

May 18th, 2021

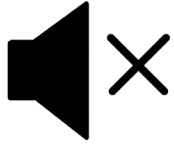
Improving Data Culture & Literacy

Tech Tuesday Data Governance Series



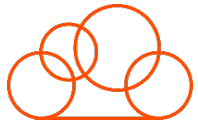
Informatica

Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available on our **INFASupport YouTube channel** and **Success Portal** - where you can download the **slide deck** for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

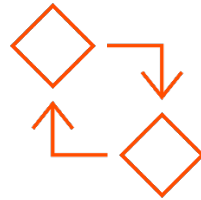
Feature Rich Success Portal



Bootstrap trial and
POC Customers



Enriched Customer
Onboarding
experience



Product Learning
Paths and Weekly
Expert Sessions



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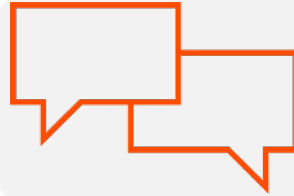
Tailored training and
content
recommendations

More Information



Success Portal

<https://success.informatica.com>



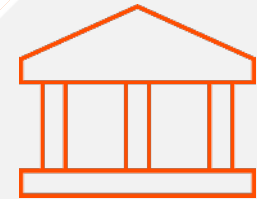
Communities & Support

<https://network.informatica.com>



Documentation

<https://docs.informatica.com>



University

<https://www.informatica.com/in/services-and-training/informatica-university.html>

Safe Harbor

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Janan H. Dakak

Advisory Services



Melanie Parker

Advisory Services

Managing Data Is Getting Harder



Explosion in
Data Volume

**20.6 zettabytes
per year**
in global data
center traffic



New Users

500 million
business data
users and
growing



New Data
Types

(mobile, social, IoT)

20 billion
connected
devices



Data in
the Cloud

**Over 94% of data
center traffic**
will come from
the Cloud



Machine
Learning/AI

1 billion workers
will be assisted
by machine
learning or AI

Data Strategy Overview

- A data strategy defines how an organization achieves specific mission goals through the strategic use of its data assets
- Data-driven strategies have completely transformed the way we operate and enabled incredible growth for those that know how to leverage Data properly
- By 2023, data literacy will become an explicit and necessary driver of business value, demonstrated by its formal inclusion in over 80% of data and analytics strategies and change management programs
- By 2023, 85% of data sharing strategies that include external data sources will drive revenue generating digital business outcomes rather than data management functions, making data sharing an essential business capability.

Gartner - 16 February 2021

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Overcoming Data Literacy Challenges

Data-Driven decision-making has become critical to organizations

- Concepts and application of data
- Access and collection of data
- Data Management and discovery
- Relevancy of data
- Data-Driven Inquiries and analysis
- Data Tools
- Communication across the enterprise



Data Literacy Journey

Treating data as a corporate asset will require a culture of shared ownership

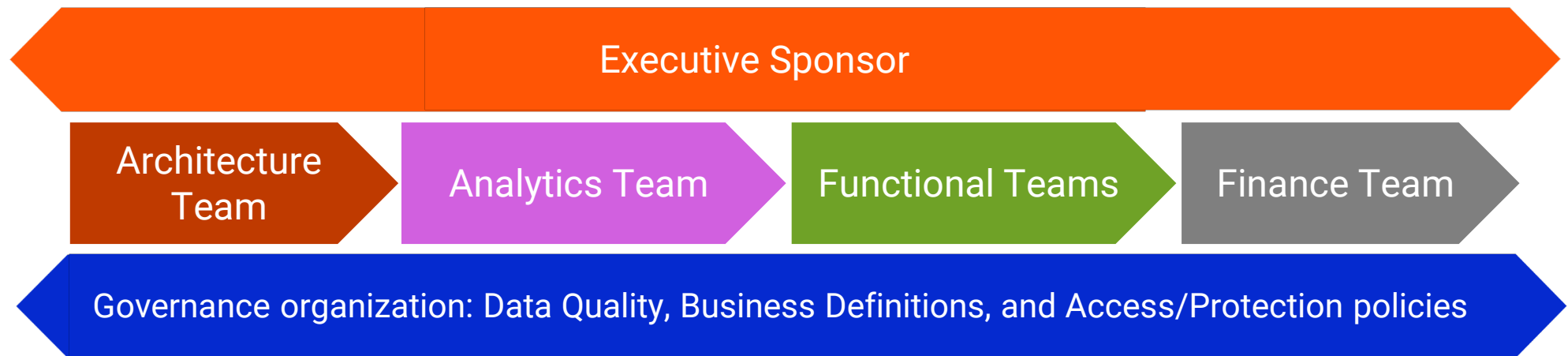
- Communication and transparency
- Enterprise-wide shared goals and objectives at all levels
- Clear organization framework and operating model
- Clear accountability and responsibility
- Rules of engagement and behavioral norms
- Common tools, data standards and processes



Data Literacy Journey

What is a data-driven organization?

