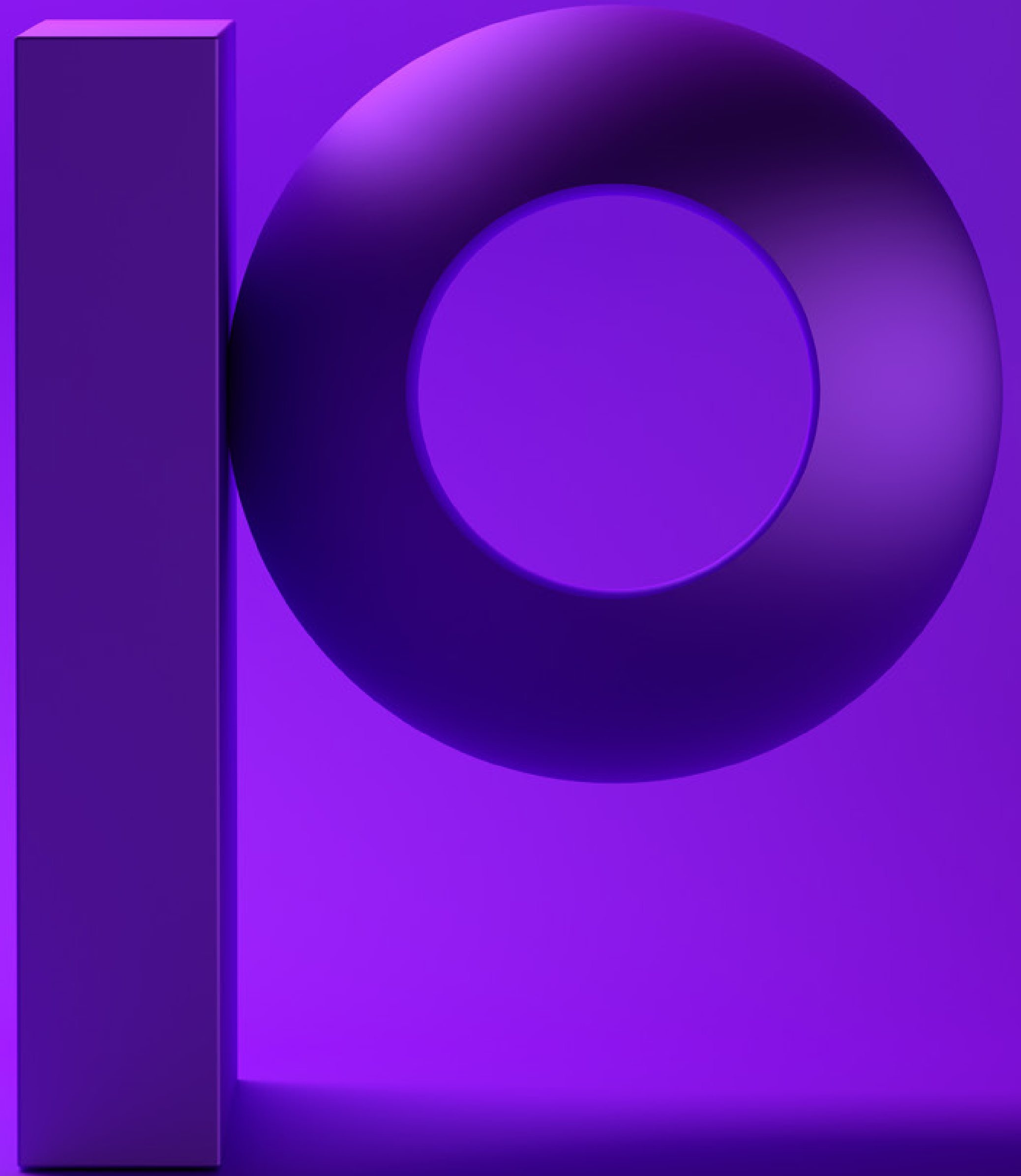


precisely

Adding Data Governance  
Insights with Data Quality



# Why Data Governance is Top of Mind

What we are seeing from previous years is the volume and the complexity of data is growing massively. Data is nearly doubling every two years along with the intricacy of it. Where we used to have internal sources, we are now working with data links or cloud data warehouses. Each source needs to be governed because we are responsible for the data that is used to make decisions and drive business.

As data grows, we also see broader and deeper compliance regulations emerging, such as GDPR and CCPA. Looking at trends from Google, we can see that the term “data governance” has been searched more frequently over the last few years. So, how can we govern the data and also indicate that the data is trustworthy?



