Data Governance as an Enabler for the Data Economy

Barbara Engels

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Source: ARD (2019)

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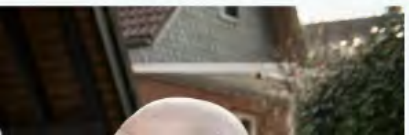

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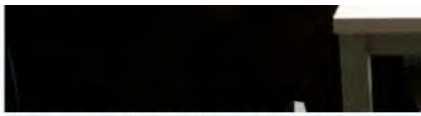

Source: ARD (2019)

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Data governan
rules on

Data governance sets standards and rules on

... how data is **collected** and by whom
... how data is **identified**
... how data is **labeled**
... how data is **processed**
...

Data governance sets standards and rules on

... how data is **processed** and by whom
... how data **moves** within the organization
... which data is **needed**
... how the quality of data can be **improved**
... how data is **combined**
... who has **access** to data
...

Data governance sets standards and rules on

... who is **allowed** to use data and for what **purpose**
... how data can be **protected** from unauthorized access and what happens in case of unauthorized access
...

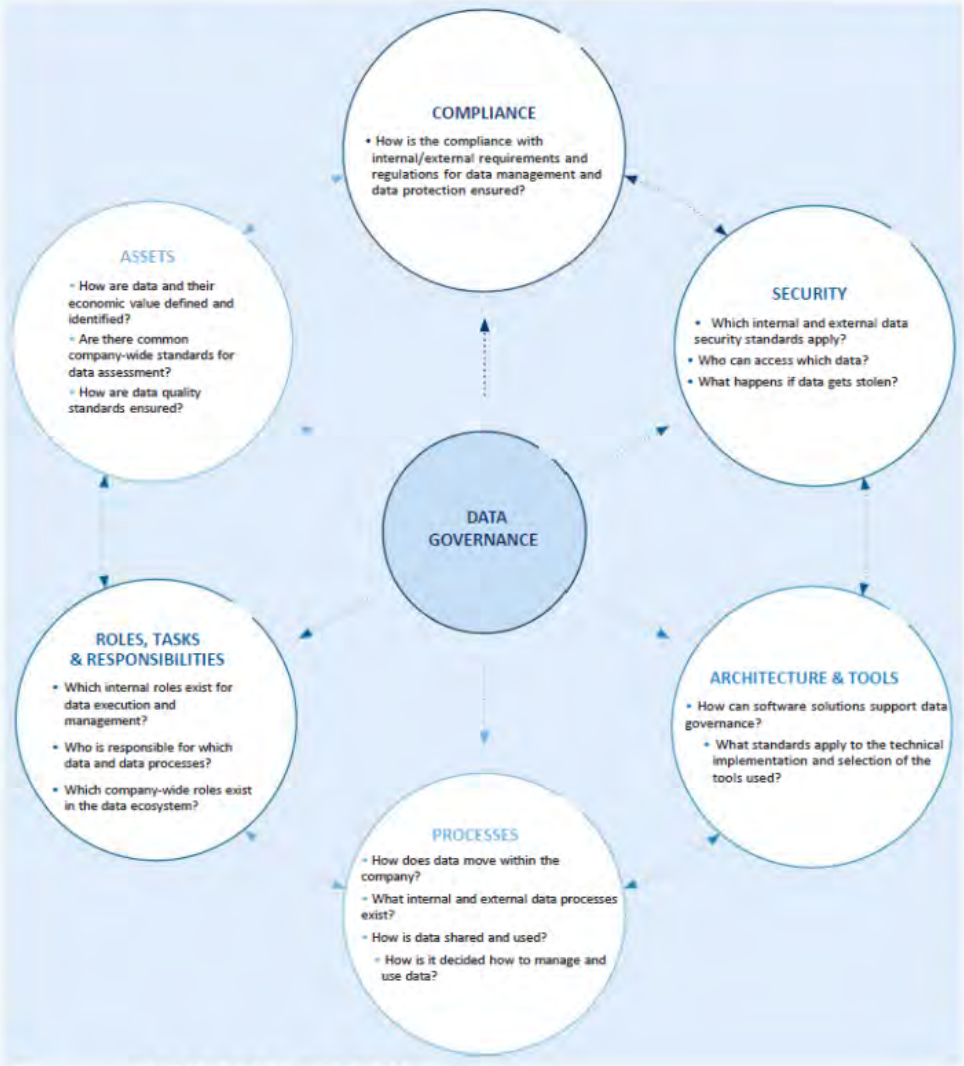
Data governance sets standards and rules on