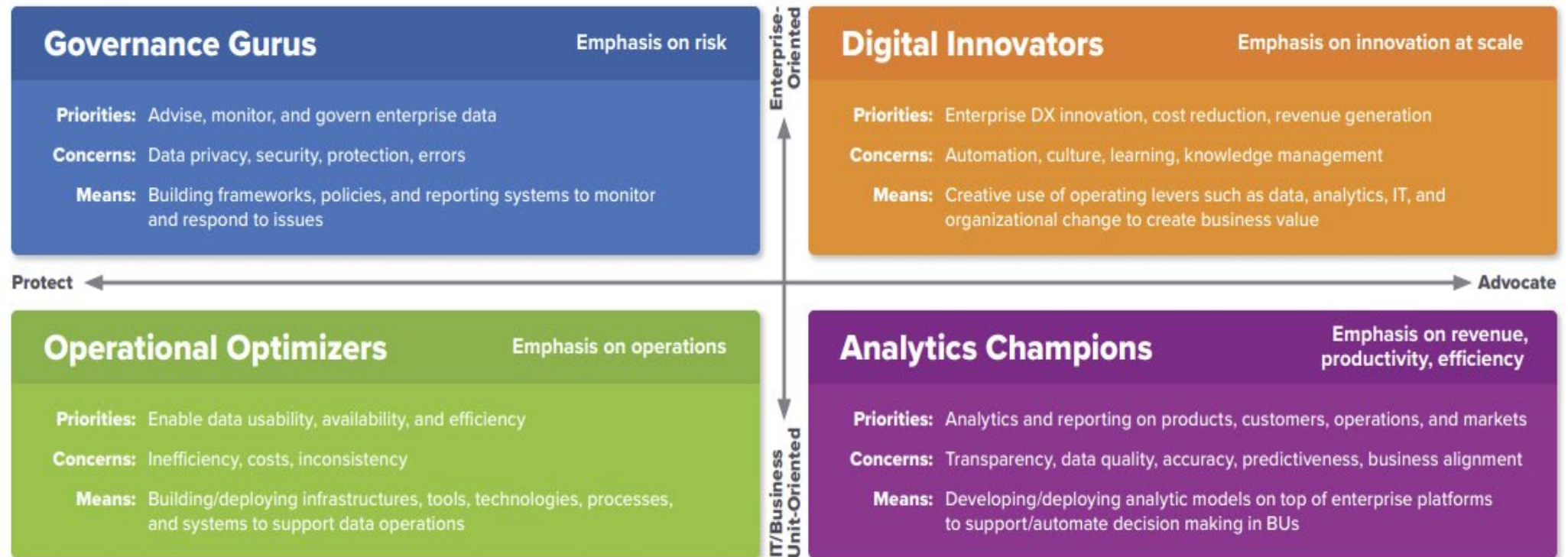
Organizations need to translate across functional silos to create a shared vision and understanding



Data Leadership & Culture

The nature of data leadership

Successful Data Leadership Requires Agility to Address Multiple and Shifting Roles

