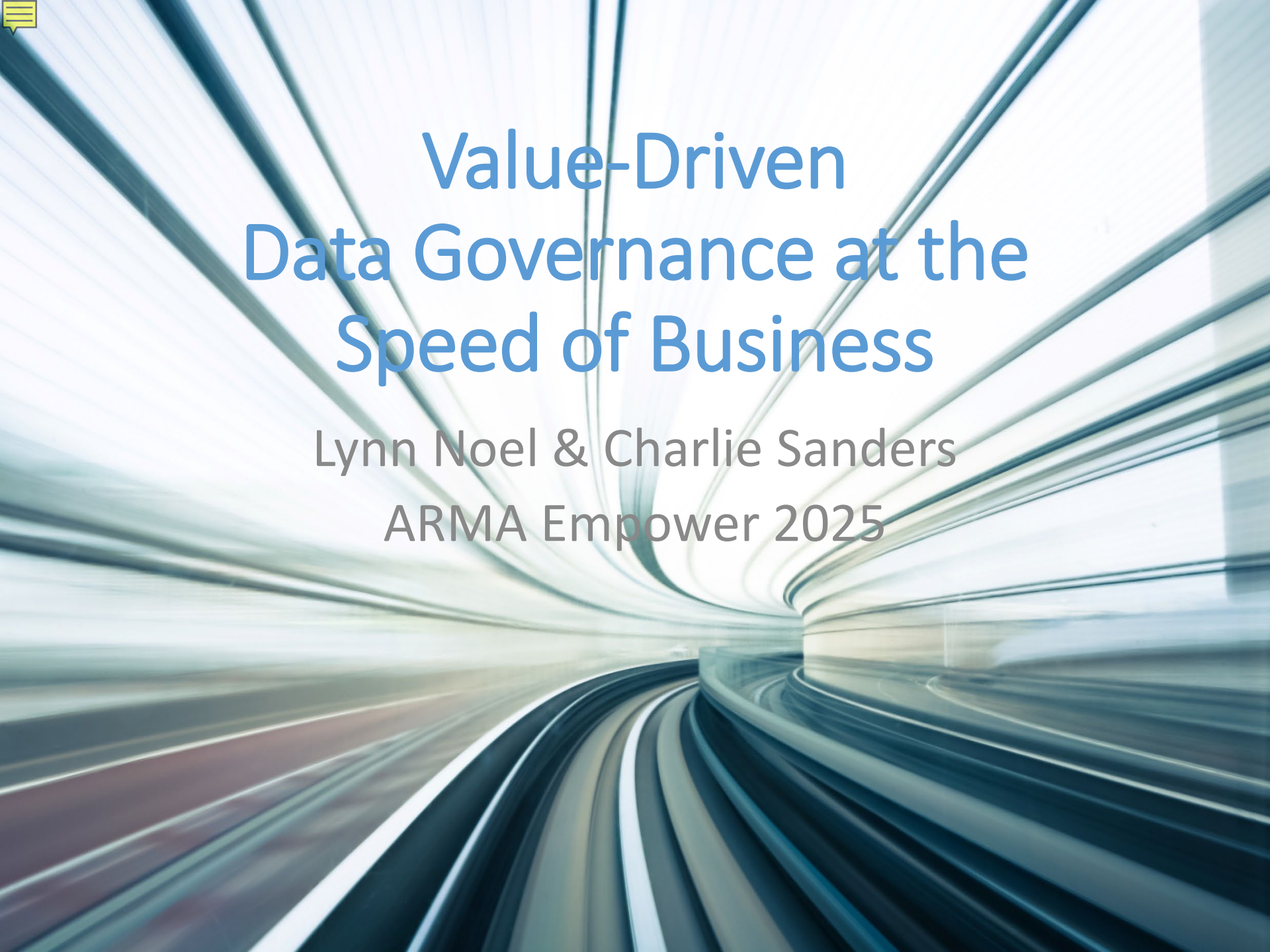




Value-Driven Data Governance at the Speed of Business

Lynn Noel & Charlie Sanders
ARMA Empower 2025



Speaker Introductions



AN ADDISON GROUP COMPANY

▼Lynn Noel: Data Governance Leader

▼Charlie Sanders: Analytics & Transformation Expert



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AGENDA

1. Future of Data Management

2. Fundamentals of Data Governance

3. Implementing VDDG

4. Modern Transformations

Value-Focused: Tailored Data Governance for Modern Business

Focusing on **business value** and fostering a **data-driven culture**, organizations can drive adoption through **value and outcome-based strategies**, empowering faster and smarter decisions.

By ensuring **data accuracy, security, and scalability**, businesses can unlock growth and agility. Leveraging best practices and platforms makes data easily accessible and manageable for long-term success.

Maximizing Data's Value

Building a flexible, value-driven program that seamlessly integrates into operations

In today's business landscape, data is a powerful asset, but its real value comes from using it strategically to **drive business decisions and fuel innovation**.

This data governance journey is not just about enforcing rules but about **building a flexible, value-driven program that seamlessly integrates into operations**. By aligning data strategies with business outcomes like efficiency and growth, teams are empowered to act quickly and confidently, making the organization more agile and profitable.

This is a significant challenge, and help is needed to make it happen! Together, a **data-first culture can be fostered**, driving real **business value and positioning** the organization to excel in today's competitive market.



Emerging Trends Shaping the Future of Data Management

These trends are driving innovation in how data governance is implemented, ensuring organizations can harness the full potential of their data while remaining compliant and efficient.

TRENDS

AI Readiness

AI and machine learning are playing a growing role in **automating data governance processes**.

These technologies help identify patterns, automate data classification, and improve decision-making by generating actionable insights faster than ever



Data Privacy

With increasing regulations like GDPR, CCPA, and evolving **privacy laws worldwide, data privacy is a top priority.**

Organizations must implement governance practices that ensure compliance, protect consumer data, and maintain transparency in how data is used



Data Quality

Data quality is becoming a key driver of business intelligence and decision-making.

