

# Unified Data Governance

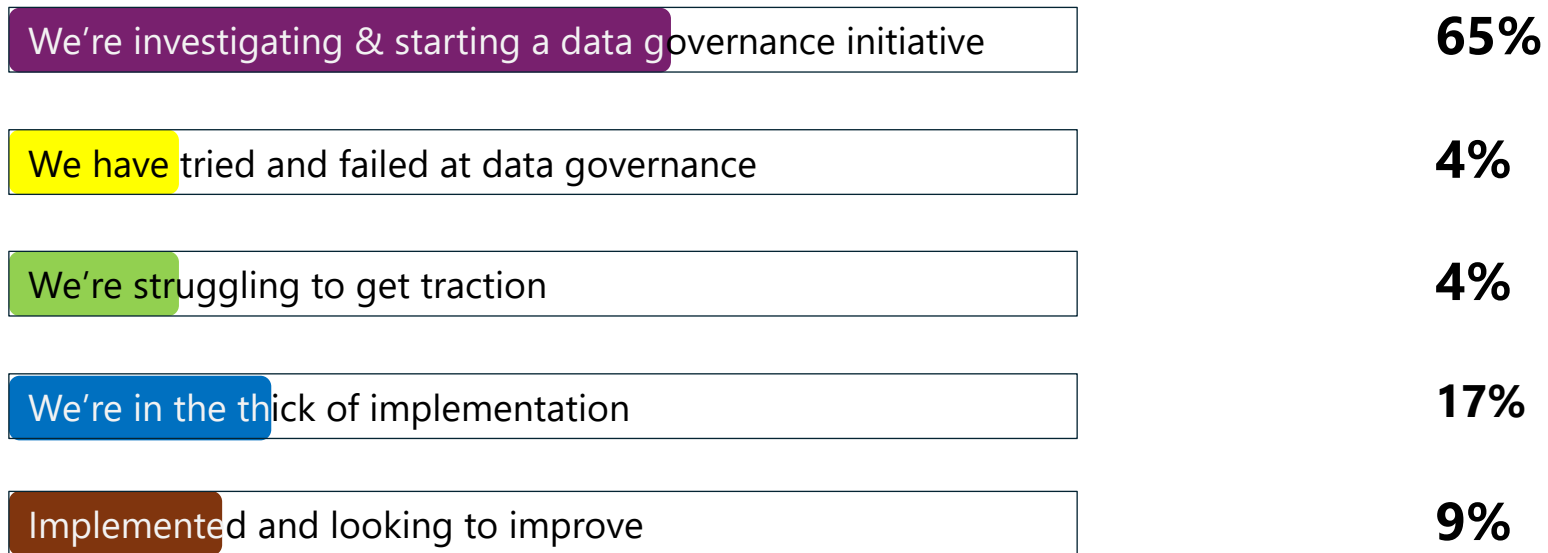
Presenters:

- Syed Fahad Ali Hashmi - Technology Solutions Professional – Data and Analytics
- Sher Shah Khan - Senior Cloud Solution Architect Data & AI at Microsoft

**April 24, 2024**

# Why Are You Here Today?

## Poll results



# Agenda



Understanding Unified  
Data Governance



Practical steps to establish data  
governance and maintain it

Strategy, Security, Protection and Privacy,  
Team, Tools, Maturity Model



How the benefits trickle down your  
organization's departments

- Is your company undergoing a Digital Transformation?
- What's in it for your organization?



Get Inspired! Case studies with  
successful governance



How Veraqor enables your success about  
this?

We wouldn't have offered to help if we weren't the  
experts of it



# What is Data Governance?

Data governance defines **who** can take what **action**, upon what **data**, in what **situations**, using what **methods**. ... For example, if a business driver for your data governance strategy is to ensure the privacy of healthcare-related data, patient data will need to be managed securely as it flows through your business.

Data governance is a collection of processes, roles, policies, standards, and metrics that ensure the effective and efficient use of information in enabling an organization to achieve its goals.

# Why Do We Need Enterprise Data Governance?

Companies Now Must Protect Personally Identifiable Information (PII)

## Key global and regional data privacy laws

GDPR

Qatar

Bahrain

Egypt

UAE - DIFC

UAE

Saudi Arabia

Oman

### Saudi Arabia

In September 2021 the authorities of Saudi Arabia issued the Personal Data Protection Law (PDPL), which set stricter standards for data privacy and protection and further increased awareness around the importance of data protection compliance.

In March 2023 the updates to the PDPL were adopted and in April 2023 the updated PDPL was published. The PDPL came into force on 14 September 2023. However it will become fully enforceable starting from 14 September 2024. Until this date organisations have time (grace period) to take necessary steps to achieve their compliance with the new legal requirements.

[Learn more](#)

Ref: [www.pwc.com](http://www.pwc.com)



Recently passed California Consumer Privacy Act grants California residents new rights with respect to the collection of their personal information.

currently in effect, applying to any business who collects data from people in the EU.

how private sector organizations collect, use, and disclose personal information in Canada.



