A Team Approach to Data Governance
Our Presenters

Kerry Young  
VP & General Manager

Ingryd Hernandez  
Senior Manager Data Governance, Insights, & Analytics
Introducing EnterWorks

☑ Empowering Business & IT Users for over 21 years
☑ All-in-one platform for MDM, PIM, and DAM
☑ Only Solution that is a Leader on both the Forrester PIM and MDM Waves
☑ Highest customer satisfaction marks on industry analyst reports
☑ Industry expertise: distributors, manufacturers, retail, hospitality, service companies, and member / buying groups
☑ Strong Global SI & Technology partnerships

Business Mission
Enable Our Customer’s Growth, Efficiency and Differentiation through Exceptional Competency in Data as Enabled by our MDM Technologies

Discrete Views of Everything
Provide a Central View of Data Across Enterprise Networks

Differentiated Experiences
Leverage Multiple Domains for Combinatorial Precision

Complexity Mastered
Master Shared and Application Data for Business Model Agility
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<tr>
<th>Auto</th>
<th>Apparel</th>
<th>Oil &amp; Gas</th>
<th>Food &amp; Beverage</th>
<th>Consumer Products</th>
<th>Retail</th>
<th>Pharma</th>
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<td>Bayer</td>
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<td>WarnerBrothers</td>
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- **2,200+** Global Customers
- **22** of SAP’s Top 25 Customers
- **51%** Licenses Outside U.S.
- **75+** Countries
- **200+** New Accounts Annually
- **48** Net Promoter Score
USF Approach to Data Governance

April 2nd, 2020
Who is US Foods?

- 2\textsuperscript{nd} Largest Distributor in the US
- $26 Billion in Revenue
- Rosemont HQ
- Tempe Support Office
- 300k+ customers
- 60+ distribution centers nationwide, nearly 23,000 employees
- Went public May 2016 – 2\textsuperscript{nd} largest IPO for 2016
US Foods Strategy Pyramid

Analytics is viewed as a Foundational Investment and a Competitive Differentiator
Insights & Analytics Organization Capabilities

**Business Analytics**
- Business intelligence reporting, data mining, and metrics
- Root cause analysis

**Decision Sciences**
- Program strategy design integrating prescriptive analytics, process improvement, technology, and change management

**AI & Machine Learning**
- Identify patterns and evolve in real-time to drive digital sales activation, merchandising, and operations
- Automated computations that are trained for 'self-learning'

**Data Governance**
- Quality, standardization and completeness of customer, product and vendor data
- Policies, processes and technology enablement

**Data Sciences**
- Data engineering, preparation, transformation, and model management
- Leveraging open-source technology

**Project Management**
- Business and portfolio planning
- Alignment of priorities, initiatives and spend
How did US Foods make a case for Data Governance?

Enterworks chosen in 2003

Centralized product item set up to create consistency in how product data is governed against the data quality & completeness

Execute Product Data Strategy

In 2011, first distributor to leverage GS1 standards to require supply chain data, nutritionals and an image at time of set up.

Enterprise Data Governance

Formalized Enterprise Data Governance team in 2018 focused on aligning enterprise strategies with data management teams
Data Governance Framework

• The Data Governance wheel (DAMA-DMBOK2) represents the elements a Data Governance team should be responsible for.

• Does not have to happen all at once and many companies share responsibilities with I.T. when first being stood up.
ENTERPRISE DATA GOVERNANCE TEAM

Ingryd Hernandez  
Sr. Manager, Enterprise Data Governance

Danielle Harmony  
Customer Data Strategy Manager

Jocelyn Cahall  
Product Data Strategy Manager

Megan Becka  
Business Analyst
What does the Enterprise Data Governance team do?

ARCHITECTS
Help design strategy against enterprise data capabilities while partnering with data ops teams.

INVESTIGATORS
Identify gaps in existing data processes and technology and help build business cases to help address.

LIBRARIANS
Own data business glossary & catalog, inclusive of cataloging business intelligence metrics & reports.
EDG Team Leveraging Enterworks Enable to Govern Data

• Aligning on ownership for
  • Product Data
  • Marketing Content
  • Master Product Maps
  • Digital Assets

• Design EPX workflows

• Data Modeling and Taxonomy
Operating Model of Roles & Responsibilities

EDG&BIG SteerCo – Enterprise Data Governance & Business Intelligence Governance SteerCo

Made up of Senior Level leadership focused on enterprise strategic alignment

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EDG&BIG SteerCo – Enterprise Data Governance & Business Intelligence Governance SteerCo

- Strategic Level (quarterly)
- Tactical Level (monthly or weekly)
- Operational Level (ad hoc)
Directing and maintaining the assignment of data ownership is a key component of Data Governance.