By automating data validation, enrichment, and monitoring, organizations ensure accuracy, consistency, and reliability, driving trustworthy insights and operational efficiency.

Self-Service

Empowering users to access and analyze data is becoming increasingly important.

Companies are building self-service data platforms that allow more employees to derive value from data while ensuring proper governance and guardrails to maintain data integrity and security

Real-Time Insights

As businesses require quicker insights, **real-time data governance is becoming essential.**

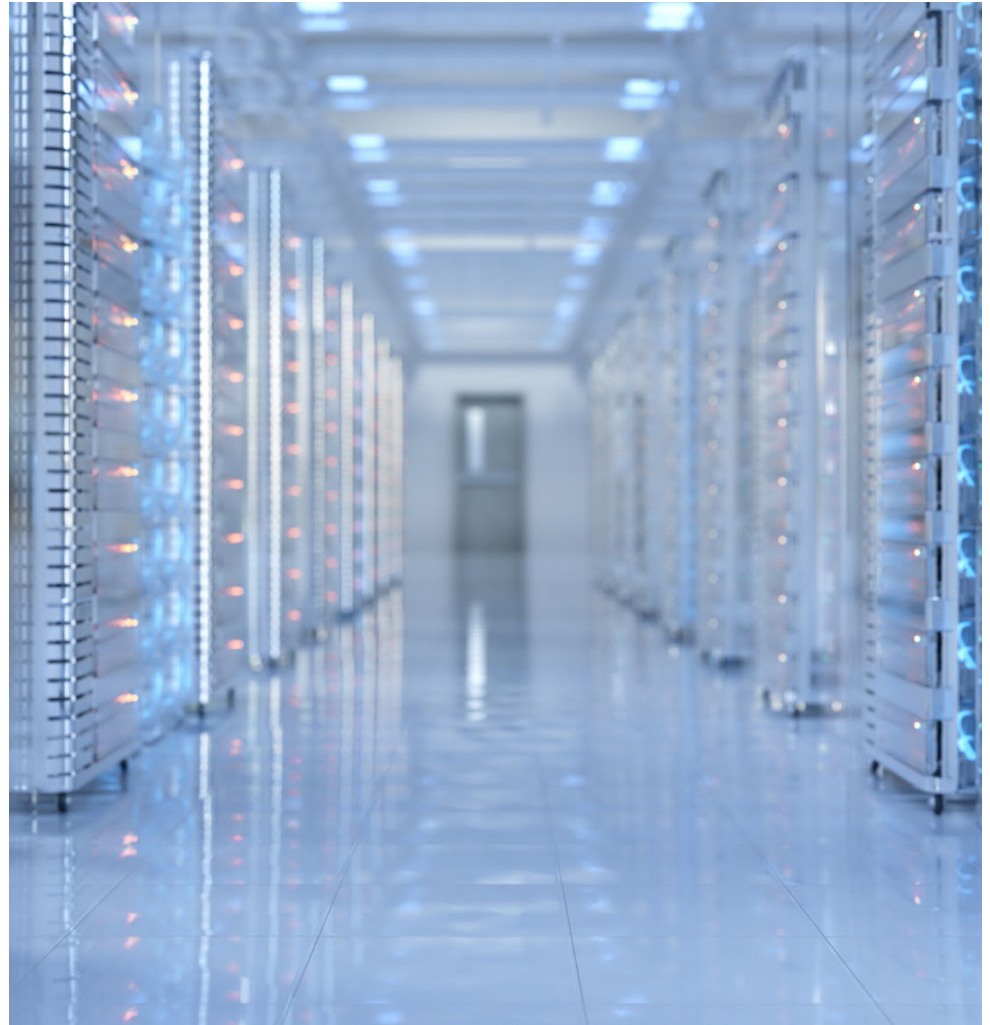
This trend focuses on governing streaming data from IoT devices, social media, and operational systems to provide actionable insights without delay, ensuring data quality and compliance in real time

Top 10 Trends in Records Management Today

AI ★	1. Automation and AI in Records Management
Privacy ★	2. Enhanced Data Privacy
Blockchain	3. Blockchain for Record Authenticity in Health, Legal, Finance
Digitization	4. Increased Digitization of Records and Electronic Storage
Mobile	5. Remote and Hybrid Teams Driving Mobile Records Solutions
Offsite	6. The Continued Reliability of Hard Copies and Offsite Storage
Environmental	7. New Environmental, Social, and Governance Goals to Reduce Waste
Big Data	8. The Role of Big Data in Records Management
Compliance	9. Continued Legal Compliance
Malice	10. Combating the Increased Ingenuity of Malicious Parties

Goal of Data Governance

Data governance manages information as business assets and data products, making data safer, better, and easier to use.





Integrating Data Governance with RIM

- Ensures consistency across structured and unstructured data.
- Improves data discoverability and audit readiness.
- Supports enterprise-wide information strategy, especially in hybrid or cloud environments.



Goal Alignment with Business

Decision makers want timely access to quality data to drive operational efficiency.

Better Data Decisions through Collaboration

- Improved decision making through clear **data and associated system ownership**
- Cross functional **collaboration to effectively address data related matters**

Improved Interoperability

- Data is an asset and has value to the enterprise and its business partners and **return on data increases** when data is shared through secured interoperability.

