GOLD SPONSOR KEYNOTE
BIG DATA AND BIG DOLLARS
TURNING OPERATIONAL DATA INTO A POWERFUL COMMERCIAL ASSET
• Facts, evidence, analysis as the primary way of deciding
• Pervasive “test and learn” emphasis where there aren’t facts
• Free pass for push backs—”Where’s your data?”
• Still room for intuition based on experience
• A focus on action after analysis
• Monitor and adjust - never resting on your analytical laurels

Thomas Davenport, Analytics at Work
Analytical Culture and Business Processes

Better Decisions!

Thomas Davenport, Analytics at Work
# Externally-viewed Challenges in Analytics Adoption

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data, quality, integrity &amp; consistency</td>
<td>25%</td>
</tr>
<tr>
<td>Access to the right data</td>
<td>23%</td>
</tr>
<tr>
<td>Departmental silos</td>
<td>22%</td>
</tr>
<tr>
<td>Too many do not know how to use business analytics to make decisions</td>
<td>20%</td>
</tr>
<tr>
<td>Lack of appropriate analytical staff</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: The Current State of Business Analytics: Where Do We Go From Here?  
Prepared by Bloomberg BusinessWeek Research Services, 2011
It’s not what you report with, it’s what you report on

The prerequisite for everything analytical

Clean, consistent, accurate, common, integrated, accessible

Needs to be centralized in a warehouse, governed

Analytical environment ties to it, but extendable - measuring something new and important

Thomas Davenport, Analytics at Work
BIG DATA  THE ‘BIG DATA’ TREND

Data Volumes

Megabytes | Gigabytes | Petabytes | Exabytes | Zetabytes


Proprietary Systems

Mainframes

Data Warehouses

Enterprise Applications

Web Data/Clickstreams

Cloud Data

Social Media Data

Mobile Devices

Device Sensors
High Performance Analytics Requires Enterprise Architecture Approach

Data Sources

Enterprise Analytical Framework

Data Services

EDW

Grid Computing

In-Database

In-Memory

ADW

Foundational Enterprise & Analytical Data Warehouse

BUILT FOR PURPOSE ANALYTICAL DATA STORES

Analytics Services

Streaming and Static Data

User Tools

Analytical Reporting

Operational Systems
Often the culture doesn’t support centralized decision making

They consider data an IT issue

They see data governance as an academic exercise

The ROI isn’t clear

Definitions and explanations of data challenges are varied and often-contradictory

They can’t link data to business value

“Look...we’re in violent agreement that we’ve got our share of data issues here...”

“...but I’m too busy trying to keep my board of directors happy.”
"The organizing framework for establishing strategy, objectives, and POLICIES for corporate data."

-Dyché & Levy
INFORMATION GOVERNANCE PROGRAM ROLES

Executive Sponsorship

Information Governance

Stewardship

Information Management

Strategy
Protect, enhance, and fund the program

Tactics: Policies & Standards
Provide oversight, create policies and procedures, assess compliance, manage risks

Operations
Develop & support the asset per governing policies & standards
THE SAS DATA GOVERNANCE FRAMEWORK

Corporate Drivers
- Strategic Priorities: Voice of the Customer; Compliance Mandates, Mergers & Acquisitions
- Business Drivers: At-Risk Projects: Data Quality Improvement; Operational Efficiencies

Business Framework
- Data Governance Charter
- Guiding Principles
- Decision-making Bodies
- Decision Rights

Process & Policy

Data Stewardship Roles & Tasks

Data Management
- Data Requirements
- Data Administration
- Metadata Management
- Data Quality
- Security & Access Rights

Data Governance Execution Process
- People: Council, Stakeholders, Meeting Agendas
- Process: Metrics Definition, Workflow, Council By-Laws
- Mechanisms: Stewardship Dashboards, Workflow Automation, Data Profiling Tools
A company’s ability to use information strategically is directly correlated to the degree to which the data is managed and governed.
Thank you!

For more information, stop by the SAS Booth!

www.sas.com/canada

Presentation by: Marc Smith, Principal – Information Management

Questions? Contact Andrew.Bowden@sas.com