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Operational Intelligence and the Hierarchy of Data Needs

Maria Villar, SVP, Data and Enterprise Technology, Fannie Mae
Michael Schroeck, Partner, IBM Global Business Services

Session Number 2276



INNOVATE.OPTIMIZE.
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IBM INFORMATION ON DEMAND 2008
October 26 - 31, 2008
Mandalay Bay
Las Vegas, Nevada

Agenda

- The Hierarchy of Data Needs
- Enterprise Data Management: 6 Guiding Principles





Enterprise Data Management: The Hierarchy of Data Needs

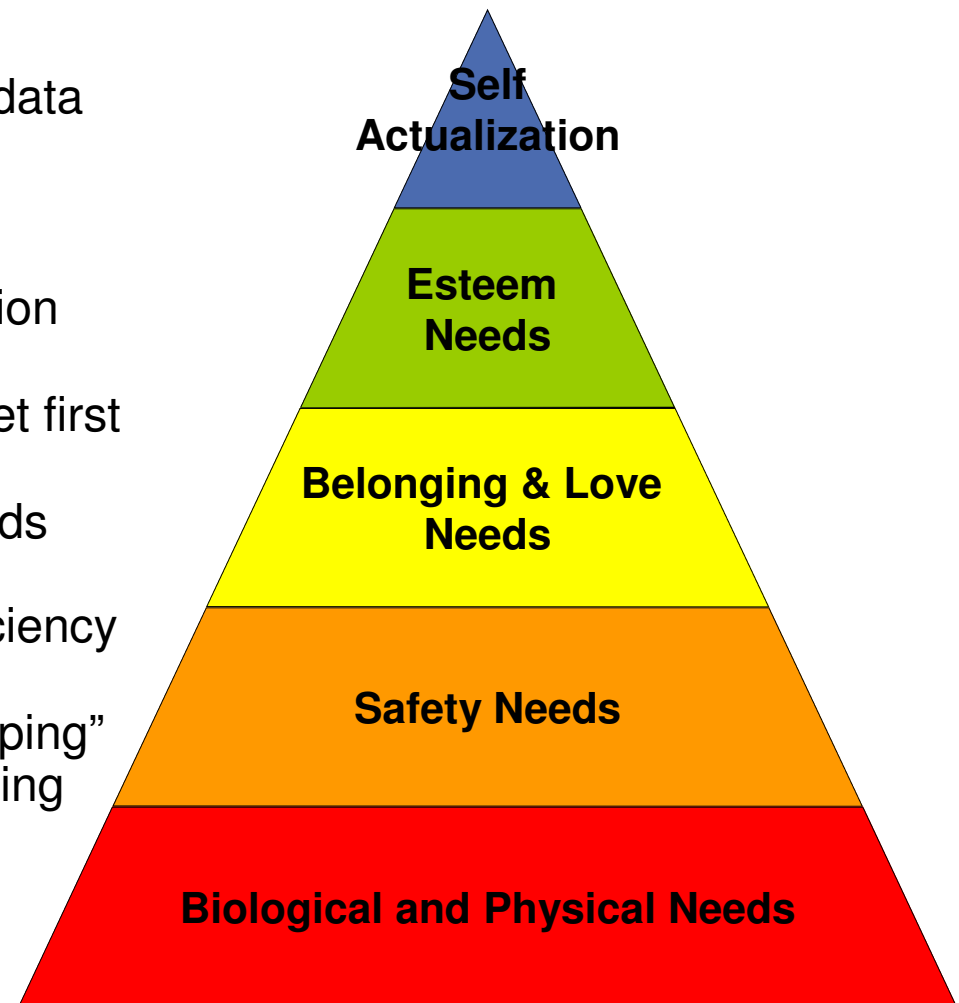
Act.Right.Now.