Reduced Data Redundancy

- **Rationalization of duplicated data capabilities and reduction in data repositories** through common understanding of business processes, data lineage, and standards

Increased User Trust in Data

- Better data quality through **standardized business terms and common definitions**
- **Common understanding of business processes and data lineage** using data flows

Reduced Operational Costs

- Reduced data management and storage cost by implementing **data retention policy**
- **Improved speed-to-market** – rapid cross-LOB implementation of new applications requiring shared access to **standardized and quality data**

Risk Management and Compliance

- **Reduced security and compliance risk by data classification** and governance
- Standardized process and controls to ensure compliance with regulations

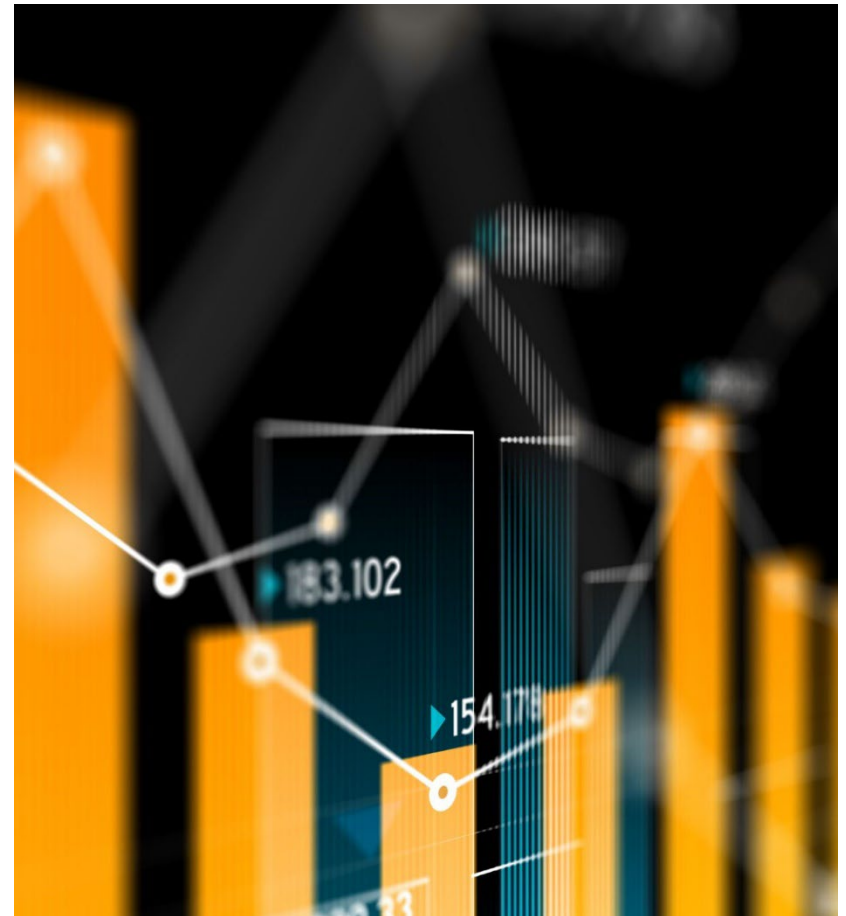
ARMA Principles and VDDG Alignment

ARMA Principle	VDDG Component	Alignment Explanation
Accountability	Stakeholder Engagement	Shared responsibility across business, IT, and data teams.
Transparency	Usability & Adoption	Clear, user-friendly tools and processes make governance visible.
Integrity	Value Realization	Trustworthy and accurate data supports strategic decision-making.
Protection	Agility & Flexibility	Frameworks adapt to evolving security and compliance needs.
Compliance	Stakeholder Engagement & Usability	Collaborative governance and intuitive systems support adherence.
Availability	Usability & Adoption	Ensures data is accessible and usable for timely decisions.
Retention	Value Realization & Agility	Aligns retention policies with business value and evolving needs.
Disposition	Agility & Flexibility	Supports secure and timely data disposition through flexible policies.



What is Value-Driven Data Governance (VDDG)?

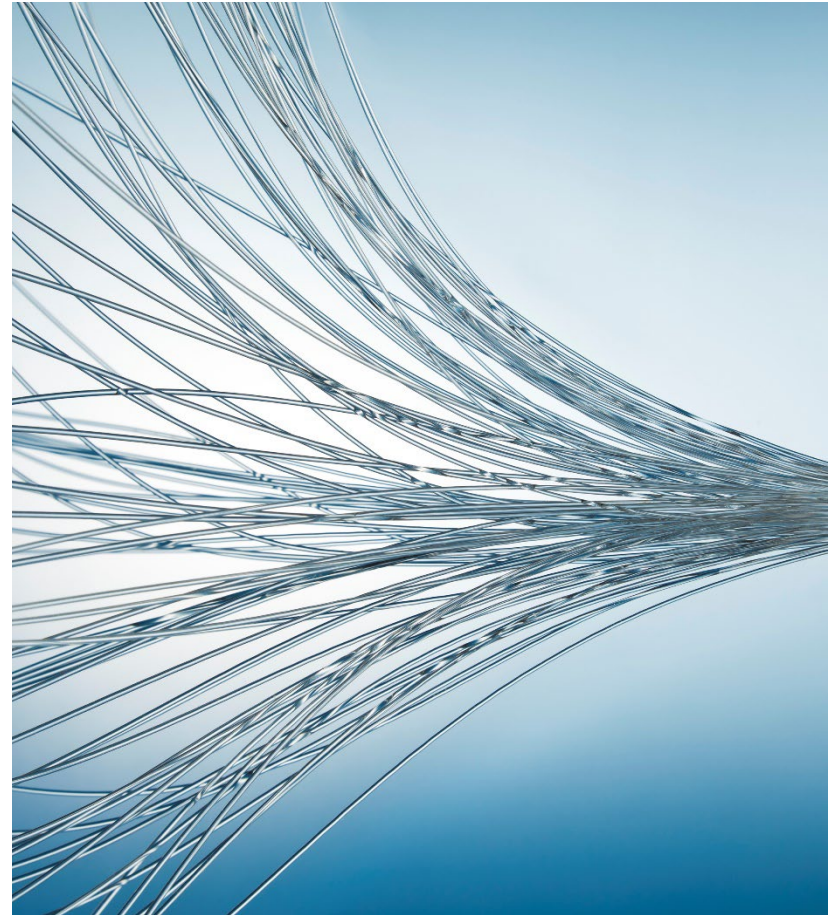
- Value-Driven Data Governance focuses on strategic value over compliance.
- Applies WIFM “What’s In It For Me” principle for business stakeholders and sponsors