... **which** data can be used for what **purpose**
... how **legal** requirements are met
... how data management can be **designed** such that the business goals are reached
...

DEMAND

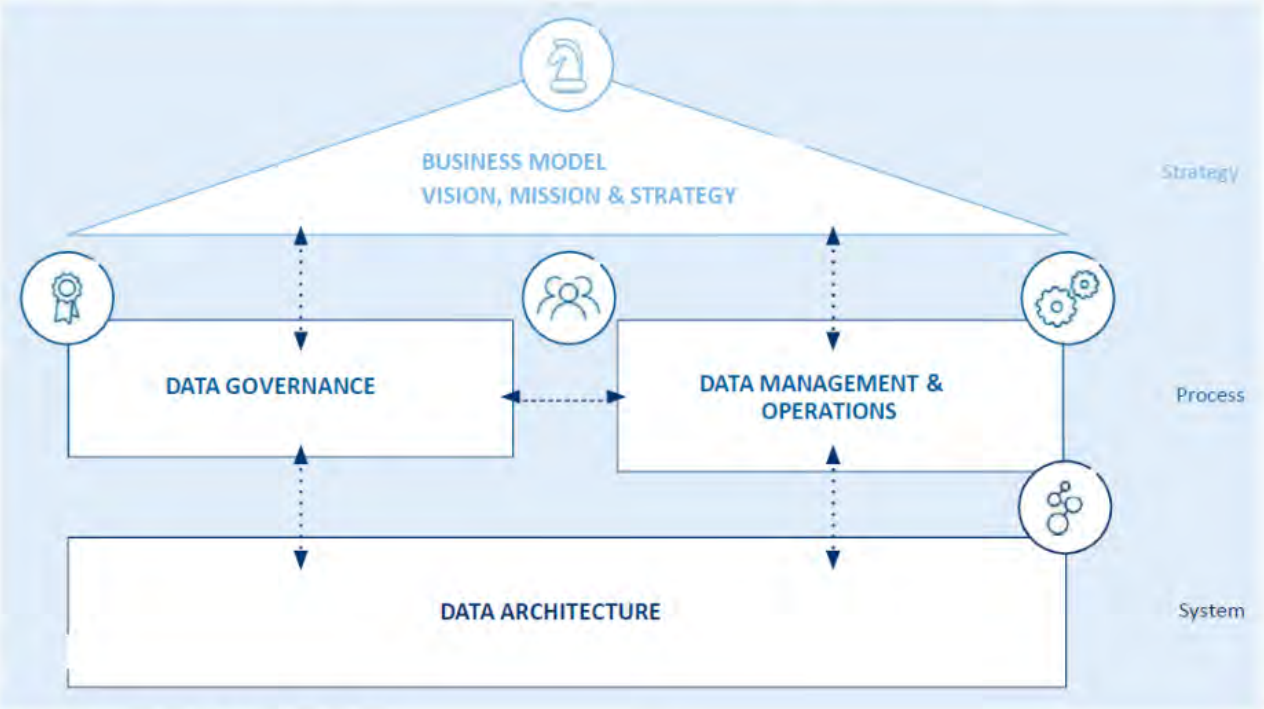
Data governance is the **framework** that forms the basis for dealing with and managing data for all internal and external **stakeholders** of an organization.

