

Thank You For Joining Us

The Meeting Will Begin at
10:00am EST



Data Governance User Group

September 19, 2024



Agenda

1

Gartner Data & Analytics Governance Magic Quadrant: The Evolution of Data Governance Use Cases

2

Using APIs In Workflow To Integrate With Other Applications

3

Overview of Data Governance Modernization Session

4

Announcements & Wrap Up

Sue Pawlak



Director, Product Marketing

Sue has over 15 years of experience coordinating marketing strategies that unite teams behind value-driven solutions. Sue is passionate about creating messaging that reflects the voice of the customer, and not full of jargon and techno-babble, but easily understood by business and technical users alike.

Chris Reed



Manager, Sales Engineering

Chris has been with Infogix (Precisely) for 16 years and has over 20 years of experience in IT. He currently manages the Sales Engineering team for the Data360 product line at Precisely. His team is responsible for introducing Precisely Solutions to customers and prospects.

Ken Beutler



Sr. Director, Product Mgmt, Data360 Govern

Ken Beutler is the Senior Director of Product Management responsible for the Data Governance product line. He has 20 years of experience in data integration, quality, governance, and connectivity markets. Prior to his role at Precisely, he helped lead and bring to market new product initiatives for SAP and SAS for their data management product portfolios.

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The Evolution of Data & Analytics Governance

September 19, 2024

Sue Pawlak | Director, Product Marketing



We deliver actionable, objective insight to executives and their teams.

Our expert guidance and tools enable faster, smarter decisions and stronger performance on an organization's mission-critical priorities.

About Gartner



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&P 500.

~90
We work with businesses in nearly 90 countries and territories.

40+
Over 40 years providing insights and expert guidance to clients' enterprises worldwide.

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Branded research progression – Gartner



Gartner

Market Guide for Data and Analytics Governance Platforms

Published 3 May 2023
By Analyst(s): Guido Di Initiatives: Data and AI, Evolve Technology and

Modern data governance can provide what is emerging market support their go

Overview

Key Findings

- Many data management governance needs
- Support for stewardship
- More vendors are supporting and enabling
- Developments in technologies and governance

Gartner

Market Guide for Active Metadata Management

Published 10 November 2022 - ID: G00756612 - 14 min read
By Analyst(s): Guido De Simon, Mark Beyer
Initiatives: Data Management Solutions

Active metadata management is a set of capabilities across multiple data management markets, led primarily by recent advancements in how metadata can be used for continuous analysis. Data and analytics leaders must consider the market evolution as transformational in all data-enabling technologies.

Overview

Key Findings

- Organizations are seeking new approaches to automate and optimize, organizations are demanding "active metadata" to assure augmented data management capabilities.
- Existing metadata management tools are increasingly incapable of fulfilling comprehensive metadata needs in the enterprise.
- Adjacent data management platforms such as databases, data integration, data quality and data governance tools have consistently increased their capabilities relative to accessing and managing external metadata sources.
- Metadata capabilities embedded in most data management solutions must expand to provide metadata analysis for all types of metadata categories from any platform, or that function will be replaced by embeddable, advanced metadata functionality from mature metadata solutions.

Mature /
Commoditized
MQ

Magic Quadrant for Data Quality Solutions

Leaders	Challengers
Informatica, Oracle, SAP, TIBCO Software, Microsoft, Dell Boomi, Tandem	MicroStrategy, DataArt, NetSolutions, Trillium Data, Pegasystems, SAS, Amazon Web Services, Paycom Software, Maitreya, Software AG (formerly Knowledgent), Hitachi Vantara, KXNow, Oracle

Magic Quadrant for Data Integration Tools

Leaders	Challengers	Niche Players	Visionaries
Informatica, Oracle, SAP, Microsoft, Dell Boomi, Tandem, Hitachi Vantara, KXNow, Oracle	MicroStrategy, TIBCO Software, Pegasystems, SAS, Amazon Web Services, Paycom Software, Maitreya, Software AG (formerly KNowledgent), Hitachi Vantara, KXNow	MicroStrategy, Oracle, SAP, Microsoft, Dell Boomi, Tandem, Hitachi Vantara, KXNow, Oracle	Informatica, Oracle, SAP, Microsoft, Dell Boomi, Tandem, Hitachi Vantara, KXNow, Oracle