Why VDDG? Business Imperatives

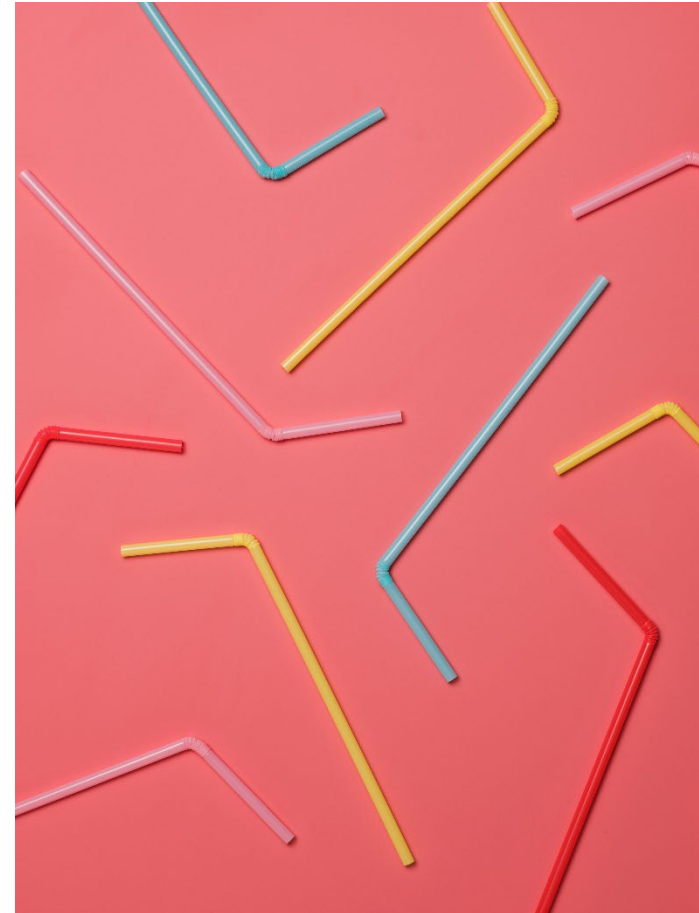
- Traditional governance is too slow.
- VDDG aligns governance with business speed.





Why VDDG? Business Imperatives

- Traditional governance is rigid and hierarchical and often IT-driven.
- VDDG aligns flexible governance with business units, sponsors, and stakeholders.

