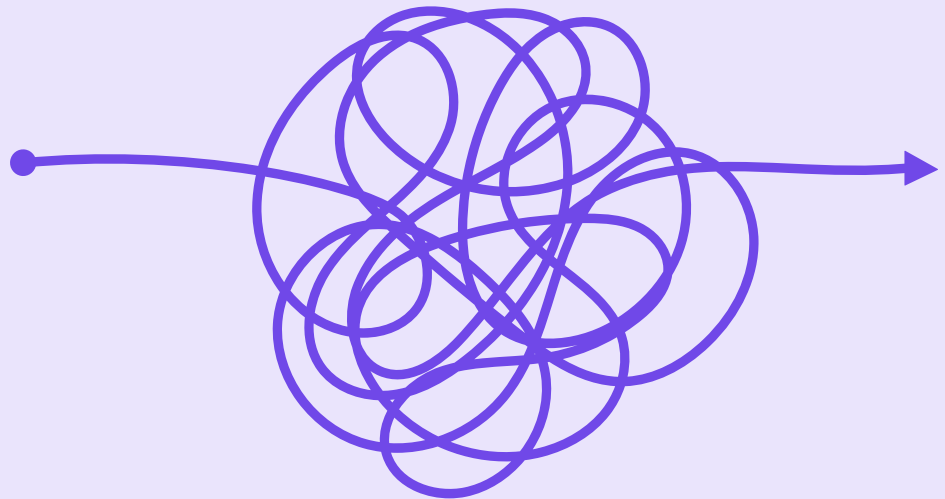


# GenAI: The catalyst for a renaissance in Data Governance

**INTRO** We've all heard the trope, 'Data is the new oil', yet most organizations still struggle with unlocking its true potential. And one of the biggest failings in being able to harness that data well is that traditional data governance practices, while well intentioned, haven't kept pace with the explosion and complexity of data and user needs.



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## THE OLD WORLD

Data catalogs, the cornerstones of these practices, have become siloed repositories designed primarily for the highly technical. While powerful in the hands of experts, these tools present a barrier to the less technical business user. They often lack the intuitive user experience and collaborative features needed to truly empower the broader business. Stuck in a world of bureaucratic checklists and technical jargon, data governance struggles to deliver on the strategic promise of data-driven decision-making.

**Worse yet, traditional catalogs rarely foster collaboration between the producers and consumers of data.**

They become siloed repositories of information, rather than dynamic platforms where teams can share insights, discuss data quality issues, and collectively improve the value of the company's data assets.

Another critical failing of legacy approaches is their focus on bureaucratic outcomes. They emphasize adherence to internal policies and procedures rather than aligning data governance efforts with the strategic goals of the business. This misalignment leads to a disconnect between the data governance team and the rest of the organization, hindering the adoption of data-driven decision-making.

## THE NEW WORLD

This is where GenAI can be a transformative force. GenAI can help companies transcend the limitations of traditional data governance and help them supercharge their journey of driving strategic value from their data.

Let's look at a few examples of how GenAI can help teams throughout the production, consumption, and governance of data.



- 1 FROM CATALOGS TO CONVERSATION
- 2 FROM COMPLEX SQL TO SIMPLE ANSWERS
- 3 FROM SPARSE DOCUMENTATION TO UP-TO-DATE INSTITUTIONAL KNOWLEDGE
- 4 FROM MEASURING METRICS TO MEASURING OUTCOMES

## 1. FROM CATALOGS TO CONVERSATION

Forget rigid data dictionaries and cryptic metadata entries. GenAI empowers users to find the data they need through natural language interactions. Imagine asking simple questions like "Where can I find the most up-to-date data about customer segmentation?" and that too directly on platforms like Slack or MS Teams – GenAI understands your intent and points you to the right datasets or dashboards. Business users can finally access and explore data without needing to navigate a labyrinth of data support channels and disparate software systems. This conversational approach not only removes technical barriers but also builds a level of trust with the data team because users don't have to sit around waiting hours or days for an answer.

## 2. FROM COMPLEX SQL TO SIMPLE ANSWERS

GenAI's power goes beyond simple question-answering. It can analyze complex SQL queries and explain their meaning in plain language, making data accessible to a wider range of users. It can also automatically generate documentation, summarizing conversations, business terms, and their relationships, reducing the burden on data stewards and improving the overall understanding of data assets.