Law No.13 of 2016

Personal Data Privacy Protection

Compliance and Data Protection Department

# Unified Data Governance

## Data Governance Institute (DGI) –

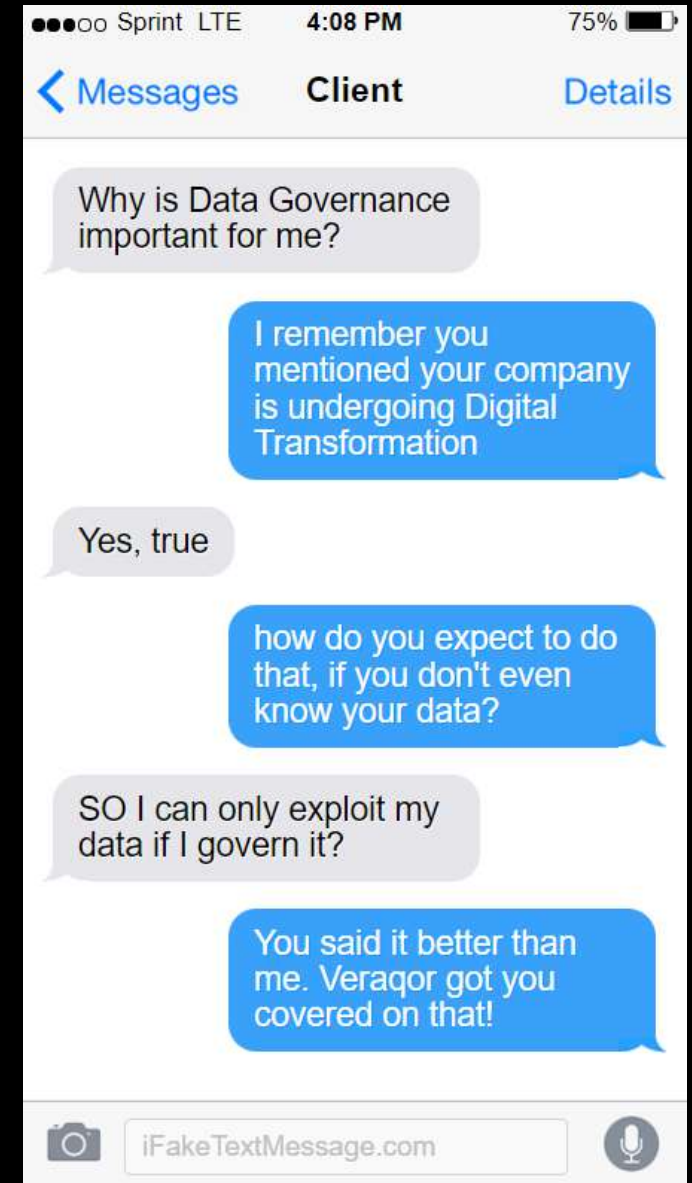
“It is a practical and actionable framework to help a variety of data stakeholders across any organization **identify** and meet their **information** needs.”

How do I find the data?	→	Master Data lives everywhere and nowhere
How do I access the data?	→	Lack of clear business ownership
How old is my data?	→	Latency is a fundamental problem
Why is my report different?	→	Source of Truth, Latency of Data Copies
How is my data secured & compliant?	→	Various levels of governance increase leakage potential
How do I manage data more effectively?	→	Cloud data services present new capabilities to exploit for data management
How do I respond to changes faster & accurately?	→	Getting data to the right people at the right time

# A Common Conversation

Digital transformation got you stoked?

Data governance is the  to unlock.



# Organisational Levels

That Data Governance Impacts and Improves



Management

Oversight of Corporate Data Assets and their impact on business operations



Finance

Safeguard consistent and accurate reporting



Sales

Trustworthy insights into customer preferences and behavior



Procurement

Fortify cost reduction and operational efficiency initiatives



Production

Helpful in deploying automations



Legal

Governance is the only way to meet increasing regulation requirements



# Actions and Outcomes Table: Data Governance Initiatives Goals

## Consolidated Action

## Outcome

Establish data ownerships & policies, implement information lifecycle, management, assign data quality responsibilities



Trustworthy Data: Consistent, confident decisions, reduced risk and improved compliance

Define & enforce access controls, implement data security measures



Data Protection: Enhanced data privacy & minimized security risks

Optimized data storage & accessibility, improve data quality & standardization



Increased Profits: Data-driven insights & optimized operations

Eliminate data cleansing & structuring, reduce rework & optimize state effectiveness



Improved Workforce Performance: Faster planning cycles & accurate forecasts

Monitor & evaluate data governance maturity, secure stakeholder buy-in & support



Sustainable Data Governance Program: Increased data value & alignment with business goals

# Ancient Saying: Garbage in Garbage Out!

Avoid that with Governed data and see the output!



Data governance means

**Cleaner,  
Clearer,  
Impactful,**  
data

1



Providing  
better business  
**Decisions,  
Results,  
Positioning,  
Collaborations**

