



# FROM DATA LINEAGE TO BUSINESS AGILITY

Quentin Lucas

# Why data needs agility

The irony of leveraging business agility to make the right decision quickly is that the ability to do so is rooted in the often slow and winding practice of understanding data. Data analysis gives flight, or frustration, to organizational strategy, operations, and aspirations, depending on its efficacy. With quality analysis, competing in industries that are growing in speed, complexity, and volatility means having a capacity for making informed decisions. Without quality analysis, your competition makes the informed decisions and you react to them — tantamount to your competition making the decisions for you.

Balancing the necessity of making decisions with speed and proficiency against the elusiveness of speed and proficiency can be disorienting. Looking for the right decision without the tools to find it reduces your journey to a meandering. But when mapping your organization's course into the future, unpredictable industry drivers like shifting customer needs and digital disruption can operate as useful coordinates. Your path to success is paved with customer satisfaction and digital consistency, especially when achieved through a business agility your competition lacks.

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Organizations endeavor to find any advantage they can, faster innovation and smoother product development to name a pair, through diverse uses of data. Whether the data comes as structured, unstructured, or by way of some other configuration, all of it has the potential to be what former IBM CEO Ginni Rometty identifies as the place where “the real gold is.” So, if your data is what enables your organization to pursue its goals, then why do those goals feel like moving targets? Because, today, there’s so much data, an explosion of it that’s been projected to create a 430% increase over the next two years. Roughly 60% of surveyed data scientists have attested to spending most of their time cleaning data before using it to chart a course toward innovation[iii]. Goals remain elusive when you have data to enable you but don’t have business agility to guide you.



# Understand bad data

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Ralph Waldo Emerson writing that “self-trust is the first secret of success” applies to your data journey. Data functions as organizational DNA — it’s the vital component for making your organization into what you want it to be. But to do so effectively, you can’t just know your data. You have to scope your data through data lineage so you know how to trust your data.

Bad data is a reality for all of us. But it only becomes a source of panic and poor decisions when you don’t know that the data is bad — which is often a matter of context. Data suggesting that the durability of your new cruise ship is a trailblazing feature might optimize the sale of passenger tickets, but it might also set unrealistic expectations when navigating icebergs. You need end-to-end visibility of your data, catalogued and contextualized from your organization’s earliest days to the projected accomplishments awaiting you on the horizon. This is how you know what data to trust and when. Bad data can’t always be fixed. But when it’s identified, it can be avoided.

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An early step toward trusting your data — by way of an end-to-end view of your data landscape — is data cataloging. Typically, data experts manually pore over your massive stores of data and create data lineage, not just data visibility. Now you know the beginning and end of your data, and how it operates within varied contexts. But even this step presents complications: How do you balance your need for the business agility that data lineage will provide against the inevitability of human data experts producing human error? The added expense of extra (or even lost) workforce hours? The limited compatibility between data experts and varied IT infrastructures?