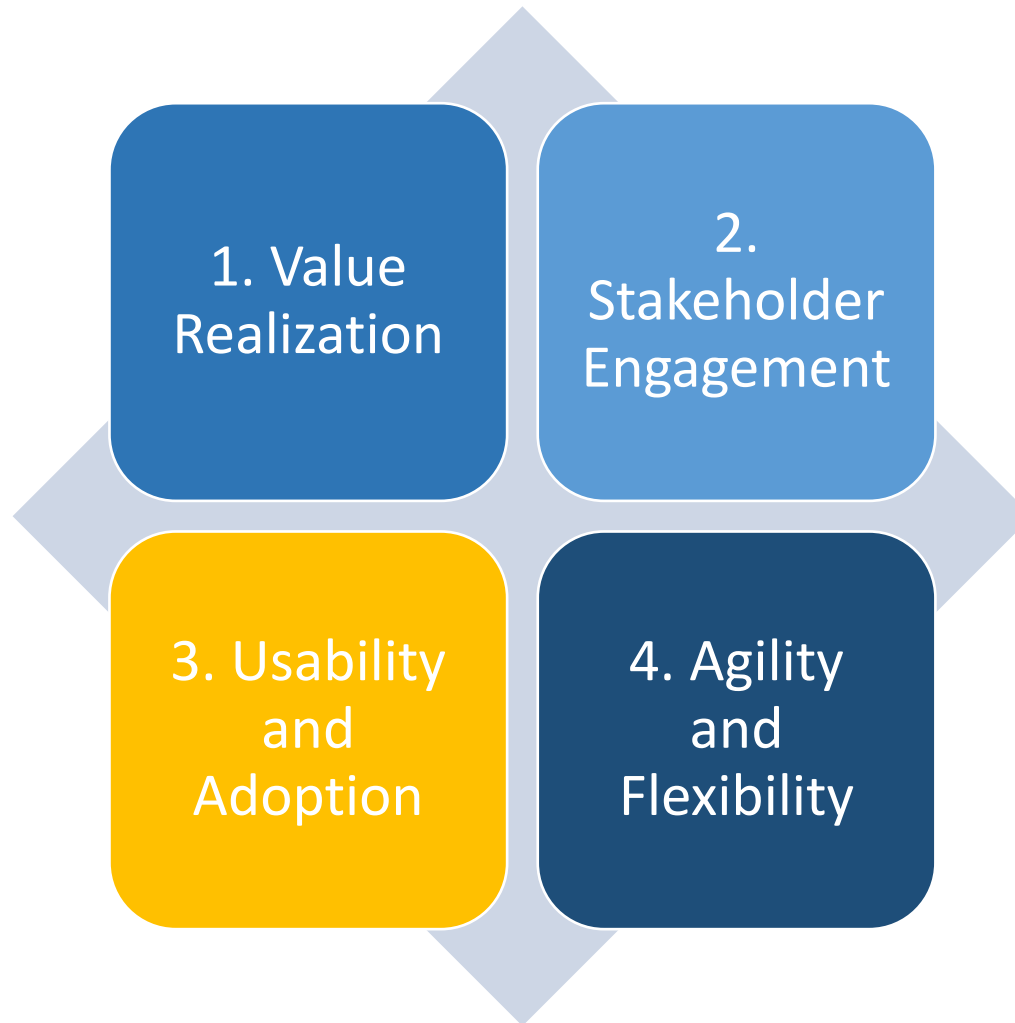


Traditional vs. Value-Driven Data Governance

Traditional DG Challenges	VDDG Solution Components
Slow and Rigid Processes	Agility and flexibility using adaptive frameworks
Low Business Engagement	Stakeholder engagement with focus on business value
Compliance-Centric Mindset	Value-centric mindset aligned with strategic goals
Poor Usability and Adoption	User-friendly tools and training for adoption
Siloed Data Ownership	Cross-functional collaboration and shared accountability
Limited Scalability	Flexible, scalable frameworks for data growth
Lack of Agility	Governance that adapts to change
Inadequate Metrics	KPIs to measure impact and ROI

