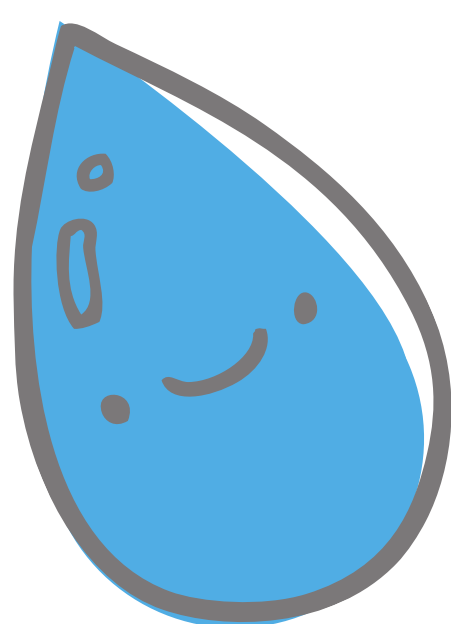


# DATA GOVERNANCE



## *Keeping your data clean and clear*

As the full system—people, processes, and technology—that helps you to manage your data throughout its life cycle, data governance is a complex topic. To try to simplify things, we have used the water system to help illustrate the essential parts of a data governance program. Let us introduce Wendy the water drop, who will move through the water system how data moves through your organization.

2



One of the first steps in the water system is filtering and purifying. Similarly, your data governance program should include data quality processes to remove dirty data.

1



Just as water enters the water system from different places, your data also comes from various sources. Do you know your data sources?

3



And now Wendy has entered the water system. She is clean, she meets your standards, and she is well on her way to where she needs to be.

4



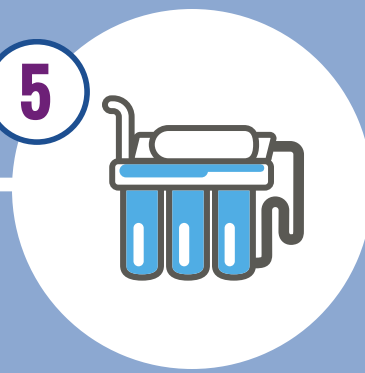
A whole team of people is needed keep Wendy clean and ensure she is kept safe and secure. These folks all have different roles and work together to watch over her.

6



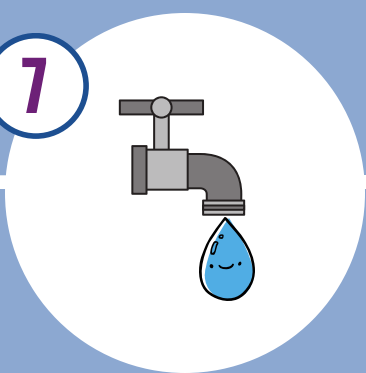
Then comes the question of where to store Wendy and all the other water drops before they are ready for use. For your data, this might be a warehouse, lake, or the cloud.

5



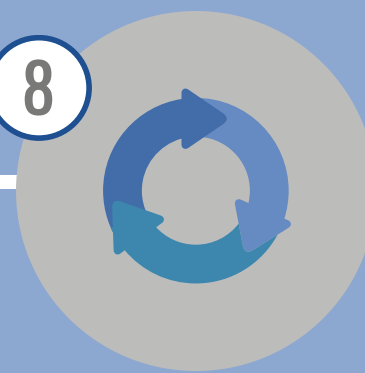
Preparing Wendy for use involves a series of processes and specific equipment. Documenting the processes and securing the right tools will help to ensure success.

7



After making her way through the fully governed water system, Wendy is ready to be used for whatever purpose: drinking, cooking, showering, and so on.

8



Just as water cycles through the system, data governance is also a cyclical process. It is an ongoing effort, but it is well worth it for the value it can add for your organization.

As you can see, it takes a lot for Wendy to get to where she needs to be. Since data governance is an enterprise-wide undertaking that involves stakeholder from every part of your organization, it can be helpful to assemble a team, like an enterprise data governance council, who will lead the charge and ensure that you have the right technology and the right practices in place to effectively manage your data throughout its life cycle.

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