Source: Gartner (November 2022)

Source: Gartner (August 2022)

As of August 2022 © Gartner, Inc. Gartner

Hype Cycle

- Innovation Insight
- Goal: define the technology and identify core capabilities

Market Guide

- Goal: Define and segment the market; list representative vendors
- Market Guides are produced for emerging markets AND commoditized markets

Magic Quadrant

- Goal: Score and rank vendors against use cases and Critical Capabilities to provide guidance in established markets

“Focused on transformational technologies or approaches delivering on the future needs of the market – Not on the market as it exists today.”

Data & Analytics Governance Magic Quadrant

Help business leaders and users to develop and deploy a diverse set of governance policies and monitor and enforce those policies across their business systems.

Data & analytics governance is unique from data management by not only focusing on policy execution, but these solutions will be used primarily by **business roles** – not only or even specifically IT roles.

- Example of users: Data steward, data architect, data quality analyst, data engineer, database administrator, data integration analyst, data scientist, data analyst, business intelligence analytics, and citizen users.

Required Capabilities

Must –have function		Standard capabilities*	
Work of policy setting	Operationalize, serve, and automate the work of the governance board	Access Management	Model Management
Work of policy enforcement	Operationalize, serve, and automate the work of data and analytics stewards(business role)	Active Metadata	Workflow/Automation

* Augmentation of at least 5

Addressing Modern Use Cases

Simplified & business-friendly user experience

Augmentation to reduce manual workload

Convergence of adjacent solutions

Enterprise Controls

Domain Analytics

Operational Governance

Experimental

Enterprise Control

- Command-and-control style of governance for enterprise critical data assets.
- This use case usually appears while governing master data, enterprise critical application data, or data for meeting regulatory requirements.



