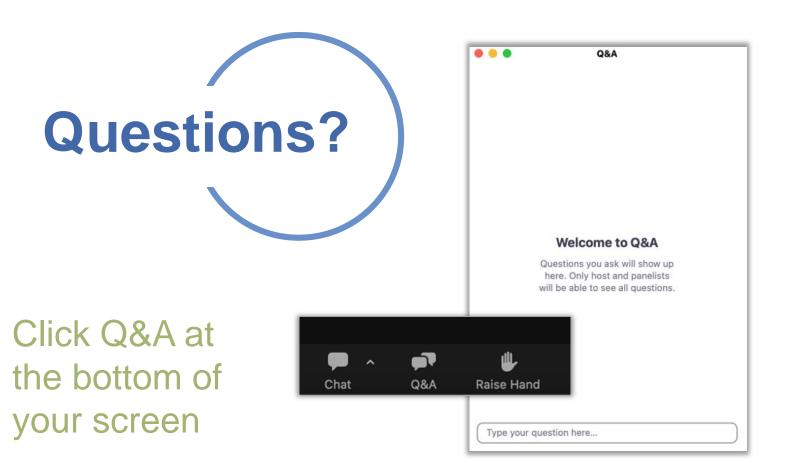
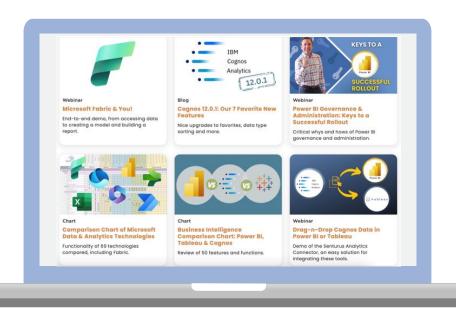


# Why Business Leaders Can't Afford to Ignore Data Governance in 2025





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#### senturus.com/resources



# Agenda

- 1 | Introductions
- 2 | Data governance Senturus POV
- 3 | The business case for DG
- 4 | Obtaining business buy-in
- 5 | Implementation & lasting adoption
- 6 | How to get started
- 7 | Q&A

#### Introductions



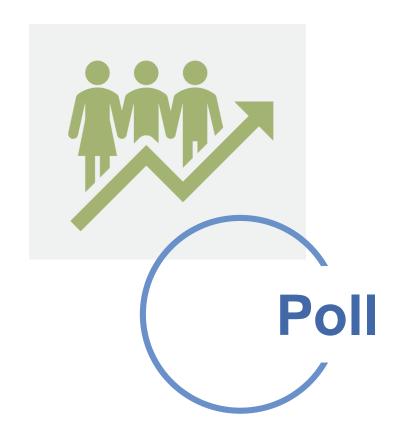
GREG FRASCA
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STEVE REED-PITTMAN

Director of Enterprise Architecture
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# What is the current state of Data Governance (DG) at your organization?

- 1. Nascent (no formal DG)
- 2. It's complicated
- 3. Formal DG implemented
- 4. DG crisis mode



# DATA GOVERNANCE

**SENTURUS POINT OF VIEW** 

### Why DG is non-negotiable

#### **Mitigating risk**

- Garbage in, garbage out. All models are only as good as the data they are trained on
- Compliance and security risks. Exposure of sensitive data can violate numerous privacy laws (i.e. GDPR, CCPA, etc.)
- Data lineage. Traceability is key to trust in Al solutions
- Model drift and performance degradation. Poor governance leads to outdated, irrelevant or incorrect data
- Siloed Al. If data is siloed, results are inconsistent
- Regulated industries demand it. Healthcare, finance, and insurance require an organizations data to be auditable

\$500M financial losses

25% workforce layoffs





#### Why DG is non-negotiable

#### Avoidable process breakdown

- Lack of governance can lead to costly errors. Data governance ensures structured controls and validation processes to catch human and system mistakes.
- Enhanced risk of compliance and regulatory infractions.
   The lack of a data governance program increases the chance of costly mistakes.
- Limited visibility and control of corporate data. Without process controls, data is allowed an opportunity to "grow in the wild."
- Inaccuracy of key decisions. Process establishes clear data ownership, accountability and validation to prevent poor reporting.

\$500M

judgment of what lenders kept

\$400M Federal Reserve fines





"Data governance is like incorporating fiber into your diet: it's a necessary lifestyle change that you're much better off for in the long run."

- John Peterson, CEO, Senturus



JOHN PETERSON
CEO
Senturus, Inc.



