

SETTING UP DATA GOVERNANCE FOR A US-BASED AUTOMOBILE MANUFACTURER

Problem Statement

Absence of a defined process to identify PII data; Data quality concerns for analytics users

The North America based automobile manufacturer has started on a journey to be a data-driven organization by initiating multiple data transformation programs involving a journey to cloud, shared understanding of data across the organization, well-defined ownership of data, and enabling users to know their data. Apart from these transformational objectives, there is a need to be compliant to California Consumer Privacy Act (CCPA) that necessitates understanding of data being collected, used, and transferred by organizations.

The organization's data-related concerns included:

- Siloed style of working of business functions in managing their data.
- Absence of an end-to-end view of data sourcing, transformation, and consumption.
- Lack of a consistent data quality management process across the organization.
- Awareness on the presence of data governance tools but no visibility on how to leverage these tools for their use cases.
- Lack of awareness on the roles and responsibilities of data stewards and data owners.

The Objective

Encourage data-driven decision making and embed data culture in the organization by activating data governance tools to enable shared understanding of data across the enterprise, training the data stewards, and increasing the adoption of data governance processes, policies, and tools by proving their value to business functions.

This required

- Data governance framework and operating model to setup foundation
- Data quality management process with reusability across the business functions as the key factor
- Repository of technical and business metadata
- Showcasing successfully implemented use cases – business and technical metadata, data lineage, data classification, data quality dashboards and scorecards.
- Training of end users

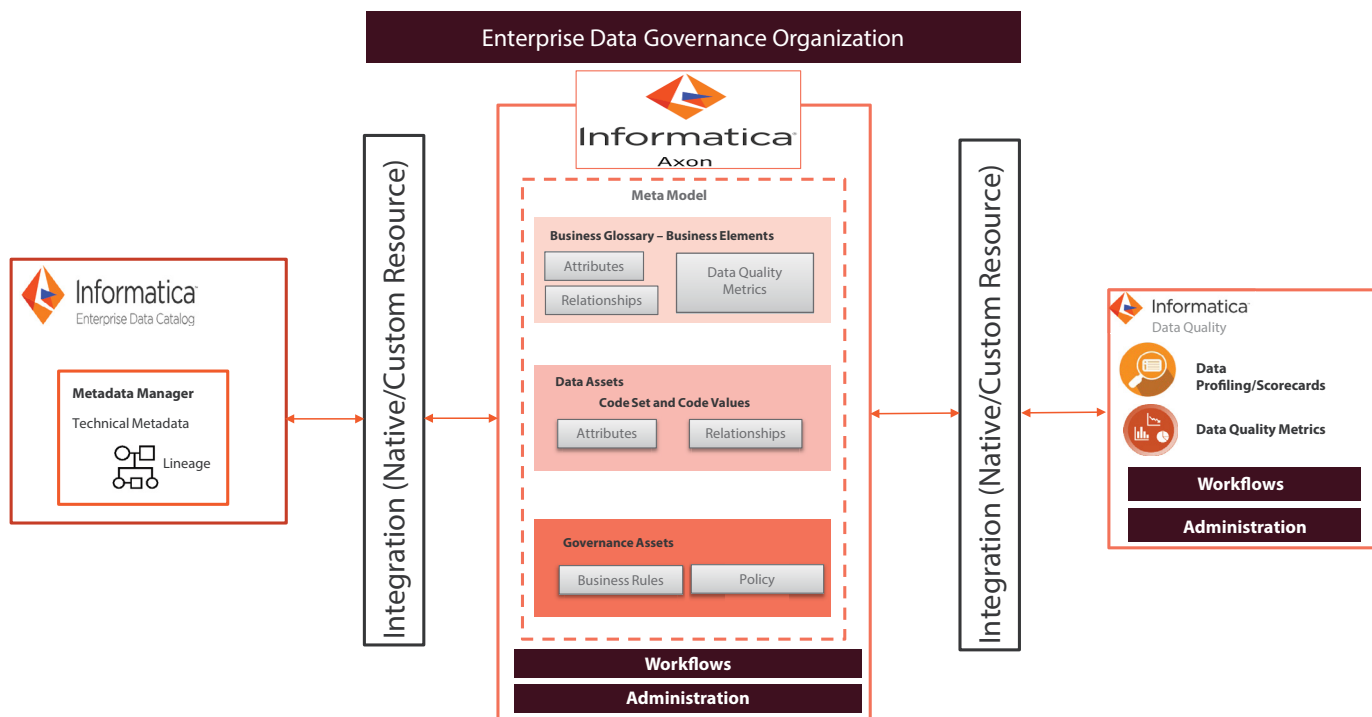


The Solution: Implementation of data governance solution using Informatica tool set.

- **Data Governance framework:** The team worked with the manufacturer's executive leadership to understand the data governance requirements of the organization and define key policies and key result areas for the data governance initiative.
- **Data Catalog:** The team implemented a solution involving the scanning of various systems to capture all the metadata using Informatica EDC. Moreover, the business glossary uploaded in Axon was linked with technical metadata in EDC for better understanding of metadata.
- **Business Glossary:** The team identified the key business elements for prioritized business functions and created a business glossary in Informatica Axon, which was linked with technical metadata in Informatica EDC. Business rules for key business elements were created in Informatica Axon and implemented in Informatica Data Quality and Informatica Analyst to showcase the quality of data along various dimensions.
- **Data Quality Management process:** The team performed profiling on data objects to understand the existing data quality, created rules to make business data conform to data quality dimensions and created a scorecard to monitor data quality over the duration.

Implemented technical solution: Activation of Enterprise Data Catalog, Data Quality and Axon tool sets.

Informatica Stack Usage



Business Outcomes: Enhanced capabilities

- All data sources are cataloged. Onboarded technical and business metadata, and associated business glossary and relationships.
- Built Data Quality rules and created dashboard for data quality monitoring.
- Enterprise-wide accessibility of glossary, dictionary and end-to-end data lineage helped in analyzing the data to the source.
- Increased data and data governance literacy among stakeholders.



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