Data Governance

Data is the currency of the digital economy and it's more important than ever that your data is secured, governed, and treated like an enterprise asset. Effective governance can improve the quality, availability, and security of your data to maximize the value it brings to your analytics, applications, and monetization opportunities.

An effective data governance program can unlock the value of your data so you can:

Increase Revenue

Gain a comprehensive view of your customers to enable omni-channel engagement. Acquire, grow, and retain your best customers by engaging them in their preferred channels with contextually aware offers at the right time.

Decrease Cost

Increase adoptions of lower cost channels, drive transactions through more profitable products, and improve operational efficiency to deliver bottom line results.

Reduce Risk

Protect your customers' most sensitive data (PII, PCI) to comply with increasing regulations (GDPR, CCPA) and avoid significant fines and reputational damage.
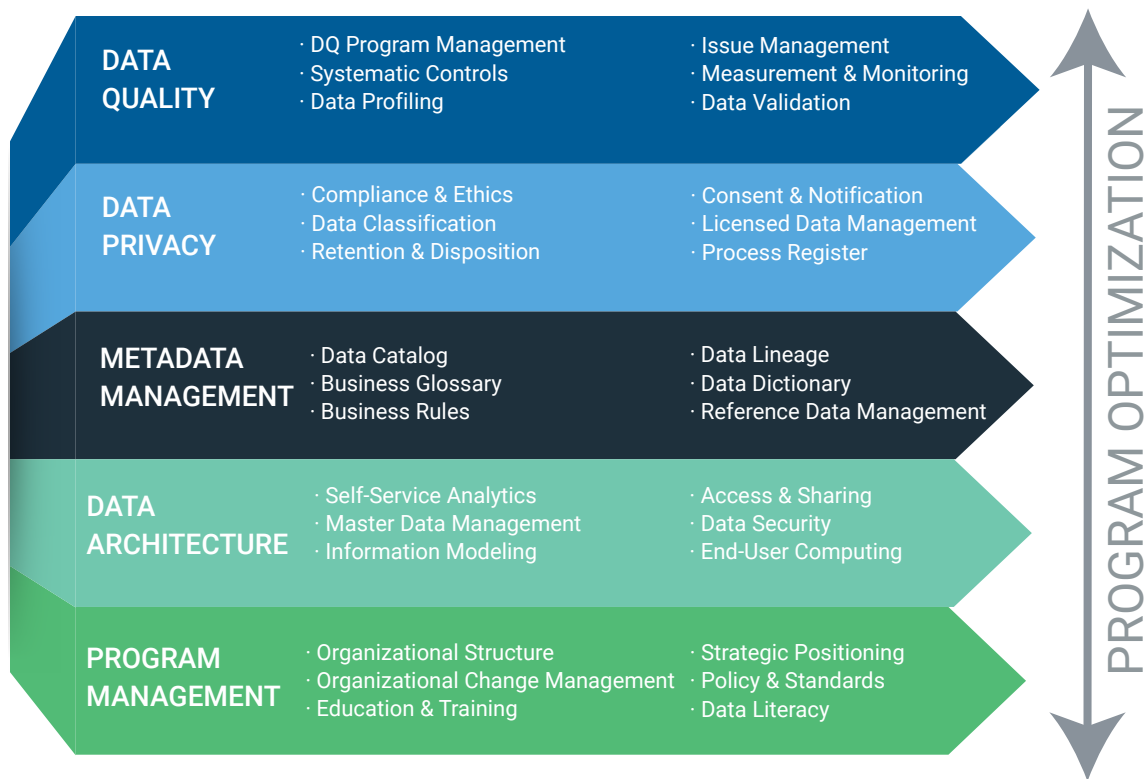
58%

Percent of business leaders who attribute an increase in revenue as a benefit of good data governance.

CMMI Institute

3Cloud's Data Governance Framework

3Cloud's data governance programs are a launching point to sustainable data governance across the organization. Our approach is pragmatic and focused on business value; it overcomes false starts, silos, and divisions that can stall or even sink a data governance program.

DATA QUALITY	· DQ Program Management · Systematic Controls · Data Profiling	· Issue Management · Measurement & Monitoring · Data Validation
DATA PRIVACY	· Compliance & Ethics · Data Classification · Retention & Disposition	· Consent & Notification · Licensed Data Management · Process Register
METADATA MANAGEMENT	· Data Catalog · Business Glossary · Business Rules	· Data Lineage · Data Dictionary · Reference Data Management
DATA ARCHITECTURE	· Self-Service Analytics · Master Data Management · Information Modeling	· Access & Sharing · Data Security · End-User Computing
PROGRAM MANAGEMENT	· Organizational Structure · Organizational Change Management · Education & Training	· Strategic Positioning · Policy & Standards · Data Literacy

PROGRAM OPTIMIZATION

25%

According to Gartner, up to 25% of an organization's enterprise value can be attributed to its data.

Understand your current state. The data governance journey begins with an assessment of your strategy. Understand where you are today so we can tailor your data governance approach to account for the unique challenges and opportunities of your organization.

Build the business case. With an understanding of your current strategy, we help you identify and define your specific business cases that will benefit from data governance to provide measurable ROI for your data governance investments.

Implement your operating model. At the core of every data governance program is an operating model that works for your organization. We provide your company with a data governance operating model, develop the charter and define the roles and responsibilities.

Define the roadmap. Data governance is an organizational capability, not a project with a defined end date. 3Cloud will help you build your 18-month data governance program roadmap, taking into consideration the impacts on people, process, and technology.

Enablement for long-term adoption. Support your first steps through ongoing enablement to help you operationalize your data governance program and set you on a path for long term success.