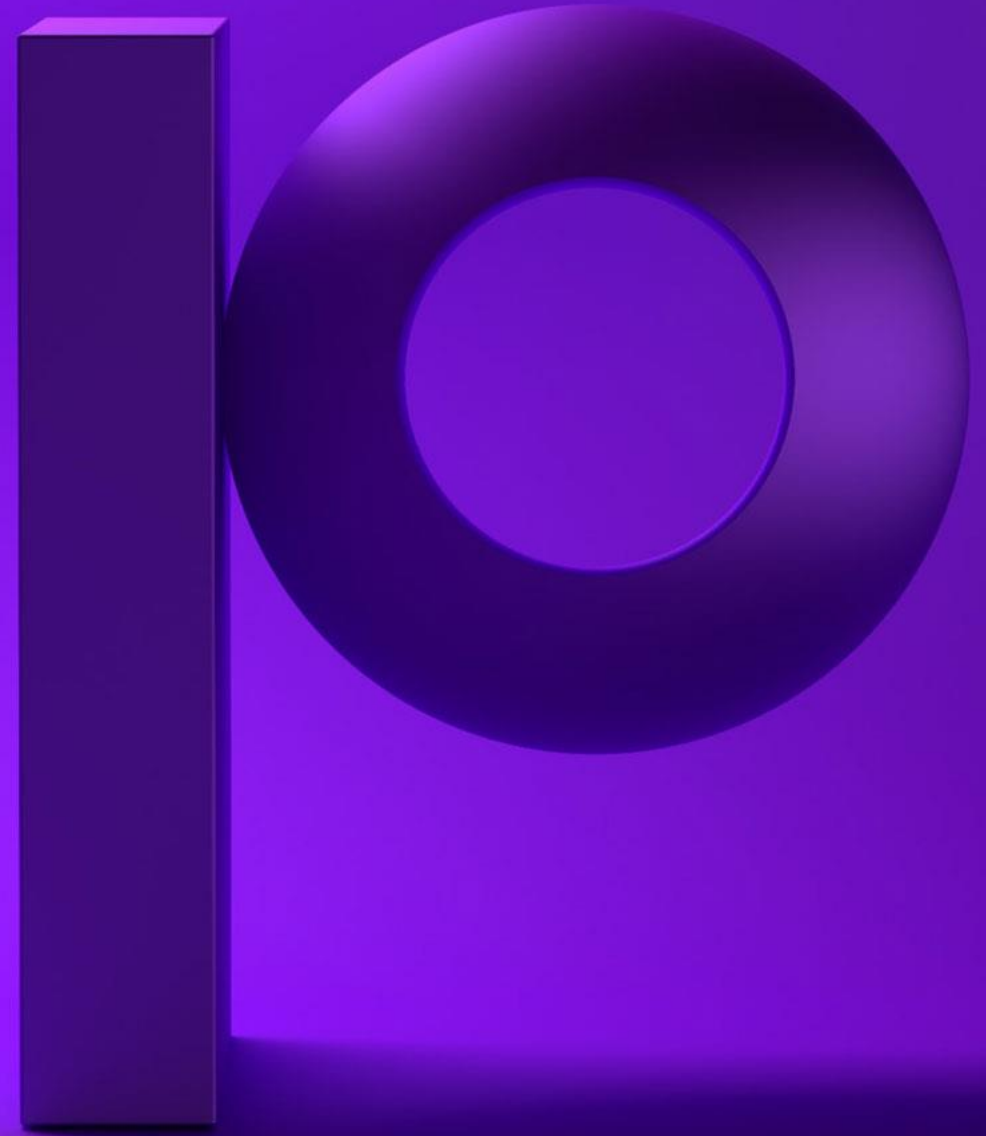


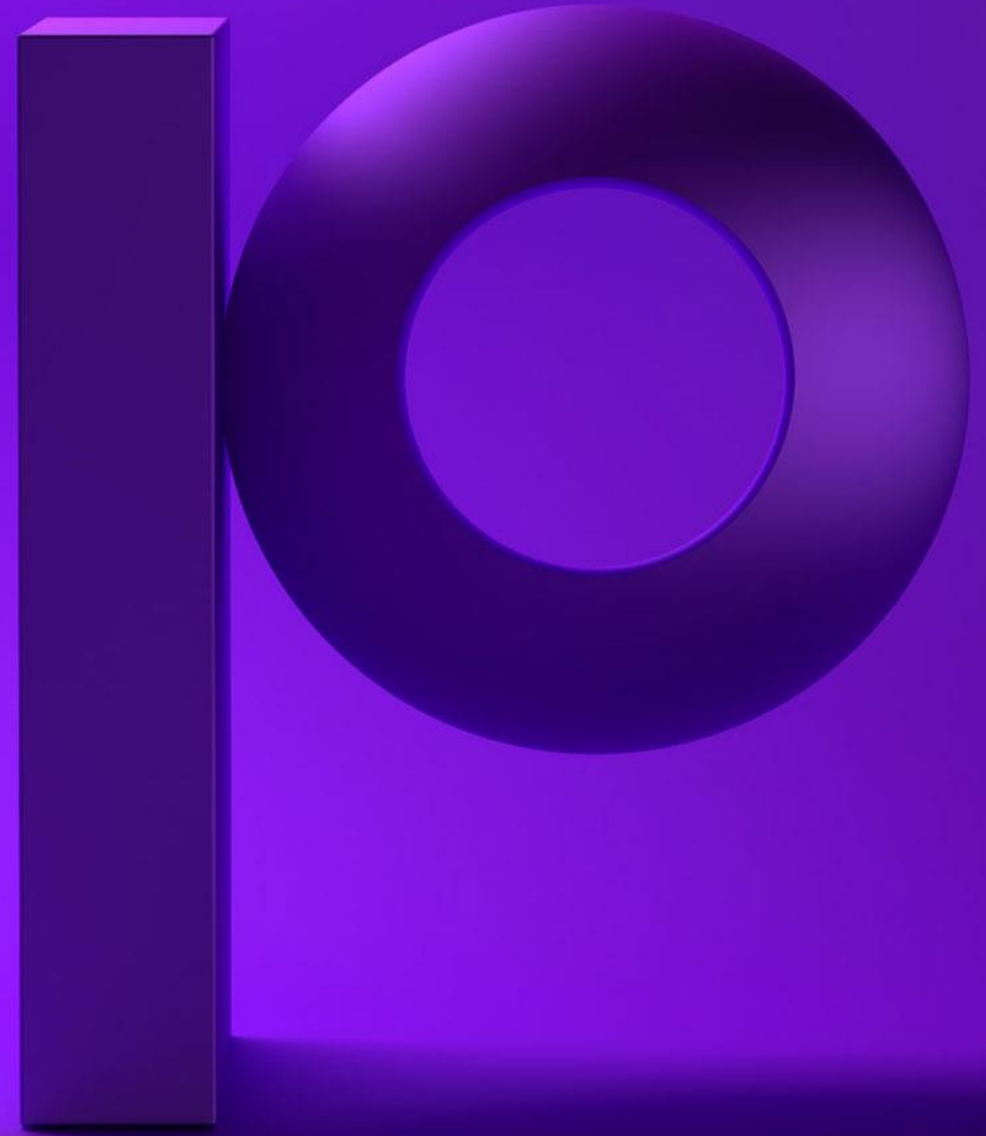
**Thank You For
Joining Us**

**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

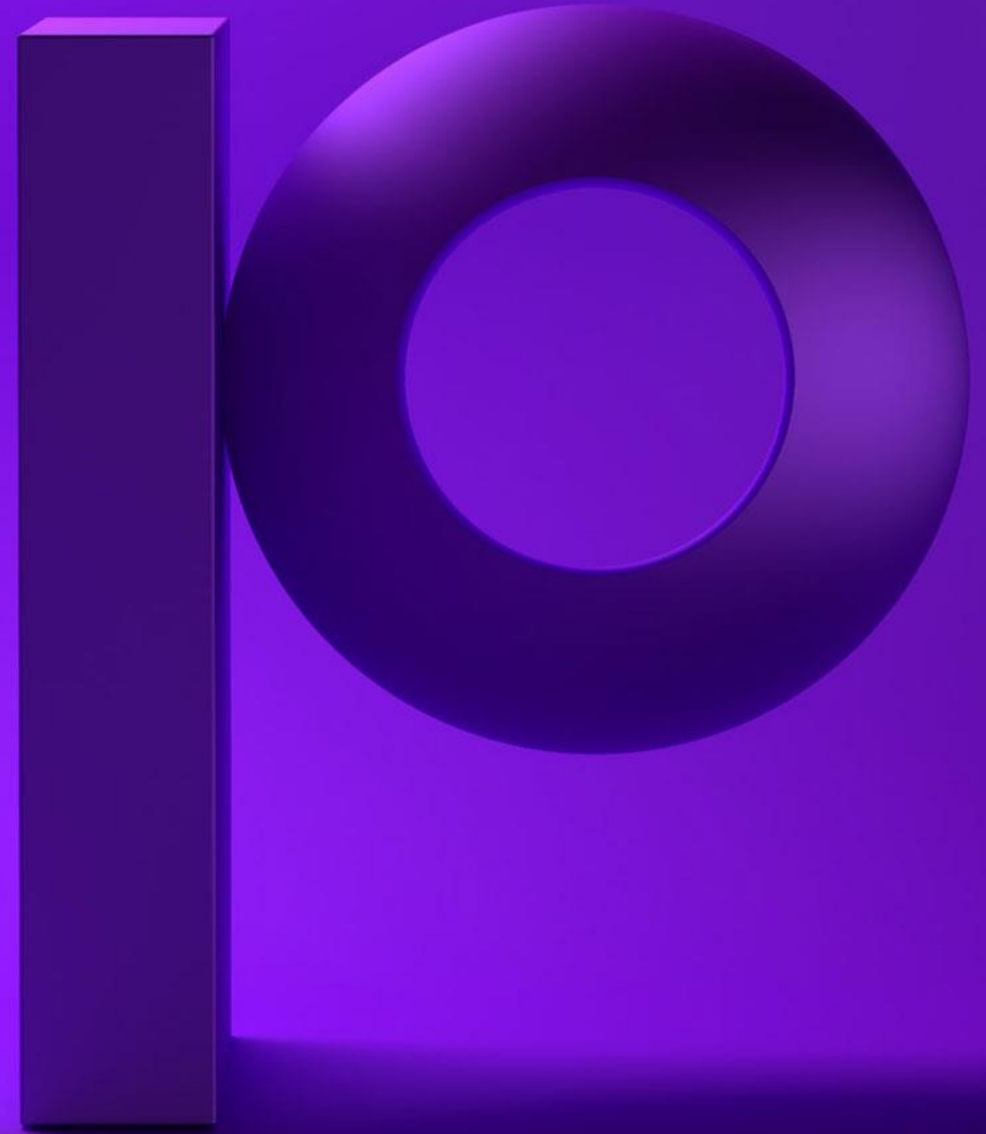
Ken Beutler is the Senior Director of Product Management responsible for the Data Governance product line. He has 20 years of experience in data integration, quality, governance, and connectivity markets. Prior to his role at Precisely, he helped lead and bring to market new product initiatives for SAP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



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



\$5.9 billion company
S&P 500 member

~90

We work with businesses in nearly 90 countries and territories.

20,000 associates in
~85 offices globally.

40+

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

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“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	
Work of policy setting	Operationalize, serve, and automate the work of the governance board
Work of policy enforcement	Operationalize, serve, and automate the work of data and analytics stewards(business role)

Standard capabilities*	
Access Management	Model Management
Active Metadata	Workflow/Automation
Business glossary	Organization and Role Models
Connectivity/Integration	Profiling
Data Catalog	Rule Management
Data Classification	Security of the platform
Data Dictionary	Tag Management
Data Lineage	Task Management
Impact Analysis	User Interface (support for all governance-related roles)
Matching, Linking, and Merging	Workflow management

* 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

Operational
Governance

Domain
Analytics

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.