Dimensions of DG



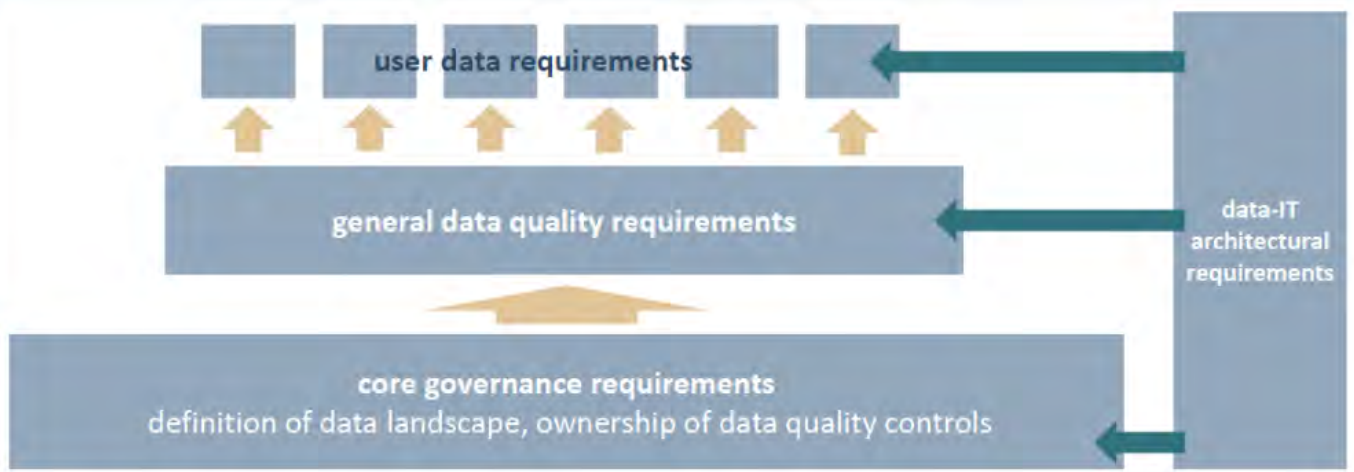
Source: DEMAND (2019)

An organization's data ecosystem

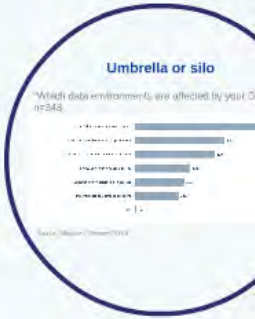


Source: DEMAND (2019)

