

# DATA MANAGEMENT

A Business Function

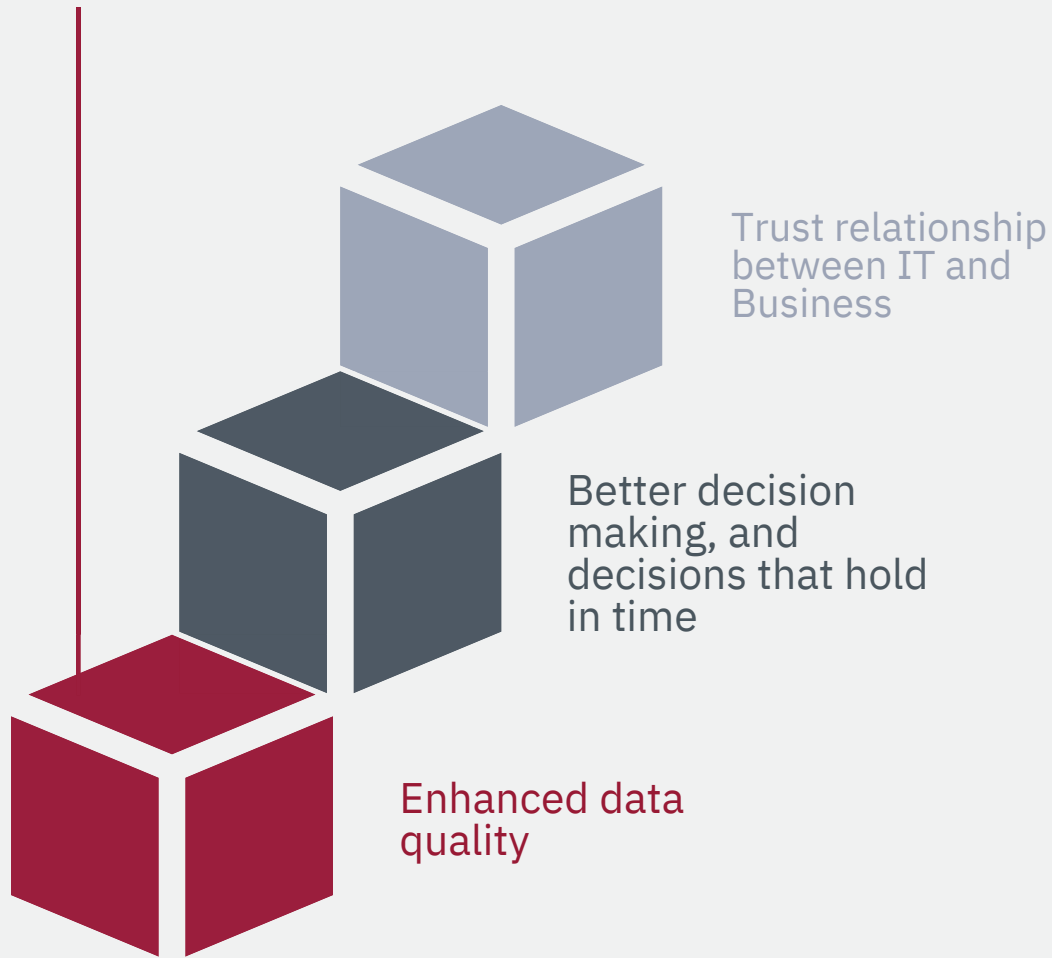
AUDREY GOUTTEBEL ▶

# WHY THIS WEBINAR ?

When we think “data”, most of the time we think “IT”, and business disappears behind technology-driven considerations.

**Good data management  
prioritizes  
Business over Technology**

# CROSS-FUNCTION COOPERATION



# CAPFIELDS' APPROACH

FROM DATA CHAOS TO CLARITY DECISIONS,  
POWERED BY DATA INTELLIGENCE  
TURNING INFORMATION INTO IMPACT

With the business understanding in  
our DNA, we provide **hybrid expertise**  
to accompany you on your data journey.

business requirements  
data modeling interoperability  
maturity assessment  
cataloging metadata quality reverse engineering  
KPI governance  
data analysis data profiling  
lineage reporting BI



# BEFORE WE START



Who owns data in your company ?

IT

Business Units

Shared responsibility

No clear ownership

Submit

Your Canva profile name won't be shared

What do you perceive as a barrier to an effective data management ?