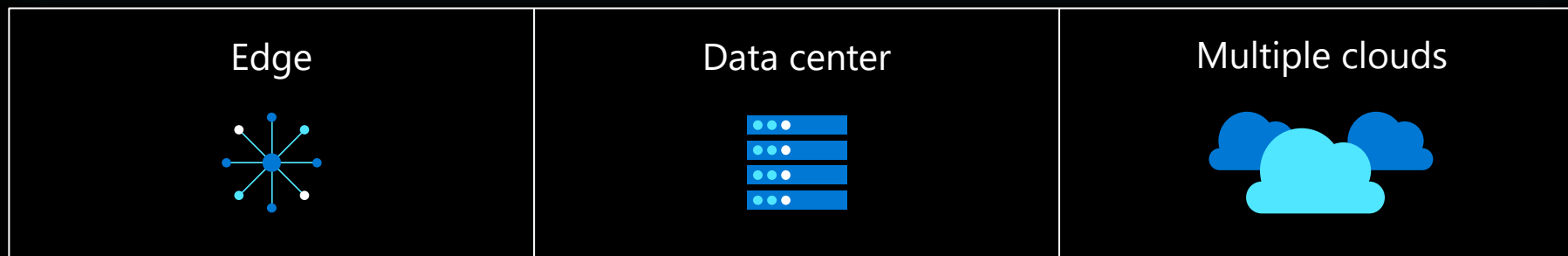
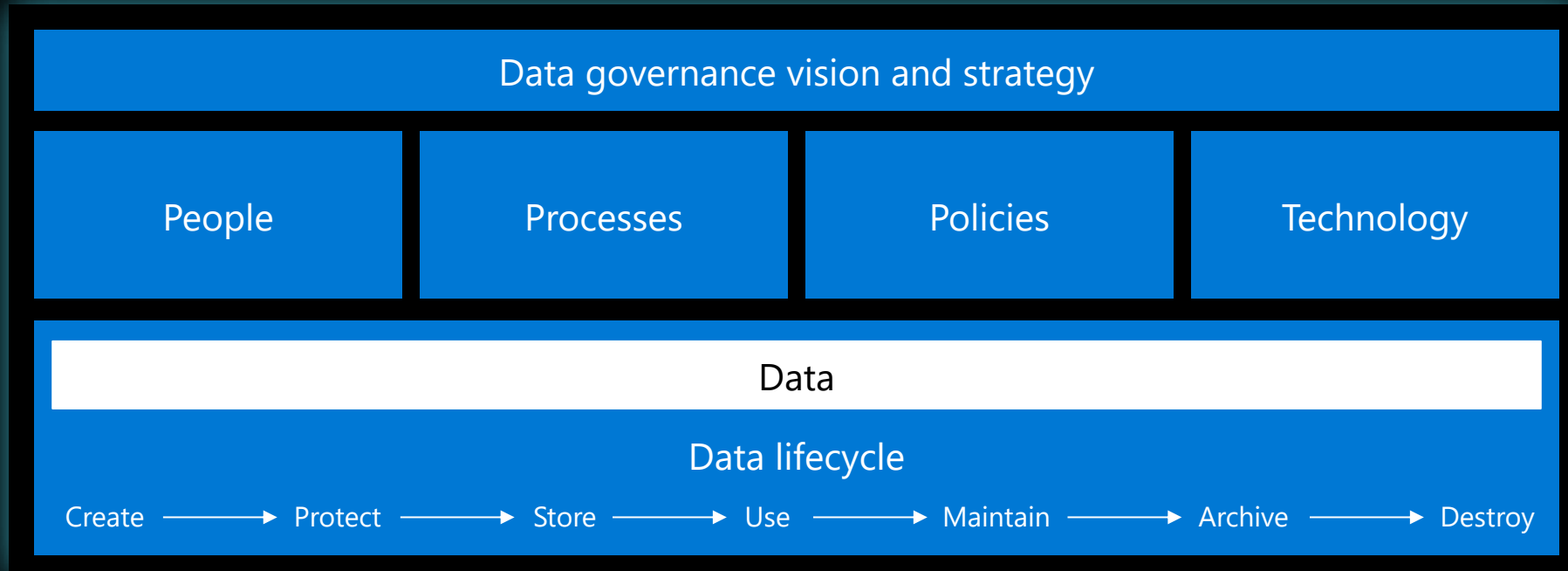
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Boosting  
**Profits,  
Reputation,  
Confidence,  
Future  
Readiness**

3

# What is in a Data Governance Framework?



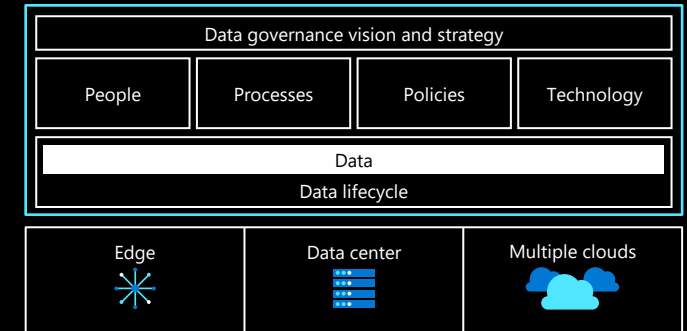
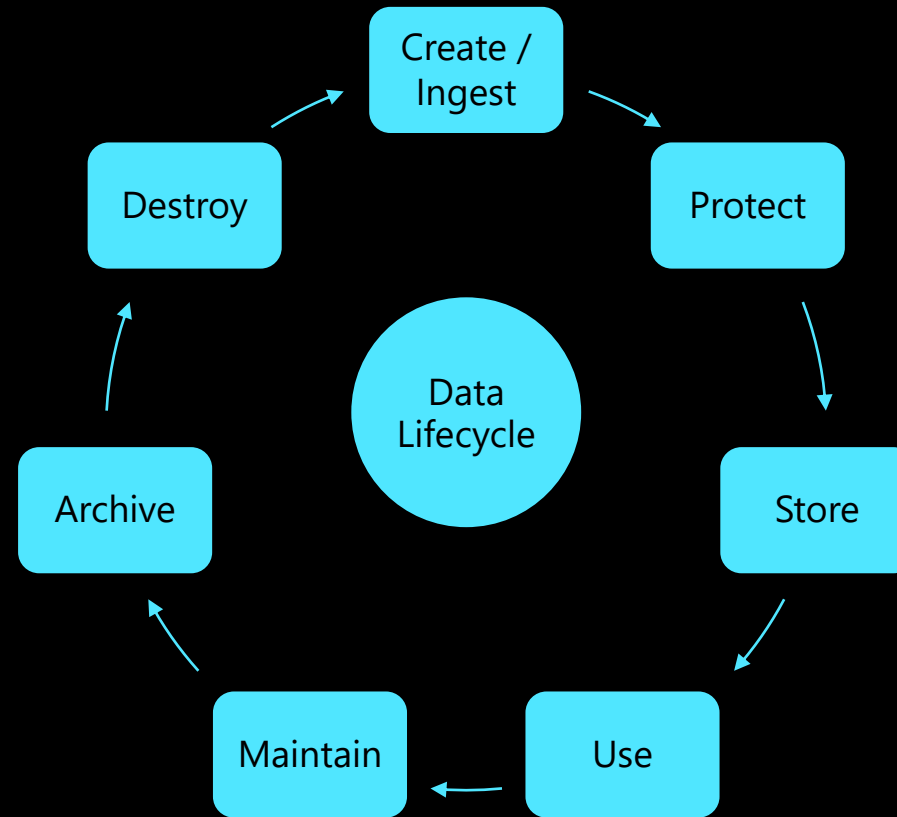
# Data and the Data Lifecycle that Needs to be Governed

