

Case Study:

Increasing data quality and visibility through enterprise data governance: An incremental approach

Overview

This leading multi-national agribusiness and food company operates in more than 40 countries, and serves some of the world's largest food processors and foodservice brands through multiple lines of business. Despite their global presence, the company lacked consistency and structure to effectively manage data assets and data quality. They approached Precisely with an urgent need to establish an enterprise data governance program to standardize and unify data governance efforts for consistency across all levels and lines of business.

Business challenge

This food processing leader was looking to establish a formal enterprise data governance program to ensure global, regional, and local standardization of policies, rules, terms, and governance practices. Past data governance efforts consisted of piecemeal manual efforts to document rules and policies in Excel and PowerPoint documents, resulting in a lack of coordination, control and accountability. There was little visibility into the company's data landscape or data quality levels, which discouraged data utilization and propagated distrust of data assets and insights.

The company not only needed an enterprise data governance and quality platform to operationalize a standardized governance model, they also needed to define a strategy for a phased-in approach at the regional and local levels.

Solution

To meet the need for a formal, scalable, unified approach to data governance, the company selected Precisely Data360 as an enterprise solution to establish conformity and visibility across lines of business. Precisely began by developing a data governance framework and strategy based on the company's critical business value drivers and key organizational metrics. Based on this strategy, Data360 Govern was implemented using a "start small and scale out" approach. This involved a targeted roll-out of the solution, starting with a single business segment and data domain (supplier data), and gradually scaling to include additional areas.

Client

Global agribusiness and food company

Industry

Food processing

Challenges

- No formal, standardized data governance across any lines of business
- Data governance initiatives were scattered and inconsistent, resulting in poor adoption, limited data understanding and difficulty quantifying data value
- Lack of data quality metrics impacted data trust and utilization

Solution

Precisely Data360

Results

- Created a formal, standardized enterprise data governance program across all lines of business for consistent policies, processes, rules and terminology
- Implemented a reusable governance framework to enable enterprise, regional and local incremental adoption for increased visibility into data quality levels and data assets
- Decreased analytics time-to-insights by over 30% for faster business intelligence
- Achieved and maintained six sigma level data quality for critical business rules and end-to-end business processes

This comprehensive data governance solution included formalizing governance standards, rules and processes and developing business glossaries, incrementally implementing changes across regional and local operations. Previously manual efforts were replaced with data governance automation, with triggers, alerts and workflows to monitor changes and manage issue investigation and resolution.

Another critical part of data governance is accountability and understanding. Infogix helped train and onboard key operational stakeholders such as executive leadership, key business and IT partners, data governance council members, and data stewards, and designate accountability across the organization. Roles and responsibilities were assigned using RACI (Responsible, Accountable, Consulted, Informed) matrices, and data asset ownership was identified.

The solution delivered unprecedented visibility into data assets and attributes, giving the company new insights into the quality and accuracy of their data. Both data quality metrics and data governance metrics were also linked to business improvement and business value, to monitor progress and measure ROI.

Results

This carefully planned strategy coupled with Data360 Govern yielded a reusable data governance framework that could be smoothly and gradually rolled out to regional and local business units, to promote further establishment of unified, enterprisewide data governance. With Data360 Govern, data is now easy to locate, better understood and readily available for analytics efforts, which decreased overall spend on analysis time-to-insights by over 30%. Within this new framework, policies and processes were easily operationalized, such as a prioritization process to ensure that supplier quality metrics drove procurement decisions for increased supplier quality.

With Data360 Govern, the company achieved and maintained six sigma level data quality for critical business rules to drive data quality and process orchestration across business processes. Improved data visibility also ensured data quality within assets was better understood and monitored.

Finally, this foundation of data governance enabled the roll-out of an automated master data management solution, and reduced the expected implementation timeframe by 28%.

By establishing a clear data strategy and through incremental enterprise execution with Data360 Govern, the company built a solid data management and data governance structure that improves efficiency with automation and increases the value of their data assets.



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