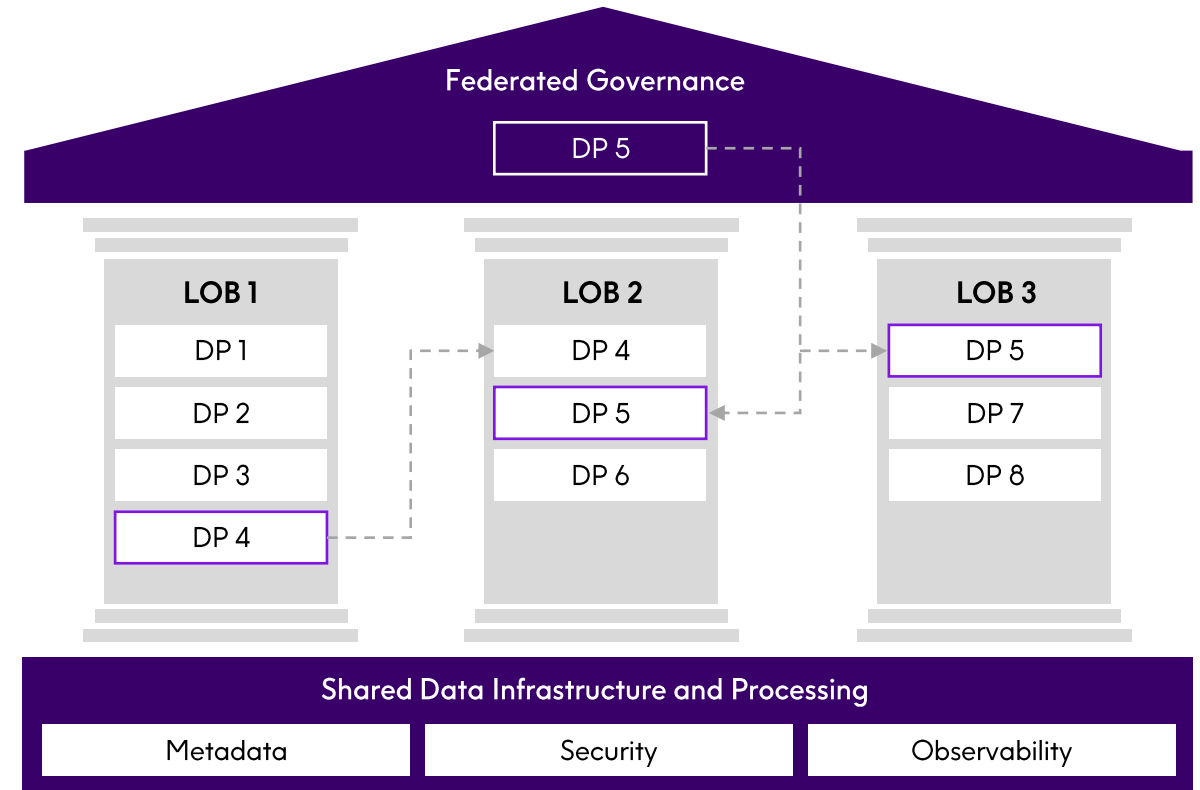
Operational Governance

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



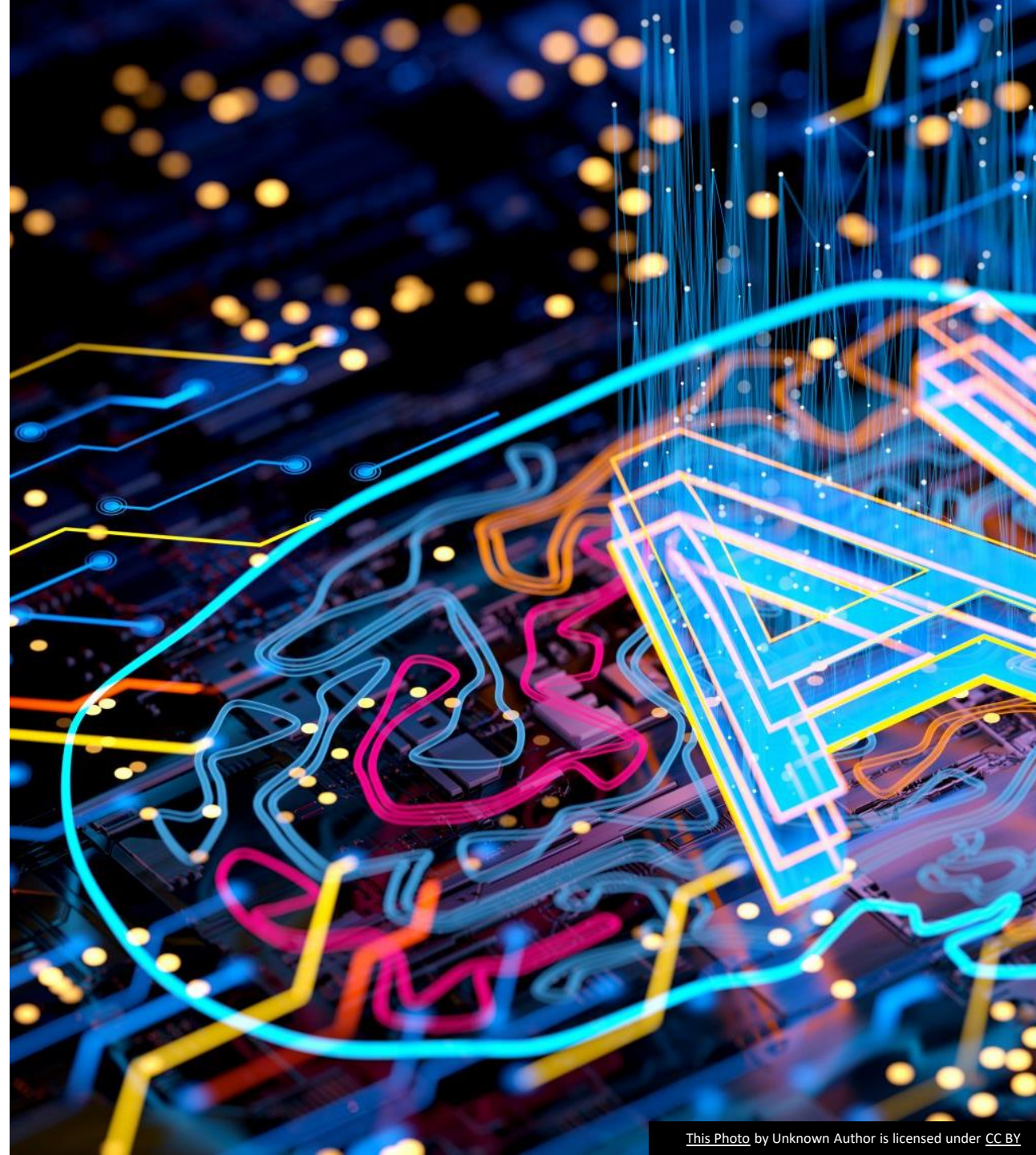
Domain Analytics

- 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.

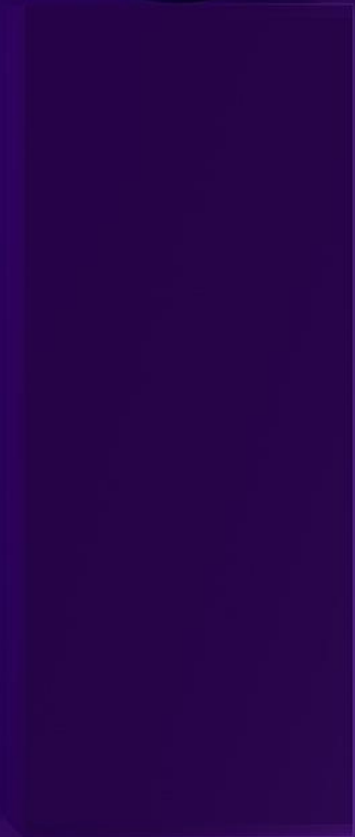
Next Steps: What do you want to see?