# Data governance What it is

Structured approach to managing data as a strategic asset.

Applies policies and controls to ensure data quality, consistency, definition, security and compliance.

Embeds clear ownership and accountability across a data-driven enterprise.





# Data governance What it isn't

The sole responsibility of IT. Business leadership and cross-functional collaboration are necessary.

A one-time project. DG is a continuous capability that adapts to the business and industry.



An impediment to progress. Done right, DG drives agility, not delays.



# THE BUSINESS CASE FOR DG

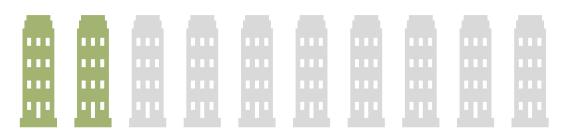
## Why it's important

By 2026...

80% deployed multiple data hubs



20% use a universal DG program





#### Data governance value drivers



#### **INCREASE REVENUE**

#### **New opportunity**

- Monetize trusted/governed data assets for new revenue streams
- Make better decisions through improved alignment and the use of accurate information
- Improve customer satisfaction, loyalty and retention



#### **DECREASE COST**

#### **Operational efficiencies**

- Eliminate redundancy in process, systems and data through comprehensive governance
- Minimize error corrections through sound data quality
- Centralize data policies to streamline compliance



#### **RISK MITIGATION**

#### Compliance/regulatory

- Protect against PII, PCI, PHI and other regulatory compliance risks
- Better holistic view for regulatory auditing
- Enhance decision confidence by lowering risk or costly errors and trust in data



# Building a better business case

- Quantify the costs of action vs. inaction
- Start with an individual use case in mind
- Assemble a coalition of data champions
- Secure executive sponsorship
- Link to strategic priorities
- Clearly articulate the benefits
- Demonstrate the value of the program early and often



# WHY IT'S IMPORTANT

\$12.9M

the cost of poor data quality at organizations<sup>1</sup>

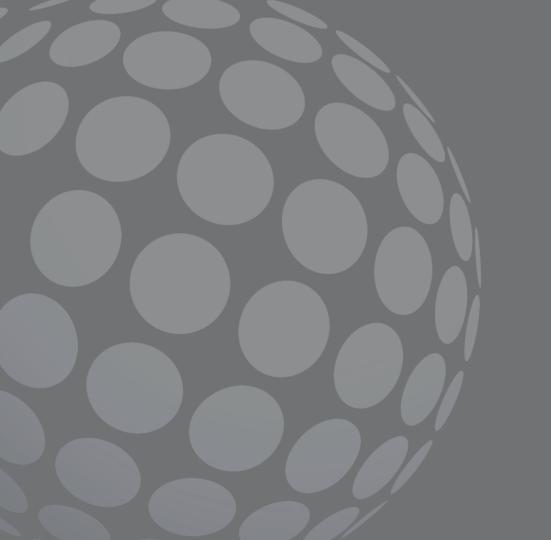
83%

of company leaders say operational efficiency is critical for the organization in 2024<sup>2</sup>

**87**%

of company leaders say trusted data plays a critical role in responding to market disruption<sup>3</sup>





# OBTAIN BUSINESS BUY-IN

# 80%

of data governance initiatives will

# **FAIL**

by 2027 due to a lack of prioritized business outcomes

# Commitment drives value

#### Shared responsibility, shared success

- IT provides the foundation, but business teams <u>must</u> drive priorities
- Governance is only effective when aligned with business objectives
- Business leaders must champion governance to ensure adoption and sustained impact
- Successful governance links to measurable business outcomes
- IT ensures data integrity and security, while business teams ensure relevance and value



#### **Business value & prioritization**

**Purpose:** Why are we considering undertaking this effort?

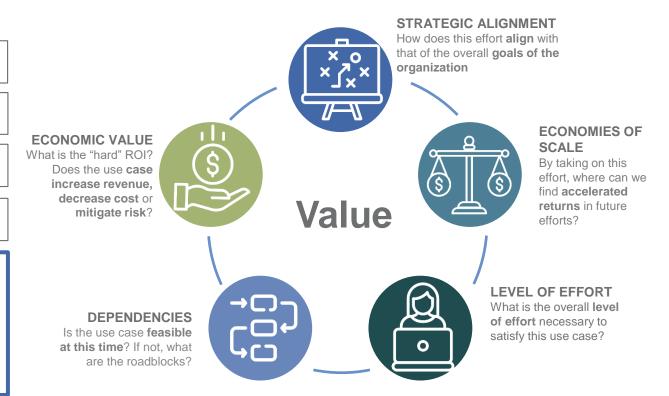
**Target group(s):** Who will benefit from satisfying this use case?