Lack of business involvement

Lack of clear governance or roles

Lack of tools / technology

Lack of sponsorship awareness

Submit

Your Canva profile name won't be shared

# AREAS COVERED

1

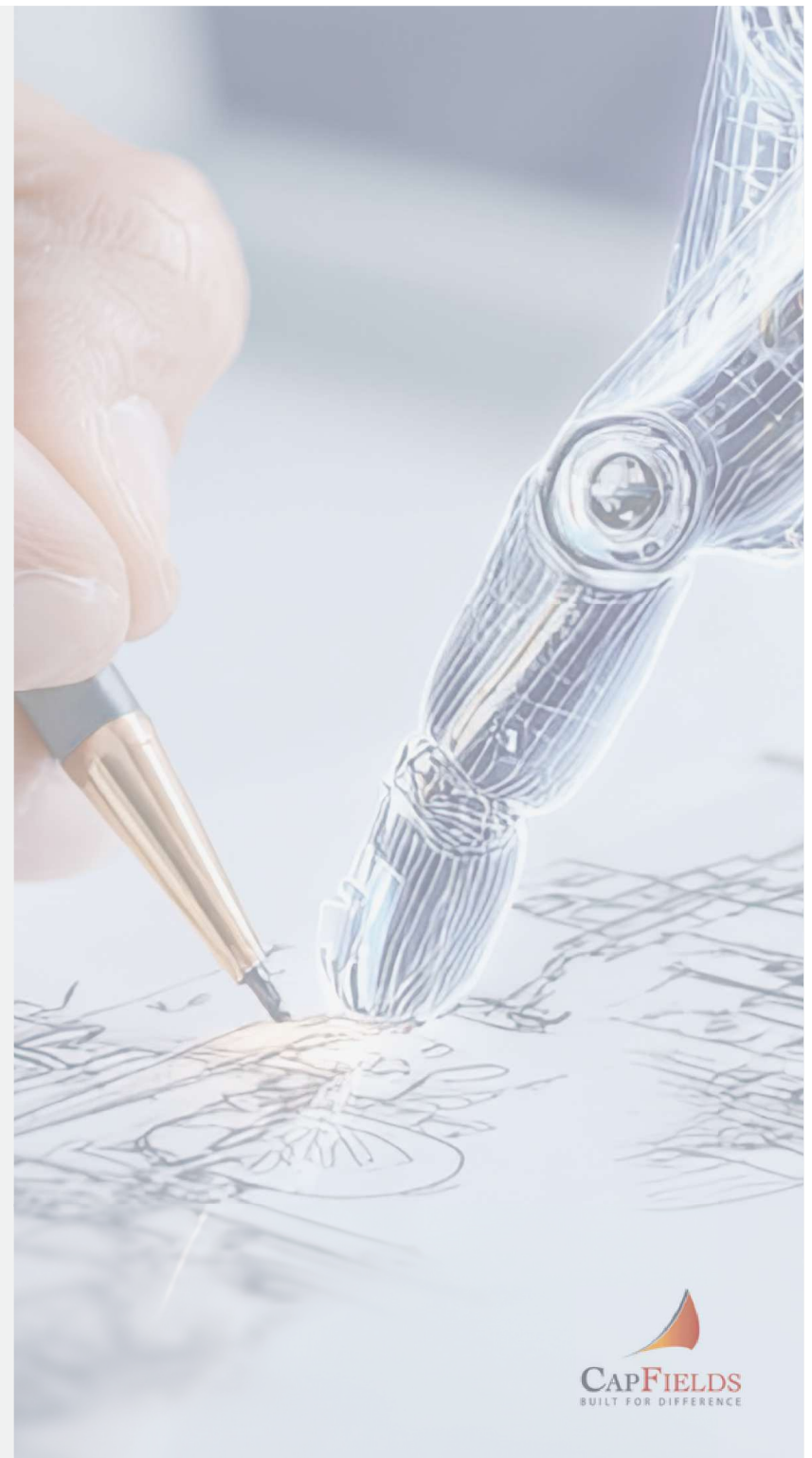
**Data Modeling**

2

**Data Quality**

3

**Data Integration**



# DATA MODELING

Visualization of a company's BUSINESS, translated into data objects

01

What size  
is your  
business ?



02

What are the  
subjects of  
interest for  
your business ?