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

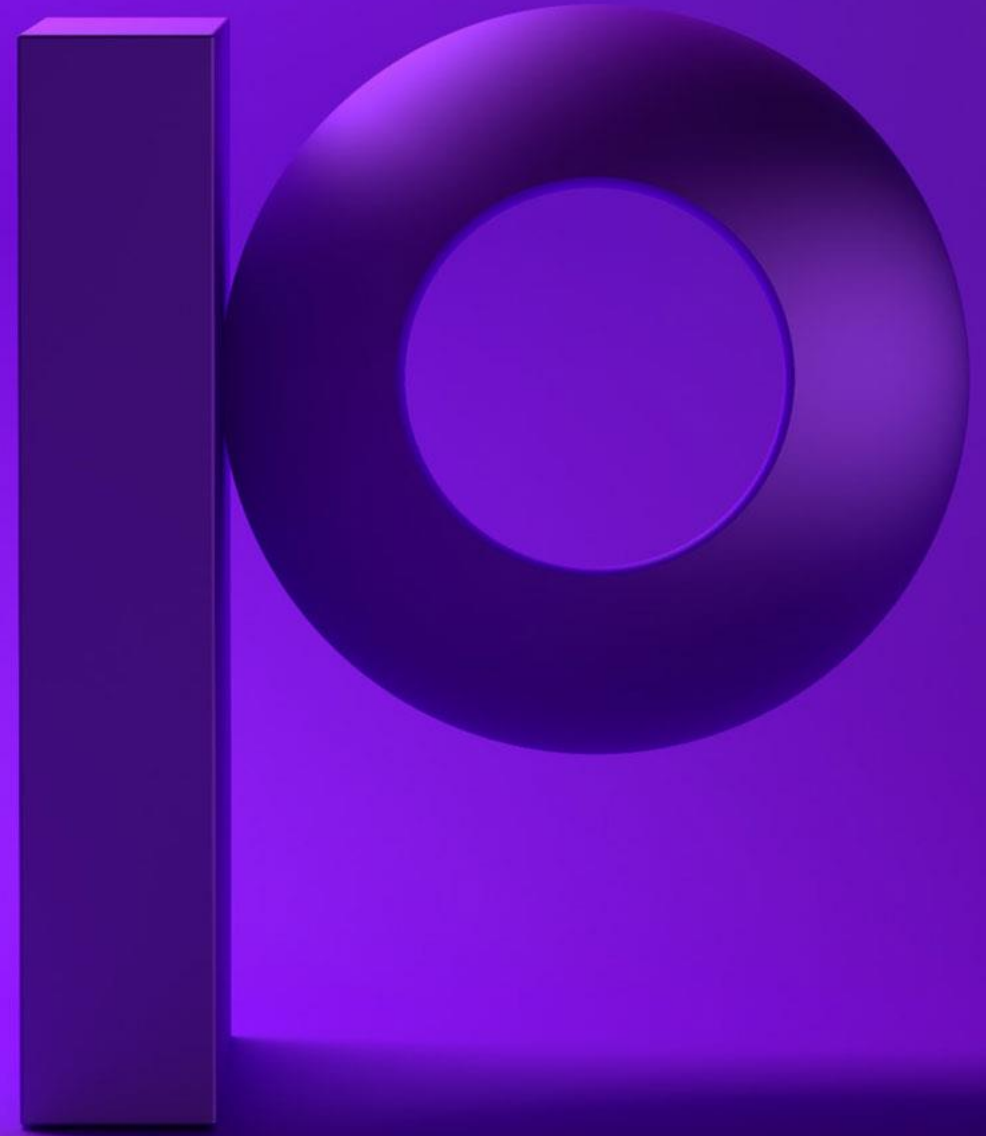


precisely

Using APIs In Workflow To Integrate With Other Applications

September 19, 2024

Chris Reed | Manager, Sales Engineering



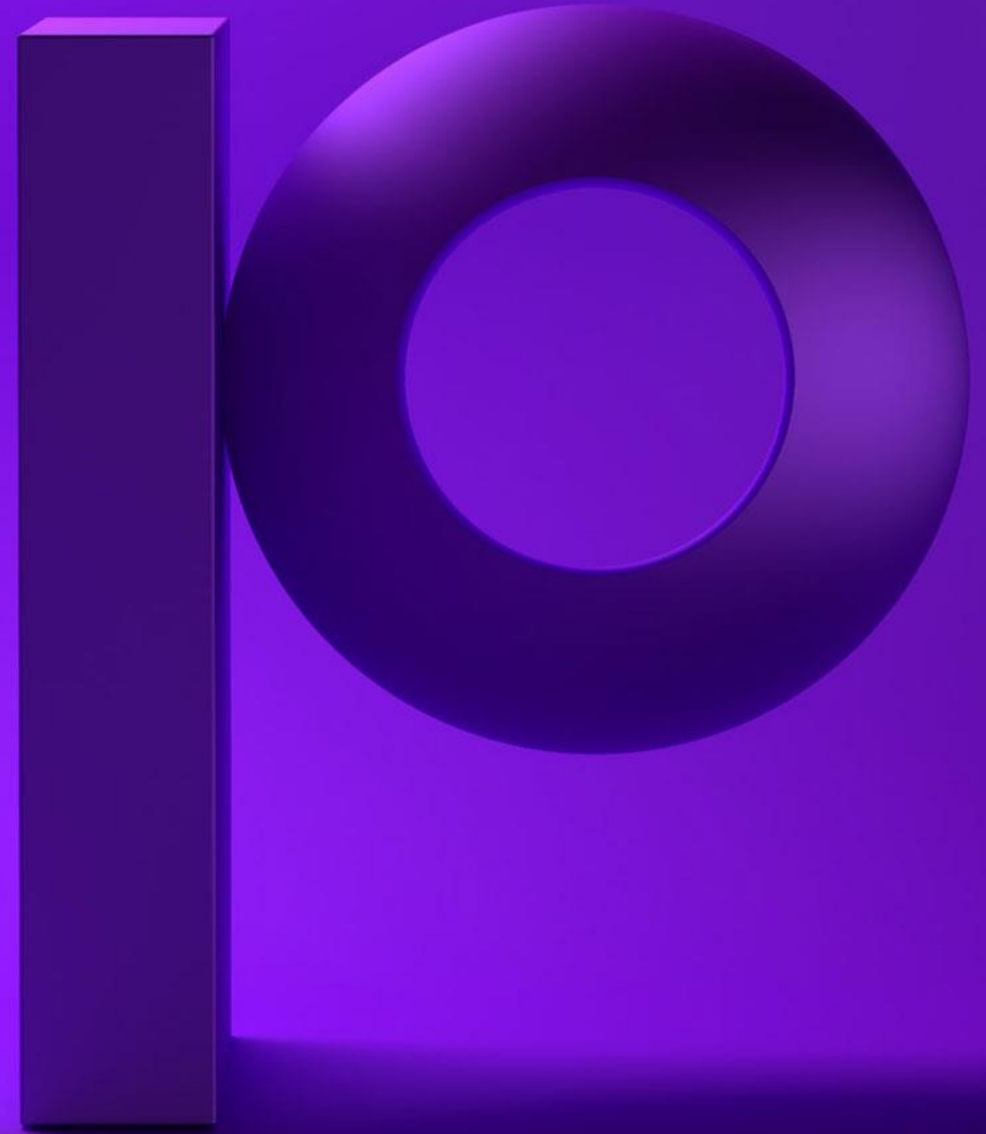
Thank you



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



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.com/Resource-center](https://www.precisely.com/Resource-center)

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 'Precisely Ideas' community portal. At the top left is the 'precisely' logo. To its right is the title 'Precisely Ideas' and 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 the welcome message is a navigation bar with 'Add a new idea' (highlighted in blue), 'Recent', 'Trending', and 'Popular' tabs, and a search bar labeled 'Search ideas'. On the left side, there are links for 'My ideas' (0), 'My votes' (0), and 'My subscriptions' (0). Below these is a 'FILTER BY STATUS' section with 'New' (72) and 'More Information Requested' (5) options. At the bottom left, 'Not Implementing at this time' is listed with 23 items.

The main content area displays 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 '1' in a box with a 'VOTE' button. The description reads: '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' under the category 'Data Governance'. There is a 'New' button and a comment icon with '0' next to it. The second idea is partially visible, titled 'Restrict users who can activate a workflow based on the relationship of the'.

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

HINT: Filter by Data Governance

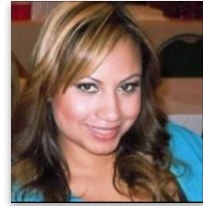
Data Governance Customer Success Team



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



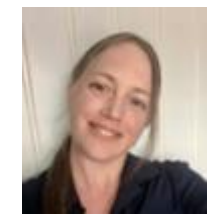
Afsane
Anand



Sherri
Chambers



Prescilla
Baldoz



Alex
McKenzie



precisely

Customer Success



Cali
David



Ghali
Mazzouri



Kevin
Kliska



Thank You

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