**Effort:** What is the level of effort required to satisfy this use case?

**Business value:** How will this effect positive change in the organization?

**Consensus rankings:** Based on value scoring and the voice of the business, the following use cases will be executed on:

- . Priority 1
- 2. Priority 2
- 3. Priority 3
- 4. And so on...





#### Establish formal data governance

Purpose: To address a general lack of trust in data and provide meaningful analytics solutions to the business

Target group(s): Business leadership (for trusted data), IT/data team (to streamline and integrate processes) and our customers

**Effort:** Moderate initial effort to establish policies, name roles and train staff. Estimated at 6-12 months for initial rollout followed by semi-monthly committee meetings

Business value: Establish enterprisewide trust in a unified platform to enable data-driven decision making and drive competitive advantage

**Priority rankings:** Based on value scoring and the voice of the business, the following use cases will be executed on:

- Establish formal DG program
- Data cataloging/dictionary effort
- Advanced analytics platform deployment



#### STRATEGIC ALIGNMENT

Aligns with executive directive to standardize single version of the truth for financial KPI's throughout the org and enable AI/ML capabilities

#### **ECONOMIES OF SCALE**

Faster deployment of AI/ML models. seamless integration of new data sources and scalable analytics across business units.

#### **DEPENDENCIES**

Executive sponsorship, cross-functional buy-in. access to siloed data. change management



#### LEVEL OF EFFORT

Moderate initial effort to establish policies, name roles and train staff, estimated at 6-12 months for initial rollout followed by semi-monthly committee meetings







Collecting, processing and maintaining real-time business data

Operational Data Management A holistic data governance program connects an organization's data strategy to practical application



Metadata

Cataloging, defining, democratizing data in a transparent manner

Enterprise Data Governance Data Privacy/ Security



Controlling the secure use of data collection, usage, retention and storage





Maintaining the accuracy, completeness, consistency, timeliness, validity and uniqueness of data



### Data governance without disruption

By taking a practical approach through <u>non-invasive</u> data governance, organizations are better equipped for success and long-term adoption



<sup>\*</sup> Based on: Non-Invasive Data Governance: The Path of Least Resistance and Greatest Success

## Sample data governance RACI

(R) - Responsible

(A) - Accountable

(C) - Consulted

(I) - Informed

| Function/Activity                               | IT/Data<br>Engineering |                        |
|---|------------------------|------------------------|
| Define Data Governance Strategy                 | С                      |                        |
| Establish Data Governance Policies & Standards  | С                      |                        |
| Data Ownership & Stewardship Assignment         | С                      |                        |
| Ensure Regulatory Compliance (GDPR, CCPA, etc.) | С                      | Download full          |
| Data Governance Training & Adoption             | С                      |                        |
| Monitor & Enforce Data Governance Compliance    | С                      | slide:                 |
| Report on Data Governance Maturity & KPIs       | С                      | Senturus.com/resources |
| Master Data Management (MDM) Strategy           | А                      |                        |
| Metadata Management & Data Cataloging           | A                      |                        |
| Data Quality Management                         | А                      |                        |
| Data Access & Security Controls                 | Α                      |                        |

## **Key takeaways**

- Data Governance is no longer a "nice to have." Data governance should be non-negotiable.
- Key drivers for DG adoption. Benefits include increased revenue, cost reduction, risk mitigation and improved regulatory compliance.
- Business buy-in and implementation. Successful DG requires executive sponsorship and clear alignment with business objectives.
- Sustained adoption and best practices. Long-term DG success comes from embedding clear ownership, accountability and continuous process improvement.
- Getting started. Begin with an assessment of your current DG maturity, identify risks and ROI. Senturus can help.



# Taking the next step



#### Half-day workshop to

- ✓ Understand current state and desired future state of data governance initiatives
- ✓ Define organizational goals and use cases
- ✓ Prioritize use cases and domains



#### **Deliverable**

 Executive readout of all findings and recommendations

#### Planning & Strategy



- Elicit vision for data and analytics
- Assess current data governance capabilities
- Estimate cost and timeline
- Build the business case and ROI



### **Events and resources**

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MARCH 31 – APRIL 2

Meet Senturus at the Microsoft Fabric Community Conference



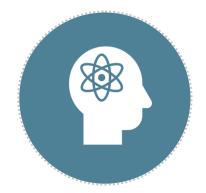
**BLOG** 

Will Your Data
Governance
Program Hold Up to
the Demands of AI?