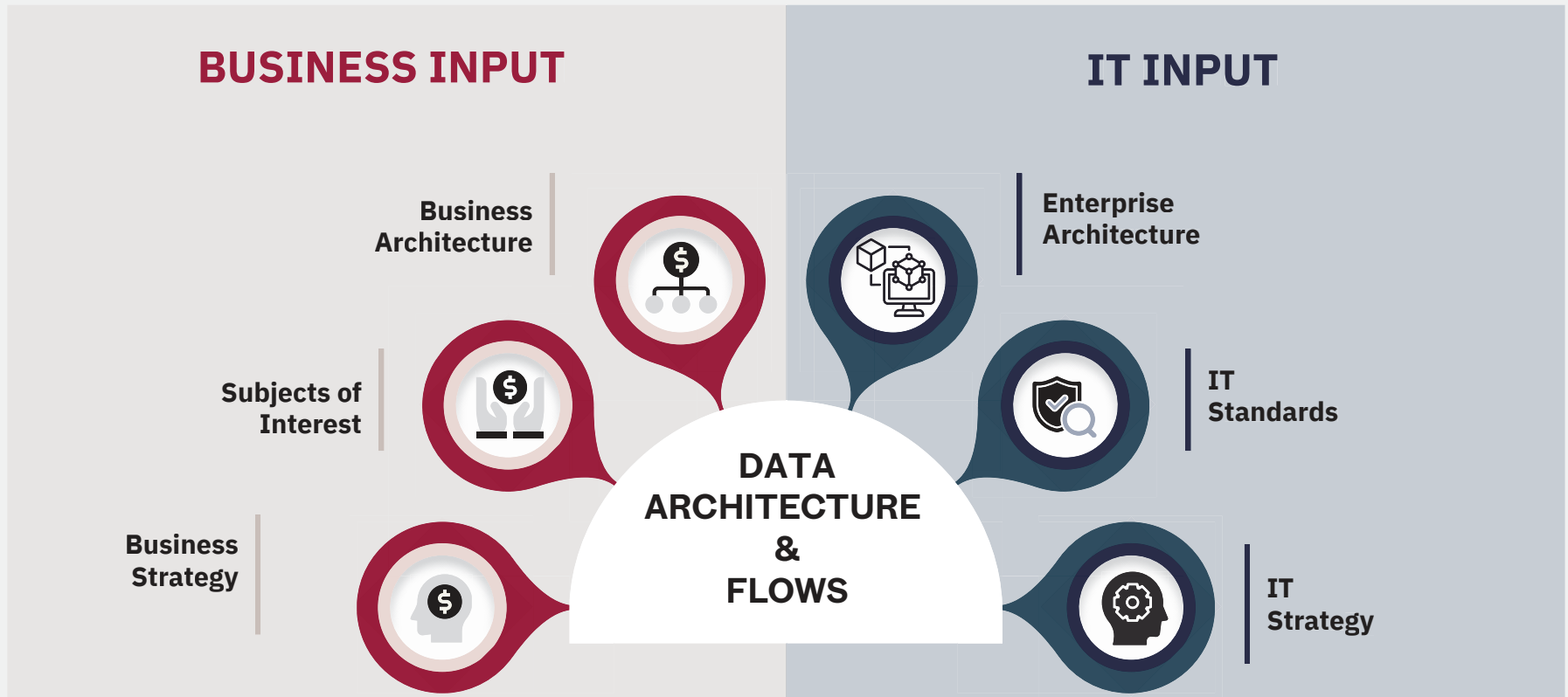
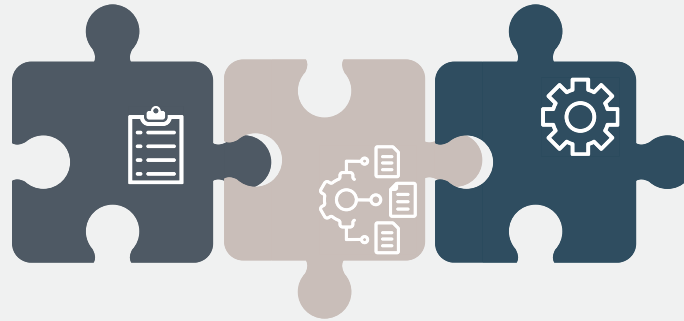
03

How do they  
interact with  
each other ?



< | > Data Modeling

Business Requirement    Data Requirement    Conceptual Modeling



# DATA QUALITY

A question of common / business sense



# DIMENSIONS OF DATA QUALITY



Validity	<input checked="" type="checkbox"/>
Consistency	<input checked="" type="checkbox"/>
Timeliness	<input checked="" type="checkbox"/>
Reasonableness	<input checked="" type="checkbox"/>
Completeness	<input checked="" type="checkbox"/>
Integrity	<input checked="" type="checkbox"/>
Accuracy	<input checked="" type="checkbox"/>
Uniqueness	<input checked="" type="checkbox"/>