- Data entity examples

- Customer
- Product
- Employee
- Supplier
- Order
- Invoice
- Payment
- Asset
- Risk

- Documents examples

- Supplier contract
- Annual report
- Product brochure



# Data Governance Strategy

## The outcome components

Data  
Quality  
Definitions

A Business  
Glossary

Roles and  
Responsi-  
bilities

Metadata  
Creation

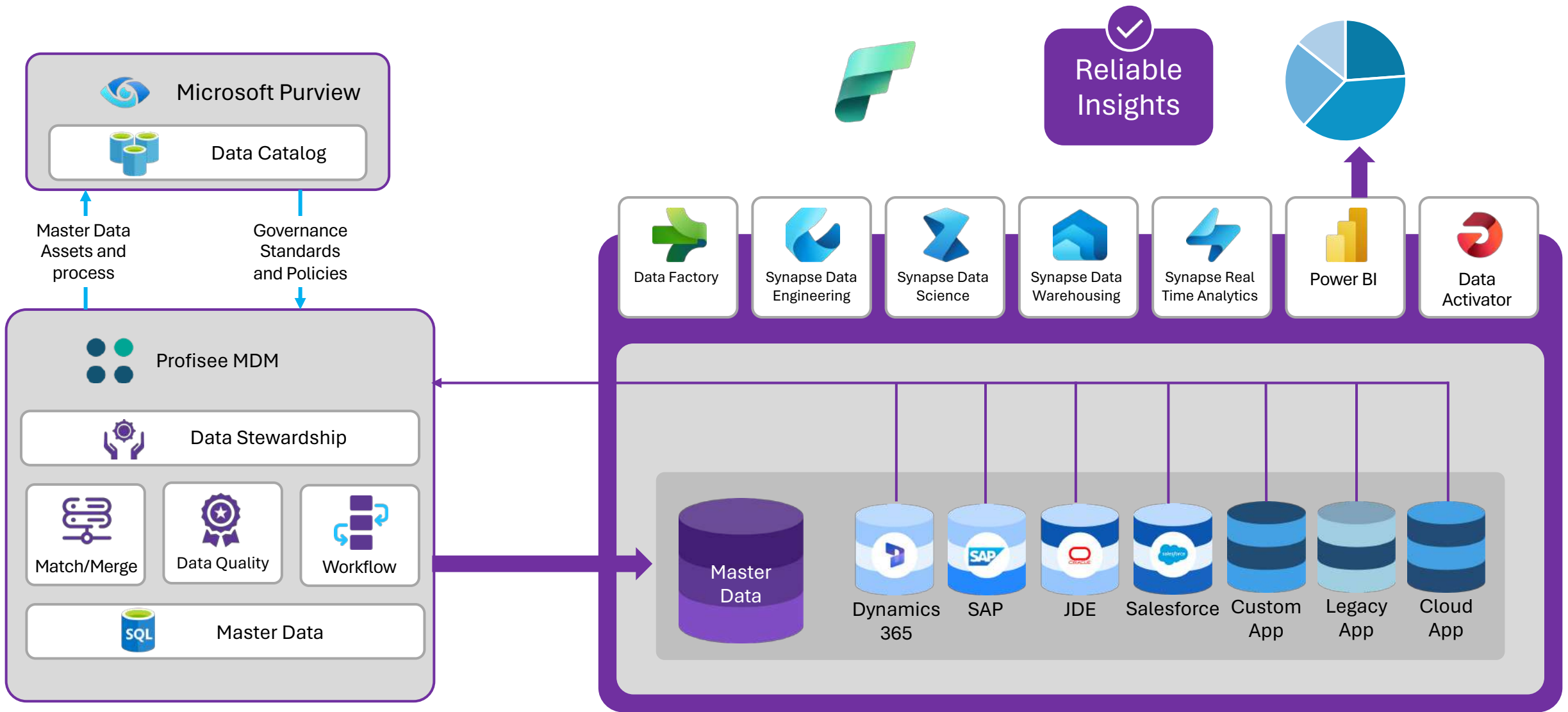
Governed  
Data  
Catalogues

A data governance strategy tends to remain theoretical until it includes a few tangible components