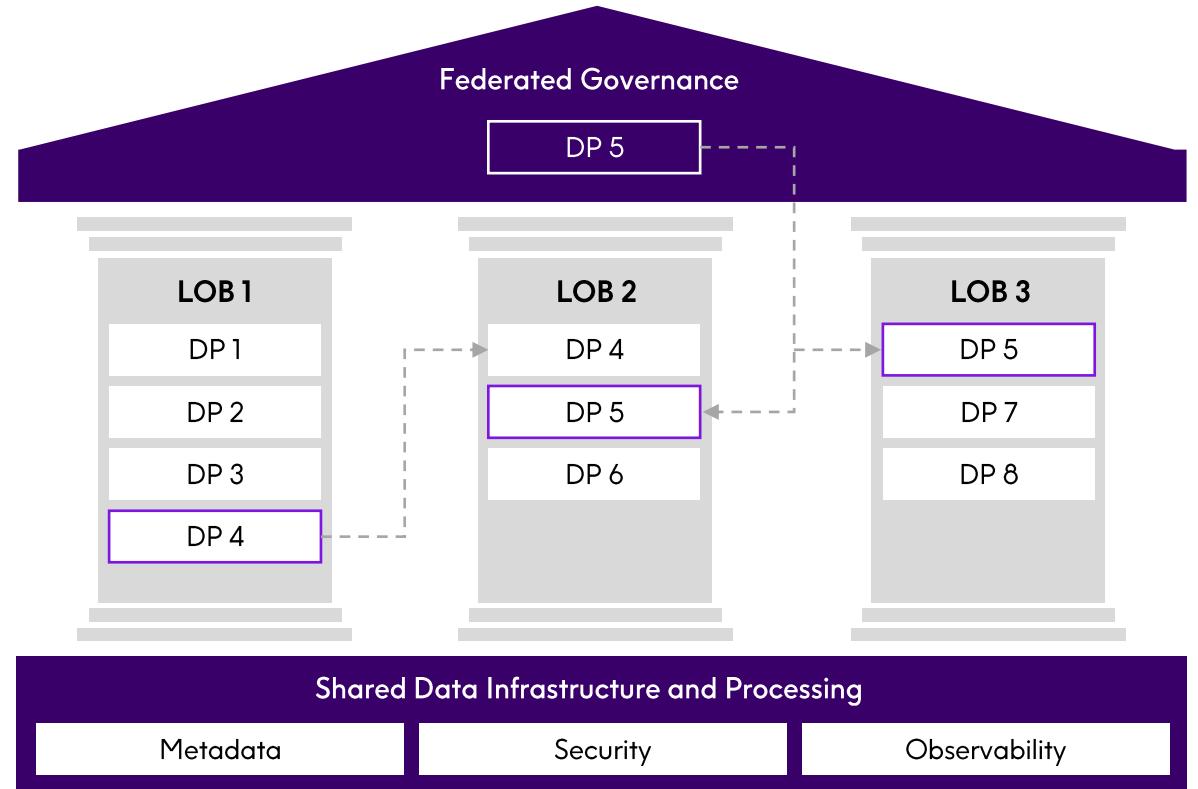
Operational Governance

- Enforcing data governance policies around data in operational and transactional applications
- Ensure operational efficiency and decision-making with trusted and governed data.