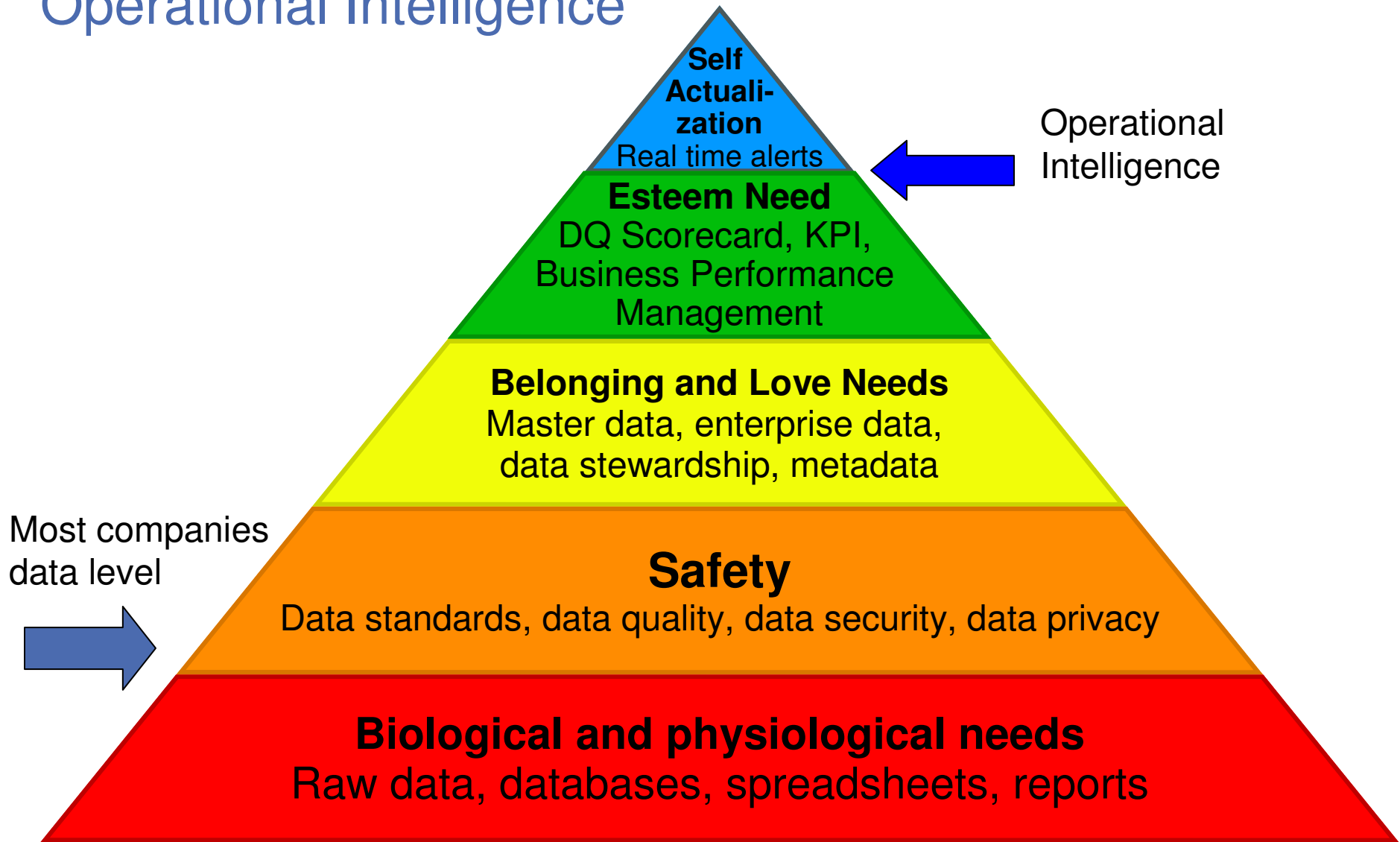
What is the Hierarchy of Data Needs?

- Similar to Maslow's Hierarchy of Human needs

- Explains the evolutionary needs of data within organizations
- Can be used to “predict” the data development needs of an organization
- Lower, most basic need must be met first
- If organization arrives at higher needs and later a lower need arises, organization will act to remove deficiency
- Can prevent organization from “jumping” needs while not sufficiently addressing the basic ones



The Hierarchy of Data Needs: Advancing Towards Operational Intelligence



A Focus on Critical Data Needs

Data environment at “Safety Need” level

“Data” discontent across the company = trust and confidence issues

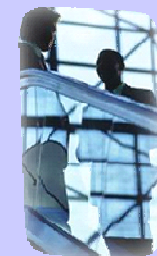
- Same data is in multiple databases = Trusted source not known
- Reports are everywhere
- Data Definitions are inconsistent
- Data quality checking is limited & labor intensive
- “Who owns the data?”



Data environment at the “self actualized need” level

Data is viewed as competitive enabler, meeting the needs of the business

- Trusted Master Data data is known
- Data is governed
- Data quality meets business need & is an ongoing program
- Data decisions are aligned to business strategy
- Technology provides real time alerts, advanced analytics



How to get there?