Data Governance supports BI Governance to move data to the cloud, BI self-service and data visualization.
USF Data Governance Maturity Model Evaluation

INITIAL LEVEL 1
30-50% organizations operate at this level

• No strict rules or procedures
• Data in multiple redundant formats
• No effort to inventory what exists

DEFINED LEVEL 2
15-20%

• Data begins to follow best practice
• Data roles defined; not institutionalized
• Technical aspects / Not quality managed

REPEATABLE LEVEL 3
10-15%

• Data Governance Program established
• Program enforces & tests data quality results
• Data and business activities integrated

MANAGED LEVEL 4
5-10%

• Metadata managed through formal practice
• Upper Management live data as an asset
• Data quality formal controls common-place

OPTIMIZING LEVEL 5
<5%

• Data follows continuous improvement
• Data projects scrutinized and managed
• Data completely documented and governed

USF - DATA GOVERNANCE ROLES & ACTIVITY ADOPTION

30-50% organizations operate at this level

USF RISK

USF REWARD
### Maturing Data Governance Ecosystem

| People |  
|--------|--------------------------------------------------|
| 🔄 Upper Management understands data as an asset  |
| 🔄 Data Champion practices are cultivated within the organization  |
| 🔄 Formalized responsibilities, including data council/data SMEs, are set to manage data as an asset  |

| Process |  
|--------|--------------------------------------------------|
| ○ Data are documented, governed and continuously improved  |
| ○ Data issues and risks related to data are managed  |
| ○ Enterprise Data Governance Program is embedded in data management  |
| ○ Processes are formalized & automated, reducing manual activities  |

| Technology |  
|-----------|--------------------------------------------------|
| ○ Metadata and Master data are managed with dedicated software, through formal practice, and data quality controls are commonplace  |
| ○ Metrics are deployed to monitor data quality and effectiveness of data governance  |
Business Case for Metadata Management Tool

Metadata Management Tool will be owned by Enterprise Data Governance Team
Assess if your company needs a Data Governance Team

**STATE OF YOUR DATA**
- Do you have a data lake or a data swamp?
- Are you able to identify the level of quality and completeness of your data?
- Can you quickly create metrics from the data available?

**LEVEL OF GOVERNANCE**
- Are all your processes documented and well defined?
- Is it clear what teams or functions own the data that is being curated?
- Is there conflict between what data elements are used for certain purposes?

**STAKEHOLDERS**
- Can a business team create a strategy and trust the data they need is there?
- Are they able to monetize and exchange information to provide new business value?

**BOTTOM LINE $$**
- Can you identify what the ROI or opportunity is available by treating your data as an asset?
- Are there new opportunities your company has been exploring but limited by, due to the assessment of the data?
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WE HELP YOU MAKE IT™
Questions?
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[enterworks.com/virtual-conference-mdm/](enterworks.com/virtual-conference-mdm/)

### Week 3: Best Practices

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<td>April 7</td>
<td>Expanding Your MDM Footprint – Moving From Single Domain to Multi-Domain</td>
<td>Presented by Michael Ayanwale and Eric Gilboe of Amplifi</td>
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<td>April 8</td>
<td>Automate Your Data Syndication to Your eCommerce Channels</td>
<td>Presented by Christopher Holley of Productsup</td>
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<td>April 9</td>
<td>Advanced Reporting and Analytics with PIM/MDM</td>
<td>Presented by Ramesh Prabhala of IntelliTide</td>
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### Week 4: Best Practices

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<td>April 14</td>
<td>PIM, MDM, DAM – Oh My! – Demystifying Terminology of the Data Management Universe</td>
<td>Presented by Jean Bordelon and Dean Rutter of Bounteous</td>
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<td>April 15</td>
<td>Customer MDM Best Practices – Everything You Need to Know to Deliver the Ultimate Customer Experience</td>
<td>Presented by Scott Rompala of DataCatalyst</td>
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<td>April 16</td>
<td>Customer Portals – Enabling a New Level of Customer Empowerment in Today’s Digital Economy</td>
<td>Presented by Octavio Perales of Intershop</td>
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