# Data Governance Needs Data Quality

For compliance reasons, we need to meet regulatory requirements to make business decisions. We need to make sure that we can trust the data and that our data policy will create a unique customer view.

Recent studies have shown that 35 percent of senior executives have a high level of trust in data living in big data environments. While 92 percent are concerned about the negative impact of those risks.

For example, GDPR has been in effect for two years and already there are 428 million dollars in fines as of December 2019. With CCPA coming into effect in the US, only 2 percent of the firms consider themselves fully CCPA compliant today. This poses a variety of risks that need to be resolved.

With data governance, you have trust that your data is in the right hands and the ability to provide insights across the organization.

## Data governance

The set of policies, processes, rules, roles, and responsibilities that help organizations manage data as a corporate asset.

- Ensures the availability, usability, integrity, accuracy, compliance, and security of data by:
- Putting trusted data assets in the right hands
- Providing insight across the organization
- Streamlining data management with repeatable practices

## Data quality

The processes and rules that help ensure that data is “fit for use” in its intended operational and decision-making contexts.

- Provides accuracy, completeness, consistency, relevance, timeliness, and validity of data by:
- Assessing the current state of data quality
- Putting rules in place to validate data in a constant form
- Delivering insights on data to those who need it





# Symbiotic Relationship Between Data Governance and Data Quality

Data governance needs appropriate data quality tools that not-only clean the raw data, but also illustrates data errors, peculiarities, and issues to help compile the best standards and monitor data quality over time.

Data quality needs appropriate data governance tools to ensure the data is cleaned and maintained within an appropriate data framework that is relevant and pertinent to business needs.

Streamlined data management with repeatable practices ensures the availability of data to those that need it. Data quality combined with data governance can make sure that the data is fit for use and that it's not only functional but also compliant, with the appropriate accuracy, completeness, consistency, and relevance. We have access to all these sources that can validate business rules, put the rules in place, and monitor them. Over time, data quality will deliver insights from the combined rules and metrics.

Executing a business rule on source data not only describes it functionally within the data governance refinements but also makes it actionable to test its validity. When those holes are filled, we can measure the data to determine compliance. Trials can be put in place and those rules can be executed over time.





# How the Integration of Data Governance and Data Quality Adds Insight and Value

Data governance and data quality need each other, or they will not survive. Data governance delivers high quality data by allowing us to define rules and policies, and then evaluate the data by looking at metrics. With data quality, we can execute those rules, but we need an appropriate framework to let someone know if there is an issue and that it can be addressed within the organization.



## Data governance tools

- Help business users define rules to govern the level of data quality that is acceptable
- Analyze metrics to understand trends, risks, and costs
- Provide reports for common insights into data across the organization
- Show data lineage to enhance trust in data and identify impacts downstream

## Data quality tools

- Profile the data to determine the current state of quality, distribution of data, relationships between data series
- Express business rules in valid technical syntax so they can be evaluated against actual data
- Measure data to determine compliance with business rules and thresholds on an ongoing basis
- Correct data to make it more usable





# Maximizing Business Value for Data Use Case

To drive real value, organizations must empower every data citizen to find the right information, assess its quality and trustworthiness and use it confidently to make better decisions.

- **Make it discoverable.** Help data users find data that is fit-for-purpose, discover new datasets crowd sourced by their peers, or tag relevant data
- **Make it understandable.** Give data users and clear picture of who owns the data, where it comes from, what it means, and how reliable it is
- **Make it trustworthy.** Help data users know what data they can use, how to use it and when to share it





# Conclusion

The need for data governance is growing, as demands to drive business value from data are increasing, and the fines associated with the regulations are becoming more frequent, costly and publicized. Precisely's data quality solutions provide a robust set of capabilities to ensure confidence in your data integrated with the Data Governance module of Precisely's Data Integrity Suite to support a broad range of data governance needs.

Learn how [Precisely's Data Integrity Suite](#) can support your enterprise.







## About Precisely

Precisely is the global leader in data integrity, providing accuracy and consistency in data for 12,000 customers — including 99 of the Fortune 100 — in more than 100 countries. Precisely's data integration, data quality, data governance, location intelligence, and data enrichment products power better business decisions to create better outcomes. Learn more at [www.precisely.com](http://www.precisely.com).

[www.precisely.com](http://www.precisely.com)

©2022 Precisely. All other company and product names used herein may be the trademarks of their respective companies.