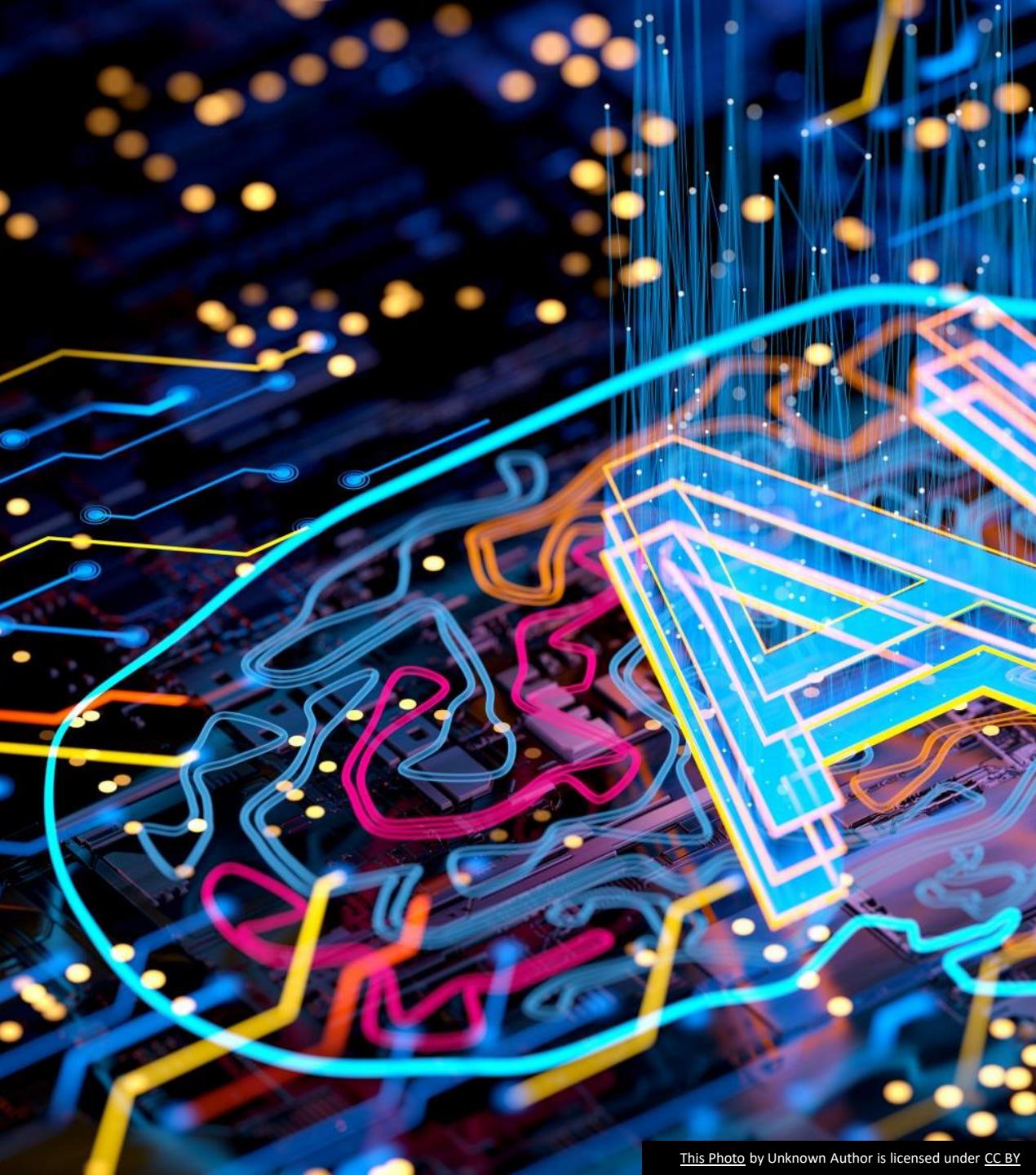
Domain Analytics

- Focuses on ensuring trusted and quality data sets for distributed roles and teams within different data domains.
- Perform self-service preparation and analytics or create and share data products within broad organizational guardrails.



Experimentation

- This use case is geared toward data scientists and AI/ML engineers.
- Iterate and develop experimental AI models in a sandbox environment which can be effectively scaled in production environment while maintaining their trust and explainability.



Data & Analytics Governance Vision

Precisely's vision of the market

Demand for value-based data governance: Organizations require proven methodologies to deliver business value in data governance.

Evolved business decision-making: Business data & analytics teams demand unique data governance requirements.

Ecosystems arrive: Converging solutions drive the need for natively integrated features in adjacent markets.

AI adoption: Artificial Intelligence is a requirement for augmented insights and automation.

Metadata activation: Metadata is increasingly recognized as a requirement for all business and data initiatives.

Precisely's plan to meet the needs of the market

Business-first data governance methodology, solution, and culture delivers measurable value.

Persona-driven interface to prioritize key user requirements and tasks.

Data Integrity Suite's cloud services in adjacent & differentiated markets enable data teams to add services as needed.

AI insights generate greater efficiencies and more effective data governance processes.

Broad connectivity to strategic data sources prepares for modern data governance needs.

Next Steps: What do you want to see?

Which data & analytics governance use case would you like to see in action in a future Data Governance User Group?

