

# 2022 Data Governance Survey

**NEPHOS**  
TECHNOLOGIES

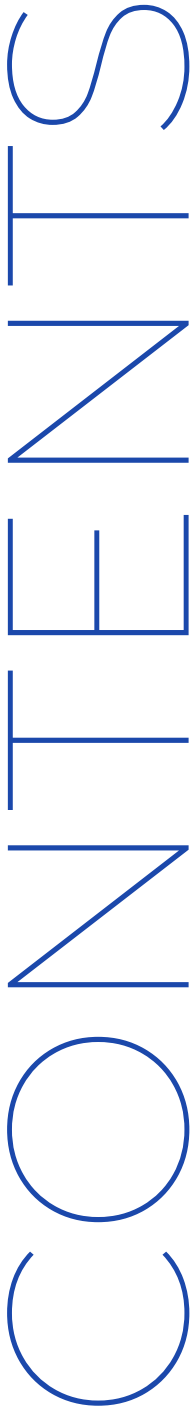
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We live in a world where data is at the heart of decision making for pretty much everything with individuals and organisations generating, processing and storing more data than ever before. At the same time, organisations have a greater responsibility to safeguard and protect that data, be that driven by industry regulation or global legislation.

Data governance programmes are now pivotal when it comes to data, whether that be from a security and privacy perspective or as an enabler to deliver greater value from the data that organisations process.

Companies today face a wide range of data governance challenges, risks and opportunities. Getting it right is critical because now more than ever, data is money and taking control of this vital resource increasingly separates success from failure. Effective data-driven business strategies need good governance. The problem is, that most organisations struggle to exercise the control they are looking for, and their data governance strategies hit some critical and expensive roadblocks.

As part of this research report, Nephos Technologies surveyed 300 decision makers (CIO, CISO and DPO) at organisations across a range of industries. The purpose was to understand the most common barriers to adopting good data governance processes and what opportunities these data governance programmes provide the respondents when it comes to driving more value from their data assets.

As expected, and much like data governance programmes themselves, the keys to success, and failure, fall into three broad categories: people, process and technology. Any deficiencies and complexity in each of these areas will cause organisations to miss out on the value that such programmes can deliver to the business.

# KEY TAKEAWAYS

Data governance is now a critical part of any data strategy, but implementing that successfully remains a challenge. As part of this research paper, there are five key takeaways that were clear from the responses received when it comes to barriers to adopting good governance, the value that organisations realise and the future approach that should be considered.

01

## Insufficient Executive Support

**33% of respondents felt that they lack executive backing.** This lack of support is often based on the fact that the executives in question don't understand how a governance programme can create value for the business rather than purely to meet regulatory requirements.

02

## Lack of Adequate Tools

**37% see the lack of effective tooling as a barrier to adoption.** The diversity and volume of data in today's business leads to organisations to purchase an array of isolated tools resulting in an overly complex and onerous landscape for organisations to manage.

03

## Lack of Skills

Data governance is still a relatively emerging space, and getting the right skill sets and expertise is at a premium. This can result in a lack of suitable policy and process, delayed execution and an inability to operationalise their governance programmes.

04

## Inability to Realise Value

**25% of respondents do not see value from their data governance programmes.** That's a significant sample of the overall respondents and something that needs to be rectified if organisations wish to get more value from their critical data assets.

# DATA GOVERNANCE & WHY IT MATTERS

The Data Governance Institute defines data governance as “a system of decision rights and accountabilities for information-related processes, executed according to agreed-upon models which describe who can take what actions with what information, and when, under what circumstances, using what methods.”

In more simplistic terms, it's a system for defining who within an organisation has authority and control over data assets and how those data assets may be used.