# Ultimate Trio – Complete Surety!

Data Management Solution Space

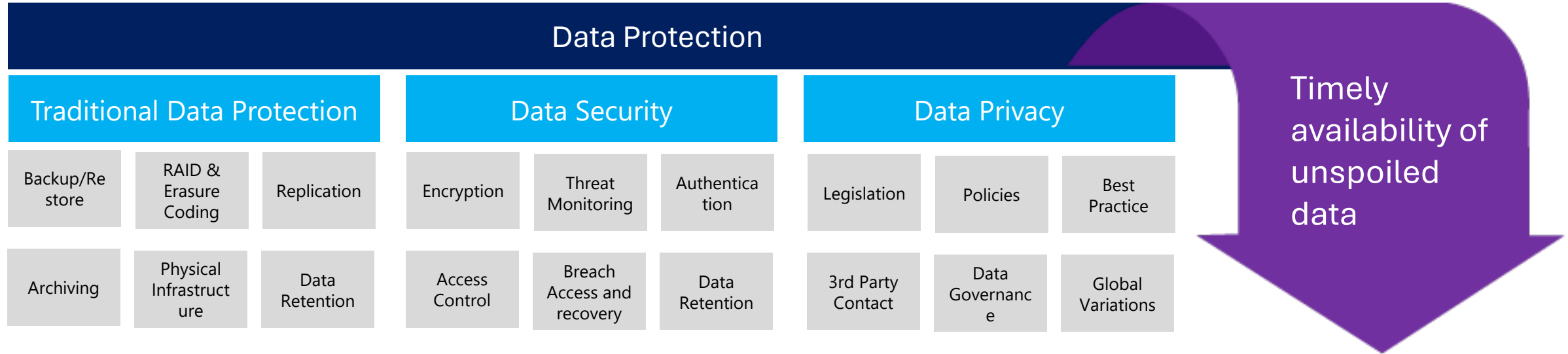




### High-quality, trusted data

- Complete, Consistent, Accurate
- Ready to use

# Data Protection and Privacy



The increasing awareness around data protection and data privacy have a strong impact on data governance.



# Setting Up a Data Governance Team



Manager of Data Governance



Solution and Data Governance Architect



Data Analyst



Data Strategist



Compliance Specialist

Data governance involves the whole organization to a greater or lesser degree.

# Popular Data Governance Tools

Many Products

Different Experiences

Proprietary and Open

Dedicated and Serverless

PaaS and SaaS

Different Business Models

Steep Learning Curves

Deep Expertise Needed

High Integration Effort



# Nationwide Retail Chain

- Master Data Management using Magnitude Kalido
- Management & Cataloguing
- Governance at Large

# Government Justice Department

- Data Governance using Purview
- Easing out the access and discoverability of all the data
- Ease of management of incorporating new data



# Heathrow Airport

"We've now got technical people and process change people intersecting with our data. It's this crossroad where Microsoft Purview helps our teams solve our biggest data challenges."

Dave Draffin, Azure Cloud and Data Architect, Heathrow Airport



**LIVE DEMO (5 Mins)**



Home

## Data Catalog

Data search

Data product search

Data management

Data estate health

Roles and permissions

Solutions

Related solutions

Data Map

## Data product search

Discover, understand, and access data products from across your organization.

Search data products or ask a question

## Explore data products by business domain

Explore all



## Care Providers

Hospitals, nurses, specialists, labs and all our partners are vital to...



## Claims

The claims domain under finance is the core of how payments are...



## Corporate Functions

Our companies must tightly controlled and shared data and...



## Finance

Any data needed to do accounting for our revenue and payments...



## Fraud Services

Fraud detection involves reviewing historical transactions to identify...



## Human Resources

The human resources domain is responsible for the data required to...



## Personal Health

Coronaviruses are a family of viruses that can cause illnesses such as the...