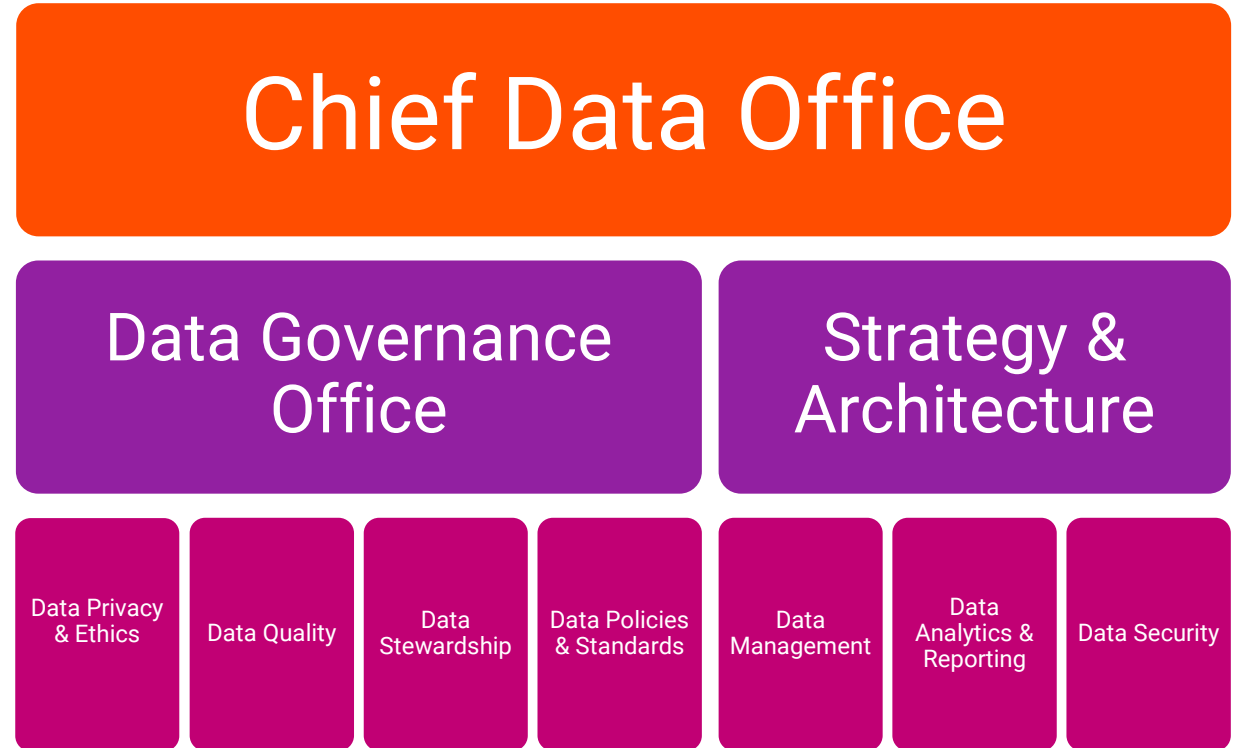


Source: IDC Info Brief, commissioned by Informatica Doc. #US46695720

Structuring the data organization

Shaping the data culture to guide business and technical teams through data management disciplines

- Define the data agenda – “run better” vs “run differently”
- Build and facilitate data governance structure, processes and control mechanisms
- Enable “self-serve” data management capabilities



Encourage data management performance

Data literacy enables individual skills, knowledge, attitudes and behavior towards data

Skills

- Can understand data management techniques and interpret data visualization
- Combines multiple data sets together for analysis
- Identifies relevant facts, patterns and trends
- Creates clear visual displays of data to reveal insights to others
- Communicates effectively using data and information gleaned from it

Knowledge

- Knows how to distinguish between different elemental forms of data
- Is familiar with ways that data is collected, structured and stored
- Grasps fundamental principles of analysis and statistics and when they apply
- Understands ways to visualize data and their respective benefits and drawbacks

Encourage data management performance

Data literacy enables individual skills, knowledge, attitudes and behavior towards data

Attitudes

- Believes that data is a language that anyone can learn to read and speak
- Feels confident using data as a resource to answer questions & identify new ones
- Is alert to common pitfalls into which people fall when working with data
- Considers ethical use of data and the impact on society to be of utmost importance

Behaviors

- Seeks out and creates data as a means of gathering information
- Identifies areas of improvement in the data and associated analysis
- Advocates for the effective usage of data in communication and decision-making
- Evangelizes data literacy through the active and competent use of the language

Embedding data stewardship

Data stewardship encompasses:

- Knowing what data an organization possesses
- Understanding where that data is located
- Ensuring that the data is accessible, usable, safe, and trusted
- Safeguarding the transparency and accuracy of data lineage
- Enforcing rules and regulations on how data can be used
- Helping the organization make most of its data for competitive advantage
- Driving toward a data-driven culture
- Being an advocate for trusted data

Data stewardship principles for success

Here are seven data stewardship principles that guide data stewards to successfully perform their roles