The goal is to establish the methods, set of responsibilities, and processes to standardise, integrate, protect, and store corporate data, with the aim of:

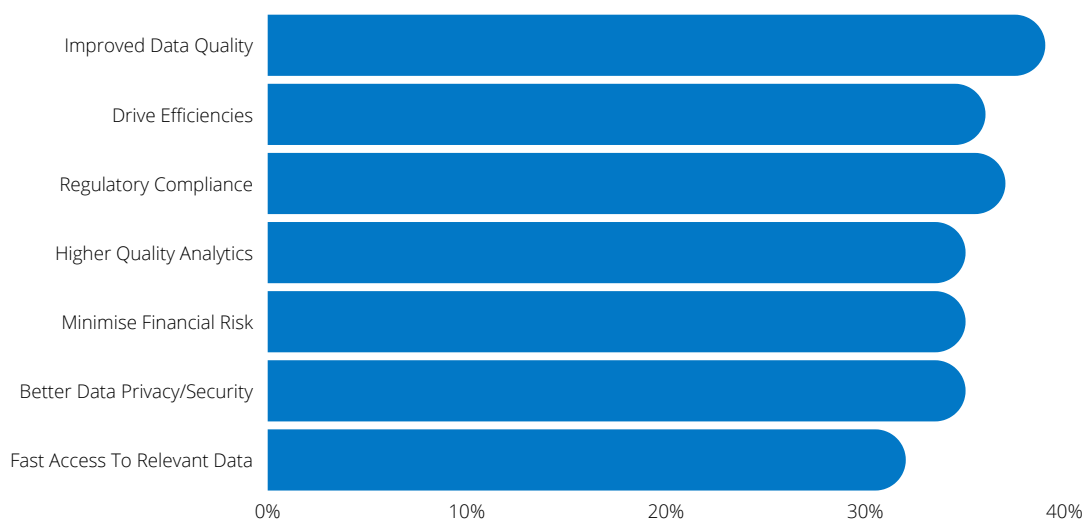
- Minimising risks
- Establishing internal rules for data use
- Implementing compliance requirements
- Improving internal and external communication
- Increasing the value of data

Most companies already have some form of governance for individual applications, business units, or functions, even if the processes and responsibilities are informal, but establishing that practice systematically/formally is key to scaling these controls.

# THE DATA GOVERNANCE OPPORTUNITY

The opportunities that good data governance programmes provide are vast in terms of both the security benefits, as well as their importance when it comes to driving business value from data.

The divide between value creation and data protection is both clear and evenly distributed, when we consider responses to the question: What business impact, if any, would you like to see from your data governance program?



## GOVERNANCE TO DELIVER BUSINESS VALUE

Whilst the origin of data governance comes from a data protection perspective, that's only part of the story. In today's data driven world, there is a new and increased focus on value creation through the use of data.

Capabilities such as business glossary (aka data catalogue) are used as a foundation to understand where our critical data assets lie so that stakeholders in the business can quickly and effectively gain access to that data. Data quality becomes ever more important when we're trying to drive value from these data assets – the old adage of junk in, junk out is absolutely true when it comes to driving value from data as floored data leads to floored outcomes.

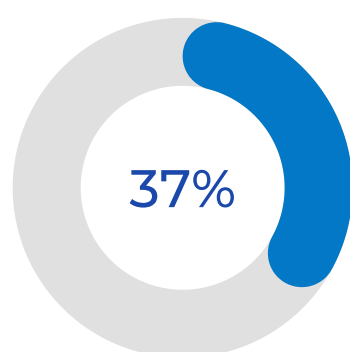
For many, data governance is now a critical enabler to run better analytics that drive positive business outcomes. Its importance is potentially demonstrated by the fact that 98% of those surveyed have an ongoing data governance programme.

# BARRIERS TO ADOPTING DATA GOVERNANCE

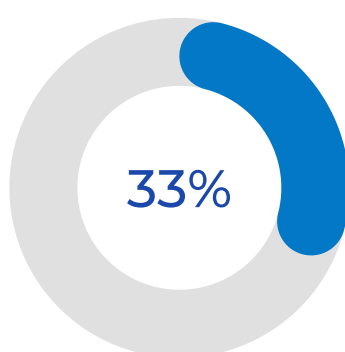
As part of this research survey, Nephos Technologies wanted to gain a greater insight into the barriers that enterprise organisations experience when it comes to delivering their data governance programmes. By developing a further understanding of these challenges, Nephos Technologies hopes better to support its customers in their data governance journeys.