1. Enterprise control
2. Operational governance
3. Domain analytics
4. Experimental Governance



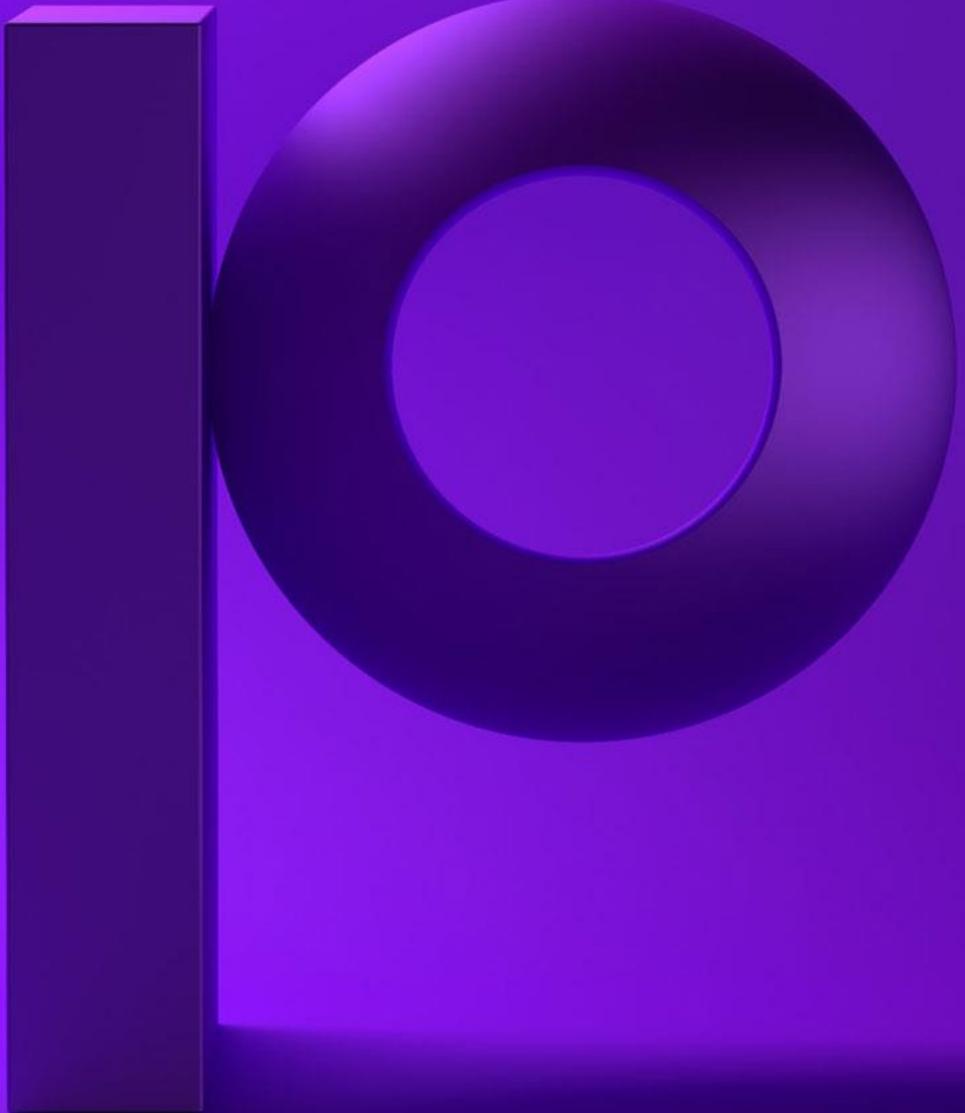
Thank you

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Using APIs In Workflow To Integrate With Other Applications