- **Be accountable** – Data stewards take responsibility for ensuring that data is managed and used as per both internal and external rules.
- **Be enthusiastic** – Evangelizing safe—and creative—uses of data is a prime aspect of the data steward's job.
- **Be strategic** – Data stewardship also involves high-level strategic thinking. Data stewards should keep their eyes open for innovative ways that data can better serve their organizations.
- **Be rigorous** – Data should be held to the highest standards of accuracy and quality.
- **Be collaborative** – Data stewards should make it easy for users to ask questions about data and its proper use.
- **Be transparent** – Anyone should be able to get answers about who is involved in collecting, storing, or using any personal data that is being collected.
- **Be respectful** – Of organizational culture

Driving better outcomes through data literacy

Data literacy initiatives can make organizations more successful

Building a strong data culture within your teams and taskforces will:

- Increase confidence with data democratization and trust decision-making processes
- Harness creativity with new value propositions through new data products and services
- Cut the time, risk, and cost to innovation and data monetization

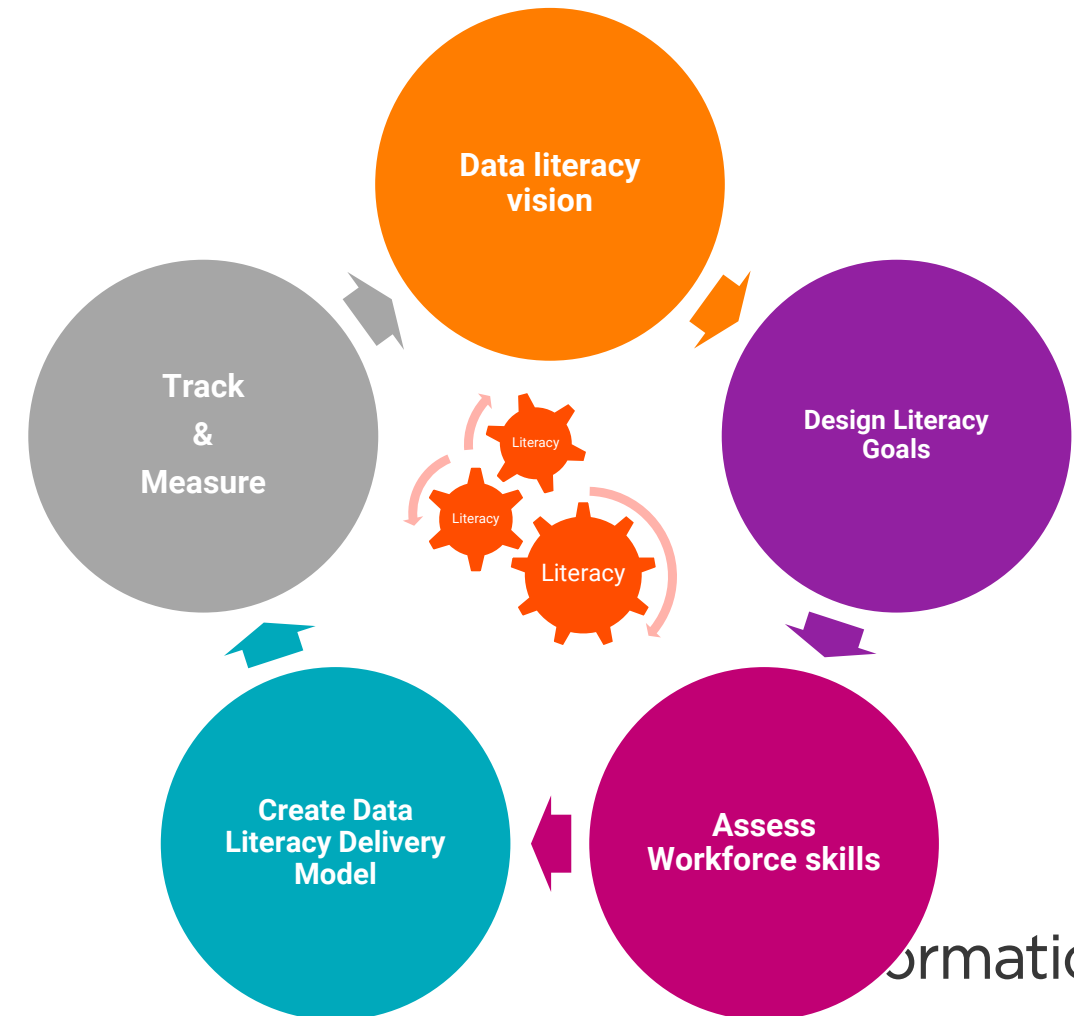
Data Literacy Adoption Approach & Best Practice