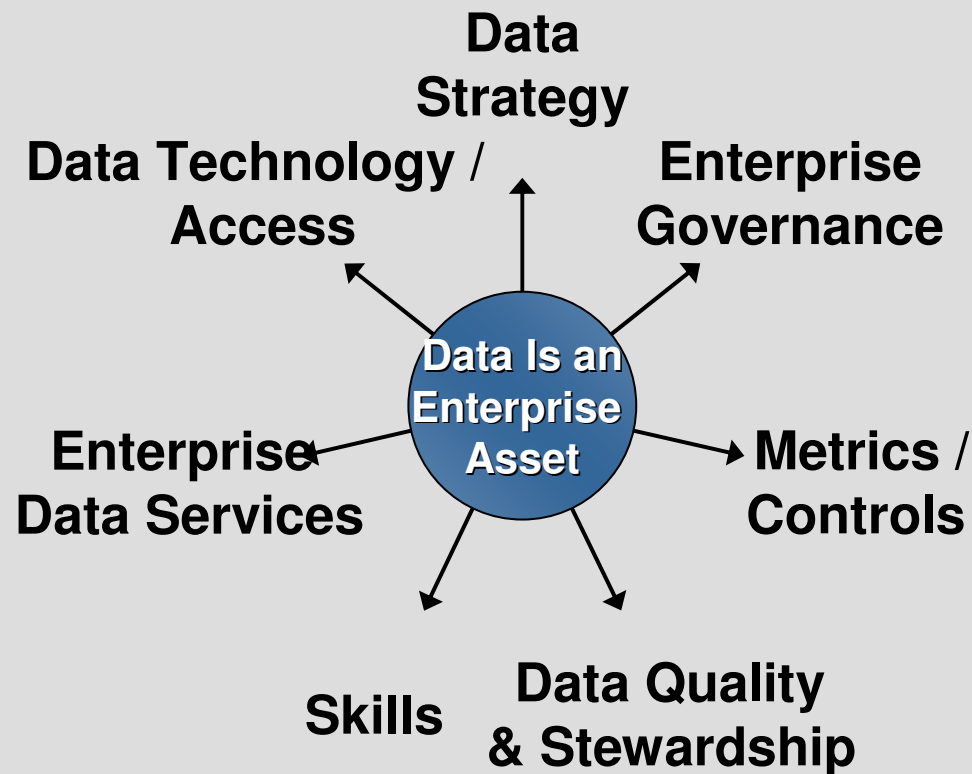
Enterprise Data Management Program



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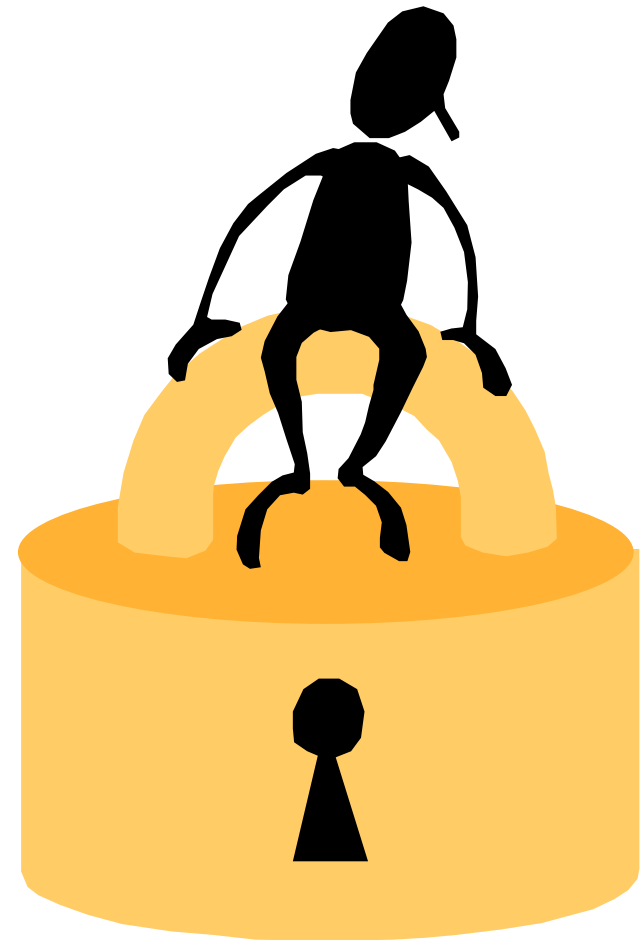
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Climbing the Hierarchy through Enterprise Data Management: A Holistic Approach