## Quick access

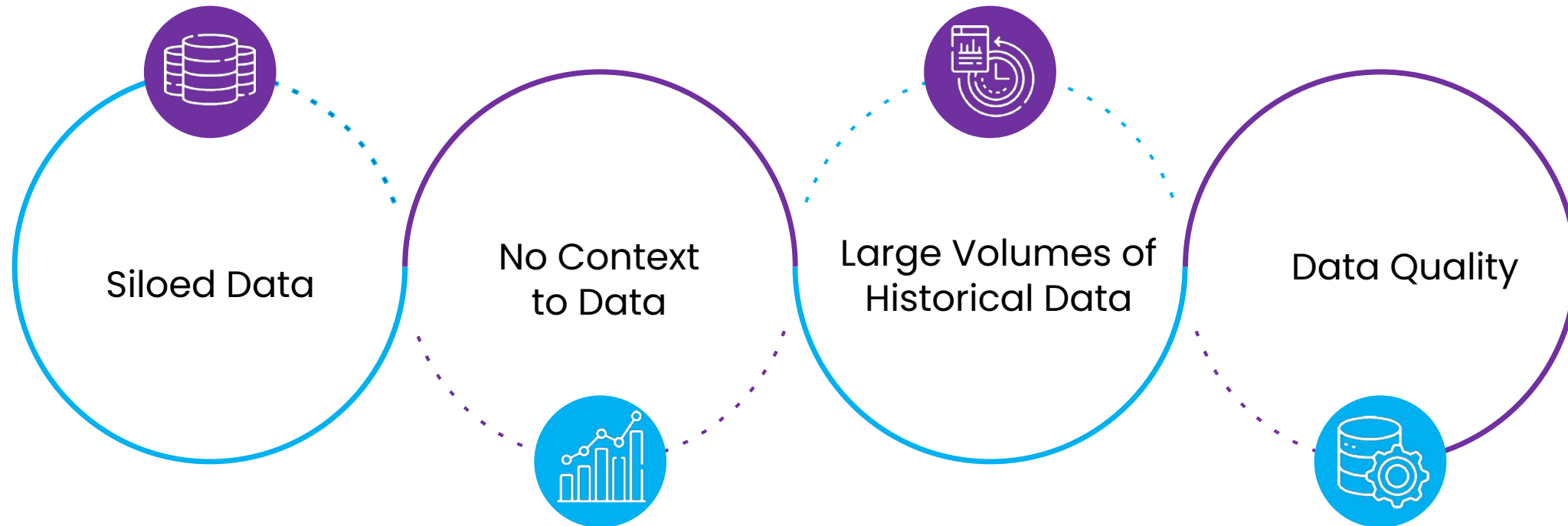
Recent

My data access



Data product name	Type	Business domain	Description	Opened
Employee data	Operational	Human Resources	Our employee profile captures key elements of an employee's tenure at the company along with their current position. This data does not include benefits or compensation information so it can be used to determine if an employee is in a position for assignme...	2 hours ago
Claim Center	Business System/Ap...	Claims	Claim Center is our core service and data store for all claims-related data and helps to pull together key data used in the claims processes.	2 hours ago
Hospital Capacity	Analytical	Care Providers	Determining the optimal number of hospital beds is a complex and challenging endeavor and requires models and techniques which are sensitive to the multi-level, uncertain, and dynamic variables involved. This study identifies and characterizes extant models...	2 hours ago
Know your customer	Operational	Fraud Services	This data product is intended to provide an aligned and controlled list of customer data to ensure we are monitoring for potentially risky or fraudulent customers.	2 hours ago
Opportunities conversion to sales	Dataset	Sales	A sales lead is a potential sales contact, an individual or organization that expresses an interest in your goods or services. Leads are typically obtained through the referral of an existing customer or through a direct response to advertising or publicity.	2 hours ago
Customer Master List	Master data and refe...	Sales	One trusted master customer list that all future audits and accounting acts upon. In addition, sales team will be using this list for CRM activities, and finance team will be using this list to calculate incentive for the sales team and partners. The data for this report ...	2 hours ago
Product Master (ASPM)	Master data and refe...	Corporate Functions	This data product contains all products and offerings. In order to understand the uptake of our offerings and revenue or anything with a product dimension users will need this data. We can specifically curate this data for any division to be able to reference t...	2 hours ago
Organization Data	Master data and refe...	Corporate Functions	This data is compiled from external sources that have been shared with AdventureSafe to combine and validate our internally collected data. This data contains company specifics about firmographics, company size, financials, ownership, and Merger and Acquis...	2 hours ago
Plan Outward Program	Operational	Finance	In summary, a plan outward program involves strategic thinking across multiple dimensions, ensuring a holistic approach to organizational success. Satisfying shareholders, customers, and suppliers is crucial. Steps may include introducing new products, improvi...	2 hours ago