ON DEMAND

Master Data
Management: DeRisking Data
Modernization, AI &
Fabric Initiatives



KNOWLEDGE CENTER

Blogs, webinars and resources available 24/7



### Additional resources









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### What we do























































## History of success



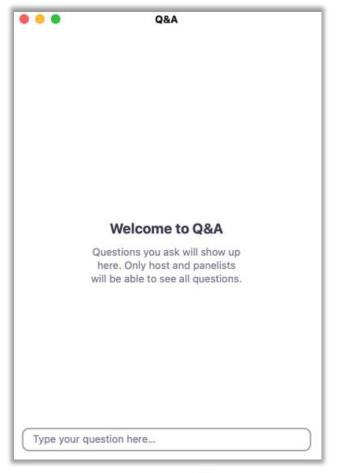






## Q&A

If your question or issue is broader than what we can answer today, contact us at: info@senturus.com and we will set up a free consultation.









## Thank You!

Let's keep in touch



888-601-6010



info@senturus.com



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# **EXTRA RESOURCES**

www.senturus.com

888-601-6010

info@senturus.com

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(R) - Responsible

(A) - Accountable

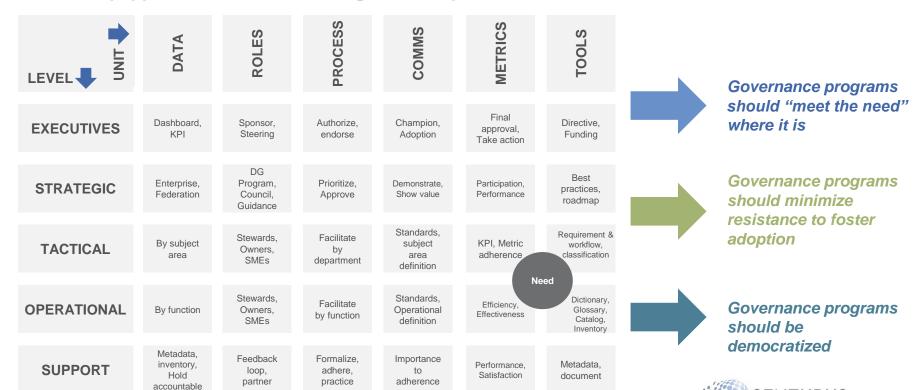
(C) - Consulted

(I) - Informed

| Function/Activity                               | Chief Data<br>Officer | Data<br>Governance | IT/Data<br>Engineering | Business Unit<br>Leaders | Data<br>Stewards | Legal /<br>Compliance | Executive<br>Leadership |
|---|-----------------------|--------------------|------------------------|--------------------------|------------------|-----------------------|-------------------------|
| Define Data Governance Strategy                 | Α                     | R                  | С                      | С                        | С                | С                     | 1                       |
| Establish Data Governance Policies & Standards  | Α                     | R                  | С                      | С                        | R                | С                     | 1                       |
| Data Ownership & Stewardship Assignment         | Α                     | R                  | С                      | R                        | R                | С                     | 1                       |
| Ensure Regulatory Compliance (GDPR, CCPA, etc.) | С                     | R                  | С                      | С                        | С                | Α                     | 1                       |
| Data Governance Training & Adoption             | С                     | R                  | С                      | R                        | Α                | С                     | 1                       |
| Monitor & Enforce Data Governance Compliance    | Α                     | R                  | С                      | С                        | R                | Α                     | 1                       |
| Report on Data Governance Maturity & KPIs       | Α                     | R                  | С                      | 1                        | С                | С                     | 1                       |
| Master Data Management (MDM) Strategy           | С                     | R                  | Α                      | С                        | R                | С                     | 1                       |
| Metadata Management & Data Cataloging           | С                     | R                  | Α                      | С                        | R                | С                     | 1                       |
| Data Quality Management                         | С                     | R                  | Α                      | С                        | R                | С                     | 1                       |
| Data Access & Security Controls                 | С                     | С                  | Α                      | 1                        | R                | R                     | 1                       |

#### **Data Governance Without Disruption**

By taking a practical approach through <u>non-invasive</u> data governance, organizations are better equipped for success and long-term adoption



<sup>\*</sup> Based on: Non-Invasive Data Governance: The Path of Least Resistance and Greatest Success