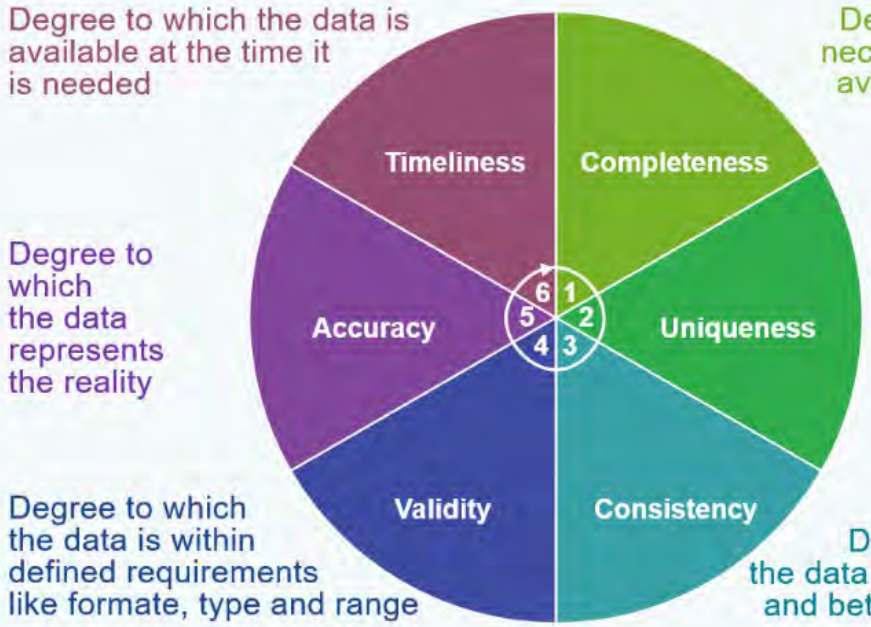
Data requirements



having data vs. having data available



Data quality dimensions



Degree to which the data is available at the time it is needed

Degree to which necessary data is available for use

Degree to which the data represents the reality

Degree to which data is unique and cannot be mistaken for other entries

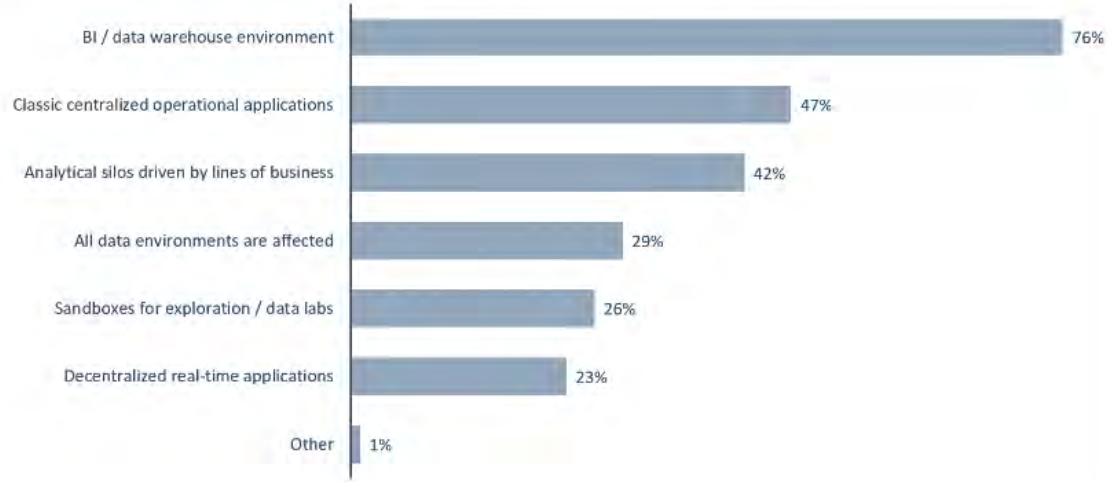
Degree to which the data is within defined requirements like formate, type and range

Degree to which the data is equal within and between datasets

Source: Lean Data (2019)

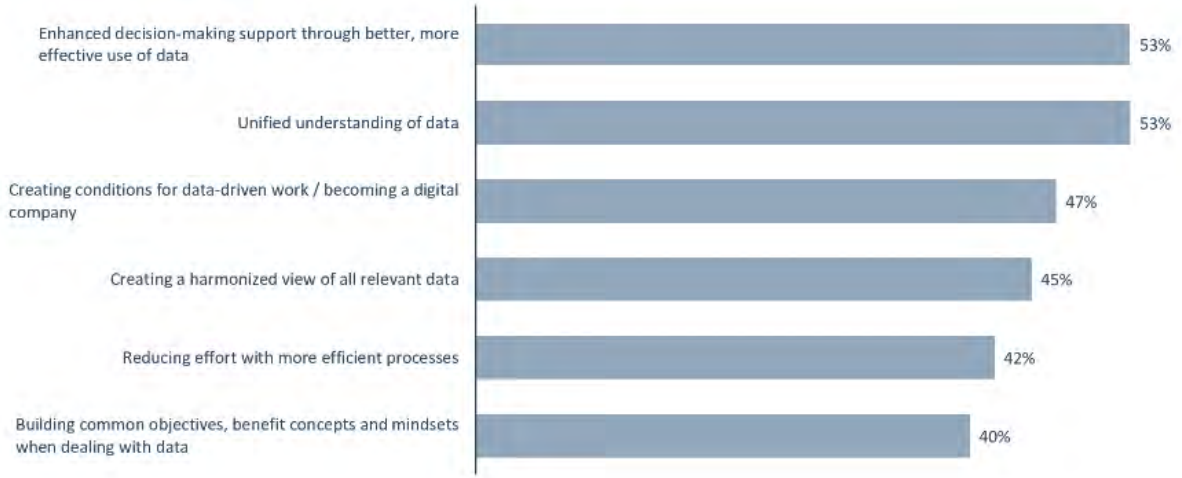
Umbrella or silo

"Which data environments are affected by your DG?"
n=348



Source: Bloemen / Grosser (2019)