Adoption approach and best practices

Data Literacy: The key to data Adoption

Treating data as a corporate asset will require a culture of shared ownership:

1. Create data literacy vision and roadmap
2. Plan, develop and design with enterprise business goals in mind
3. Assess skills and deliver data literacy training
4. Create data literacy delivery model
5. Track, measure, improve and repeat

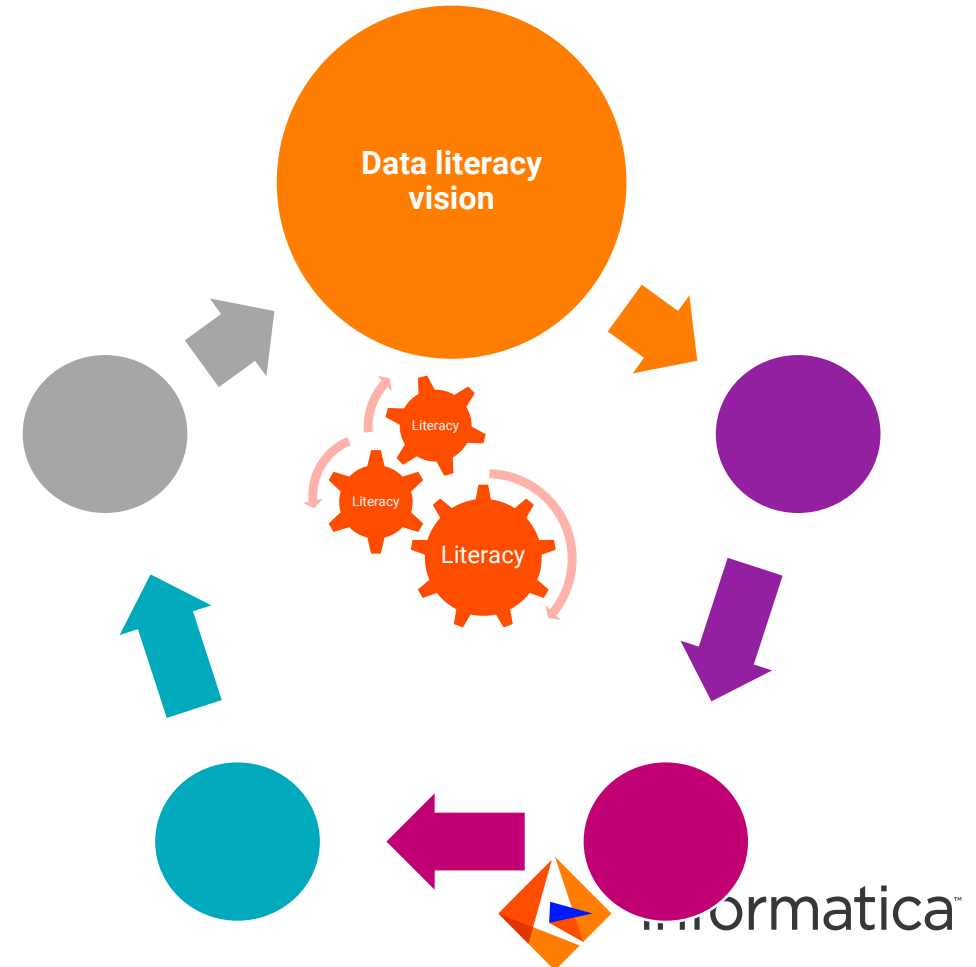


Adoption approach and best practices

Data Literacy: The key to data Adoption

Create data literacy vision and roadmap

- Collaborate with Lines of business on the vision for data literacy
- Develop a data literacy education program
- Create data language understanding for everyone across the organization
- Prioritize roles for data literacy upskilling
- Determine how data-driven the organization need to achieve

