

# The Oddity of the Formality known as Stewardship

*A Data Governance Circus*

Presented by your host

Enterprise Information Management, Starbucks Coffee Company

# Welcome to the Data Circus!

We all want data that's well-behaved:

- Discoverable
- Descriptive
- Fit for purpose
- Compliant

We often get:

- Inconsistent
- Meaningless
- Missing or EVERYWHERE
- Unclear or non-compliant

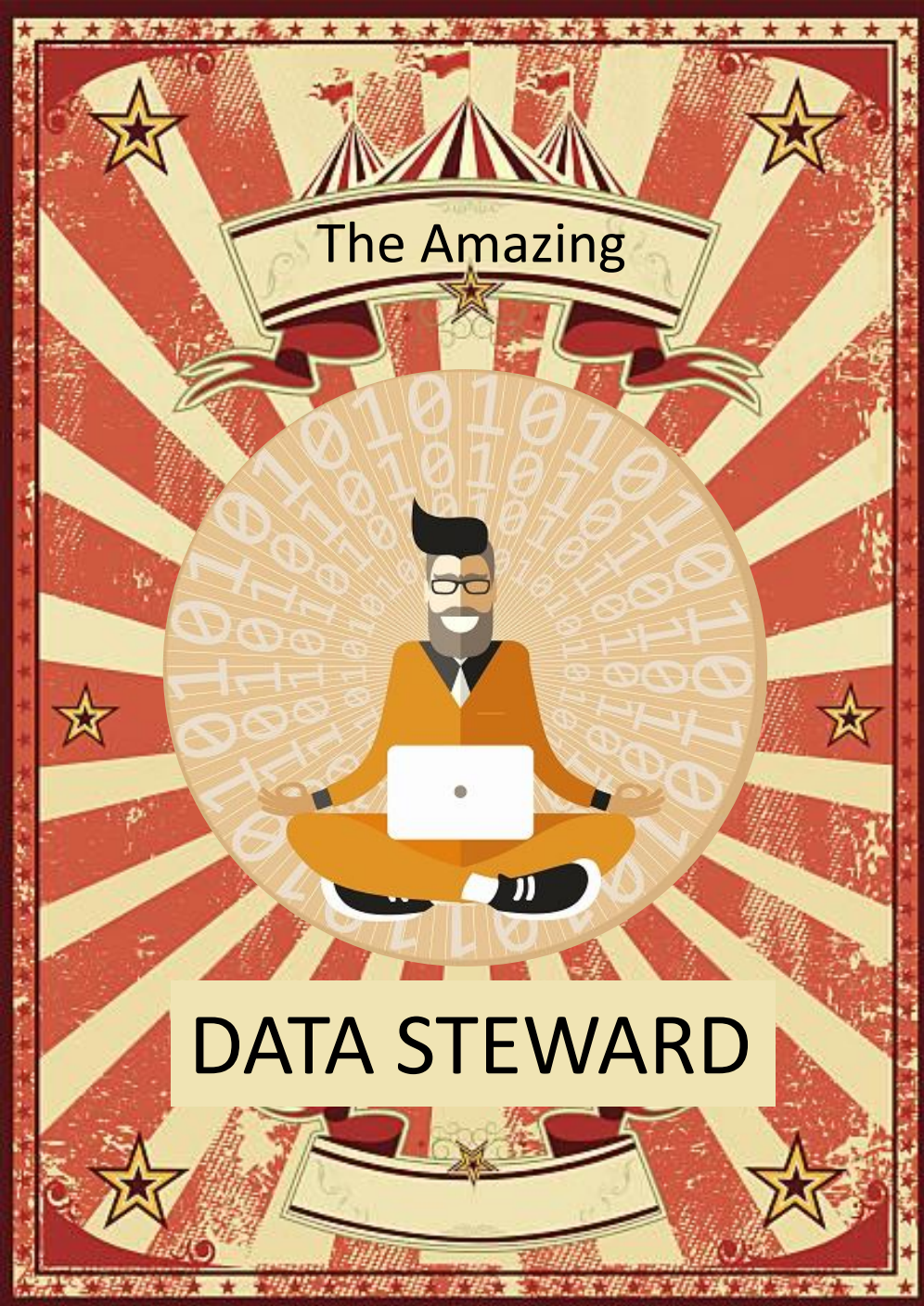
There are some talented artists who can help.....

