

HIPERCEPT EXECUTIVE BRIEFING

ESTABLISHING A DATA GOVERNANCE PROGRAM

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CONTENTS

Introduction	1
Data Governance Defined	2
Goals of Data Governance	2
People, Process, Tools, & Information	3
Elements of a Data Governance Program	4
Obstacles to Implementation	6
Recommended Approach	6
Conclusion	8

INTRODUCTION

Executives know the importance of making capital investment to increase their assets' value. This year's earnings matter less than the condition of the asset that underpins future earning potential. They also recognize that their human resources, intellectual property and brand equity are important components of their business that must be kept in prime condition in order for the company to thrive. One class of assets that is often overlooked is its data.

The information that a company has about its operations, its customers and competitors, along with the systems and processes that allow that information to flow from where it is generated to the people who need it, is not simply "plumbing." It can be a potential source of competitive advantage or disadvantage. For example, imagine two landlords with similar buildings consisting of a large number of above-market tenants with upcoming renewals. The landlord who can perceive this trend earlier and move faster to offer competitive early renewal terms to their tenants will fare much better than the other.

Over the past few years, there has been a steady rise in awareness of the importance of information assets and the need to develop "preventative maintenance plans" to keep those assets in good condition. The label that has been given these endeavors is "Data Governance." This briefing provides a high level overview of this emerging discipline and describes an approach to implementing Data Governance that we believe will result in success for medium and large companies in real estate or financial services companies.

