a hierarchy—Detailed, Physical, Logical, Conceptual, and Contextual. The ways data are

to be implemented and managed by identifying the Why, How, What, Who, Where, and When. No two implementations and enterprises have the same data governance needs. As a result, CIMdata tailors its services to the specific business and operational needs of its clients.

## CIMdata's Approach

CIMdata's data governance methodology recognizes that successful planning, selection, and implementation of new business strategies and enabling solutions involves an ongoing, and cyclical process that is comprised of eight phases that successfully define and implement a data governance strategy and supporting structures. This applies to every organization—whatever the industry, whatever the particular requirements or applications, and whatever the desired end result. Each of the eight phases (as illustrated below) is separate and unique. Each is equally important, and for the outcome to be successful, each requires a set of targeted activities and deliverables. CIMdata is ready to provide support during each phase.



**Phases of Data Governance Strategy Fulfillment<sup>1</sup>**

CIMdata's Data Governance Consulting Practice provides end-to-end data governance guidance and strategic support in the following areas:

- Vision, strategy, and goals definition
- Requirements definition
- Framework definition
- Implementation roadmaps

- Implementation ROI models
- Evaluation & selection of DG supporting solutions
- Education of staff
- Organizational change management

To learn more about CIMdata consulting services provided in the area of Data Governance, please contact CIMdata at +1 734.668.9922.

## About CIMdata

CIMdata, an independent worldwide firm, provides strategic management consulting to maximize an enterprise's ability to design and deliver innovative products and services through the application of Product Lifecycle Management (PLM) solutions. Since its founding over thirty years ago, CIMdata has delivered world-class knowledge, expertise, and best-practice methods on PLM solutions. These solutions incorporate both business processes and a wide-ranging set of PLM-enabling technologies.

CIMdata works with both industrial organizations and solution providers of technologies and services seeking competitive advantage in the global economy. CIMdata helps industrial organizations establish effective PLM strategies, assists in the identification of requirements and selection of PLM technologies, helps organizations optimize their operational structure and processes to implement solutions, and assists in the deployment of these solutions.

For PLM solution providers, CIMdata helps define business and market strategies, delivers worldwide market information and analyses, provides education and support for internal sales and marketing teams, as well as overall support at all stages of business and product programs to make them optimally effective in their markets.

In addition to consulting, CIMdata conducts research, provides PLM-focused subscription services, and produces several commercial publications. The company also provides industry education through PLM certificate programs, seminars, and conferences worldwide. CIMdata serves clients around the world from offices in North America, Europe, and Asia-Pacific.

To learn more about CIMdata's services, visit our website at [www.CIMdata.com](http://www.CIMdata.com) or contact CIMdata at: 3909 Research Park Drive, Ann Arbor, MI 48108, USA. Tel: +1 734.668.9922. Fax: +1 734.668.1957; or at Oogststraat 20, 6004 CV Weert, The Netherlands. Tel: +31 (0) 495.533.666.

<sup>1</sup> Adapted from: Ladley, John. Data Governance: How to Design, Deploy and Sustain an Effective Data Governance Program. 1<sup>st</sup> Edition. Morgan Kaufmann. 1<sup>st</sup> Edition. July 2012.