

WHITEPAPER

# Simplifying Data Governance in a Hybrid Cloud Era



## Why is Data Governance Relevant Today?

The explosive growth of data, unstructured data in particular, is the most defining characteristic of today's generation. For the digital enterprise, data is equated to gold because of the untapped value it potentially holds to gain a competitive advantage in the industry. The amount of data, the uses for that data, the number of data sources, and the places it travels all grow at exponential rates. The growth creates new solutions for data discovery, classification, analysis, processing, and extracting value from data.

In our present day situation, everyone understands the importance of file governance, but the challenge presents itself when one decides to undertake this massive initiative.

Today's organizations suffer from explosive growth in the volume and variety of the data they collect, process, and store. Unfortunately, many do not understand the types of data they handle and what value it has and so they cannot use or maintain it properly. As a result, they fail to achieve the success level they would have if they kept proper management over the data.

Organizations can also suffer serious financial, legal, and reputational consequences over poor data management. Data governance helps to avoid a similar fate.

So, what is Data Governance and what role does it play in today's business environment? This guide sheds some light on an emerging data management area that focuses on business processes and compliance.

## The Role of Data Governance in Today's Business Environment

Data governance is a requirement in today's fast-moving and highly competitive enterprise environment. Now that organizations can capture massive amounts of diverse internal and external data, they need a discipline to maximize their value, manage risks, and reduce cost.

A well-crafted data governance strategy is fundamental for any organization that works with big data, and establishes the processes and responsibilities that ensure the quality and security of the data used across a business or organization.

Data governance also ensures that roles related to data are clearly defined, and that responsibility and accountability are agreed upon across the enterprise. A well-planned data governance framework covers strategic, tactical, and operational roles and responsibilities.

Data Governance	Develop of update policies to reflect the current state of business
Data Quality	Ability to deliver meaningful data to the organization
Data Security	Protection of data to prevent unauthorized access
Data Availability	Data is accessible, easy to find, and supports business initiatives
Data Management	Data is managed throughout its life and disposed accordingly
Data Alignment	Aligns to use of data with multiple business objectives

Table 1: The Role of Data Governance

## What is NOT Data Governance?

### Data Governance is NOT Data Management

Data management refers to the management of the full data lifecycle needs of an organization. Data governance is the core component of data management, which consists of 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.

### Data Governance is NOT Master Data Management

Master data management (MDM) focuses on identifying an organization's key entities and then improving the quality of this data. However, there is no successful MDM without proper governance. For example, a data governance program will define the master data models (what is the definition of a customer, a product, etc.), detail the retention policies for data, and define roles and responsibilities for data authoring, data curation, and access.

### Data Governance is NOT Data Stewardship

Data governance ensures that the right people are assigned the right data responsibilities. Data stewardship refers to the activities necessary to make sure that the data is accurate, in control, and easy to discover and process by the appropriate parties. Data governance is mostly about strategy, roles, organization, and policies, while data stewardship is all about execution and operationalization.

## Hybrid Cloud Data Governance

It's no secret that enterprise IT teams favor hybrid cloud environments. They provide the flexibility to choose the best infrastructure for each business application, and the ability to move workloads to lower costs and achieve higher resiliency.

While this fluidity enables businesses to continually refine their environments for optimum cost and performance, it also adds a layer of complexity in terms of adhering compliance regulations. Companies are continuously regulated based on their specific industries.

- HIPAA in healthcare
- PCI DSS in retail
- SOX in the financial services

Data governance is an essential part of the overall data management strategy.

On the offense companies that foster a data driven mindset using data governance can:

- shorten sales cycles thus increasing revenue
- provide better customer service
- improve employee productivity
- make intelligent business decisions

On the defense, data governance can support compliance and security actions by:

- Monitoring data risks across a hybrid IT environment
- Determining which data should be on-premise and what should go to the cloud
- Evaluating business risks around data accessibility based on regulations or PII

- Instituting policies and measures that need to be taken in case of a regulatory violation

## Benefits of Data Governance for Hybrid IT Infrastructure

**Reduced Costs:** Data governance policies allow your organization to save money by managing what data you store, where you store it, and for how long. It also reduces duplication efforts in terms of backup optimization.

**Data Subject Access Rights (DSAR) Compliance:** Data governance allows you to respond quickly to requests stay compliant with consumer data privacy regulations.

**Risk Management:** Policies that classify data allow you to identify data risks as per the data types and limit its exposure to stay clear of penalties.

**Business Intelligence.** Efficient and easy access to trending and historical data encourages the enterprise to make better-informed decisions.

**Data Lifecycles Management:** Removes data silos and gain more value from your data at every point in its lifecycle.

**Regulatory Compliance:** Well-classified and easily accessible data dramatically reduces the costs of litigation and discovery. The process of gathering data for regulatory requirements does not have to be a nightmare.

**Business Agility:** Data governance establishes how the organization will avail information to business users, which reduces compartmentalization and bureaucracies.

## Conclusion – Data Governance is NOT Optional

To successfully manage a data governance strategy in the hybrid cloud, you need begin by knowing your data, enforce policies based the data sets, and determine where the policy should be enforced – on premise or public cloud environments.

With the wealth of data an organization collects regarding their customers, clients, patients, employees, and more, data governance is implemented for the organization to be successful by turning their data into an asset.

Make certain that your organization is positioned to derive maximum value from their data governance investments and minimize data risks. Talk to our experts to get started.

Learn More at [www.datadynamics.com](http://www.datadynamics.com)

Find answers to you questions by contacting [Sales@datdyn.com](mailto:Sales@datdyn.com) or [Book a Demo](#)



## About Data Dynamics

Data Dynamics is the pioneer of unified unstructured data management platform. With 26 of the Fortune 100 global customers worldwide, Data Dynamics enables organizations to analyze, move, manage, and modernize their data anywhere. Data Dynamics accelerates the adoption of hybrid, public and multi-cloud strategies, builds higher quality SLAs, and improves business process modernizations. For more information, visit [www.datadynamicsinc.com](http://www.datadynamicsinc.com).

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