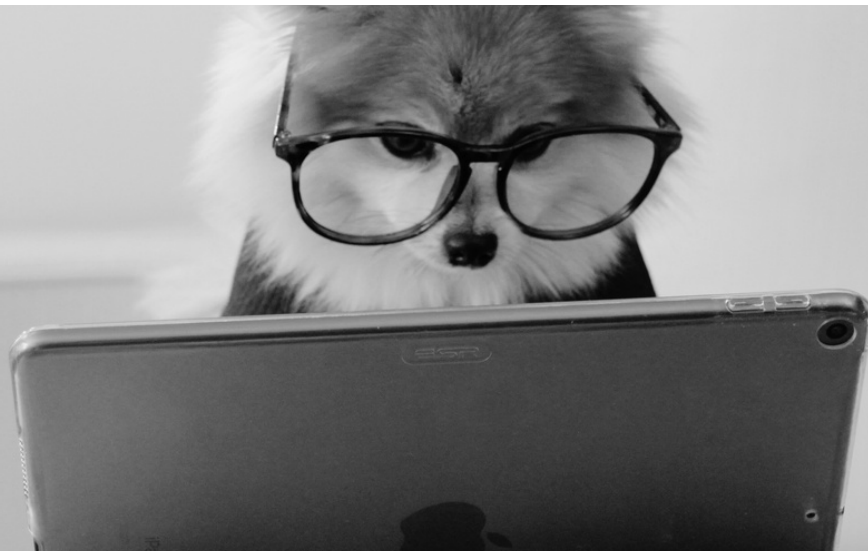
# Preserve good data

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Another wrinkle within the data cataloging process is that data experts are only the first part of the first step. Once the data has been brought into clear view, you need data stewards to fill in data gaps by creating and updating context-providing metadata, and data custodians to manage data flows. The risk of reshaping data architecture through metadata updates and adjusting data management flows lies in the fact that data doesn't operate within a vacuum. The interpretation or integration of data can kickstart unforeseen changes up and down and organization's data lineage, erasing any success in understanding what data can be trusted and sending tremors throughout operations, financial performance, and customer satisfaction.

To provide your end-users, customers, and employees with optimized products and experiences is not only a matter of understanding where your data is but how your data is being manipulated. This is why impact analysis is crucial to securing business agility, and why impact analysis can be as resource- and time-intensive as building end-to-end visibility. Knowing the scope of your organization's critical functions, the conditions around those functions being interrupted, and the sustainability of your organization during such an event all rely on impact analysis. But impact analysis relies on being properly scoped, effectively sold to management as a worthwhile investment, and seamlessly implemented as it comes in tandem with the human error, loss workforce hours, and IT compatibility risks embedded within manually achieving end-to-end data visibility.

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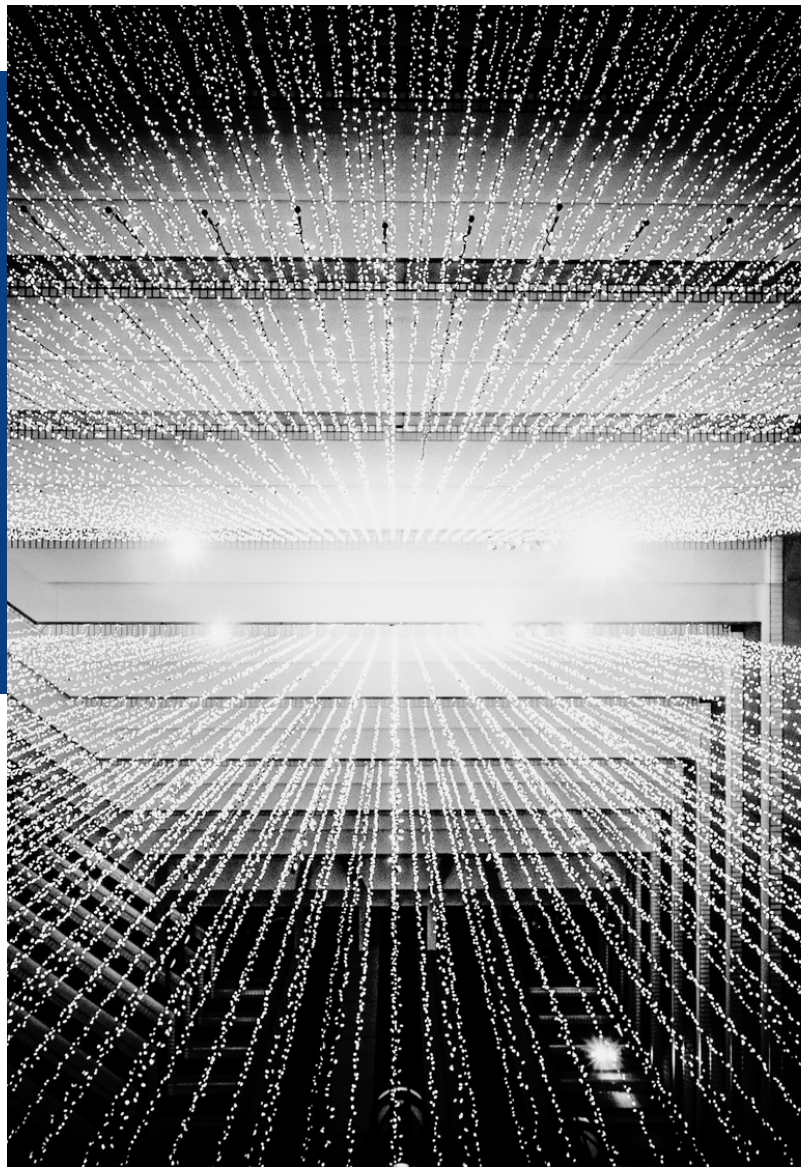