Because almost all organisations have an active data governance programme, and the array of benefits are widespread, why do organisations struggle to realise their data governance goals?

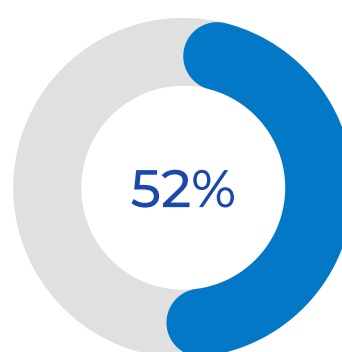
Broadly speaking, the most common barriers that organisations experience could be segmented into three categories: people, process and technology. Ultimately, those who responded felt that the biggest barriers were a lack of sufficient tools, a lack of skills and a lack of executive backing to deliver value from their governance programmes.



Don't Have Effective  
Tooling



Don't Have Exec  
Backing



Don't Have The Right  
Skills

The impact of these barriers, and others, has led to a staggering 25% of respondents feeling that they get no value from their ongoing governance programmes.

# THE NEED FOR A SERVICE-LED APPROACH

When we translate the primary challenges to driving value from data governance programmes (a lack of skills, appropriate tooling and exec buy in), really what organisations are struggling with is the complexity of the overall delivery model, and a lack of a tangible outcome.

Typically those responsible for delivering these programmes are not technical/IT teams; instead, they are more policy, legal and business focussed individuals whose primary concern is delivering a tangible business benefit and outcome. It stands to reason, therefore, that a service-led approach (rather than a tool focussed approach) would yield greater benefit – a theory that was validated through our research, with **76% of those surveyed believing that a service-led approach would deliver faster time to value for the organisation.**

Anecdotally, when working with customers in this arena, organisations fit into one of four categories:

- 1. Policy Development:** organisations in the process of developing their policies. Often these organisations are forced to consider tools to fill short-term needs.
- 2. Initiating:** organisations that have developed their processes but have little or no toolsets to help them execute them so are considering tactical solutions to fill these gaps.
- 3. Delivering:** organisations that have a clearly identified set of requirements and have purchased or are in the process of purchasing the relevant tools to enforce their governance policies.
- 4. Optimising:** organisations that have invested in a tool or several tools to deliver on their governance programme but are yet to realise any value. These organisations want to optimise or iterate on their existing policies and investments.

At each stage, there is an investment required from the business to deliver on a governance programme, but often the business either doesn't see the value proposition clearly to provide adequate funding, or the programme delivery times are too long, forcing organisations to invest in siloed toolsets.



In many ways a service orientated approach should overcome these challenges. Three critical aspects of this are:



### Clear & Tangible Outputs

A service led approach is dictated by a series of SLA's and outputs, rather than tools. The service has clear outputs and outcomes driven by the SLA to speed time to value.

### Reduced Operational Burden

A service-led approach allows organisation to focus on the outcomes of the service rather than day-to-day operations to free both time and budget.



### Reduced Noise

Unintegrated and disconnected tools can lead to a lack of visibility, delays in value creation and increased resource costs. A service-led approach focuses on specific outcomes that drive value.

# CONCLUSION

There is a clear need for an alternative approach that can reduce the time and cost of delivering data governance and that has a clearer value for the business that can be articulated to drive increased board-level sponsorship.

Nephos' goal is to overcome the challenges that our survey respondents have when it comes to delivering value from their data governance and data services programmes.

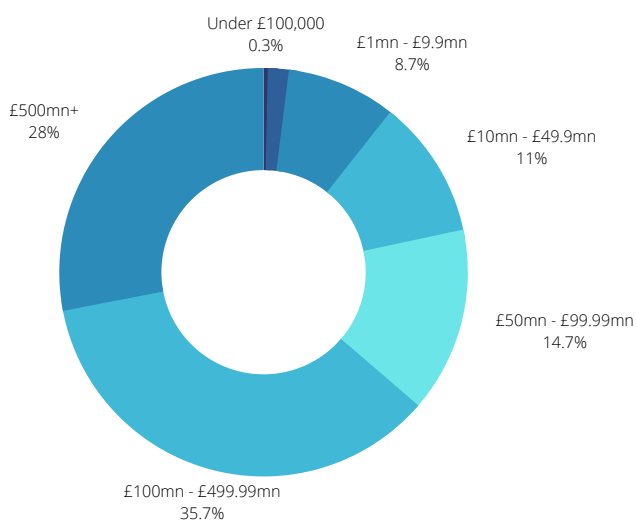
Nephos has built a unique approach to delivering Data Governance-as-a-Service (DGaaS), designed to meet a broad range of today's most important use cases. From creating a repository of all data assets for a centralised view of data governance to building a risk profile and mapping governance to corporate risk, to delivering governance capabilities geared towards value creation for data. Nephos DGaaS enables you to:

