

Chapter 9

Data Governance

Examples of some of the leading IT companies embracing data governance models are as under:

1) IBM:

a) **Robust Data Governance Model**

IBM has one of the most robust data governance models

b) **Biggest Vendor of data governance solutions**

It is also one of the biggest vendors of data governance solutions, which is now a strategic priority for companies of all sizes.



c) Pegged as a quality control discipline for introducing rigour and discipline to the process of managing, using, improving and protecting organizational data,

d) **Most prized asset IBM data governance model**

It possess the potential of **significantly improving the quality and integrity** of the company's data through **inter-organisational collaboration and policy-making**.

e) **Discipline of IBM model**

Core disciplines

Data Quality Management
Information Security & Privacy and
Information Life-Cycle Management

Supporting disciplines

Data Architecture,
Audit Information & Logging and
Classification & Metadata.

2) SAS: Statistical Analysis System,1976

a) **SAS's data governance maturity model quality**

It has been around for decades

It can drive the organizational philosophy of data management, acquisition, and even archiving.



b) **Cultural Shift**

Requires both business and IT sides of the organisation to come together to define data elements and the rules that should eventually govern data across applications.

c) **Emerging Data Governance**

"Data governance" emerged over the years and even grew as grassroots effort, it took off as a hot topic in the IT industry only in the early 2000s to keep pace with next-gen technology such as **Hadoop** and **Internet of Things (IoT)**

d) **Matured rapidly and deliver automated business rules**

The data governance models also matured rapidly and evolved into business process

management tools to deliver automated business rules.

e) Key constraints in data governance models

- 1) Data being considered an IT issue;
- 2) Fragmented, siloed data driven culture wherein the processes are not well-designed or understood and
- 3) Key resources are not allocated properly.

Siloed Data:- A collection of information that is isolated from other parts of organisation and is difficult for other teams to access

3) Oracle:

a) **Principles of data quality solution**

It is based on the principle of optimizing, leveraging information as an **enterprise asset**.

b) **Sensitive data**

The California-headquartered computing giant's Enterprise Data Governance solution helps identify, secure, manage and even discover sensitive data in the database.

c) **Data discovery**

From visualisations to sensitive database discovery results to automatic metadata discovery jobs

d) **Functions of data governance**

Oracle's data governance functions provide **improved quality** and **access** and **security to the core enterprise asset**.

e) **Scope of data governance policy**

- a) establishing enterprise data strategies
- b) identifying the right stakeholders and assigning accountabilities
- c) outlining the report status for data focused initiatives.



4) Microsoft:

a) **Shift from governance**

Redmond giant, Microsoft, has been at the forefront of data governance issues and even charged the shift from governance being a **"data management" to "data as a strategic advantage" issue**.

b) **Geoff Clarke, Regional Standards Manager, Microsoft Asia Pacific**

Data became a **boardroom discussion** with businesses rapidly embracing digital innovation.

c) **Data evolution over the years**

Data has evolved from being merely an operational "IT" issue to becoming the lifeblood of the organisation and this critical asset poses high risk, constraints and even benefits.



d) Microsoft's data governance framework

It helps organizations better understand the data protocols, aligning data strategy with business goals and outcomes and how to secure data as it is rapidly moved into the cloud.

CASE STUDY**Example of Airtel's Data Governance**

- 1) **Integrates Safeguards**
Airtel integrates data protection safeguards into product development.
- 2) **Security Assessment and Compliance**
All products undergo application security assessment and compliance review at the development stage.
- 3) **Non-compliance by third party**
Non-compliance of any third party/ partner with the privacy practices followed at Airtel is escalated for disciplinary actions up to and including termination of the contract.
- 4) **Airtel Secure**
The company have also been offering cybersecurity services to B2B customers, under 'Airtel Secure' which includes security monitoring through multi-layered safeguards for enterprises against threats.
- 5) **Personal Data**
Since the company deals with mammoth personal data which relates to the private, professional or public life of the customers and in light of the fact that in the online environment, where vast amount of personal data are shared and transferred around the globe instantaneously, **data protection is given utmost priority.**
- 6) **"Bharti Airtel Information Privacy Policy (BIPP)"**
It is in alignment with the Information Technology (IT) Rules 2011 and best practices of industry and GDPR (General Data Protection Regulation).
- 7) **Privacy Policy**
Airtel's privacy policy provides management direction and support to ensure privacy of personal information collected by Airtel, in order to allow collection, processing, retention, dissemination and destruction of the personal information in accordance with the appropriate laws, regulations and contractual obligations.
- 8) **Applicability of BIPP**
Bharti Airtel Information Privacy Policy (BIPP) is applicable to all employees of Airtel and all third parties (including strategic partners) of Airtel who have access to personal information of customers, employees and vendors.
The BIPP is applicable across all business functions of Airtel and across all geographies of Airtel in India including Airtel center, all circles and other Airtel locations.