Data Governance: A risk based approach to governing your most critical data assets

Introductions

BREAKOUT SPEAKER



Jenny Schultz

Enterprise Data Strategy and Governance Single Family Business Unit Freddie Mac

BREAKOUT MODERATOR

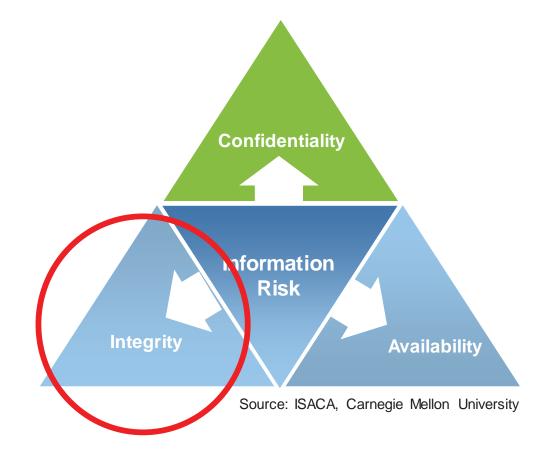


Bob Parr

Managing Director Data Governance and Quality Management Consulting KPMG LLP



Holistic View of Information Risk





Integrated View of Accountabilities

"Team Owners" "The League"

1st Line of Defense Business Unit

- Implement Enterprise Policy and Standards
- BU Data Strategy & Roadmap
- BU Data Governance
- BU Data Quality Management
- Data Stewardship/ Owners
- Communication & Training

2nd Line of Defense IT CRO

- Information Risk Policy
- Enterprise Principles and Standards
- Roles, Accountabilities and Processes
- Compliance Assessment
 and Reporting
- Enterprise Issue Management
- Integrated Roadmap
- Common Capabilities and Infrastructure



Operating Model Components

Policy and Standards

Organization and Roles

Processes, Tools and Workflow

Critical Metadata

Data Quality and Control

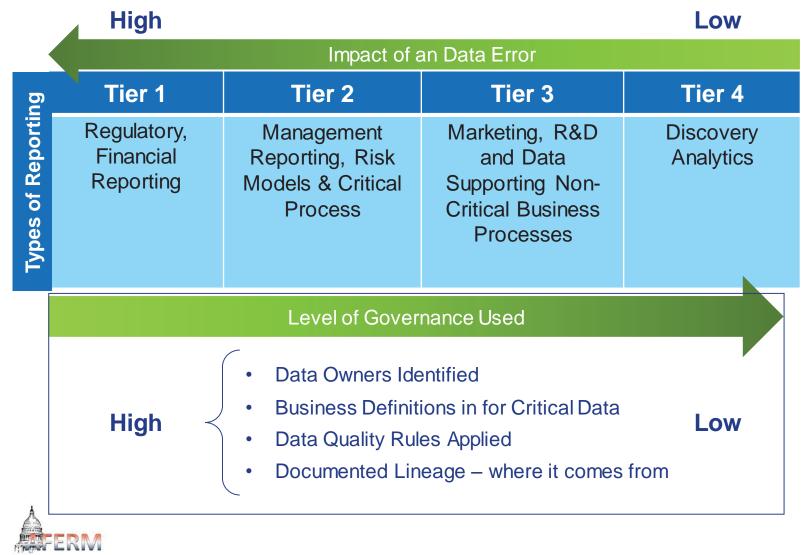
Data Stewardship / Ownership

• Tone from the Top

- Change Management
- Communication Plans



"Fit for Purpose" Data Governance



Communication and Branding is Critical to Cultural Transformation

| Internal Branding (Promise of Value) | Single Family Data Empower. Simplify. Re-use. Control. |
|---|--|
| Intranet | Introduce team and feature articles Partner with Corporate Communications |
| Leader Led Communications | Brownbag Lunches Roadshows Freddie Mac Spring Fair – Fun! Use stories to connect with value |
| Focused Resources | Committed communication resource |