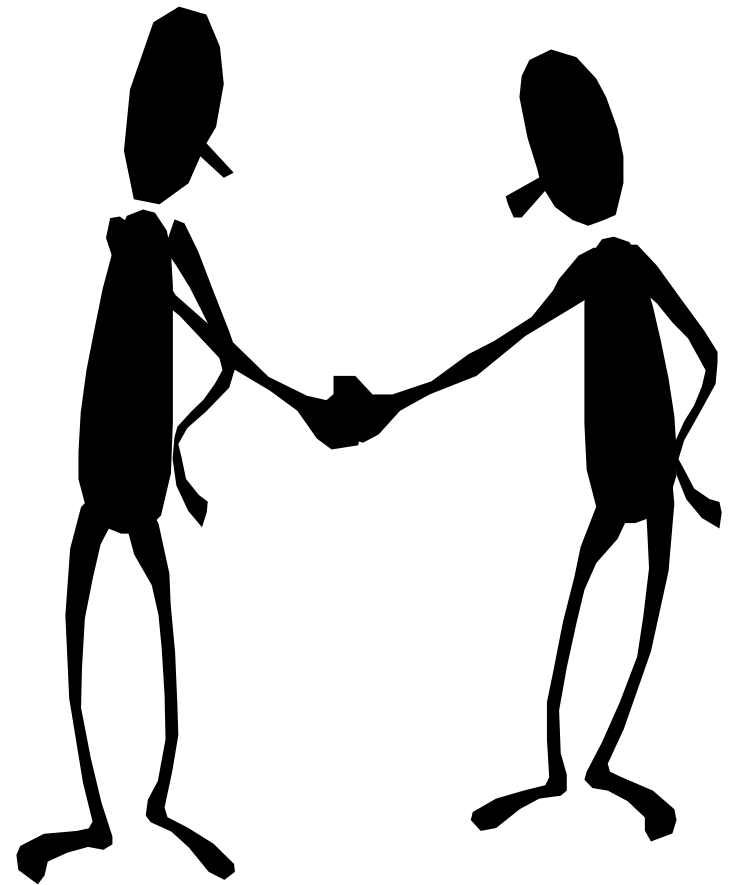
6 Guiding Principles to Enterprise Data Management

1. Start at the top
2. Integrate enterprise data management into overall company business strategy and process
3. Deploy in stages
4. Establish accountability and governance
5. Get talent
6. Communicate, educate, sell and overcome resistance



Start at the Top: Getting Senior Management Attention and Commitment

- Align enterprise data management to corporate business strategy
- Leverage a crisis
- Make information a “utility service” (i.e., Center or Excellence)
- Have a senior management sponsor



Integrate Enterprise Data Management into Overall Company Business Strategy and Process

- Align to business re-engineering initiatives
 - CRM
 - ERP
 - Lean Six Sigma
- Integrate data quality processes into existing business processes
- Add data metrics to corporate KPI
- Align data management compliance to IT compliance or regulatory compliance



Establish Accountability, Get Talent

■ Chief Data Officer

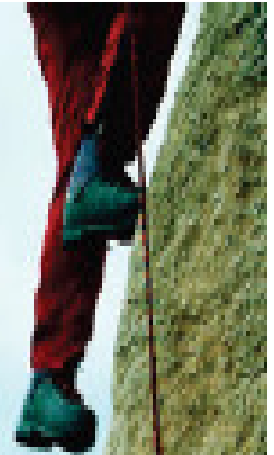
- VP or higher
- Reports to CXO
- Leads data strategy and architecture
- Establishes standards and policies
- Responsible for data quality program
- Chairs data governance forums

■ Business Data Steward

- VP or director
- Reports into business function
- Represents business data issues & requirements
- Matrixed to CDO
- Identifies critical data
- Drives data management across the function
- Drives data quality across the function