Is this your



DATA?





# A Different Circus than Before

## The Oddity?

The business wants to make decisions based on data.

They want to share their data.

They feel the pain of misbehaved data.

They want to manage their data but often don't know how!

## The Formality?

Data Governance is all about the people making decisions.

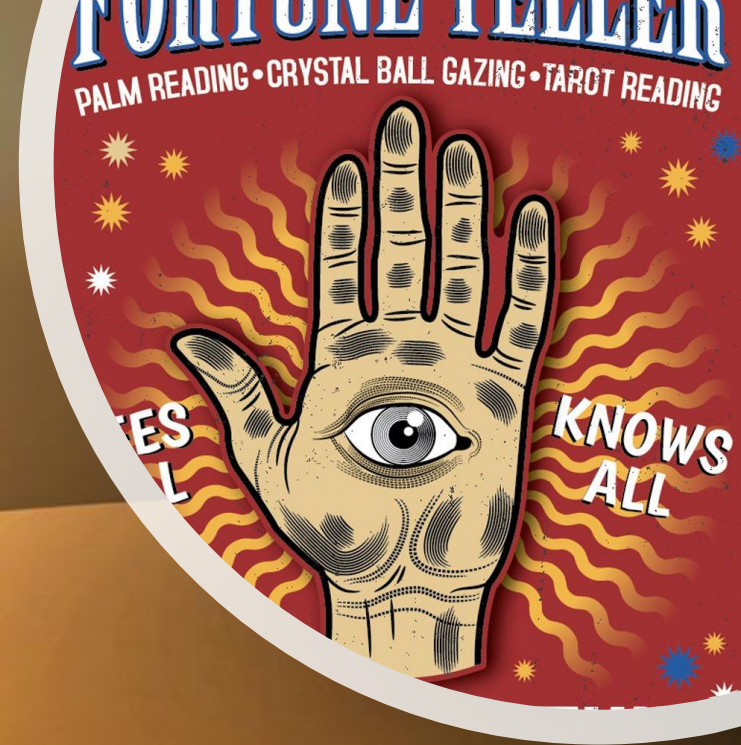
People with the right expertise, interest, and authority.

The business can learn to manage data.

When the business empowers stewards, it unlocks data value.

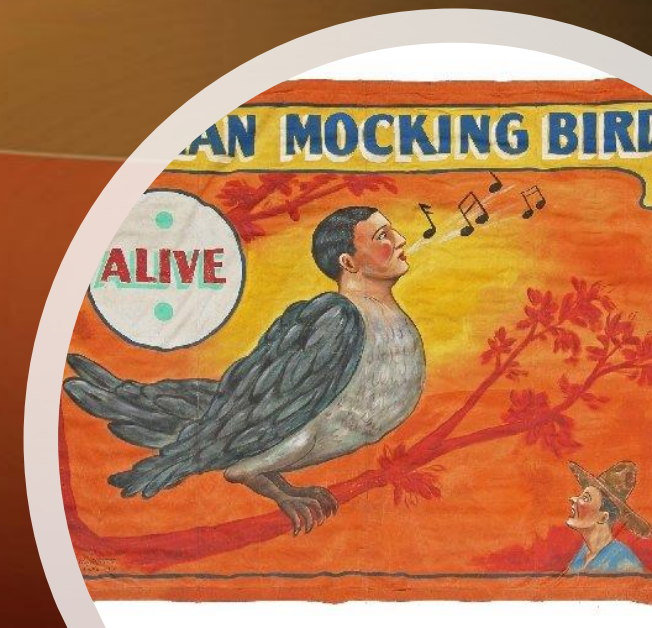
Stewards turn the chaos into artistry: an orchestrated, outcome-driven gravity-defying performance.





Introducing the  
Amazing...

