

# Treating Data Like an Asset

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My story

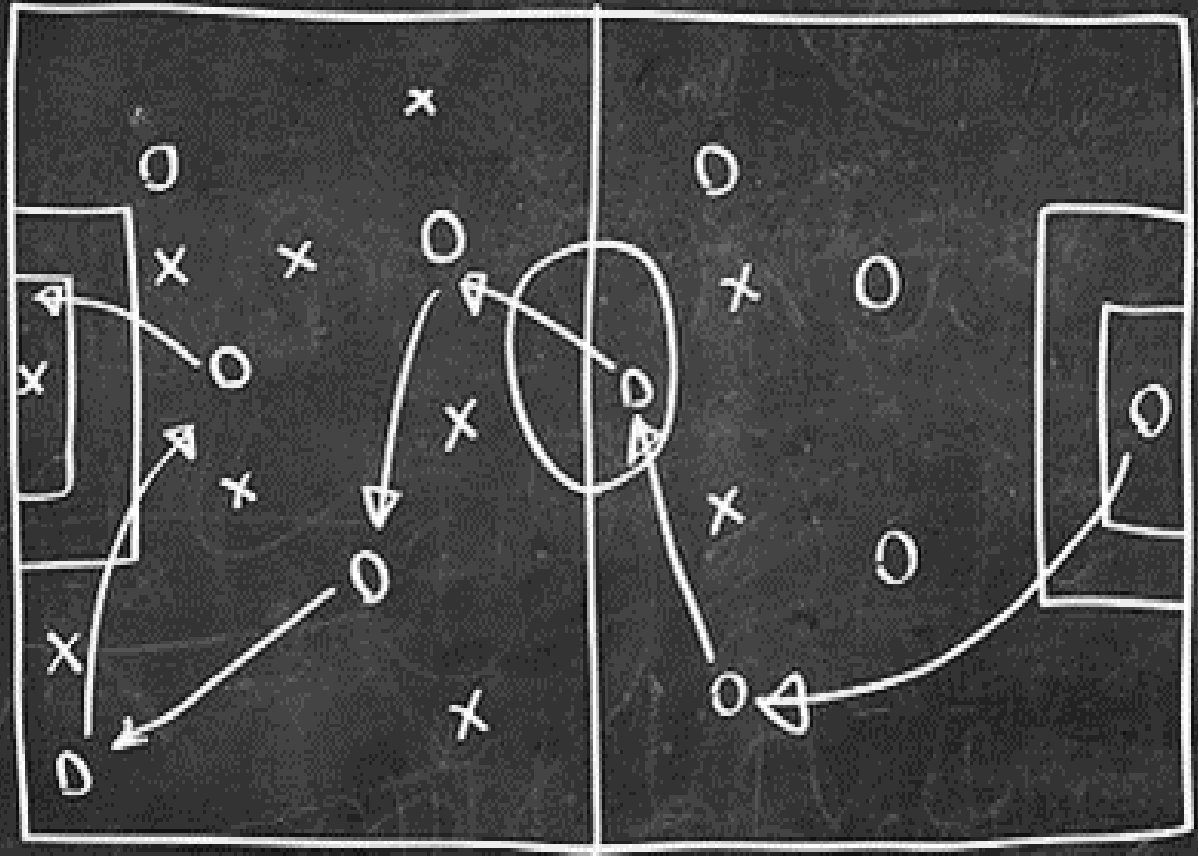


# Step 1: *Aligning with the business*

- *Identify Stakeholders*
- *Establish Partnerships*
- *Understand Objectives*
- *Gather Requirements*

## Step 2: Strategize

- Determine Priorities
- Understand Strengths and Weaknesses
- Focus on the Users
- Keep it dynamic



## Step 3: Roadmap

- Data Platform Modernization
- Self Service Analytics
- DevOps and Automation
- Tech Debt Reduction



# Challenges



Everyone has an excuse about why they can't or shouldn't share their Data



How do you convince them they can and they should?



# Comparing “Data Governance” to “Data Management”

## DATA GOVERNANCE

Strategy of data

Establishing Processes,  
Practices, and Theories

Safety, Reliability, and  
Trustworthiness

## DATA MANAGEMENT

Logistics of data

Collection, Validation, Storage,  
Organization, Protection,  
Processing and Maintaining

Making Data Valuable



# Key Takeaways



**ONE:**  
ALIGN WITH THE  
BUSINESS

**TWO:**  
ALIGN WITH THE  
BUSINESS

**THREE:**  
ALIGN WITH THE  
BUSINESS

**FOUR:**  
Leadership Support

**FIVE:**  
Focus on the Value

**SIX:**  
Quick Wins



# Thank You



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