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Dresner Advisory Services, LLC

2023 Edition

Data Governance Study Excerpt

Wisdom of Crowds® Series

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Overview

Data governance has a long, aspirational, and imperfect history of execution that typically attempts to fuse data quality, standardization, compliance, and risk initiatives into enterprise practices, controls, and policies for data access and decision authority. What is historically known as data governance expanded in scope in response to data, analytics, life cycle management of AI / ML models and their associated training data sets, and has become increasingly critical to organizations. Effective governance thereof—to include security, accessibility, and cost management—are critical priorities for organizations striving to derive value from data in the digital age.

As data volumes and sources continue to proliferate across cloud, on-premises, and hybrid environments, many companies struggle to implement robust governance practices and technologies.

Organizations that deal with vast amounts of data require sound practices in areas that include data integration, data quality and lineage, security, metadata management and data catalogs. The latter discipline, data catalogs, is one area of focus in this report, a particularly underutilized, accessible lever that can support ready identification and access to data. Combined, data governance and data catalogs positively contribute to organizational ability to organize, locate, and access organizational data in support of collaboration and knowledge-sharing requirements. Both also directly contribute to assurance in compliance of data privacy and security regulations and applicable requirements.

This report also provides key insights into the current adoption and perceptions of formal data governance programs, content governance, and data cataloging based on a broad industry survey. It reveals varying maturity levels across regions, industries, and company sizes. The findings highlight critical capabilities required to optimize data management amid intensifying regulatory mandates, analytic demands, and data complexity challenges. For many, significant gaps persist between aspirations and realities, illuminating areas needing improvement.

Executive Summary

- Data governance adoption varies. Only 39 percent of companies have a program. By region, APAC leads at 59 percent, then EMEA at 36 percent, North America at 35 percent, and Latin America at 23 percent. By size, 69 percent of companies with 10k+ employee have data governance versus just 17 percent of sub-100 employee firms.
- Key data governance activities are access control (41 percent critical priority), data cataloging (33 percent critical), active data stewardship (22 percent critical) and life cycle management of AI / ML data models (17 percent).
- Governing BI content creation rates 4.1/5.0 in importance. Larger companies place higher priority on content governance features. Top requirements are role-based access control, defining data access levels, and integration with identity management.
- Use of data catalogs is just 23 percent currently, with 41 percent planning future adoption. By industry, financial services leads adoption at 39 percent, followed by consumer services at 25 percent and retail and wholesale at 17 percent. By size, 40 percent of 10k+ employee companies use data catalogs, versus just 12 percent of sub-100 employee firms.
- Top catalog features are data dictionary, business glossary, and cataloging both relational and cloud databases. Growing demand for cataloging cloud sources, crawling source systems, linking BI/visualization tools, and managing metadata.
- A trend reflects increasing need for comprehensive metadata management, self-service access, and integrating catalogs across data platforms.
- Varying adoption levels highlight significant room for improvement in formal data governance, content governance, and cataloging capabilities for many regions, industries like manufacturing and education, and smaller organizations.
- Data governance vendors are rated

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Data Governance Vendor Ratings

In rating the vendors, we considered access control, data catalog, data cost management, data governance framework, data stewardship, modeling analytic data workflows, and data and content features as reported by vendors and weighted by users. Thus, this chart (fig. 46) represents the vendors with the strongest (or most complete) capabilities. We included only vendors with at least 50 percent of specified functionality in this model.

Top rated vendors include Alation (1st), Collibra (2nd), data.world (2nd), Atlan (3rd), Informatica (3rd), RightData (3rd), BigID (4th), and Ataccama (5th).