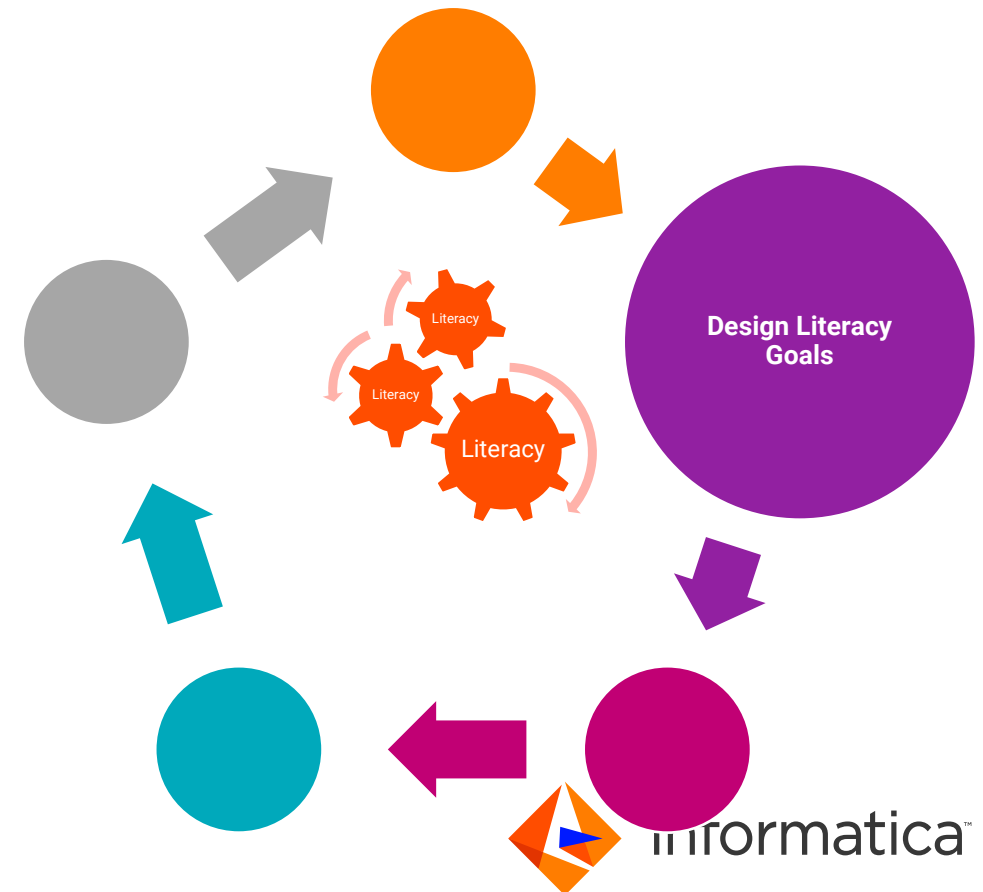


Adoption approach and best practices

Data Literacy: The key to data Adoption

Plan, develop and design with enterprise business goals in mind

- Rollout plan for Data Literacy
- Skill a Team to champion your data literacy program and to share success
- Start with a small scope project
- Focus on high value business areas in the initial stages and develop timeline for the organization rollout