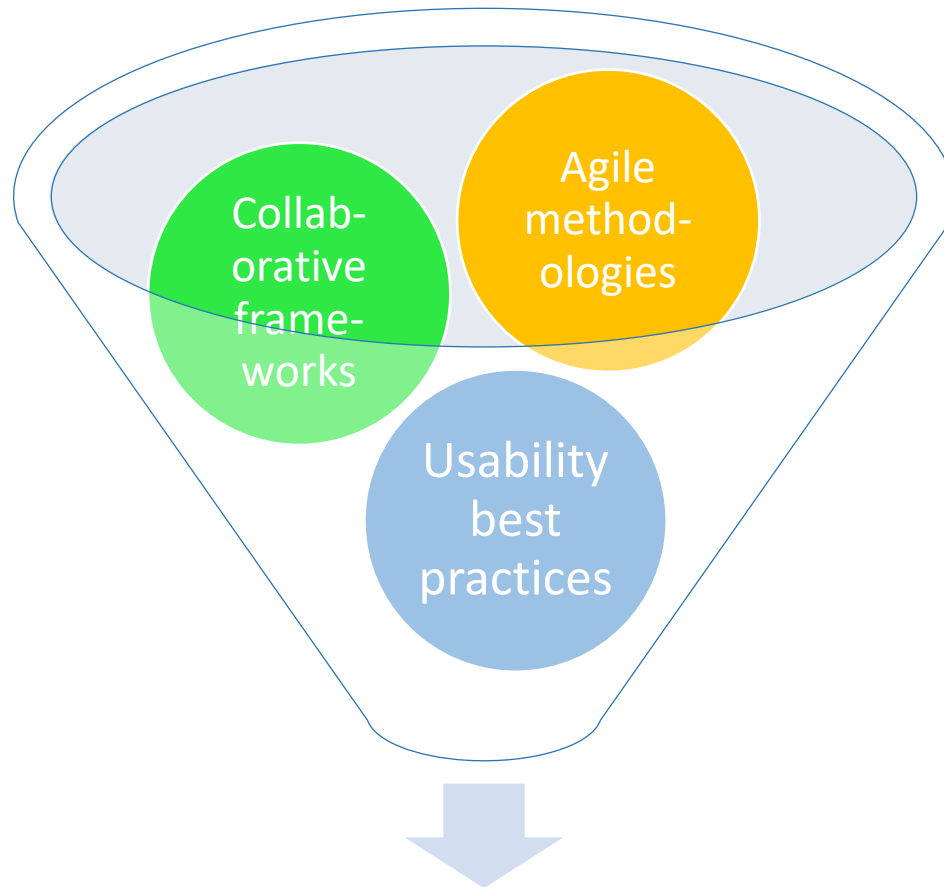


Core Components of VDDG: Four Pillars





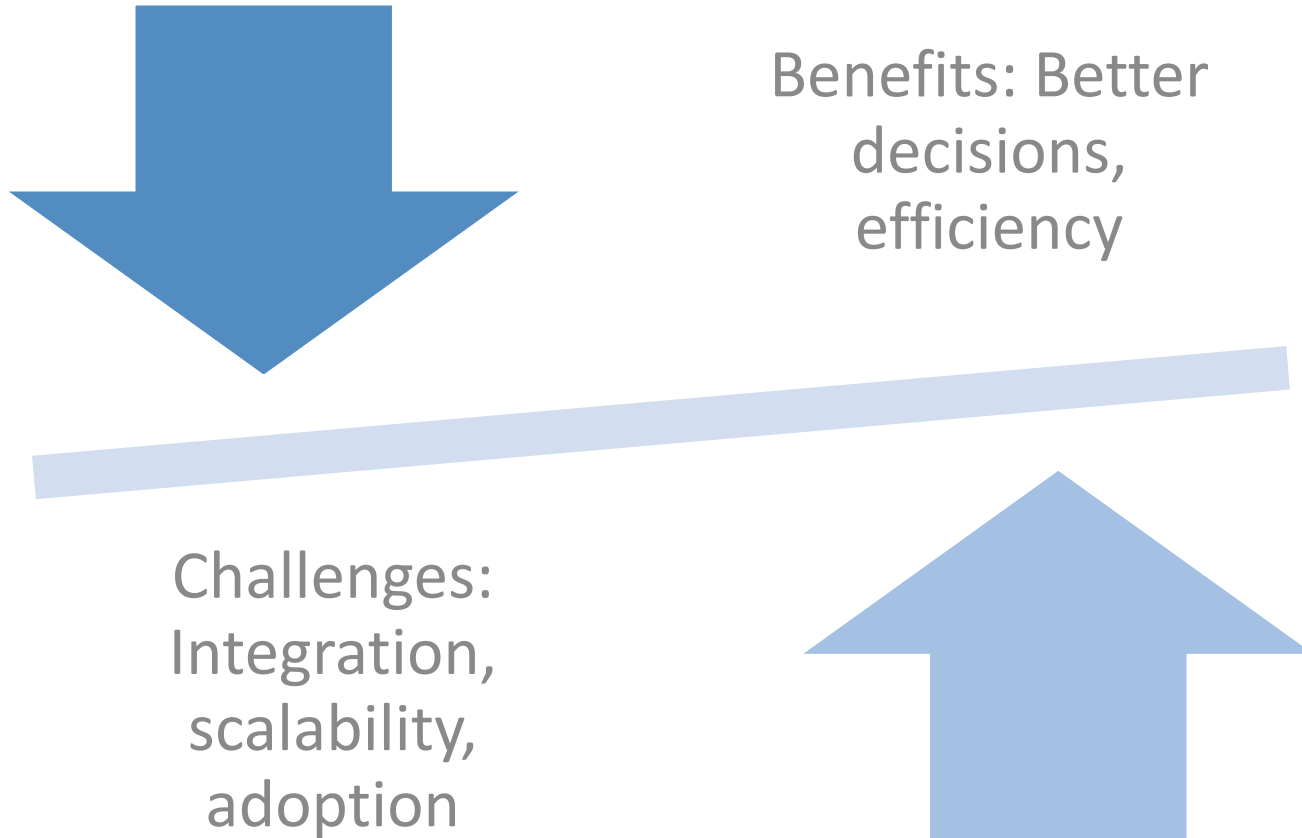
Implementation Strategies



Measurable Benefits with KPIs



Benefits and Challenges

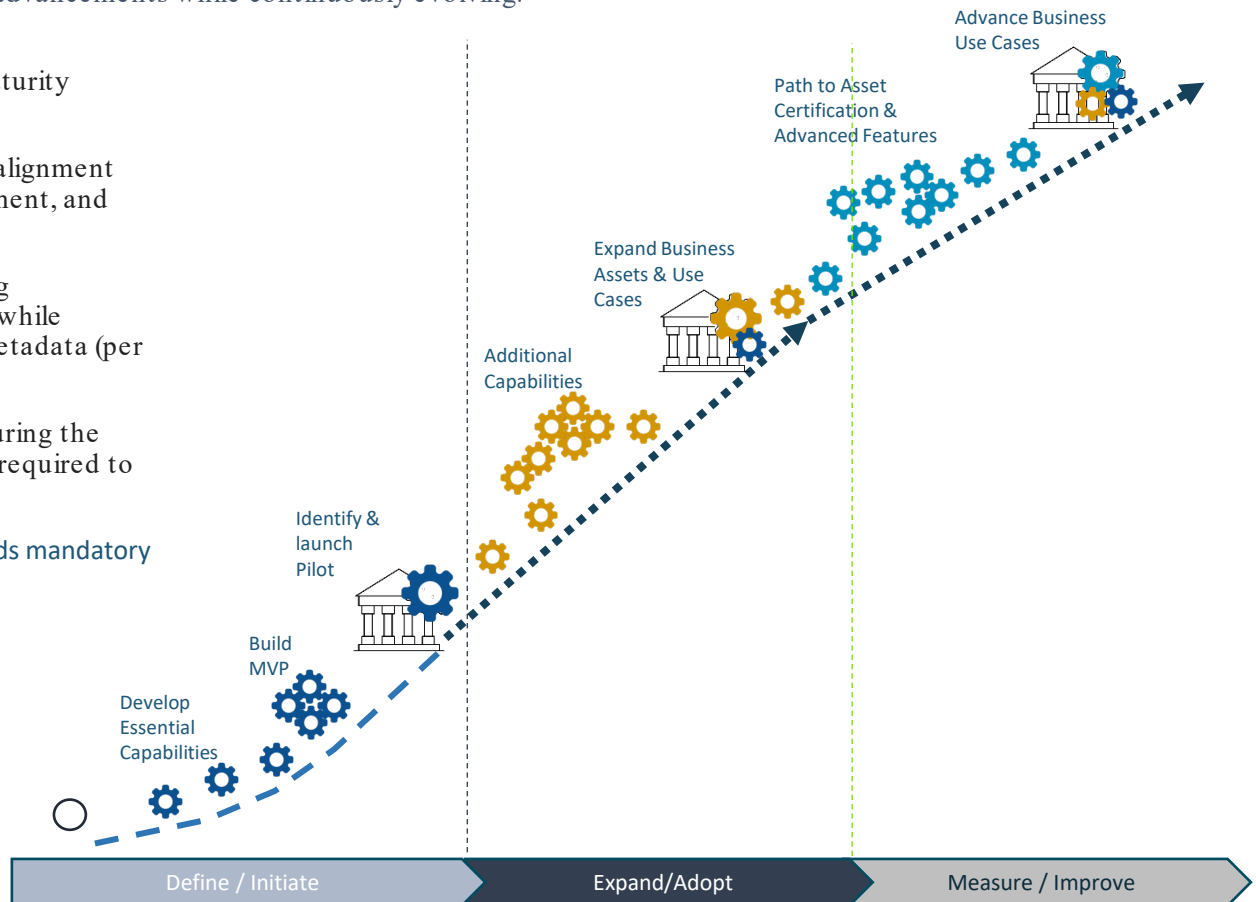


Getting Started

For a governance program to thrive, it should begin with a focused scope—such as a specific data domain, function, or platform—and then make incremental advancements while continuously evolving.

Evolving progress measured across maturity curves:

- **Data Owner Maturity:** Evaluating alignment with EDG, business asset management, and end-user requirements.
- **Business Asset Maturity:** Assessing standardization and intended use, while tailoring necessary and optional metadata (per Data Governance Office).
- **Platform Capability Maturity:** Ensuring the platform can support the features required to drive the initiative.
- **Data Governance Maturity:** Standards mandatory and optional for business use case.



