Create a Business Case for Metadata Management to Enable Transformational Data and Analytics Initiatives

Published 8 November 2021 - ID G00759089 - 1 min read

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Initiatives: Data and Analytics Strategies

A solid business case is essential for successful metadata-driven initiatives. This presentation will help data and analytics leaders not only develop a business case that drives engagement from business stakeholders, but also demonstrate the initiative's business value through measurable KPIs.

Overview

Metadata management initiatives struggle to achieve and sustain business engagement, frustrating data and analytics leaders. Because these initiatives are often created with limited or even no involvement from business stakeholders, their real value is often misunderstood and misaligned. In many organizations, metadata management is a growing discipline but still represents only 12% of the time spent on data management. ¹ With this lack of business engagement, metadata management initiatives are exposed to issues such as:

- Underestimation of the right engagement on data ownership and with subject matter experts
- Inconsistent executive sponsorship
- Competition for resources and funding with other initiatives

This situation can, in turn, prevent the eventual implementation of a successful overall enterprise information management (EIM) discipline within an organization. How can data and analytics leaders, including chief data officers (CDOs), overcome these issues and secure active participation from business stakeholders in metadata management initiatives?
The answer lies in a method for increasing engagement between the IT department and the business in relation to a metadata management initiative. Data and analytics leaders must consider the following:

- How to set an actionable business case framework
- How to develop and select relevant metrics to support the business case
- How to communicate value achieved with key stakeholders

The attached presentation provides guidance on each of these considerations.

These presentation slides include content delivered at Gartner’s data and analytics virtual conferences held in 2021.

**Recommended by the Authors**

**Data and Analytics Essentials: Metadata Management**

**Quick Answer: Key Metadata Capabilities for Data-Driven Organizations**

**The State of Metadata Management: Data Management Solutions Must Become Augmented Metadata Platforms**

**Evidence**

1. Based on more than 2,500 Gartner client interactions, spanning from 1 January 2020 through 14 October 2021.

**Document Revision History**

Create a Business Case for Metadata Management to Best Fulfill Your Data and Analytics Initiatives - 17 May 2019