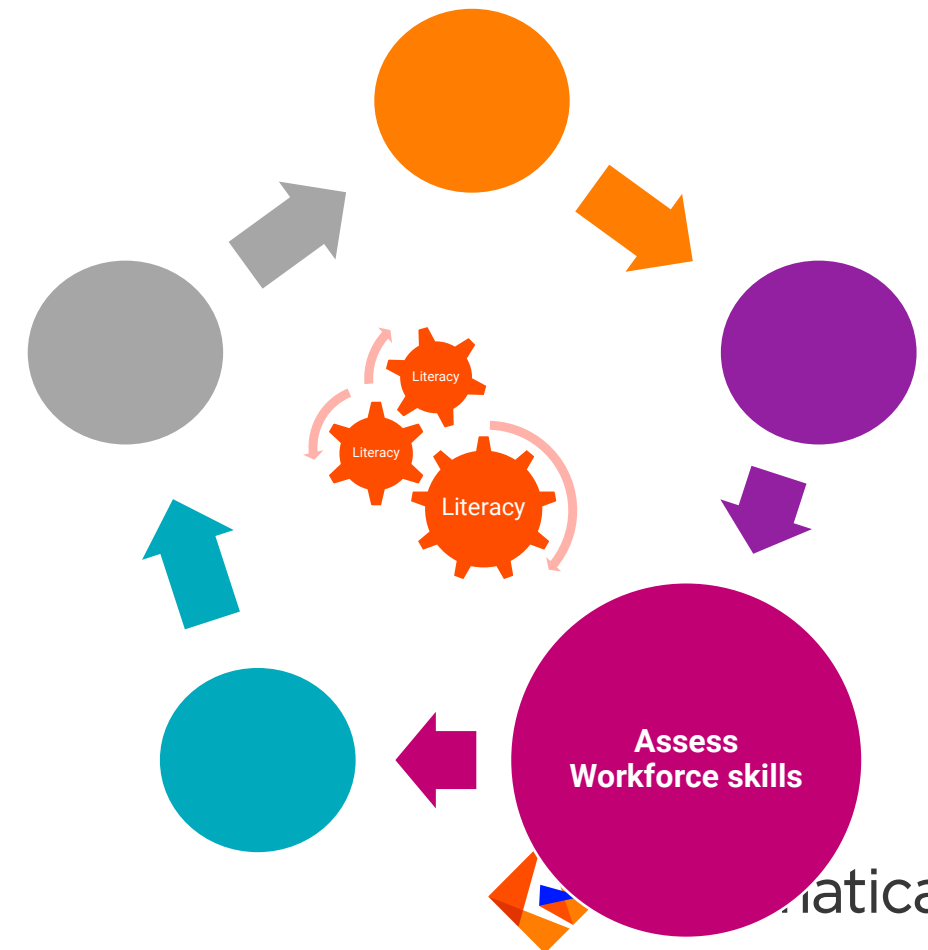


Adoption approach and best practices

Data Literacy: The key to data Adoption

Assess skills and deliver data literacy training

- Perform a team assessment
- Determine how to assess baseline data skills
- All stakeholders should be assessed for data skills
- Perform skill mapping to the roles
- Determine where skill gaps are and remediate

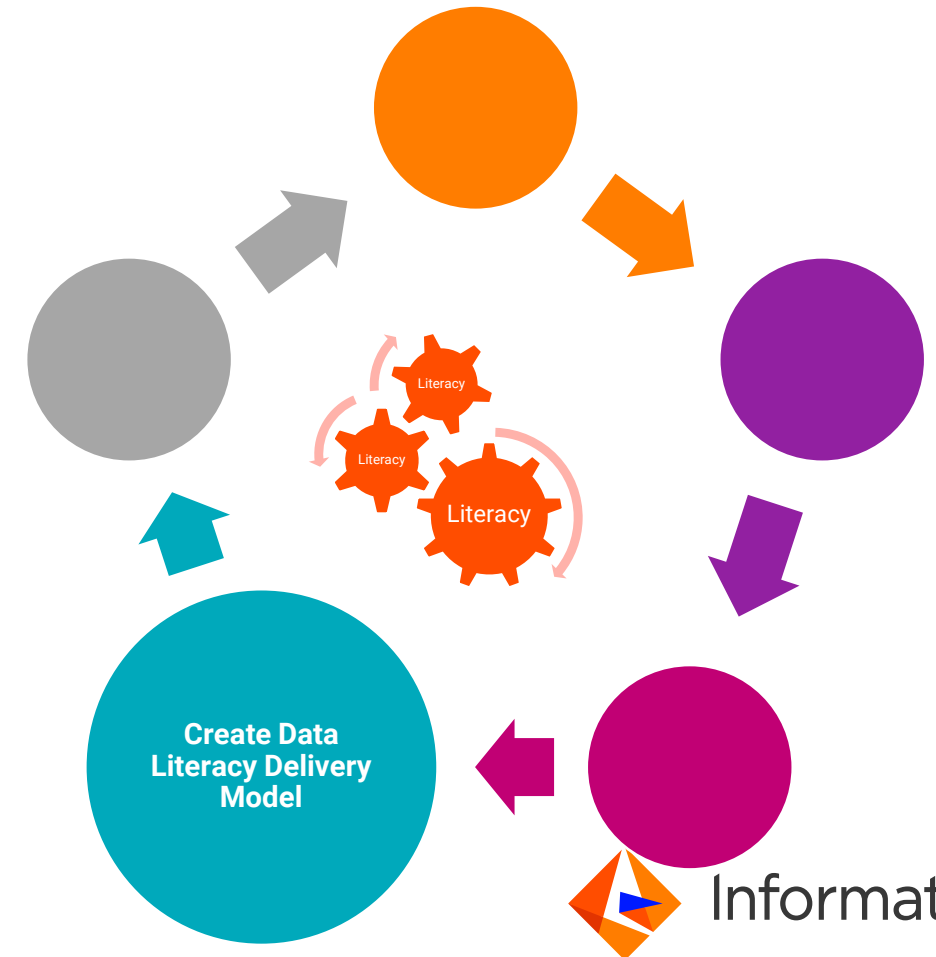


Adoption approach and best practices

Data Literacy: The key to data Adoption

Create data literacy delivery model

- Deliver in stages based on literacy level
- Standardize concepts and terminology
- Create learning models based on roles
- Provide diverse delivery mechanisms such as on-line, workshops and webinars
- Ensure consistency and skill measurement