Operating Model

A governance structure enables appropriate oversight to establish data management priorities and escalations for critical decisions and support.

A well-defined governance structure provides the oversight necessary for effective data management. By establishing priorities, accountability, escalation processes, and ongoing support, organizations can foster a culture of data stewardship that empowers them to make informed, data-driven decisions while continuously improving their data management practices.

Priorities / Quarterly Directive

Data Governance Executive Committee (DGEC)

- Executive Sponsorship
- Data Domain Owner

Enterprise Data Governance Office (EDG)

- Data Management Leadership
- EDG Quality, Security, Platform, Operations Managers

Enterprise Data Governance Operations (DGOPS)

- EDG Data Stewards
- Services
- Platform Support
- Quality & Security
- Enablement Programs



Data Governance Stewardship Council (DGSC)

- Business Data Stewards
- One or more SME/Stewards from each business area

Working Groups (DGWG)

- Business Context Owners
- Technology Systems Owners
- Other SME not involved in above

Directive Escalations / Issue Resolution

Data Stewardship

Managing data processes and platforms with service-first approach

Goals

Better Data Decisions through Collaboration

Improved Interoperability

Reduced Data Redundancy

Increased User Trust in Data

Reduced Operational Costs

Risk Management and Compliance

Services

Stewardship and Asset Portfolio Management

Supporting daily DG operations, ah-hoc, stewardship activities, metadata ownership, and calibration with platform teams.

Priority Alignment

Promote best practices in data management when they align with business priorities.

Data Curation Services

Leverage curation procedures and enhance to current business pilot demands. Assist business with curation certification plans.

Platform Optimization

Drive a common experience with data management products. Leverage features and capabilities to best serve the data owner.

Business Asset Ownership & Enablement

Promote and enable asset owners to effectively manage metadata responsibilities and follow standard practices.

Data Governance Operations Stewardship

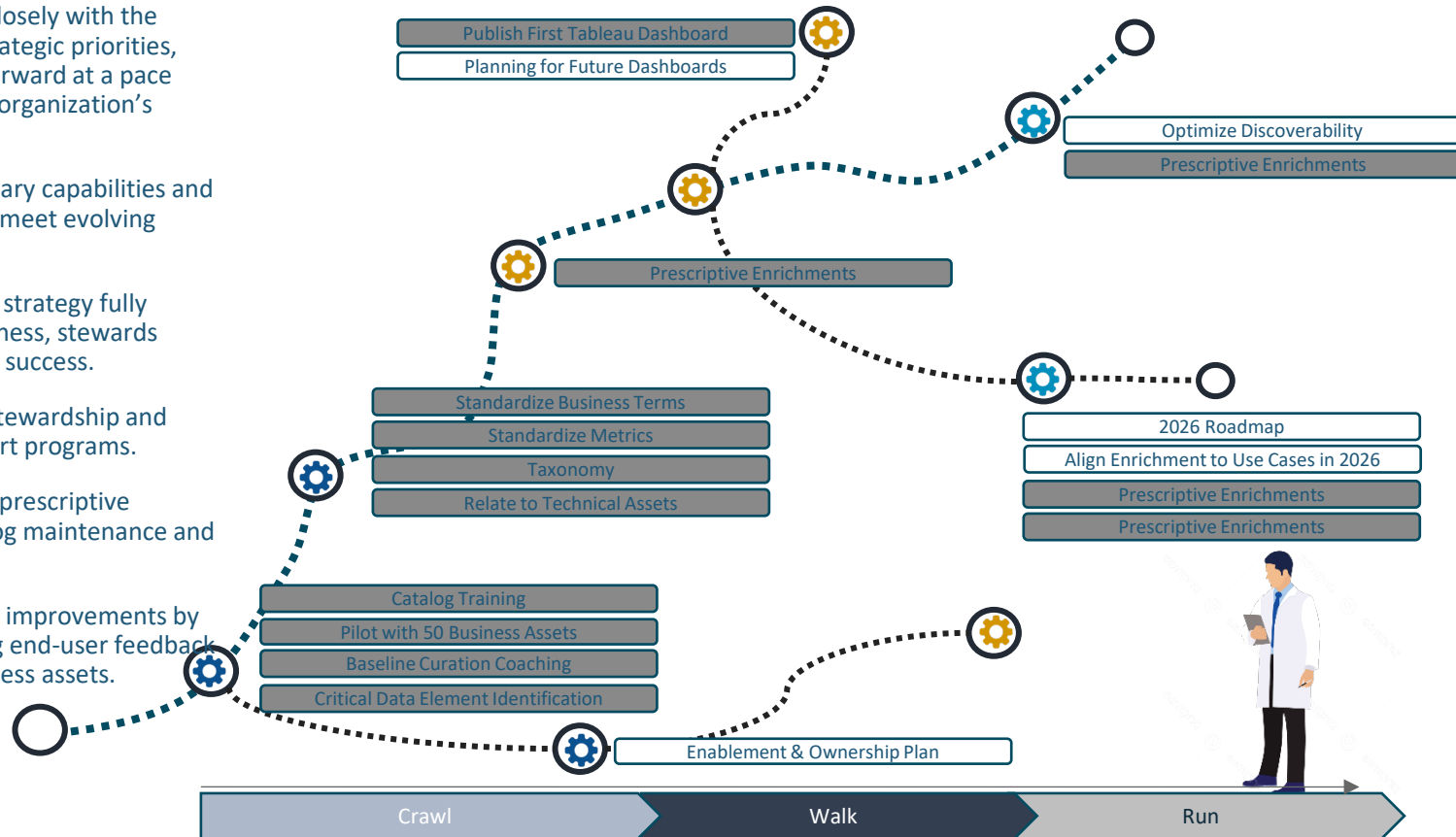


Governance Is a Continuous Journey

Stewardship offers a forward-looking perspective, delivering high-value, prescriptive enhancements that drive data quality improvements essential for current and future business success.