Data Center of Excellence

- Consolidated data services
- High Impact data warehouses

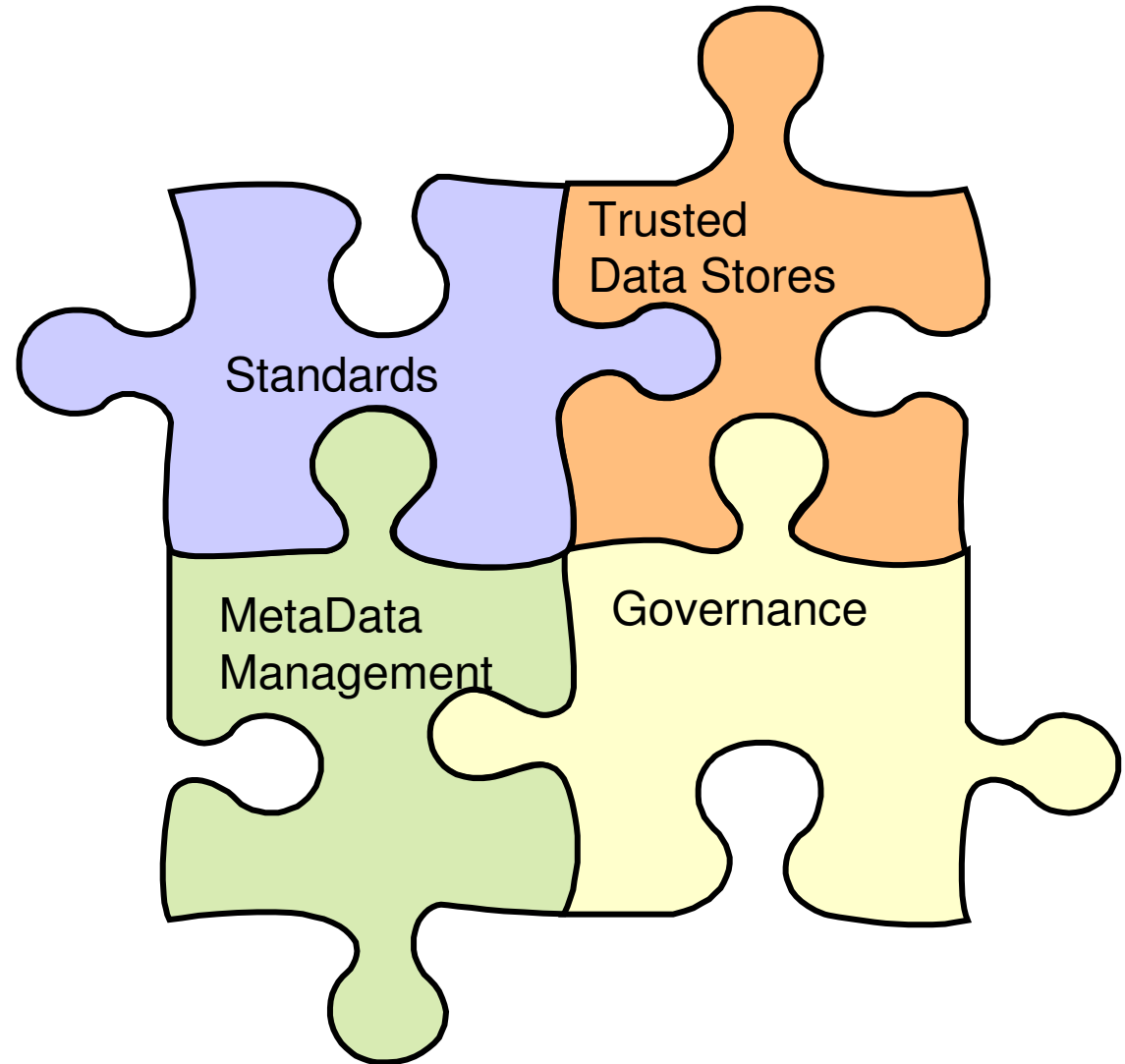


Deploy in Stages

By Project

By Business Unit

By critical data domain



Communicate, Educate, Sell and Overcome Resistance

Segmenting your audience

Friends
"Get it" immediately

- Use their stories and examples
- Recognize, thank them publicly.. often

Converts
"Will Get it"

