KeyBank
and the
IBM DGMM

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Security Strategy & Governance

Topics

- Company introduction
- Involvement and Use
- History and Drivers
- Opportunities and Challenges
- How will DG be integrated into normal operations
- Advice to other organizations

Company Introduction

- 90 billion dollars in assets
- 20,000 employees
- Retail branch operations in 13 states
- Offices in 45 states
- International leasing and investment businesses

Involvement and Use

- Key is a charter member of the IBM DG Council
- Significant value in peer interaction
- Significant involvement in model content
- Viewed as a tool for internal and external benchmarking
- Framework for additional internal measurements

Data Governance History & Drivers

- Data Governance is a formal function
  - Spans multiple organizations
  - Includes several core disciplines
- Driven initially by regulatory requirements
- New drivers include
  - Efficiency
  - Quality
  - Sustainability

Opportunities & Challenges

- Opportunities
  - Leverage existing initiatives
  - Extend the use of the model in other areas
- Challenges
  - Culture
  - Technology to business translation

Priorities

- Expand stewardship
- Continue cultural shift
- Focus and customer and business critical data
- Leverage quality initiatives for business impact
- Awareness

Lessons Learned

- Broader involvement sooner rather then later
- Get buy in at the top and bottom and drive toward the middle
- Start small
- Treat governance as an enabler
- Metrics, metrics, metrics
- Talk from a business perspective

Advice

- Let go so the program can flourish
- Make the model your own don't be afraid to adapt
- Seek business initiatives to engage
- Partner with those that bridge the business technology divide
- There is no right or wrong way to get started
- Build a governance council
- Have well defined policies

Questions