# DATA FITS FOR PURPOSE

Business expectations

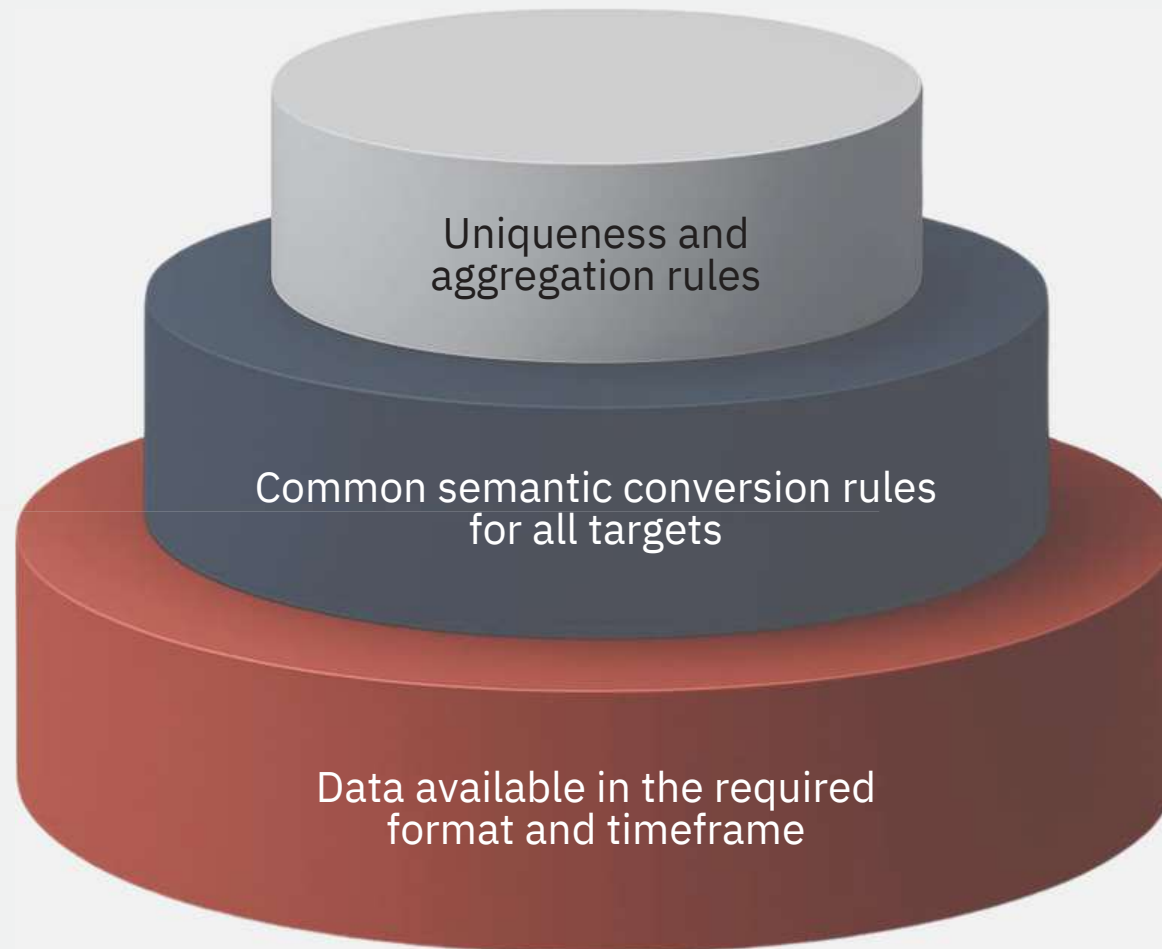
Business rules

Business metadata

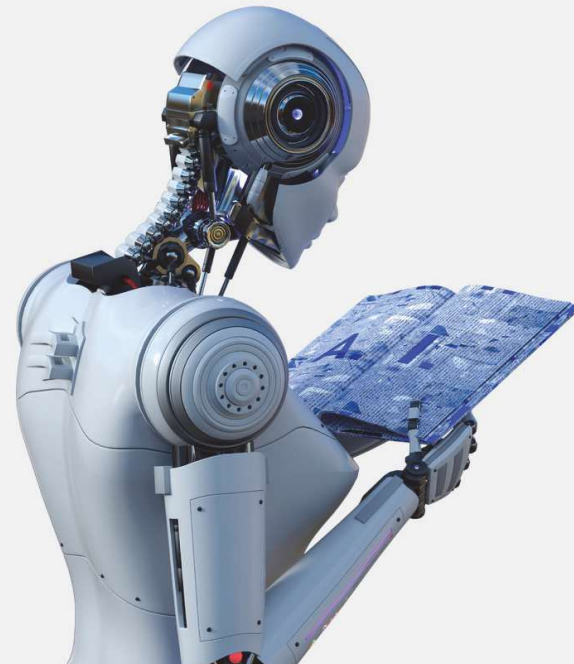
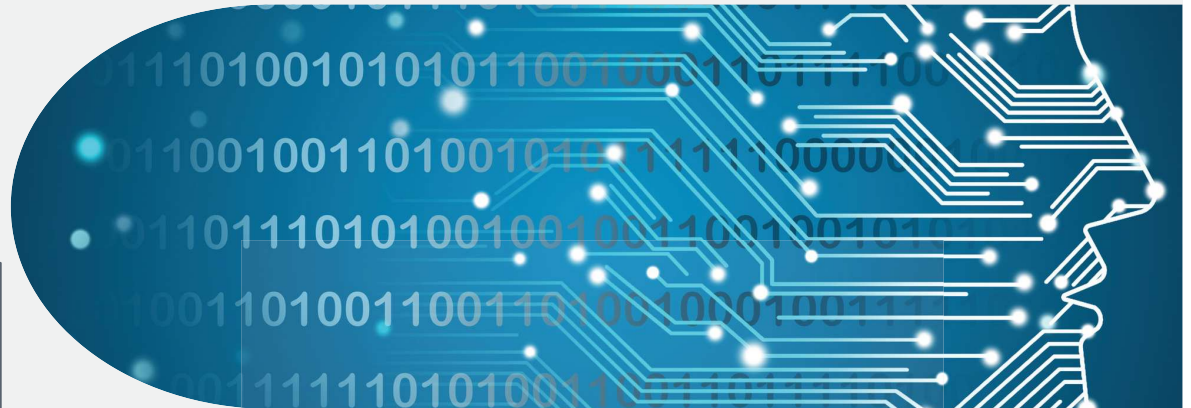
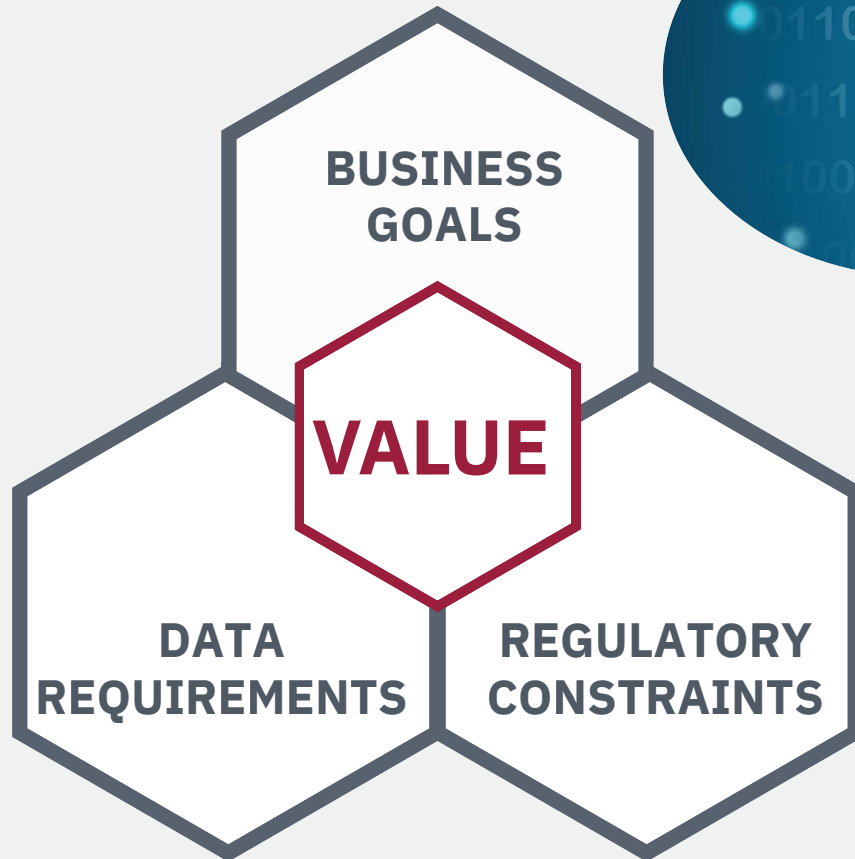


# DATA INTEGRATION

Data in motion from one application/user to another



# TO BUILD EFFICIENT PIPELINES





From data modeling to end reporting, there is no longer any excuse to solely rely on tech-driven decisions.

Build a strong relationship with your business experts and involve them in every step of your data strategy.

*THANK YOU*

**Let's keep in touch !**

[www.capfields.com](http://www.capfields.com)

[data.intelligence@capfields.com](mailto:data.intelligence@capfields.com)

<https://www.linkedin.com/company/capfields/>