

One Size Does not fit all: Best Practices for Data Governance

Abstract

Data Governance defines roles and responsibilities for the management and use of corporate data. While the need for Data Governance is undoubted, companies often encounter difficulties in establishing Data Governance in their organization. Typical challenges are:

- Delegation to IT (in spite of the fact that data quality is a business issue)
- Ivory tower syndrome (without involvement of local units)
- Unrealistic expectations (Data Governance is not a “one-off” project, but a continuous function)
- One size fits all (looking for the one and only Data Governance model)

The presentation addresses in particular the last aspect. There is no “one size fits all” solution for Data Governance. As companies are different in terms of their business strategy, their diversification breadth, their industry, IT strategy and application system landscape, Data Governance must take into account this diversity. What works in company A does not necessarily work in company B. An example: A company from the chemical industry organizes data stewardship as a virtual organization with solid reporting lines to the business functions (e.g. supply chain management, financial accounting) whereas a second company of similar size, product range and geographic presence establishes a shared service center to organize data stewards.

The presentation introduces a reference model for Data Governance which was developed by the Competence Center Corporate Data Quality (CC CDQ) at the University of St. Gallen. The CC CDQ is an applied research program and intensively collaborates with industry partners. Among the partner companies are AstraZeneca, Bayer, Bosch, Beiersdorf, Deutsche Telekom, Nestlé, Novartis, and Siemens. Based on industry best practices, the reference model forms a blueprint for Data Governance. It comprises:

- Role descriptions (e.g. corporate data stewards, Data Governance council etc.)
- Decision areas of Data Governance
- Typical responsibilities

The reference model combines the insight of proven Data Governance models approaches from industry with the flexibility and adaptability to individual needs.

Key Learnings

Participants in the presentation will learn:

- Why Data Governance is not a “one size fits all” effort?
- What roles, decision areas, and responsibilities have to be included in a Data Governance model?
- How to approach the establishment of Data Governance?

Benefits

The participants will benefit from:

- Proven examples from global companies;
- Sound methodological design of the reference model;
- Insight from more than 5 years of Data Governance experience.

Contact

Dr. Boris Otto

Tuck School of Business at Dartmouth College, USA
University of St. Gallen, Switzerland

+1-603-646-8991

+41-79-219-05-82

Boris.Otto@tuck.dartmouth.edu

Boris.Otto@unisg.ch