

1 Define

I want to delight my customer.

Define business outcomes

2 Discover

What customer data do I have?

- Pattern & trends
- Buying behavior
- Search terms
- Account history

3 Catalog

Where is it?

- Database X
- Database Y
- Database Z

4 Verify

Is it usable?

- Clear format or millions of rows in a CSV file?
- Trustworthy verified known source

5 Assess

Did it get me to my desired outcome?

Success—desired outcome achieved

DATA GOVERNANCE AND STEWARDSHIP

Across all stages, data definitions must be set up based on rules and standards to find the available data throughout the enterprise, know where it is, and ensure it is trustworthy. Finding your data is just one step of the process. Connecting it to business outcomes provides the full solution.