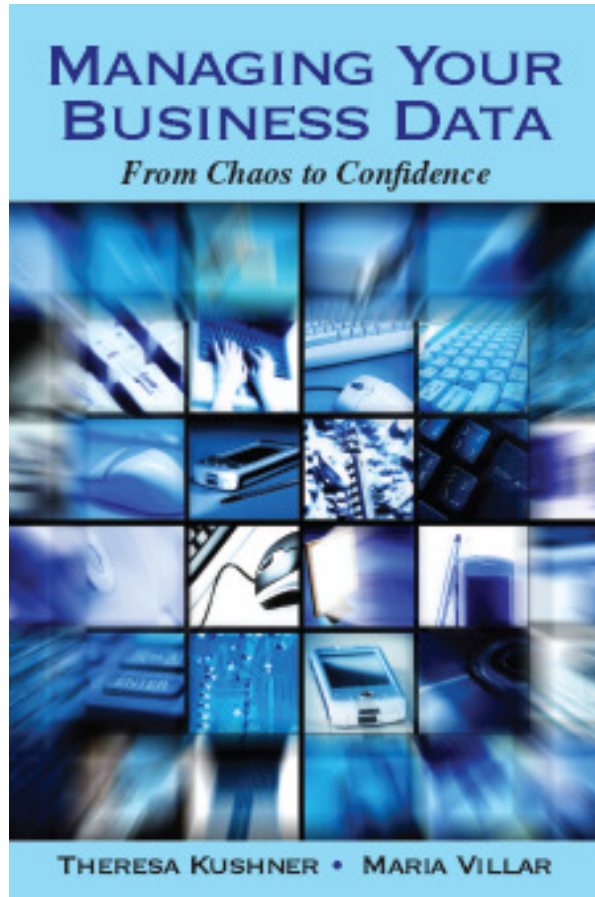
- Take time to educate
- "Teach" by engaging their data, project
- Partner these with "Friends"

Ludites
"Never will get it"

- Contain their influence
- Communicate data improvements from other areas
- Engage executive management sponsor



More Information



Managing Your Business Data: From Chaos to Confidence

by Maria Villar and Theresa Kushner

6x9, hardcover, 304 pp.

isbn: 978-1-933199-13-9

Publisher: Racom Communications

Available: Fall 2008

***Book Signing at the IOD Conference Bookstore:
Tuesday, October 28, 4pm to 5pm***





Appendix

Act.Right.Now.

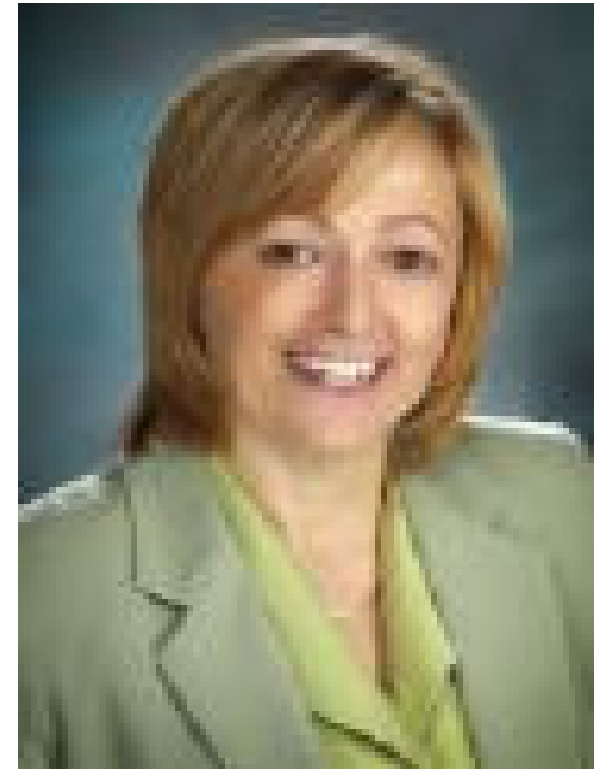


Maria Villar

Senior Vice President, Fannie Mae Data and Enterprise Technology

Maria Villar's responsibilities include directing the data quality program, and developing the enterprise and financial data warehouses, the enterprise records management repository, and the technology applications that support corporate functions. Prior to joining Fannie Mae in October 2006, Maria was VP, Enterprise Business Information Center of Excellence at IBM. Maria's team won the TDWI (The Data Warehouse Institute) best practice award for business intelligence deployment in 2005, Data Governance in 2006.

Maria has a Master's in Computer Information Systems and an MBA from the University of Miami. She has been recognized in Hispanic Business Magazine as one of the Top 100 Influential Hispanics and received the Distinguished Hispanic IT Executive award from Hispanic Engineer National Achievement Awards Conference in 2006. In 2000, Maria received the New Media Leadership award from the Hispanic Engineer & Technology magazine.



Email: mariacvillar@yahoo.com
Phone: 202-752-4838