Data Steward

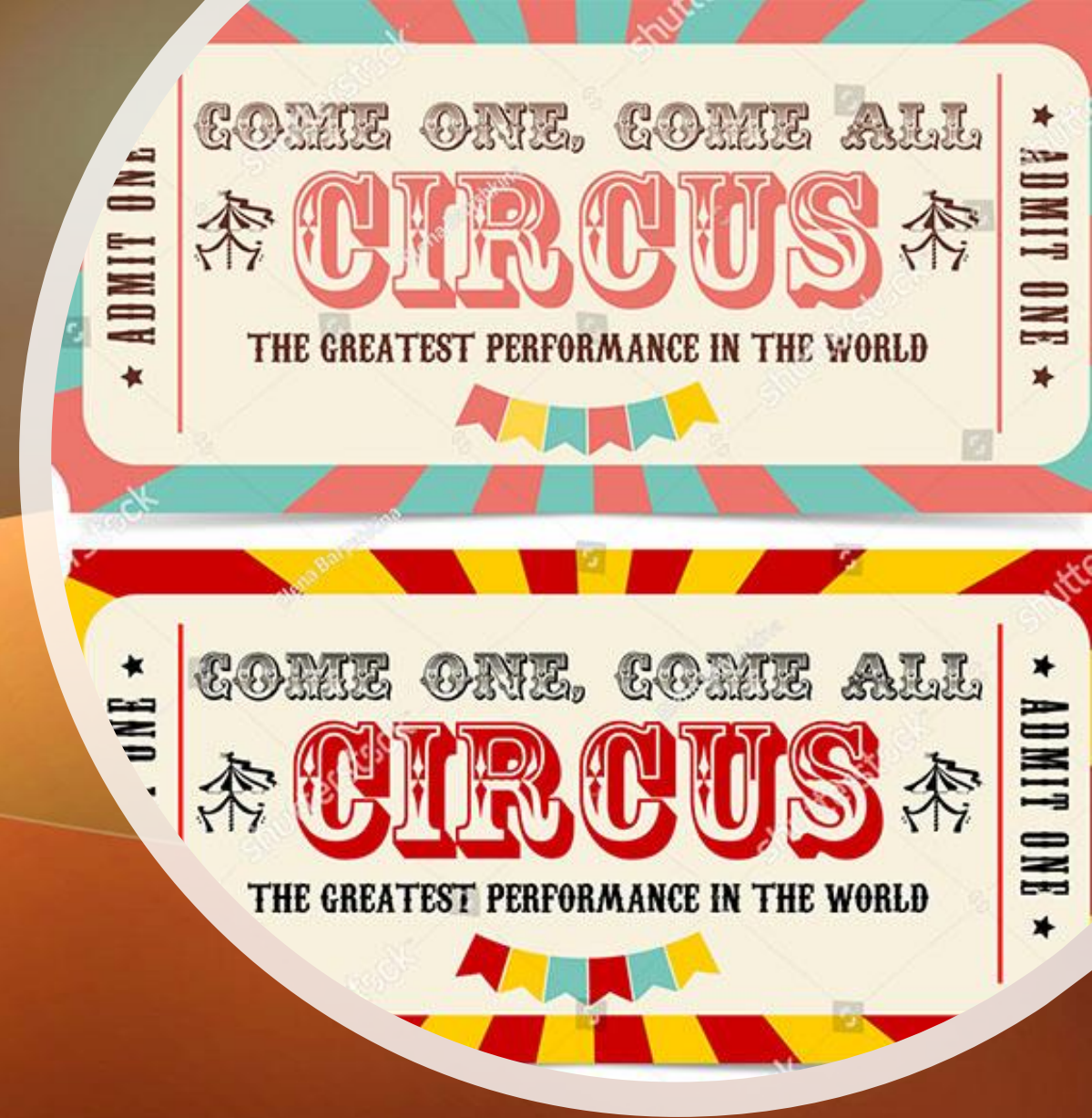




# Under the Big Top

(or what do you need for Data Governance?)

- Business, Business, Business
- Operations & Reporting
- Application Owners
- Analysts
- Calling All Architects
- Data Scientists
- A forum, a process, and a log



Time to Enjoy the Show!