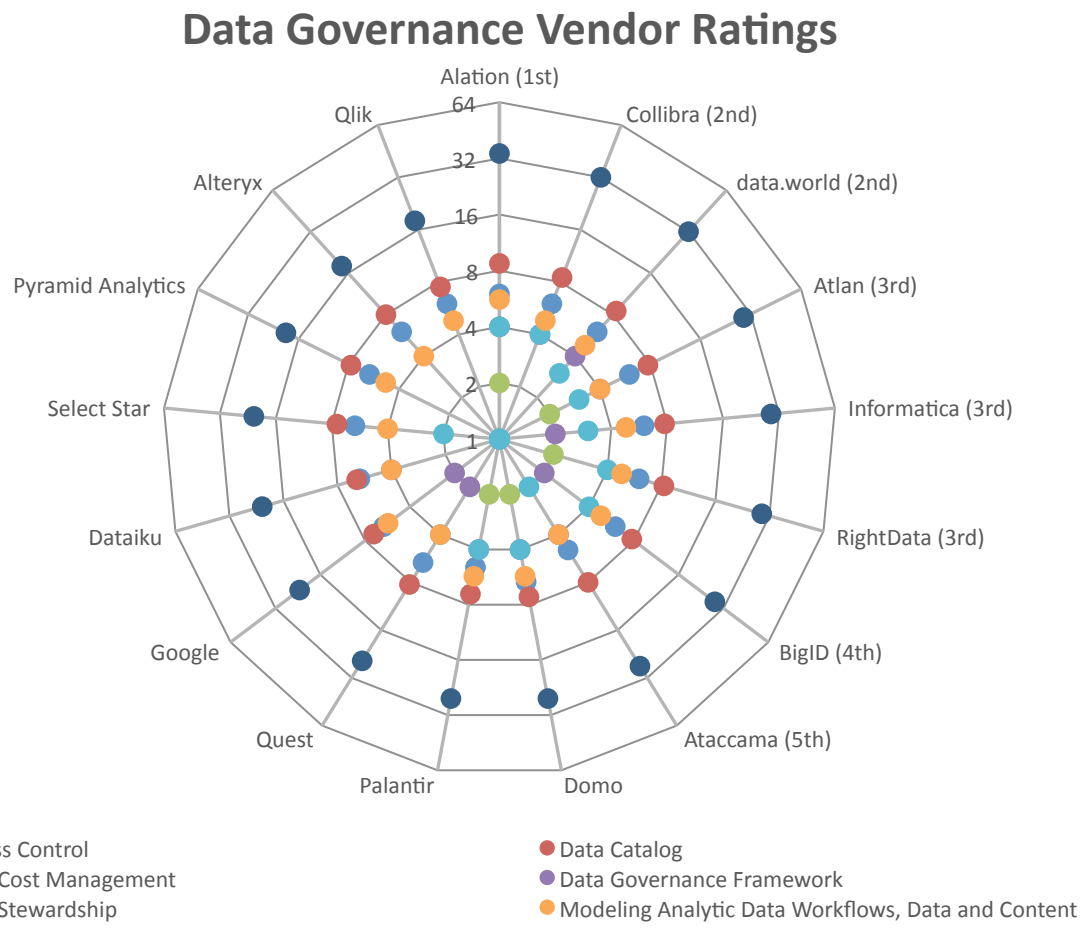


Figure 1 – Data governance vendor ratings

*A logarithmic scale is used for the scoring chart to address skewness towards larger values

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About Howard Dresner and Dresner Advisory Services

The Dresner Advisory Services Data Governance Study was conceived, designed, and executed by Dresner Advisory Services, LLC—an independent advisory firm—and Howard Dresner, its President, Founder and Chief Research Officer.

Howard Dresner is one of the foremost thought leaders in business intelligence and performance management, having coined the term “Business Intelligence” in 1989. He



has published two books on the subject, *The Performance Management Revolution – Business Results through Insight and Action* (John Wiley & Sons, Nov. 2007) and *Profiles in Performance – Business Intelligence Journeys and the Roadmap for Change* (John Wiley & Sons, Nov. 2009). He lectures at forums around the world and is often cited by the business and trade press.

Prior to Dresner Advisory Services, Howard served as chief strategy officer at Hyperion Solutions and was a research fellow at Gartner, where he led its business intelligence research practice for 13 years.

Howard has conducted and directed numerous in-depth primary research studies over the past two decades and is an expert in analyzing these markets.

Through the Wisdom of Crowds® Business Intelligence market research reports, we engage with a global community to redefine how research is created and shared. Other research reports include:

- Wisdom of Crowds® Flagship BI Market Study
- AI, Data Science, and Machine Learning
- Analytical Data Infrastructure
- Analytical Platforms
- Data Catalog
- Data Engineering
- Embedded Business Intelligence
- Master Data Management
- ModelOps

You can find more information about Dresner Advisory Services at www.dresneradvisory.com.

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About Bill Hostmann

Bill Hostmann is VP and Research Fellow with Dresner Advisory. His area of focus includes trends in Analytic Data Infrastructures (ADI)—integrating and managing the information and information models used by BI, Advanced Analytics, and CPM / PM applications.



Bill has more than 20 years of product management experience at the intersection of business intelligence/analytics and data analytics infrastructure, including positions in product and general management at Gemstone Systems, Informix, and Informatica.

He spent 14 years as a research analyst at Gartner, including several years as a VP and Distinguished Analyst for BI / Analytics. Bill's academic education includes BSEE, MSCS&EE, and MBA degrees.

About Michael Moran

Michael Moran is a Research Director with Dresner Advisory. His area of focus is data management at an enterprise level, spanning both Analytic Data Infrastructures (ADI) and Operational Data Infrastructures (ODI) focusing on the Chief Data Officer (CDO), data governance, and master data management (MDM).



Michael has more than 20 years' experience in the application of data to address business and mission requirements. He was a member of the Data & Analytics Team of Gartner covering the topics of Chief Data Officer, Enterprise Information Management (EIM), Data Governance, and Master Data Management.

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About Jim Ericson

Jim Ericson is Vice President and Distinguished Analyst with Dresner Advisory Services. Jim has served as a consultant and journalist who studies end-user management practices and industry trending in the data and information management fields.

From 2004 to 2013 he was the editorial director at Information Management magazine (formerly DM Review), where he created architectures for user and industry coverage for hundreds of contributors across the breadth of the data and information management industry.



As lead writer, he interviewed and profiled more than 100 CIOs, CTOs, and program directors in a program called “25 Top Information Managers.” His related feature articles earned ASBPE national bronze and multiple Mid-Atlantic region gold and silver awards for Technical Article and for Case History feature writing.

A panelist, interviewer, blogger, community liaison, conference co-chair, and speaker in the data-management community, he also sponsored and co-hosted a weekly podcast in continuous production for more than five years.