- Operationalises data governance to take the burden off your team.
- Delivers ubiquitous discovery and classification to take the guesswork out of data governance.
- Provides business insights and analytics to deliver actionable outputs for data governance.

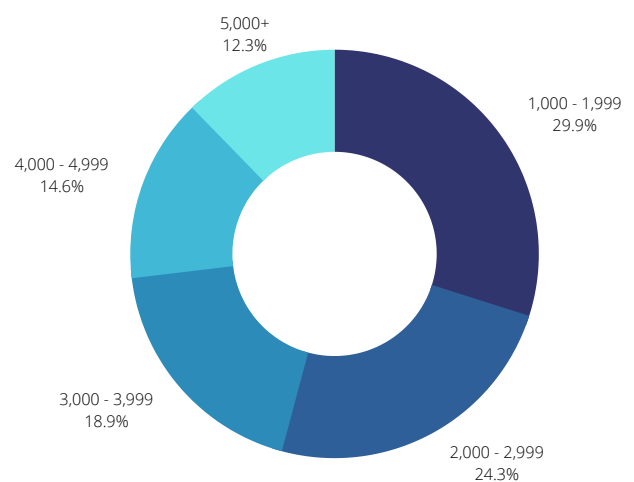
# RESEARCH METHODOLOGY

Nephos Technologies commissioned Censuswide to perform this piece of market research, surveying 300 CIOs, CISOs & Data Protection Officers across organisations ranging in size between 1,000 and 5,000+ employees and with annual revenues between £100,000 and £500mn+.

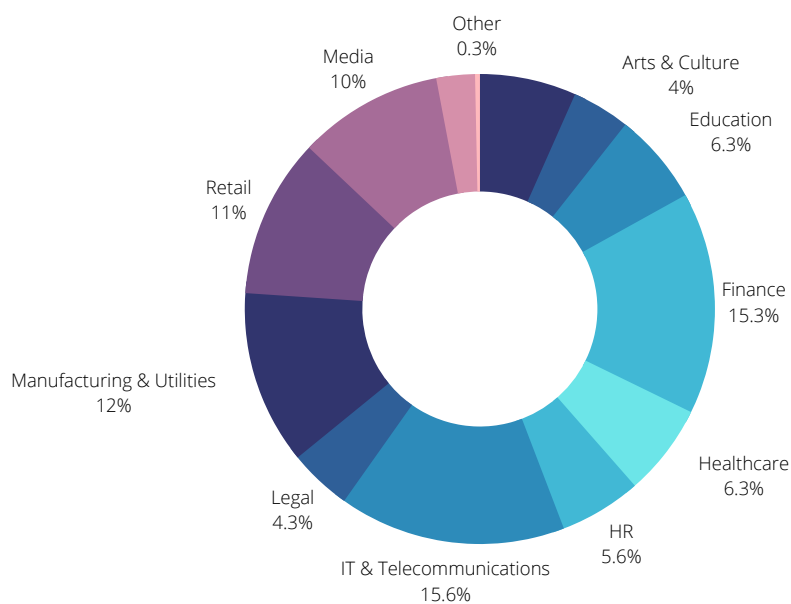
The following provides a more detailed breakdown of the respondents in question



**Respondents By  
Revenue**



**Respondents By  
Number of Employees**



**Respondents By  
Industry**

Nephos Technologies would like to thank Censuswide and Touchdown PR for their work in conducting this research study.

For further information regarding this study, or Nephos Technologies, please use the contact details provided below.

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