Stewards collaborate closely with the business to align on strategic priorities, charting a clear path forward at a pace that complements the organization's execution capacity.

- Identify the necessary capabilities and timing required to meet evolving business needs.
- Crafting a curation strategy fully owned by the business, stewards ensure sustainable success.
- Align planning to stewardship and enablement support programs.
- Provide proactive, prescriptive guidance for catalog maintenance and future upgrades.
- Driving continuous improvements by actively integrating end-user feedback into valuable business assets.



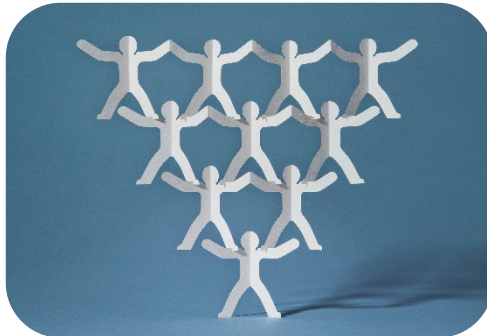
Change isn't easy. You'll face resistance—"governance slows us down."



Combat resistance by showing how value-driven data governance enables speed and trust.



Break down silos by creating cross-functional governance councils.

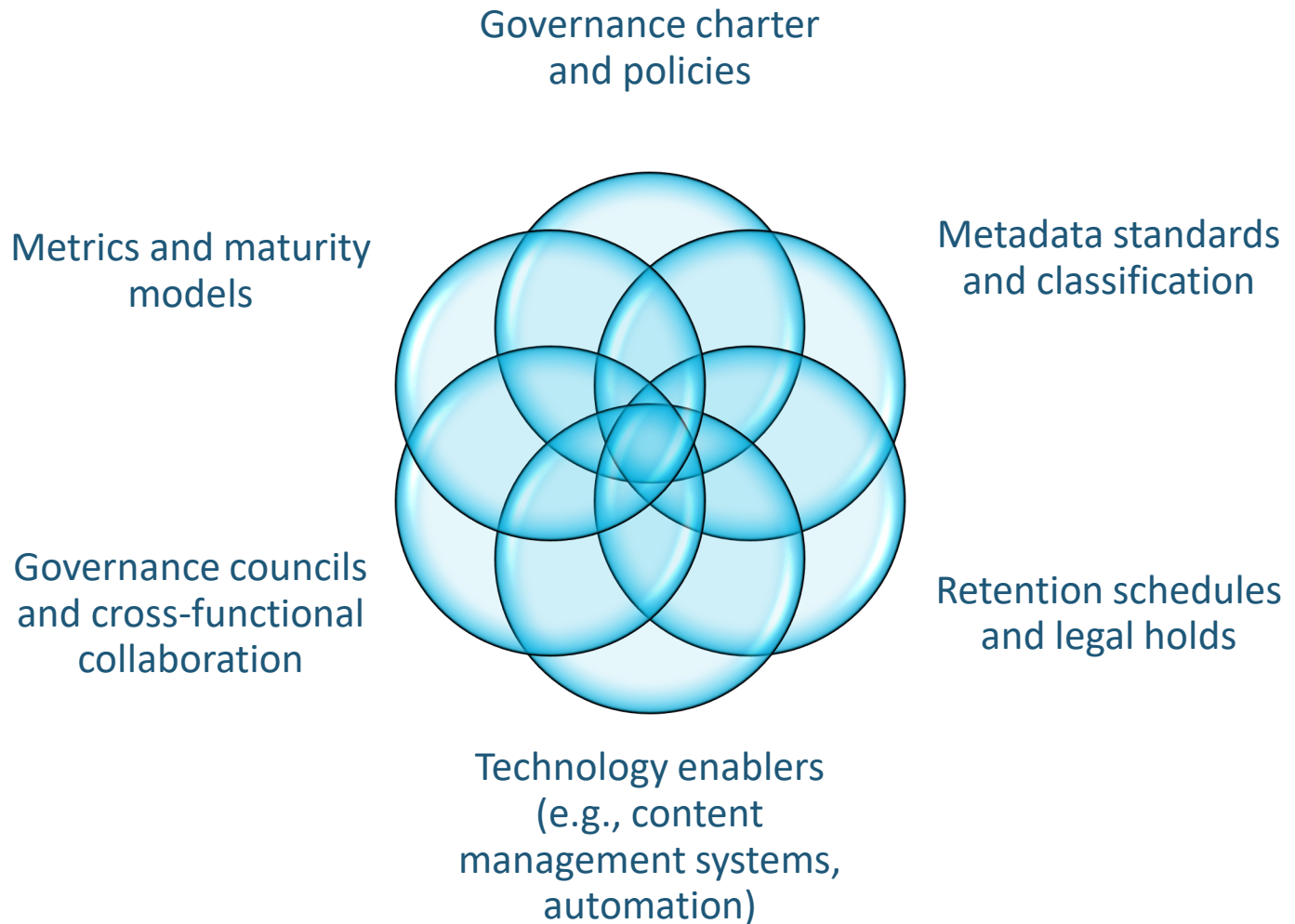


Secure executive sponsorship by linking governance to strategic goals—revenue, reputation, resilience.



Celebrate quick wins to build momentum.

Building a Governance Framework for RIM



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Call to Action

Where are you on your VDDG journey?

- Resources and next steps: AIM White Papers
 - [Enterprise Data Management Starts with Data Governance](#)
 - [What Do You See Coming? Five Simple Steps to Enact Data Governance](#)
 - [Data Governance: The Foundation](#)
 - [Data Governance: Best Practices, Challenges & Key Success Components](#)
 - [Why a Data-Driven Business Needs Data Governance](#)
 - [Why Data Governance is the Foundation of Successful AI Initiatives](#)



Q&A

