

Data Governance has been the center of board room discussion of business and technology leaders for the good reason of seeing data as a critical asset of the organization. As every critical asset has to be managed, nurtured and governed, enterprises have been spending millions if not billions for managing the data through dedicated Data Stewards, CDOs, Data Governance Offices and expensive tooling like - Data Quality tools, Master Data Management Tools, Lineage, Catalog tools etc. So much investment has been done, that data has become a loss leading asset thereby destroying the promising Return On Asset.

With the rapid rise of the data volume, variety & velocity, ensuring Data Quality and Governance is getting further deficient. For instance:

- There are established governance standards, BUT the data health checks are either fragmented or completely lacking
- There are centralized data repositories BUT inconsistent data
- There are centralized data quality and profiling platforms, BUT data quality is applied only at the consumption layer

# The problems that enterprises need to address include:

- Can data management costs be reduced?
- Can enterprises continue to invest in data management at the same scale?
- Can data quality management evolve and keep up with continued data explosion at reduced costs?



## The Proposition

The smarter way is to eliminate manual intervention from the equation and the fleet of stewards and traditional Data Governance. The Infosys Smart Data Governance (Smart DG) Solution can help address these problems by automating cognitive tasks needed for Data Governance using discipline of Al.

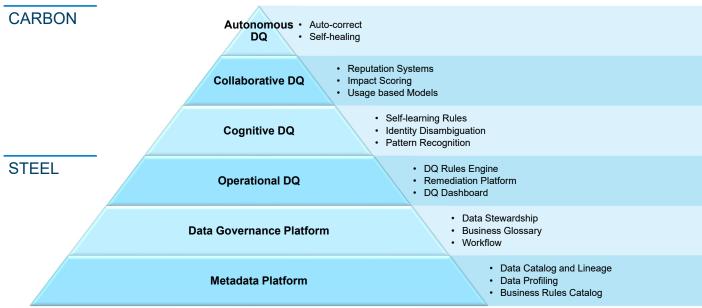
Infosys Smart DG Solution helps address the problems with a 'smarter approach' by

putting business users first and effectively deploying machine learning technologies to aid effective decision making and optimizes the entire governance of information. It aims to simplify the otherwise complex process making it independent of manual interventions by deploying Artificial Intelligence, Machine Learning, Cognitive Intelligence and Mathematical bots to disrupt the

traditional data governance lifecycle. It ensures Data Quality standards that are good enough for consumption at minimal costs.

The solution leverages smart bots, that are efficient and are self-learning data stewards. The bot minimalizes manual intervention by automating various aspects of the data management & governance lifecycle.

The pyramid below illustrates the Infosys Smart DG Solution construct:



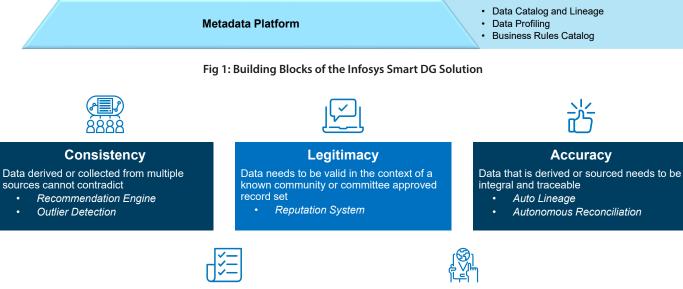


Fig 2. Underlying philosophy of the Infosys Smart DG Solution

**Uniqueness** 

Each data record should be unique in its

Identity Disambiguation

own right, with no duplicates

Pattern Matching

Completeness

A record needs to be complete without any

gaps in content for the mandatory attributes

Pattern Recognition

Predictive Values

## **Case Study**

Leveraged Infosys Smart Governance Solution to co-develop a "next-gen" Data Quality Platform for a top US based Financial Services company

## Smart DG – Solution Tenets



**Automation of manual** activities of 200+ Stewards & analysts



unique data quality rules across 17 SORs supported by ~10,000 jobs, which is being extended to 40+ SORs on petabytes of data

- Integration with Databrick for ML-based DQ to auto-discover data quality rules
- Unified UX for Data Governance
- Open Source-based pre-built scalable framework
- Data quality Monitoring via advanced Data Quality Dashboards
- Business Rules refactoring from MHUB
- Remediation workflow(Exception Management)
- Integration with MHUB, Collibra and JIRA

#### **Business Value**

60-70% reduction in data quality rule authoring & management

• Significant reduction in manual efforts for Data Profiling and cleansing (curation)

Data quality validation of thousands of new datasets with just a few clicks in only 10% cost

 Scalable and future-proof solution leveraging power of AI/ML

For more information, contact askus@infosys.com