September 19, 2024

Chris Reed | Manager, Sales Engineering



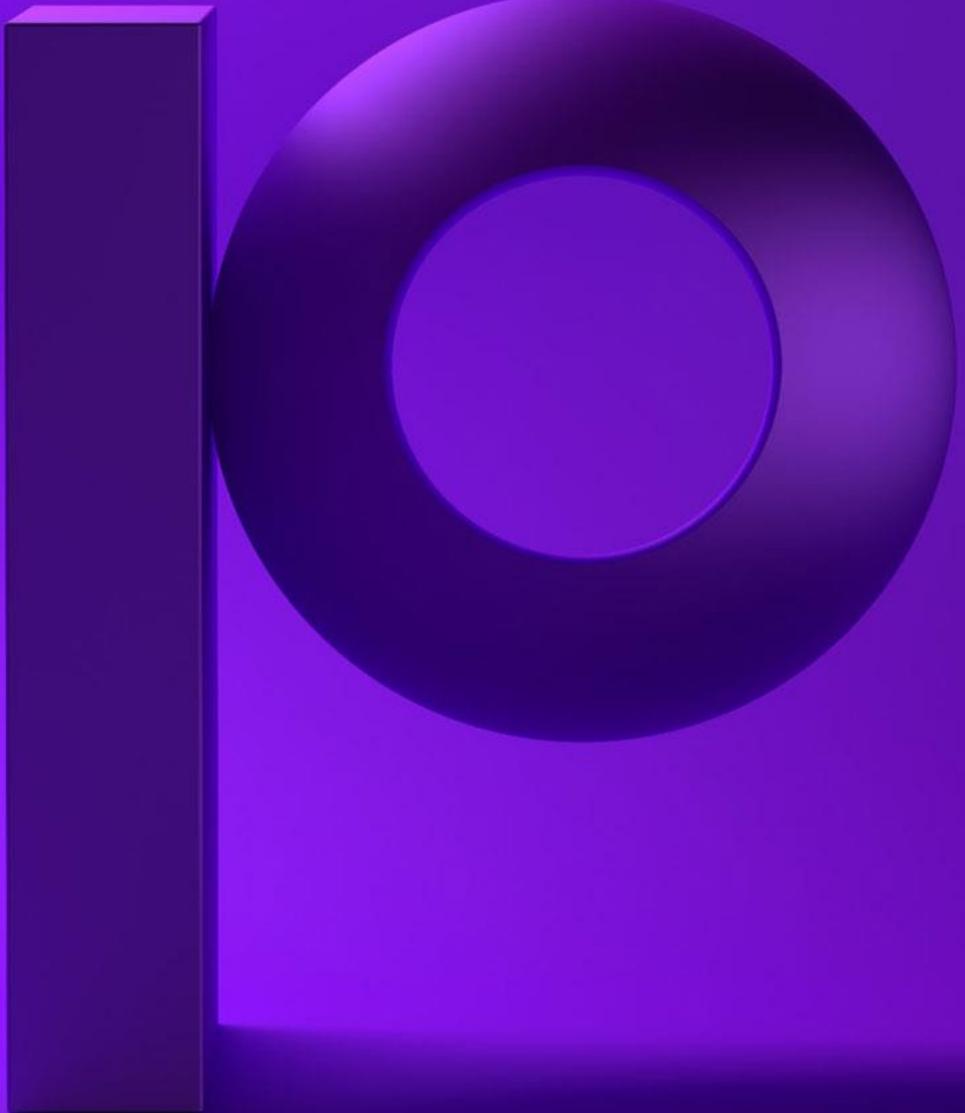
Thank you

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Overview of Data Governance Modernization Session

September 19, 2024

Ken Beutler | Sr. Director, Product Mgmt, Data360 Govern



Thank you

Trust '24 Goes International!

Trust '24 around the world

Trust LIVE in Philly (Oct 8)

Actionable Breakout Sessions

- 3 Considerations for AI-Ready Data
- Increasing Data Accessibility with Data Mesh & Data Fabric
- Overcoming Bad Addresses
- SAP Process Automation (3 sessions)

Data Integrity Awards

Product Demos

Automate Inspiration Day

Trust '24 virtual event (Oct 15/16)

Attracts thousands of attendees globally

Features keynote and breakout sessions from LIVE event, plus:

- More live breakout sessions
- 4 additional topics only available at virtual event
- More customer stories

Discussion forums, demos and additional resources for download

Trust LIVE International

Paris – October 15

London – October 17

Frankfurt – October 24

Singapore – October 29

Sydney – October 31



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2025 OUTLOOK:

Data Integrity Trends & Insights

The state of data trust and AI readiness



FEATURED KEYNOTE

Futurist Zack Kass

Former Head of GTM at OpenAI

Zack has over a decade in AI leadership and left his role at OpenAI to advise giants like Coca-Cola, Boeing, and the White House on AI strategy. Amid a surge of new AI experts, he offers experience and pragmatic insights for major organizations looking to build a brighter future with AI.

[Save my spot to see Zack](#)



**REGISTER
NOW**

Precisely & Precisely Sponsored Webinars

- Dataversity Demo Days – Data Catalog
October 16
- Leveraging Master Data to Level Up Data Products November 6
- Dataversity AI and Data Governance Demo November 20

Data Governance Modernization Update October 24, 2024

Next Data Governance User Group:
November 21, 2024

PRECISELY IN THE NEWS

Infoworld, [Does your organization need a data fabric?](#)

Infoworld, [The definitive guide to data pipelines](#)

BuiltIn, [20 Data Governance Tools to Know](#)

