DATA
GOVERNANCE
through
LEAN DATA
A Typical Hybrid Data Cloud Ecosystem

- Account Information (CRM)
- Customer Data (CDP)
- Financial (POS)
- Email (ESP)
- Website Platform (CMS)
- Digital Knowledge (DKM)
- Call Tracking / Phone
- Advertising Platforms

8 Platforms x 40 user-focused data elements each = 320 unique attributes...
Potential # of 3 Point Combinations =

5,512,640

\[
\frac{(320 + 3 - 1)!}{3!(320 - 1)!} \\
(per \ user)
\]
### Critical System Records

<table>
<thead>
<tr>
<th>Critical System</th>
<th>Records</th>
<th>Number of Systems</th>
<th>Private Cloud</th>
<th>3rd Party Cloud</th>
<th>Onsite / Owned / Backup</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Info (CRM)</td>
<td>300k</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Customer Data (CDP)</td>
<td>5M</td>
<td>1</td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Financial (POS &amp; Acctg)</td>
<td>600k</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Email (ESP)</td>
<td>3M</td>
<td>5</td>
<td></td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Website Platform (CMS)</td>
<td>10 years</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Digital Knowledge (DKM)</td>
<td>1M</td>
<td>1</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Call Tracking / Phone</td>
<td>2M</td>
<td>1</td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Advertising Platforms</td>
<td>500k</td>
<td>5</td>
<td>1</td>
<td></td>
<td>5</td>
</tr>
</tbody>
</table>

@wardchristianj
“In the past, censorship worked by blocking the flow of information. In the twenty-first century, censorship works by flooding people with irrelevant information. [...] In ancient times having power meant having access to data. Today having power means knowing what to ignore.”
The DataSmart Method
For Governance

- **IDENTIFY**: You still have to do this!
- **VALUE**: This determines your infrastructure approach
- **STRUCTURE**: This is the connecting glue from private to third party
- **PROTECT**: This is your contracts, governance, and privacy approach
1,031 Fields per User =

70 Used in At Least One Segment =

20 Cover 90%+ of All Segments =
ADMITTING THE PROBLEM

Data Strategy in Executive Presentations

Data Strategy in Real Life

@wardchristianj
What is Lean Data?

How small insights drive big data innovation

"The simplest, most impactful data points around which a person, organization, or market may optimize."

-S.R. McMahon, PhD
Organizational Dynamics Journal
A Lean Data Example

2006
START / STOP / SPLIT

2016
LITERALLY EVERYTHING
2006
• Time I started.
• Time I stopped.

2016
• Time / Location
• Heart rate
• Pace
• Elevation
• VO² Max
• Steps
• Waypoints
• + 100 more
I’m not any healthier.
One Garmin Workout (396 Pages) > Data Leverage Book (220 Pages)
More Data ≠ Better Decisions
More Data = More Governance Issues
Governance **STARTS** at Choosing Lean Data

(a.k.a. stop sitting on the sidelines)
How to Spot Lean Data

- **Mean Data**
  - “don’t be mean”

- **Glean Data**
  - “last 20 site visits”

- **Unseen Data**
  - “backrub”
Thinking **Lean** in **Data Governance**

1. Get involved from the beginning
2. Question each system and its use
3. Partner with your business leaders
4. Force the Lean Data discussion
5. Clearly articulate the dangers of data obesity
6. Repeat.
A Magical Structuring Problem

- Where you go
- What you eat
- What you drink
- What you buy

- What rides you go on
- When you are in your room
- Basically everything
Data Governance Requires Structure

1. Where you store data matters
2. More Connectors = Disaster
3. Simplify Vendors and their Connections
4. Structure is an internal and external issue
I work hard to give you the best information, respond to your commands and maintain your privacy. If there’s a way I can improve, please add feedback in the Help and Feedback section of the Alexa App.

Trust is earned. But you can check out Google's privacy policies.

I’m not sure I understand.

Yes!

I work hard to give you the best information, respond to your commands and maintain your privacy. If there’s a way I can improve, please add feedback in the Help and Feedback section of the Alexa App.
Thank you!
Take a book.