

DON'T LET THE C-SUITE FAIL



Prolifics knows that data is a company's most important asset – and most C-suite executives agree. Thus, these executives understand that data governance is not just a nice-to-have technology project, it is an incredibly integral component of a successful business. Governance is crucial when it comes to making decisions and plans, creating the customer experience, mitigating risk, and winning a competitive edge.

The key driver for data governance is data quality. Most companies have so much data collected that they just don't know everything they have or where it's located. So, when they try to use the data in a specific way – e.g., as Gartner said "seeking to scale digital business" – they realize they have disparate systems all over the place with different and competing data about the same things. This makes them part of the 80%.

THE PROLIFICS TECH BEHIND DATA GOVERNANCE

It's technology that ensures the governance – the roles and responsibilities; security, privacy and compliance; integrity, usability, and integration; and internal and external data flow. We provide a holistic approach to ensure the formal management of data. There is no "cookie cutter" solution – data governance is something that must be specifically tailored to each business, and regularly evaluated over time to improve the way data is handled.

You can start your data governance process with The Prolifics Workshop approach – an in-depth workshop resulting in a comprehensive implementation plan.

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Data Privacy is Data Governance

"When a lot of customers first address data privacy rules, we hear this: 'We only want the bare minimum.' The problem is the bare minimum is still holistic. You have to consider all your data anyway because you're on the hook for it. So, there's no real fundamental difference between privacy compliance and larger, overall data governance."

- Greg Kordelski, Prolifics data SME



A DATA GOVERNANCE SUCCESS STORY



THE AMERICAN BUREAU OF SHIPPING NAVIGATES DATA PRIVACY

The American Bureau of Shipping (ABS) is one of the world's leading ship classification organizations, committed to setting standards for safety and excellence so that the marine and offshore industries can operate safely, securely and responsibly.

RESULT

As a result of the Data Governance Framework solution, ABS is closer to compliance with GDPR, CCPA, and other regulations as they emerge. The solution provides ABS with extensive cost savings in infrastructure capital expenditure in the first three years by centralizing onto a single platform. ABS expects a 10 percent improvement in service utilization, with a projected revenue growth of 20 percent over the next three years.

A foundation of reputable, high-quality data prepares ABS to adopt cutting-edge technologies that leverage artificial intelligence and machine learning (AI/ML) to drive innovation. Potential use cases include regular, automated data remediation and risk reporting, as well as larger AI/ML-powered initiatives across the business.

CHALLENGE

The American Bureau of Shipping (ABS) collects a substantial amount of data from customers and business partners through its operations in 70 countries. ABS needed to understand what laws applied to them and how best to move toward compliance. But, instead of waiting for each government mandate to roll out, ABS needed a bigger picture solution – one that was applicable, repeatable and would address a large percentage of whatever government data privacy rules come next.

ACTION

We first worked with ABS to deploy our rapid Data Privacy Assessment, to identify issues and opportunities for data integration and a larger data solution for continuity.

We then introduced Prolifics' Data Governance Framework solution, to give ABS a unified platform to deliver data governance, analytics and compliance on a global scale. The Data Governance Framework centralizes both structured and unstructured data from across ABS, so that the company can gain a more complete understanding of the information it owns and act on regulatory requests. With this insight, the company can target sensitive data for action, move toward better compliance, and avoid regulatory infractions that impact both the bottom line and the brand's image.

Prolifics



www.prolifics.com



solutions@prolifics.com