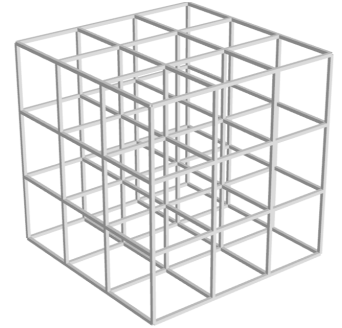


*The Lean Governance journey begins with awareness*

InfoGov captures the complex and dynamic relationships between the business and an organization's data and information assets. Without InfoGov, the full set of data and linkages that comprise the information architecture and governance metadata would be difficult to capture and impossible to maintain.



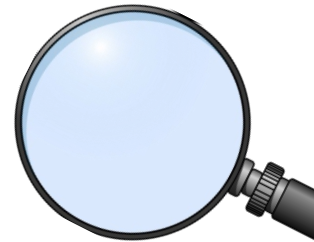
## Capture the governance metadata



- People and organization structure
- Subject area information groupings
- Business terms and data objects with linkages
- Data sources and uses with data lineage
- Crown jewels—confidential / PII data management
- Governance—owners, stewards, consumers for each subject area
- System of record and known copies

## Build awareness

As an organization becomes aware of its data and information assets, it begins to take responsibility for their data. The organization moves along the journey to sustainable, comprehensive data quality.



| Awareness Matrix™    |                  |            |             |             |          |
|----------------------|------------------|------------|-------------|-------------|----------|
| Subject Area Name    | System of Record | Accounting | Credit Risk | Market Risk | Treasury |
| Loan / Credit        | Loans            | Delegate   | Owner       |             | Consumer |
| Loan/ Financial      | Loans            | Owner      | Consumer    | Consumer    | Consumer |
| Customer / Credit    | CRM              |            | Owner       |             |          |
| Customer / Valuation | CRM              |            | Consumer    |             | Consumer |
| Customer / Merger    | EDW              |            | Consumer    |             | Consumer |
| Market / Prices      | EDW              | Consumer   |             | Owner       | Consumer |
| Investment / Details | Trader           | Consumer   |             | Consumer    | Owner    |

***Comprehensive framework for Data Governance and Information Governance***

**Application Modules:** Awareness, Business Process Governance, Information Governance