

## Case Study:

# Bank Holding Company selects Data360 for business process optimization

## Situation

Since its founding more than 200 years ago, this BHC has grown into one of the world's leading providers of financial services to institutional investors, including asset management, investment management, research and advisory services. Its activities include trust and custody, fund accounting, foreign exchange, shareholder services and a wide range of other administrative services for investment funds, pension plans, insurance companies, foundations, endowments and investment managers.

The BHC's commitment to ensuring a robust enterprise data governance included establishing an enterprise data governance management team, led by a CDO and supported by a team of data professionals, to provide methodology, tools, services and support for the initiative. This team vetted, selected and implemented IBM Infosphere Information Governance Catalog (IGC) as their technical governance tool of record, and relied on IBM resources to support much of their IT infrastructure within and among applications and systems as expected, the company can ensure the information is complete, accurate, consistent and reliable.

## Business challenge

IBM IGC was an effective tool to catalog and manage technical assets, but the implementation team struggled to gain line of business teams' adoption. Non-technical business users found the solution to be confusing and difficult to navigate, minimizing use and impeding efforts to grow the organization's data governance maturity. It was quickly determined that a more flexible data platform to enhance the IBM IGC tool with userfriendly capabilities for business process optimization was needed.

“Precisely didn't just ‘sell’ them a solution, but formed a true partnership.”

## Client

Global financial services and bank holding company with more than \$2.9 trillion in assets under management and more than \$32.9 trillion under custody and administration.

## Industry

Financial services

## Challenges

The Bank Holding Company (BHC) implemented a highly technical enterprise data governance solution that was difficult to navigate and nearly impossible for non-technical users to update, preventing widespread adoption. Business users were unable to help grow data governance maturity by enhancing data with business-friendly information.

## Solution

Precisely Data360

## Results

- Inserts a business-friendly level to IBM Information Governance Catalog (IGC), seamlessly integrating the two solutions to boost business adoption and increased data understanding across the organization.
- Integrates easily built and managed, business lineage with native, technical data lineage for ease of understanding and visualization by business users.
- Provides simple, intuitive interfaces that enable all users to quickly access, view and manage data assets.
- “No coding” delivers increased configurability, allowing users to easily synch data assets and enrich technical assets with business-focused context and usage.
- Improves data visibility with personalized dashboards and impact analyses that provide stakeholders with data quality, data governance maturity, usage and ownership metrics.

IBM IGC presented a number of challenges that the BHC sought to solve, including:

- Lineage could only be derived from technical metadata, rather than glossary items, and the extreme granularity of lineage details were difficult to view and hard for business users to understand and manage.
- The user interface (UI) did not capture metrics for governance maturity or data quality.
- The UI lacked dashboards and visualizations beyond technical lineage. In addition, it had no search function, preventing users from searching for glossary entries such as data assets or business terms.
- There was no impact analysis for either glossary or technical assets to illustrate data relationships and flows.
- The tool had little flexibility, as restricted system (BI, database, files assets) configuration prevented users from personalizing screens or enriching data assets with additional fields for compliance or governance.
- Loading data into the system was a complicated, multi-step process that required technical expertise.
- There was limited ability to validate existing internal metadata against external metadata to identify discrepancies.

While the BHC was invested and committed to IBM technology and resources, the governance team requested that Precisely provide an extensive POC to determine if Precisely Data360 could provide the integration of additional business-friendly data governance capabilities across the enterprise. Functionality, usage and workflow testing during the POC covered both business and technical glossaries, BCBS239 items, data quality rules and dimensions, data lineage and reporting/dashboard outputs.

## Solution

Because its business-friendly, web-based platform enabled integration into existing metadata and data quality tools, while raising the level of data governance maturity, the BHC selected Precisely Data360 to augment IBM IGC. The solution enabled business users to easily engage with the solution, increasing data utilization and understanding. Additional configurability, clear visualizations, impact analysis and intuitive case management workflows could effectively drive governance of data throughout the organization and empower business data consumers.

The BHC noted that Precisely didn't just "sell" them a solution, but formed a true partnership, embedding Infogix subject matter experts in the company's data governance team throughout the discovery and implementation process.

## Results

Precisely Data360 complements the technical capabilities of IBM IGC with a business-centric solution that enables business process optimization and strengthens enterprise data governance. By seamlessly bridging the gap between business and technical worlds, the solution empowers every stakeholder to actively advance data governance efforts, increasing collaboration, engagement and data understanding. By Integrating with IBM IGC, Data360 provides a comprehensive data governance solution that empowers users of every skillset to easily access, own, manage and maintain critical data assets to increase organizational data governance maturity and growth.

Precisely Data360 also delivers a fully integrated view of IBM IGC data, and further enriches the technical assets of IGC with business-focused context and usage, such as regulatory fields (i.e., BCBS239). An intuitive user interface and personalized dashboards give users greater visibility into data assets, with advanced search functionality to easily identify assets, terms and policies. Impact analysis and lineage diagrams provide additional transparency with graphical representations of asset relationships and data flows.

The solution also adds comprehensive "zero code" drag-and-drop workflow capabilities for issues management for data owners and stewards, and for setting rules that trigger alerts when a field or value is changed. It also captures data quality scores and metrics from their in-house quality solution that is integrated with Precisely Data360, to give users insight into performance and data quality levels.

Finally, Precisely Data360 provides easy-to-understand business lineage that can be built and managed by business users with drag-and-drop simplicity. Data lineage is critical to understanding and effectively leveraging data assets, representing the most heavily weighted component of the company's data governance maturity model score card. Business users are now empowered to easily enhance business data lineage to support regulatory compliance, increase data understanding, encourage effective data utilization and support data accuracy.

With Precisely Data360, the BHC was able to achieve critical objectives of establishing a comprehensive data governance framework, while intensifying its maturity and increasing meaningful engagement from technical and business users alike.