SAP Solution Brief
SAP Solutions for Enterprise Information Management | SAP Information Steward

Understand, Analyze, and Quantify the Impact of Data on Your Business

THE BEST RUN **SAP**

Achieve information excellence

Digital business transformation is changing the conversation about information. It is a shift from "data is not my problem" to "data is everyone's opportunity." Organizations are looking for ways to embrace the opportunity – specifically, by **exploiting their information** as a strategic enterprise asset.

SAP® Information Steward software supports you in creating the information excellence and discipline needed to drive better business outcomes, going beyond just fixing data to solving the information challenge. This best-in-class data stewardship software provides data profiling and monitoring, metadata management, and information policy management capabilities. It helps improve collaboration among data workers, business users, and IT. And it equips them to understand, analyze, and quantify the impact of data – and data quality – on enterprise processes, analytics, and governance initiatives.

With SAP Information Steward, users can:
- Drive data governance initiatives across the enterprise with visibility on data terms, policies, and standards as well as data impact and lineage
- Monitor and share the trustworthiness of information continuously to determine whether it is fit for use
- Determine the financial impact and quantify the return on investment of data quality initiatives

Establish context within your information landscape

A good data governance strategy starts with creating a common understanding of data relative to your business. SAP Information Steward provides the framework to create and maintain a centralized glossary of standard business terms, concepts, and information policies.

Metadata management provides an integrated view of metadata artifacts and their relationships across the system landscape. Metadata can be automatically collected with metadata integrators bundled with SAP Information Steward for a
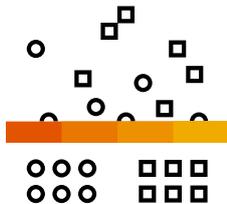
variety of SAP and third-party systems and data sources. Once collected and stored, metadata can be associated with terms and policies to provide business context to your information assets. In addition, data workers can see the connections between metadata, terms, and policies with associated data validation rules, quality scores, and profiling results to maintain their focus on quality.

Establish context within your information landscape

Monitor and share data quality metrics continuously

Understand the value of data quality

Catalog the metadata across the system landscape and analyze and **understand the relationships** of your enterprise data.
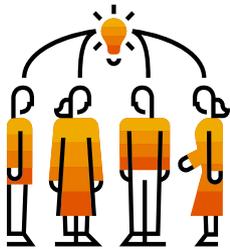
Another powerful aspect of SAP Information Steward is the ability to perform data lineage and impact analysis. Data lineage is used to determine the origin of a data element as well as its associated quality level. For example, the data lineage of a report allows you to identify the sources of data for the report and trace how that data was transformed prior to report generation.

When data quality is in question or changes need to be made, you can run an impact analysis to determine downstream effect. As an example, you can use an impact analysis to determine what systems, reports, and users will be affected by a change you are making to a given data source or schema. The graphical views provided are extremely useful for data governance teams to expose the root cause of poor data quality and to understand how and where data quality levels impact day-to-day business operations or analytics.

Establish context within your information landscape

Monitor and share data quality metrics continuously

Understand the value of data quality

Provide analysts, data stewards, and IT users with a single environment to discover, assess, define, monitor, and **improve the quality** of their enterprise data assets.

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Monitor and share data quality metrics continuously

SAP Information Steward features dashboard and scorecard capabilities to help stakeholders monitor data quality in real time and see how the data measures up against defined data governance rules and standards. For example, you can view data quality based on dimensions such as integrity, uniqueness, conformity, completeness, and accuracy and then drill further to see the profiling results for a specific data set or data field, enabling you to better understand the business impacts of poor quality data. With this insight and understanding, the business can use data with confidence.

In addition:
- Members of data governance teams can work together without having to share reports through spreadsheets or import data across applications.
- Executives, managers, and IT experts can view and share information about data governance and data quality metrics and track progress toward quality goals.
- Data issues can be addressed proactively to prevent bad data from entering business processes or applications.
- Alerts can be generated when data quality falls below a set threshold, including a snapshot of the scorecard as reference.
- Business users gain continuous insight about data quality so they can determine whether data is fit to use for the purpose at hand.

Establish context within your information landscape

Monitor and share data quality metrics continuously

Understand the value of data quality

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The business value analysis capability with SAP Information Steward allows organizations to demonstrate how bad data impacts the bottom line by highlighting the cost of poor data quality and the financial return on investment of data quality improvement initiatives. Using this analysis feature, you can perform what-if analysis for various data quality levels and forecast potential savings. For example, you can forecast the financial benefit of boosting data quality – and identify the savings you can achieve by reducing data cleanup costs downstream. You can then use this information to secure funding and support for your data governance initiatives.

SAP Information Steward also helps you clarify the root cause of data-related problems, so you know where to direct data quality efforts. Using drill-down functionality, you can identify and expose the causes of poor data quality, making subsequent remedial efforts more focused and efficient.

Establish context within your information landscape

Monitor and share data quality metrics continuously

Understand the value of data quality

Run what-if analyses to establish business costs and **demonstrate the ROI** of your data quality initiatives.

Realizing the benefits

With considerable understanding and meaningful insights, you can rely on the quality of your data and take targeted actions that can improve operational, analytical, and data governance initiatives. For example, you can:

- Improve collaboration for data governance. Better cooperation among data analysts, data stewards, and IT experts can substantially impact information management initiatives and overall data quality. SAP Information Steward gives you a better grasp on how data quality affects enterprise processes and performance so you can take steps to improve efficiency and profitability.

- Achieve transparency of data quality metrics. Your company gains comprehensive visibility into data quality at all levels of the information management landscape. Impact analysis tools help you assess the merits of changes in data structures and sources for reduced risk and improved data quality. With better insight into data origins and lineage, your information is more accurate and more trustworthy.
- Identify data-related cost savings. You can forecast the savings you can achieve by improving data quality, which helps you secure funding and support for data quality initiatives more quickly and easily. You can substantially lower the cost of downstream data cleanup by identifying and addressing upstream causes of data issues.

Realizing the benefits

Summary

Data is the lifeline of business today, so it's critical that you not only manage data quality proactively to eliminate the risk to your operations and analytics, but also look for opportunities to create organization-wide information excellence and discipline. SAP® Information Steward software can help empower your business to understand, assess, analyze, and improve the trustworthiness of enterprise information and transform it into a strategic asset.

Objectives

- Drive data governance initiatives across the enterprise
- Access the trustworthiness of information continuously
- Determine the impact and ROI of data quality initiatives

Solution

- Collaborative tools to define data-related terms, policies, and standards and designate business context
- Dashboard and scorecard capabilities to measure and monitor data quality
- Analytics for running what-if scenarios on proposed data quality initiatives and for understanding data impact and lineage

Benefits

- Improve collaboration to drive data governance excellence
- Gain full data quality transparency for confidence in data accuracy and trustworthiness
- Identify and quantify savings opportunities to secure funding for data quality initiatives

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