Benefits achieved by implementing measures to develop data governance



Source: Bloemen/Grosser (2018)

Challenges re

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insufficien

lack of in

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Challenges regarding data usage

inadequate data quality

ineffective organization

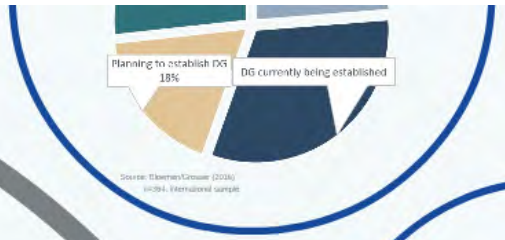
insufficient cooperation

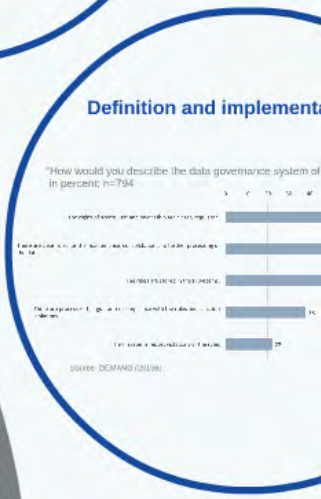
lack of information on data

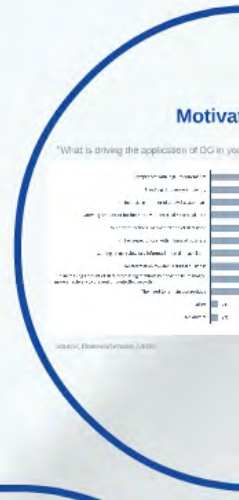
unsynchronized data silos

Status quo

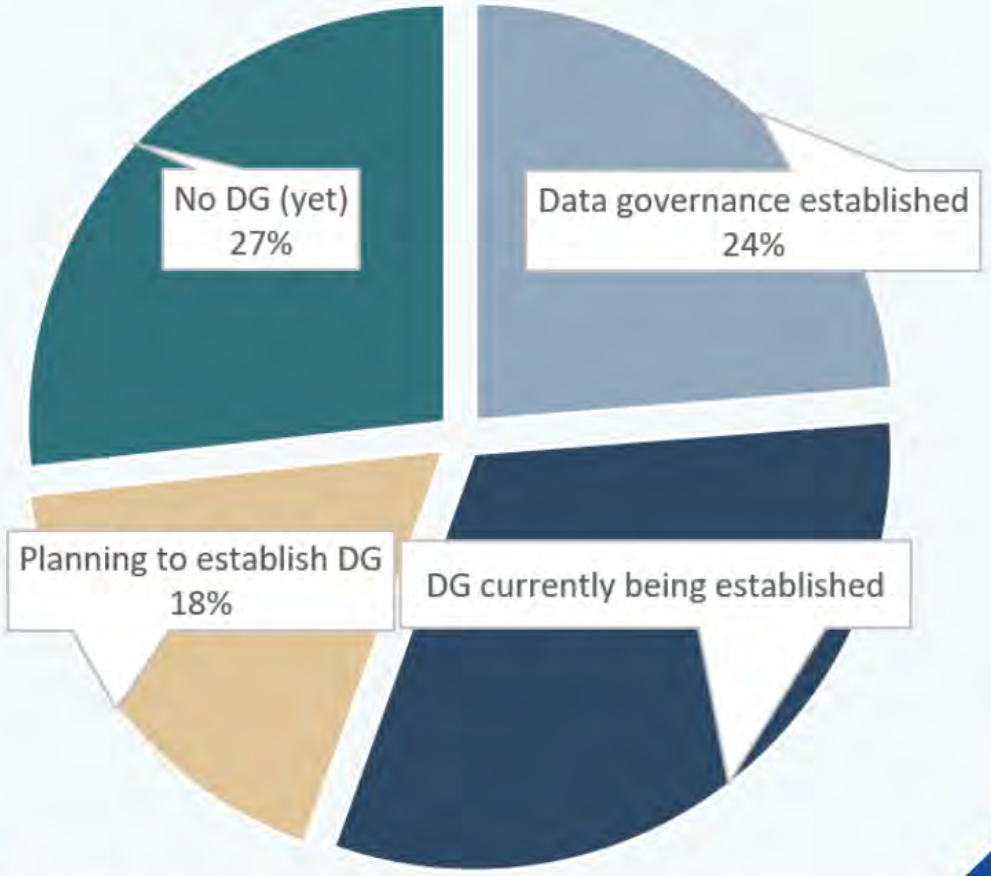
Source: ARD (2019)