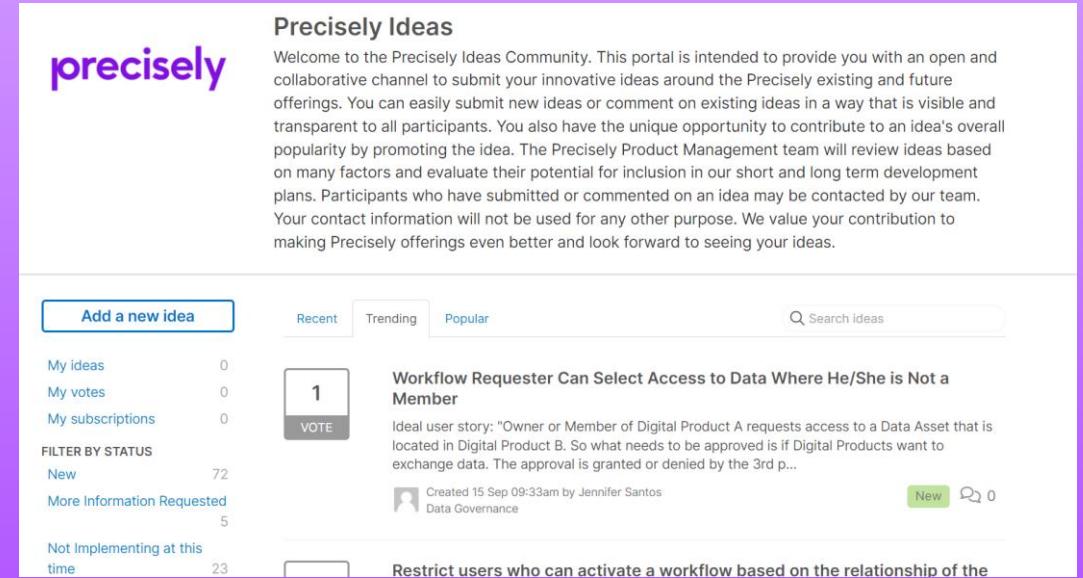
Business Reporter, [Data integrity for AI success](#)

Infoworld, [7 steps to improve analytics for data-driven organizations](#)

Hearing from YOU

- Part of a panel on a topic you are familiar with
- Talk about your unique use case in a structured Q&A with a Precisely team member
- Relate a story about solving a problem (specific views, rules, implementation, adoption, working with business teams, proving value, etc.)
- Full presentation that you've given internally or externally

Precisely Ideas



The screenshot shows the homepage of the Precisely Ideas portal. At the top, there is a purple header with the word "precisely" in white. Below the header, a section titled "Precisely Ideas" contains a welcome message: "Welcome to the Precisely Ideas Community. This portal is intended to provide you with an open and collaborative channel to submit your innovative ideas around the Precisely existing and future offerings. You can easily submit new ideas or comment on existing ideas in a way that is visible and transparent to all participants. You also have the unique opportunity to contribute to an idea's overall popularity by promoting the idea. The Precisely Product Management team will review ideas based on many factors and evaluate their potential for inclusion in our short and long term development plans. Participants who have submitted or commented on an idea may be contacted by our team. Your contact information will not be used for any other purpose. We value your contribution to making Precisely offerings even better and look forward to seeing your ideas." Below this text, there are navigation tabs: "Recent", "Trending", and "Popular". A search bar is also present. On the left, there is a sidebar with links: "Add a new idea", "My ideas" (0), "My votes" (0), "My subscriptions" (0), "FILTER BY STATUS", "New" (72), "More Information Requested" (5), and "Not Implementing at this time" (23). On the right, there is a list of ideas. The first idea is titled "Workflow Requester Can Select Access to Data Where He/She is Not a Member" and has a description: "Ideal user story: 'Owner or Member of Digital Product A requests access to a Data Asset that is located in Digital Product B. So what needs to be approved is if Digital Products want to exchange data. The approval is granted or denied by the 3rd p...'. It was created on 15 Sep 09:33am by Jennifer Santos from Data Governance. There are 1 vote and 0 comments. A 'New' button and a '0' comment icon are shown next to the idea." Below this, there is another idea: "Restrict users who can activate a workflow based on the relationship of the".

<https://ideas.precisely.com/?project=DGOV>

HINT: Filter by Data Governance

Data Governance Customer Success Team



Brenda
Stoetzer



Christina
Costello



DeeDee
Jimenez



Jennie
Richardson



Liz
Dorner



Liz
Wright



Younes
Benhaddou



Ben
Hayhurst



Mitch
Williams



Stephen
Morganson



Shabana
Fazal



Susan
Foor



Patricia
Flores



Sarah
Smith



Afsane
Anand



Sherri
Chambers



Prescilla
Baldoz



Alex
McKenzie



Cali
David

Ghali
Mazzouri

Kevin
Kliska

The background features a dark purple gradient with several 3D-rendered shapes. There are two large, semi-transparent spheres, one in the upper right and one in the lower left, both with a dark purple-to-white gradient. Behind the text, there are two large, semi-transparent rectangular blocks, one on the left and one on the right, also with a dark purple-to-white gradient.

Thank You

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