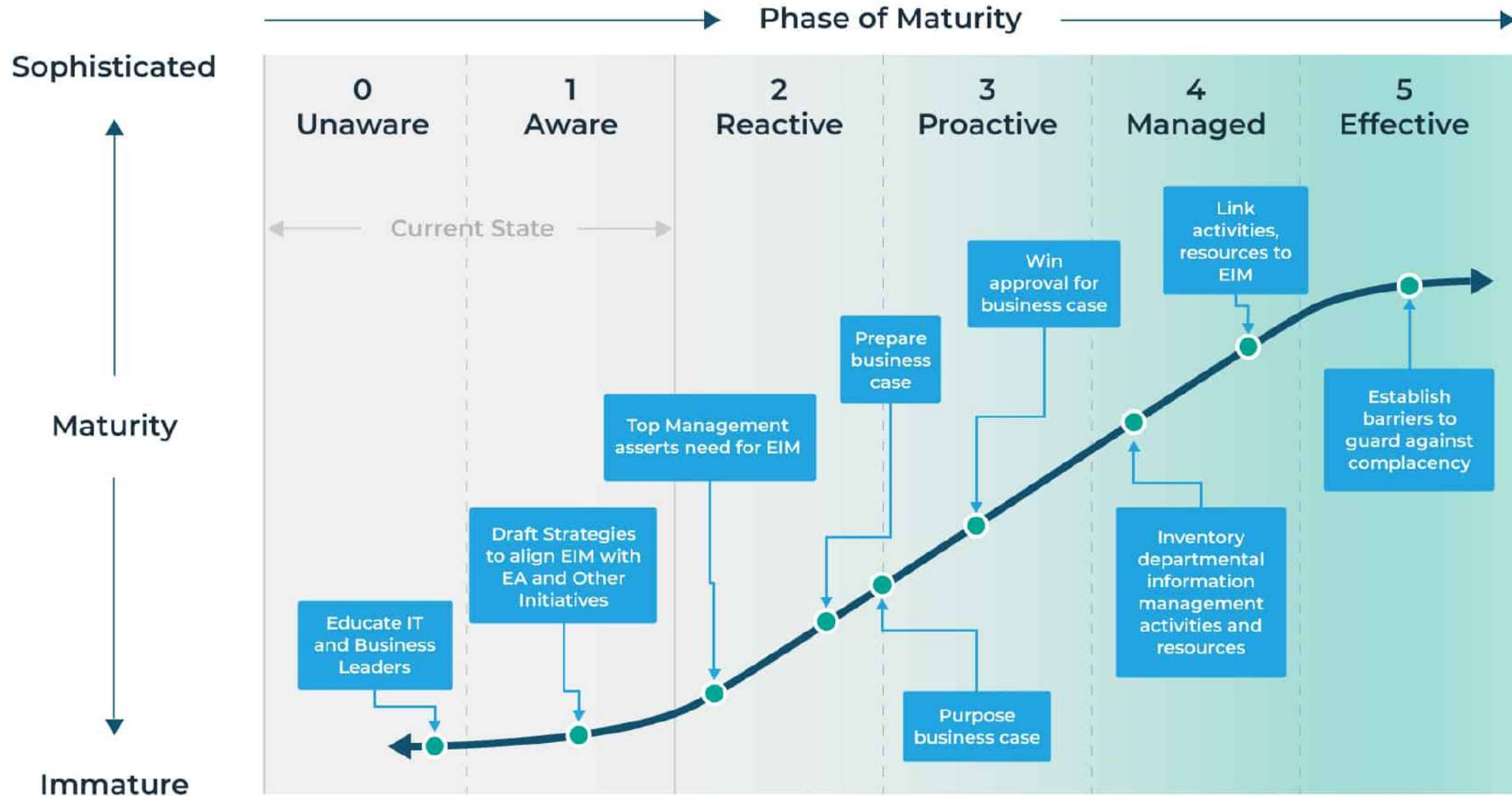
# Challenges in Data Governance





# The Maturity Model

Let's assess your company together now



# Unified Data Governance with Microsoft and Beyond – Briefing

This briefing explores the challenges of managing data across disparate systems and unveils a solution for unified data governance. We'll delve into Microsoft's robust data governance tools alongside best practices applicable to any platform. Learn how to unlock the full potential of your data, streamline compliance, and achieve significant business outcomes.

## Business Outcomes



**Enhanced Data Quality:** Unify your data across all sources, ensuring consistency, accuracy, and completeness for better decision-making.



**Improved Regulatory Compliance:** Simplify compliance adherence with automated data lineage tracking and role-based access controls.



**Boosted Data-Driven Insights:** Break down data silos and unlock valuable insights from a holistic view of your information assets..

**Investment**  
**\$FREE**  
**Duration 1 Hr.**

## Agenda

- **Welcome (2 min)** - Introductions & Briefly highlight data governance importance.
- **Data Chaos (5 min)** - Disparate data & its impact (quality, compliance, insights).
- **Microsoft's Power (15 min)** - Purview: Central platform (cataloging, classification, lineage, access control).
- **Beyond Microsoft (5 min)** - Platform-agnostic best practices (data quality, security, lifecycle management) along with intro to MDM benefits.
- **Our Solution & demo (15 min)** - Leverages Microsoft & best practices for a unified framework. Key features & benefits (e.g., automation, workflows, dashboards).
- **Q&A and Next steps (10 minutes)** – Start with assessment, POC or implementation

Up to 1 Hour

## Why Veraqor?

Innovative engagement with Microsoft Certified Professionals that add values into your business

- Playbook Automation
- Speedy Delivery
- Future envisioning with AI/ML
- Agile Delivery

# Unified Data Governance Assessment

Our team of data governance experts is dedicated to providing you with valuable insights into your data governance practices, enabling you to make informed decisions and strengthen your organization's data management capabilities.

## Customer profile

Our Unified Data Governance Assessment offering provides a thorough evaluation of your organization's current data governance practices and data estate.

Investment  
Duration:  
2 Weeks

### Approach

#### Scope

**Data Landscape Analysis:**

- Identification and high-level cataloging of data sources, types, and formats.
- Assessment of data quality and consistency.

**Governance Framework Evaluation:**

- Review of existing policies, processes, and roles.
- Evaluation of compliance with regulatory requirements.

**Compliance and Risk Assessment:**

- Analysis of regulatory compliance and data security risks.

**Data Security and Access Control Review:**

- Assessment of security measures and access controls.

**Gap Analysis and Recommendations:**

- Identification of gaps and recommendations for improvement.

#### Timeline

The timeline for delivering the Unified Data Governance Assessment typically spans 2-4 weeks, depending on the size and complexity of your data estate. The timeline includes:

**Week 1:**

- Data Landscape Analysis and Governance Framework Evaluation
- Compliance and Risk Assessment, Data Security Review

**Week 2:**

- Gap Analysis and Recommendations
- Preparation of Deliverables and Executive Summary Presentation

### Deliverables

**Data Governance Assessment Report:**

- Detailed findings and recommendations.

**Gap Analysis Document:**

- Prioritized recommendations for remediation.

**Compliance and Risk Assessment Summary:**

- Summary of compliance requirements and risks.

**Executive Summary Presentation:**

- Key findings and recommendations for senior leadership.

- Optional outcomes
  - Pilot workload deployment

Partner profile: Veraqor is a Microsoft Gold Partner with 10+ years of experience of market-leading capabilities in Cloud, Data and AI.

# Unified Data Governance

## Proof of Concept

Embark on a transformative journey with Veraqor as we construct a functional Proof of Concept (POC) using Microsoft Azure Purview. This initiative aims to furnish you with a profound understanding of your data assets while establishing the groundwork for an efficient data governance strategy.

### POC Goal

Our goal is to furnish you with a tangible Proof of Concept, exemplifying the prowess of Azure Purview in fortifying your organization's data governance endeavors.