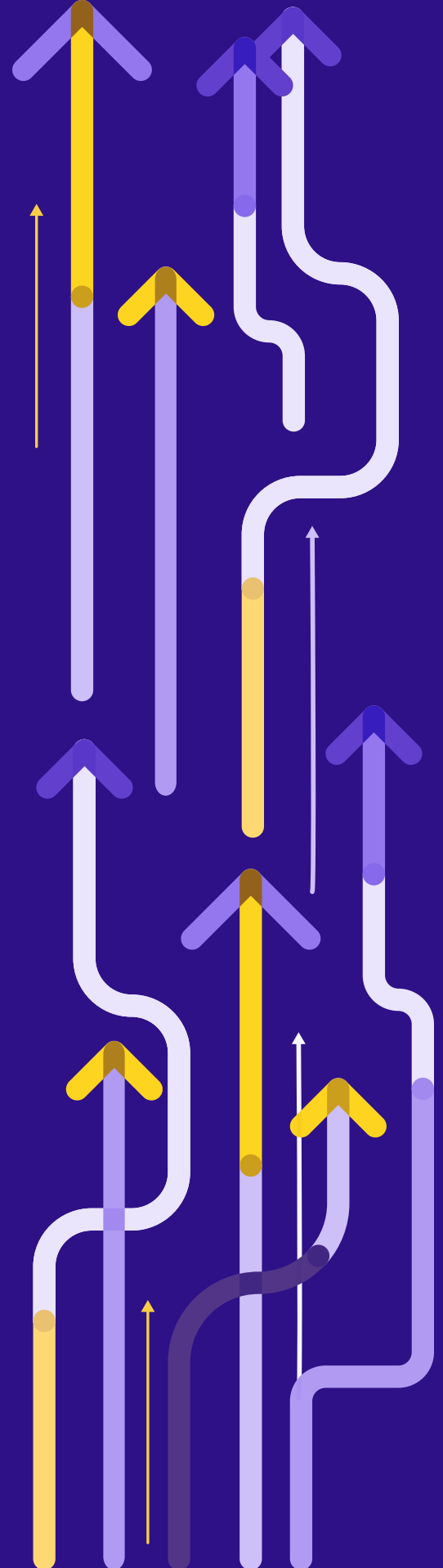
## 3. FROM SPARSE DOCUMENTATION TO UP-TO-DATE INSTITUTIONAL KNOWLEDGE

From sparse documentation to up-to-date institutional knowledge: Data documentation, the process of capturing information about data assets, remains a time-consuming and tedious task mostly hated by all. GenAI automates much of this effort.

It can analyze data sets, identify key business terms, and automatically generate comprehensive documentation. This documentation can be tailored for both technical and non-technical audiences, providing the necessary level of detail for each user. Catalogs can also synthesize institutional knowledge about changes to data from conversation threads, ensuring information remains accurate and relevant. This not only saves valuable time but also ensures consistent and up-to-date data understanding across the organization.

#### 4. FROM MEASURING METRICS TO MEASURING OUTCOMES

Traditional data governance often gets bogged down in bureaucratic minutiae. Metrics like the number of data assets documented rarely translate to tangible business outcomes. GenAI empowers organizations to shift focus. GenAI frees up data professionals and users to focus on higher-level strategic initiatives by automating tedious tasks and simplifying data access. It facilitates data-driven discussions around business objectives and enables leaders to leverage data insights to inform critical decisions. This empowers businesses to move beyond a purely compliance-driven approach to a future where data governance becomes a driver of innovation.



## MINIMIZING RISK WHILE RIDING THE WAVE

As we ride the wave of innovations in GenAI, it's crucial to choose data catalog technologies that go beyond superficial enhancements. Look for solutions that leverage generative AI to address the root problems of data governance rather than simply adding a "copilot" experience. These solutions should focus on improving data discoverability, facilitating collaboration, and automating tedious tasks. By selecting a platform that aligns with these principles, organizations can minimize risk and maximize the benefits of generative AI in their data governance journey.

**Remember, the goal isn't just to automate existing processes but to fundamentally reimagine how we interact with and govern data.**