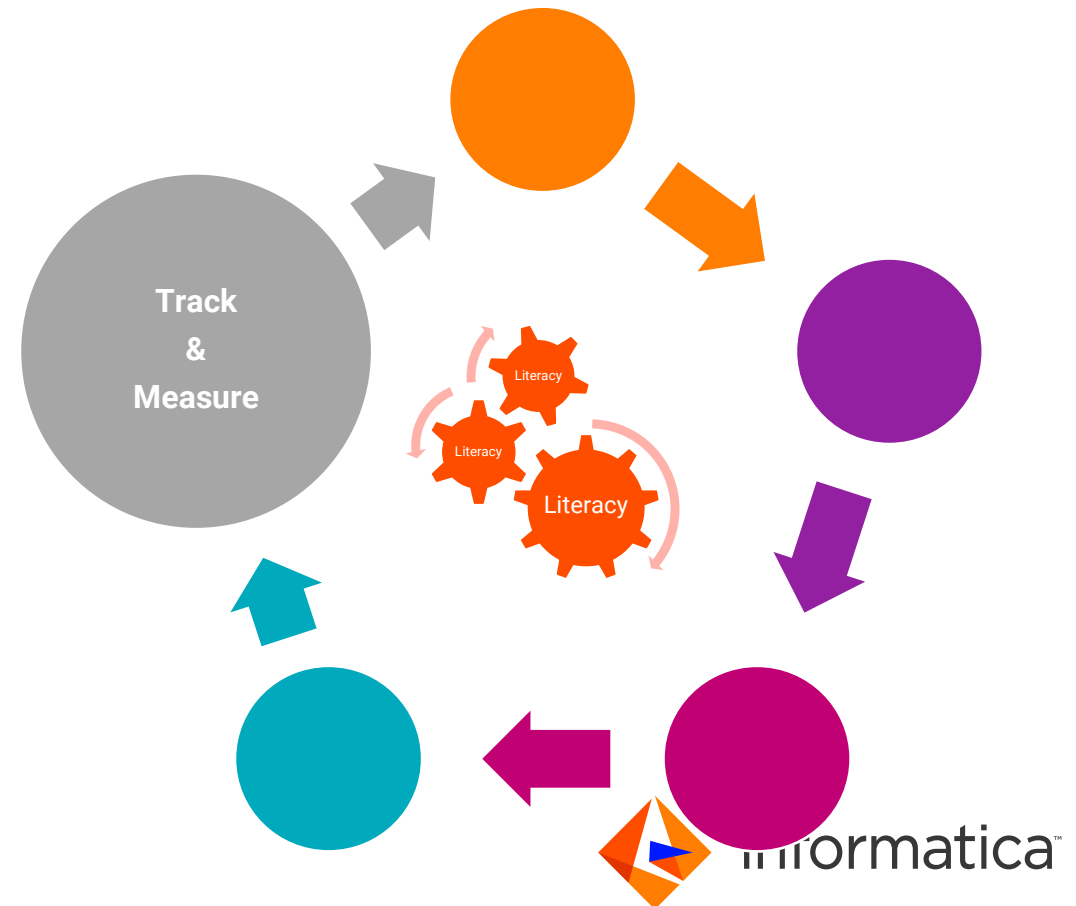


Adoption approach and best practices

Data Literacy: The key to data Adoption

Track, measure, improve and repeat

- Reassess skills periodically
- Create a feedback mechanism for the data literacy program
- Allow users time to become data literate
- Communicate data literacy progress across the enterprise



We're Ready to Help!

Different ways we can help

- Follow up Sessions
- Technical and Business Workshops
- Assessments
- Customized Engagements
- Technical and Business Advisors
- Implementation Support

For follow up and additional questions, please reach out to:

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Q&A

Thank You