# Benefit from all the data

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After creating end-to-end data visibility, updating your metadata, restructuring your data management flows, and completing your impact analysis, all while successfully navigating myriad challenges, one obstacle remains: your data is as immense as it ever was, possibly even more so now that you can see it all. Too much data is equivalent to slow data. And slow data — slow to discovery, to analysis, and to integration — can be as useless as no data. The value of your data doesn't sit as squarely within its enormity or analysis as it does within the speed by which it can be leveraged.

The continued efforts of data stewards and data custodians are critical to removing data bloat and redundancy. A McKinsey report estimates that 30 to 40% of business reporting adds little or no value to operations, in part, because of duplicative data[i]. But those same reports always arrive at the expense of company resources. Cleared pathways to data help facilitate the business agility that you can trust. They also empower your organization to plot its own course and skillfully respond to sudden market shifts. However, just as critical as the custodians and stewards is continued impact analysis, ensuring that your custodians and stewards are removing data waste and not essential data.



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# Make data lineage worthwhile

First, there's the risk of human error corrupting your data processes, which could multiply the likelihood of other challenges such as increased compliance exposure or failed growth initiatives. Next, the hefty investment of, or loss of, resources and employee hours on hand-coded data lineage, which has to be backed by continuously updated institutional knowledge and reshaped for every new data integration or data-based endeavor. Then the hurdle of IT compatibility, which can make the acquisition of business agility by way of data lineage seem impossible if not prohibitively expensive. All these factors are coordinates for your business agility journey, needing to be assessed for their harmful potential and resolved. And Rocket Software has already done that with Rocket® Data Intelligence, because organizations that have higher confidence in their data make better decisions.

Rocket Data Intelligence is a self-service data platform, running on automated technology that operates with cloud, distributed, and mainframe infrastructures. It prioritizes the combination of clear data visualizations and a frictionless interface. The result is that every user, regardless of data backgrounds, benefits from both an end-to-end view of an organization's data lineage and the context to understand it. We do this by cataloging your data from the moment of origin to every instance of it being accessed or manipulated.

"Rather than risking the loss or misuse of resources on an intensive and manual data lineage project, automate the steps of your business reporting to free up resources for deepening your data insights."

The platform can be adjusted for desired scale. It's compatible with more technology connections than any other vendor on the market, and agile enough to operate within the data environments of the world's largest organizations. Instead of concerns about human error, enhance your upfront planning for the data components of your next modernization initiative to experience faster and more reliable outcomes. Rather than risking the loss or misuse of resources on an intensive and manual data lineage project, automate the steps of your business reporting to free up resources for deepening your data insights. Not only is IT compatibility no longer an issue, but the unique value provided by Rocket Data Intelligence's data center of excellence augments your IT infrastructure's potential.



# Data from all angles

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Data lineage is the path toward a business agility model which provides a comprehensive view of an organization's data, as well as a detailed catalog of all individual interactions with it. Enjoy having both the big picture and finer details of data at your fingertips, by way of automated processes. Empower your organization to make decisions that are both informed and fast.

Learn more at [www.rocketsoftware.com](http://www.rocketsoftware.com).