

Asset Manager Case Study



Establishing Enterprise Data Governance and Implementing Collibra

Leveraging Data Value in the Asset Management Industry

First San Francisco Partners (FSFP) has a long-standing connection and commitment to the financial services industry, having partnered with a wide spectrum of businesses in this category, including asset managers, banks, credit unions and credit card companies, over the last decade.

We believe that significant opportunities exist for the financial industry's adoption of modern data governance and data management best practices, including those with a focus on metadata, data quality and privacy.

While opportunities can be found across the financial services industry, there are key areas of particular importance to asset managers. Opportunity areas include:



Advanced data insights and self-service analytics to enable efficient handling of big data to leverage competitive advantage, revenue and strategic growth.



Managed critical data elements to enable product and distribution innovation, speed to market and governance to improve customer engagement and experience.



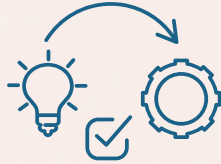
Streamlined data management and governance to improve overall data quality and reduce operational costs for compliance, risk and regulatory-driven change.



Rationalized technology and data strategies to fuel operational transformation for optimal performance and investment outcomes.

Overview

One of the world's largest independent investment management firms engaged FSFP, initially, to develop use cases for the business benefits that could be achieved by addressing their data challenges. From this work, we went on to partner with the investment firm on a six-month engagement that included roadmap development (and the level of commitment required), focusing on two primary areas:



Implement Collibra's Data Governance Center

- Configure for multiple custom workflows
- Use multiple integration templates (MySQL, Oracle, etc.)
- Create asset models and operating models
- Develop training



Design an enterprise data governance strategy and program

- Establish roles and accountabilities
- Develop a communications, training and measurement plan
- Define business data definition processes and standards
- Identify lineage processes

Objectives

The focus areas for this engagement were the organization's data consumers and data owners and the objectives to meet for each.

For data consumers

Anyone in the organization relying on the data

- Trust the reliability of the client's enterprise data
- Know who owns the data
- Transparency related to data quality
- Efficiently access the data

For data owners

Those at the investment management company responsible for managing the data

- Know who is using the data
- Know how it's being used
- Ensure controls for data quality
- Prevent, detect and respond

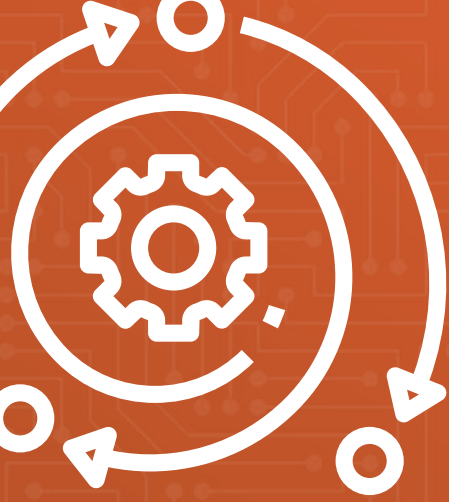
FSFP recognized the objectives of this project as:

- Keep the engagement tailored and pragmatic with tangible results that could create momentum for our client, while sustaining business interest and support.
- Bring together the right internal resources who know information management technology, data governance and the best approaches for realizing organizational change.
- Propose a time-boxed approach to demonstrate value within a short timeframe.
- Recommend the best approach for the data governance program, including a high-level resource requirement that matches the approach with our client's project team, processes and technologies.
- Install and configure Collibra for a pilot group, which could easily be expanded to future groups.
- Develop a high-level plan to engage stakeholders and ensure leadership support.
- Recommend initial high-priority metrics to measure the business impact of governance.
- Develop a high-level timeline and plan to refine a minimum viable state, complete a governance roadmap and begin governing data.
- Assist in developing and delivering executive messaging for the plan.
- Define future-state key business and technology data governance/metadata capabilities.

Approach

FSFP worked with our client on a series of engagements, including:

- Initially, we explored the data governance opportunity areas for the client's investment management business and helped to articulate the purpose and impact governance would provide.
- In the governance program strategy engagement, we developed a **roadmap** for both the data governance program and the implementation of Collibra.
- To assist with the execution of the strategy, we helped the client to create **criteria for their critical data elements (CDEs)**, created a data definition process and standard, and applied that process and standard to define the highest priority CDEs.
- We defined **key use cases for Collibra** and other requirements to ensure the business priorities were reflected in the Collibra solution.
- Next, we worked with Collibra to **map out the installation of the Collibra Data Governance Center**, including designing the metamodel and workflows.
- We installed a Mulesoft server to support the Collibra Data Governance Center.
- We installed and **configured the Collibra platform**.
- We created a vehicle to track the organization's **data lineage**, which could serve their financial services industry's regulatory needs.
- To assist with adoption and usage, we created **"Playbooks"** for the business and technical teams to help them understand and deliver on their new governance roles, as well as their activities in the Collibra Data Governance Center.



Impact

Working with the client, we created the data governance framework, operating model and plan to roll out governance across the company. Starting with a **minimum viable state** that identified accountability and was aligned to the requirements of the Collibra implementation, our client was able to engage the business and identify critical data elements, their priority and their definitions so Collibra would be meaningful, relevant and maintained from the beginning. Through knowledge transfer and collaboration, FSFP set up the environment for the company to expand in the future.

Implementing Collibra gave our investment management client a trusted source of information to instantiate the data-related roles and accountabilities that were defined in their operating model. Our client's team was able to import business data definitions for enterprise-wide access, develop the governance requirements for reconciling data definitions and plan for how to manage any discrepancies between groups for getting to a singular definition.

Near the end of the FSFP engagement, our client rolled out the new Collibra Data Governance Center to two of its functional areas, and longer-term, plans a roll-out to other areas within the firm.



For more information on First San Francisco Partners and our data governance, Collibra, and other capabilities – and our work with other industry-leading financial services clients – call 888-612-9879 or email gregg@firstsanfranciscopartners.com.