Implementation of DG



Source: Bloemen/Grosser (2018)
n=364, international sample

018)
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Definition and implementation of DG

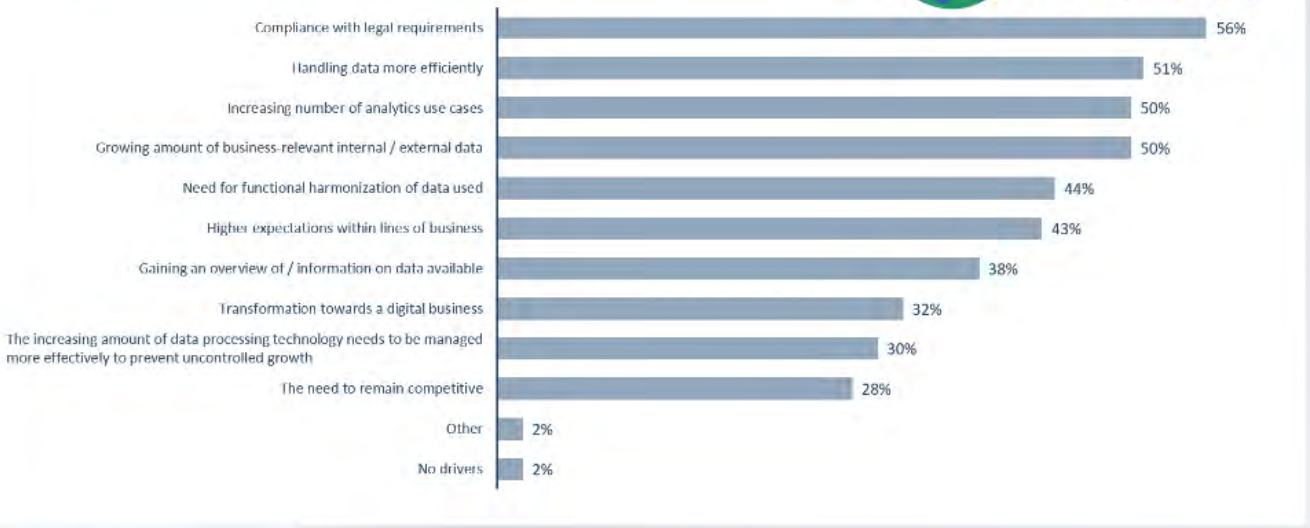
"How would you describe the data governance system of your company?"
in percent; n=794

Source: DEMAND (2019a)

Motivation for DG

"What is driving the application of DG in your company?" n=351

Europe 64%
North America 48%
Asia-Pacific 30%



Source: Bloemen/Grosser (2018)

Challenges

lack of resources

convincing stakeholders: making the added value of data governance visible

building up knowledge

management support

How to incentivize DG (more or less decent suggestions)

regulatory requirements: disclose information on data assets

tools to measure and monitor effects of data governance

financial rewards

research