Investment  
Duration:  
3 Weeks

### Scope & Approach

#### Scope

1. **Streamline Data Source Integration:** Effortlessly connect Microsoft Purview to your organization's Proof of Concept (POC) data sources.
2. **Enhanced Data Mapping:** Create a comprehensive and up-to-date Data Map that visually represents your company's data landscape, including sensitive data classification.
3. **Automated Data Lineage:** Leverage automation wherever possible to build an end-to-end Data Lineage, providing clear visibility into data origin and transformation.
4. **Empowering Business Glossary Management:** Showcase Purview's capabilities for defining, maintaining, and collaboratively managing the Business Glossary, ensuring consistent data understanding.
5. **Streamlined Glossary Term Approval:** Implement a user-friendly approval workflow for efficient management of glossary terms.
6. **Automated Data Asset Cataloging:** Demonstrate Purview's automated data asset cataloging using metadata, streamlining data discovery for business users and data stewards.
7. **Advanced Metadata Search & Enrichment:** Empower business users and data stewards with Purview's search and enrichment capabilities to unlock deeper insights from your metadata.
8. **Power BI Integration (Optional):** If applicable, demonstrate how to seamlessly catalog Microsoft Power BI reports within Purview.
9. **Secure Data Access Management:** Showcase best practices for managing data access securely within the Purview platform.

#### Approach

##### Requirements Exploration (Envision - Week 1):

- Delve into your business challenges, opportunities, and envisaged scenarios.
- Capture data classifications and compliance requisites.
- Navigate through your data ecosystem to identify and enhance data sources.

##### Solution Crafting (Design - Week 2):

- Weave together a cohesive map by harmonizing data from 3-5 diverse sources.
- Architect an Azure Purview infrastructure encompassing data mapping, cataloging, and insights.

##### POC Implementation (Develop - Week 3):

- Bring to life a custom Azure Purview setup within your environment.
- Configure data mapping & lineage, craft a business glossary, and curate a comprehensive data catalog.

### Deliverables

#### Tailored Azure Purview Architecture and Deployment:

- A meticulously designed Azure Purview architecture, aligned with your organizational requisites.

#### Data Asset Registration and Augmentation:

- Registration of your data assets within the Azure Purview environment.

#### Centralized Platform Configuration:

- Configuration of a centralized platform offering seamless access to data assets, bolstered by advanced search functionalities.

#### Training and Transition:

- Training sessions tailored for your team, facilitating adept utilization and management of the Azure Purview solution.
- A comprehensive transition of the solution, empowering your team for continued stewardship and utilization.

#### Road map and costing for full implementation

- Optional outcomes
  - Full implementation

Partner profile: Veraqor is a Microsoft Gold Partner with 10+ years of experience of market-leading capabilities in Cloud, Data and AI.

# Unified Data Governance Implementation

Maximize the business value of your data with our end-to-end data governance implementation. This offering provides a holistic approach to establish a strong foundation for data governance across your enterprise data stack.

## Customer profile

This offering is ideal for mid-sized to large organizations struggling with data silos, inconsistency, and a lack of data governance strategy.

Investment  
Duration:  
4 months

### Scope & benefits



**Technology Stack:** We leverage industry-leading solutions - Azure Purview for data governance and Profisee for Master Data Management (MDM).



**Implementation Timeline:** 4 Months (customizable based on complexity)

**Deliverables:** Tailored to your specific needs, but generally include technical documentation, governance strategy design, operational guides, production-ready integrations, mastered data assets, and a long-term support strategy.

#### Benefits:

- Improved data quality and consistency
- Enhanced data security and compliance
- Increased data visibility and traceability
- Better decision-making based on trusted data
- Faster time-to-insights

#### Investment scale:

The timeline and investment varies based on the specific needs of your organization, such as:



- Number and complexity of source systems
- Volume and complexity of data collections
- Number and complexity of mastered entities and attributes
- Desired environment strategy

### Comprehensive Approach



We follow a proven, step-by-step approach to ensure a successful implementation:

#### Stage 1: Initiation (Week 1)

- Project kick-off meeting
- Requirements gathering and gap analysis
- High-level design and solution architecture

#### Stage 2: Implementation & Deployment (Week 1-15)

- **Design & Envision (Week 1-3)**
  - Detailed data governance strategy development
  - Data lineage mapping and analysis
  - Master data entity and attribute definition
- **Build & Deploy (Week 3-8)**
  - Configuration and deployment of Azure Purview
  - Profisee implementation and integration
  - Development of data pipelines and workflows
- **Integrate (Week 7-12)**
  - Integration of Profisee with your source systems
  - Data quality checks and cleansing routines
  - Testing and validation
- **Operationalize & Adopt (Week 11-15)**
  - User training and adoption workshops
  - Development of governance policies and procedures
  - Ongoing performance monitoring and reporting



#### Stage 3: Closure (Week 16)

- Final project review and handover
- Knowledge transfer and post-implementation support plan

### Deliverables



#### Technical Documentation:

- Detailed documentation of the implemented solution architecture, configurations, and workflows.

#### Governance Strategy Design and Operational Guide:

- A comprehensive document outlining your data governance strategy, policies, and procedures for ongoing data management.

#### Production Purview and Profisee Integration:

- A production-ready, secure integration between Azure Purview and Profisee.

#### Mastered & Governed Data Assets:

- Your data will be mastered, standardized, and managed within Profisee for improved data quality and consistency.

#### Long-term Support/Enhancement Strategy:

- We offer ongoing support plans to ensure the continued success of your data governance program.

#### Partner profile:

- Veraqor is a Microsoft Gold Partner with 10+ years of experience of market-leading capabilities in Cloud, Data and AI.
- Veraqor is a certified Profisee partner.



# Thank You!

We look forward to connect soon!  
Reach us out at [mtu@veraqr.io](mailto:mtu@veraqr.io)