Toxic Content and Data Governance

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http://www.ibm.com/itsolutions/datagovernance

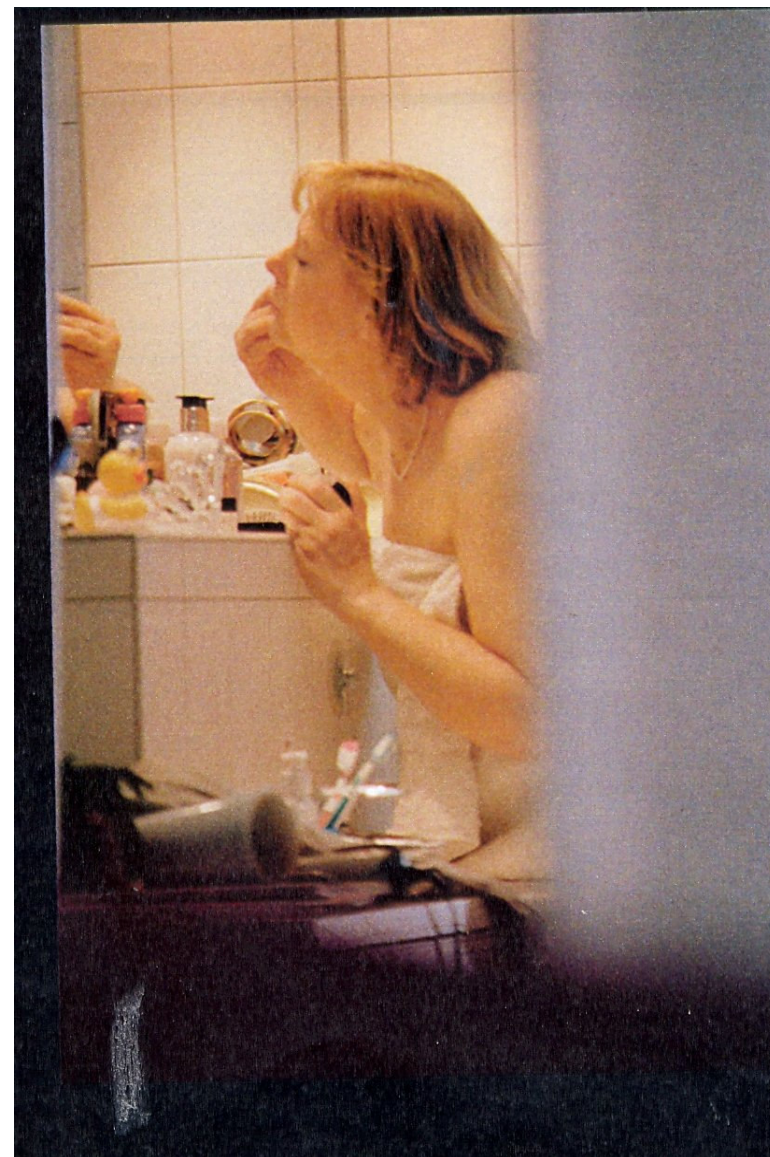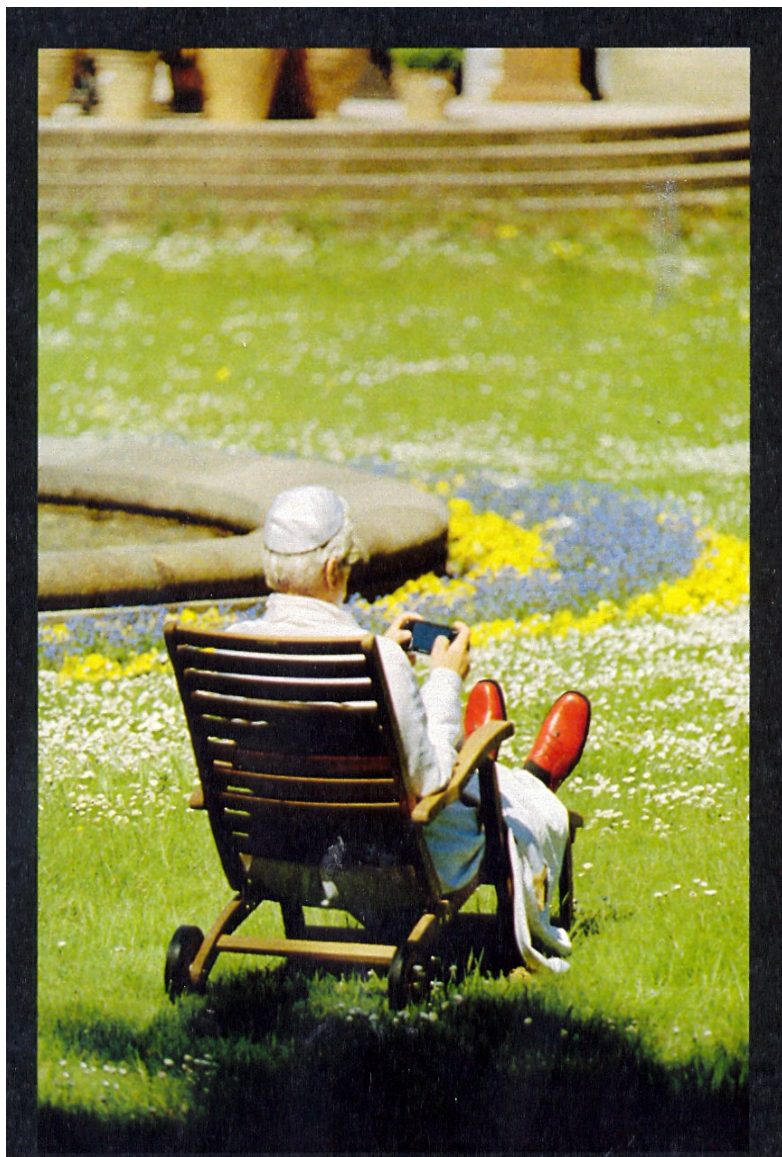# *The Dreadful Details*, by Eric Baudelaire
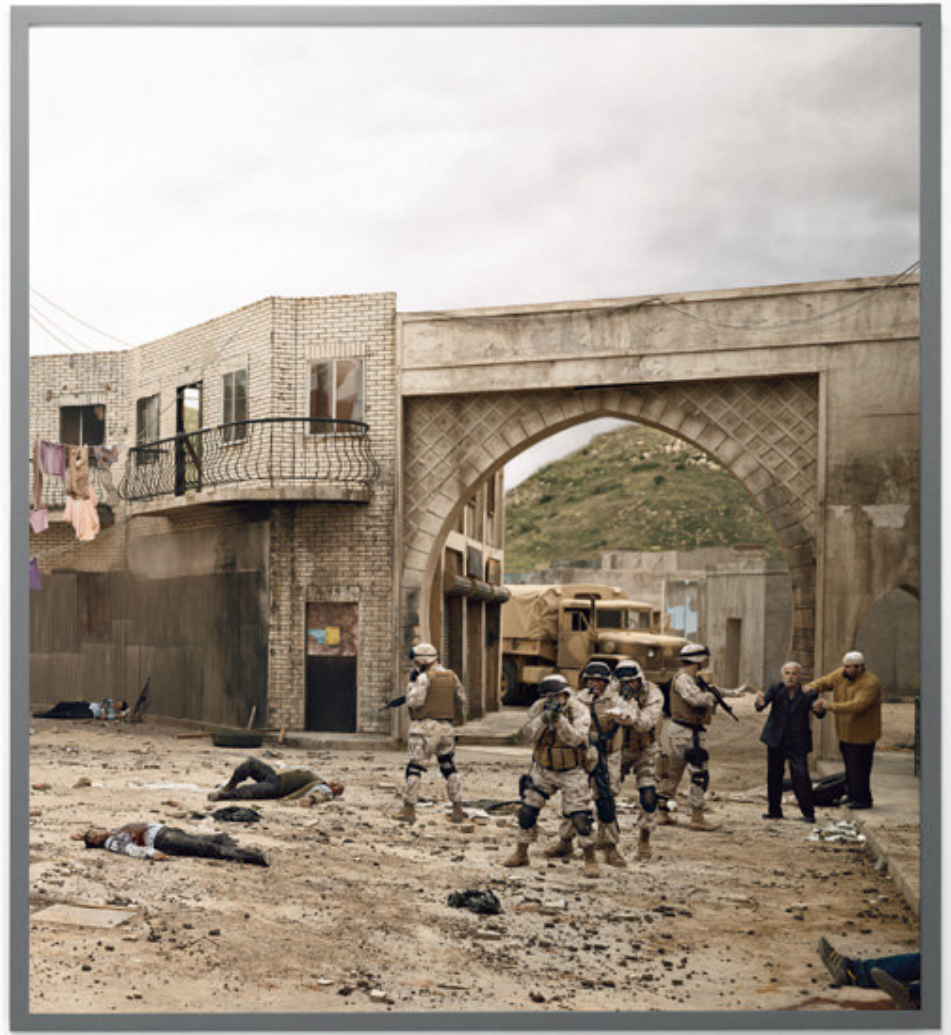
A lot of time you really can't trust what you see...

MESSAGE MACHINE

Behind Analysts, the Pentagon's Hidden Hand

A PENTAGON CAMPAIGN Retired officers have been used to shape terrorism coverage from inside the TV and radio networks.

By DAVID BARSTOW
Published: April 20, 2008

"To the public, these men are members of a familiar fraternity, presented tens of thousands of times on television and radio as "military analysts" whose long service has equipped them to give authoritative and unfettered judgments about the most pressing issues of the post-Sept. 11 world.

Hidden behind that appearance of objectivity, though, is a Pentagon information apparatus that has used those analysts in a campaign to generate favorable news coverage of the administration's wartime performance, an examination by The New York Times has found.

The effort, which began with the buildup to the Iraq war and continues to this day, has sought to exploit ideological and military allegiances, and also a powerful financial dynamic: Most of the analysts have ties to military contractors vested in the very war policies they are asked to assess on air. " - NY Times, April 20, 2008

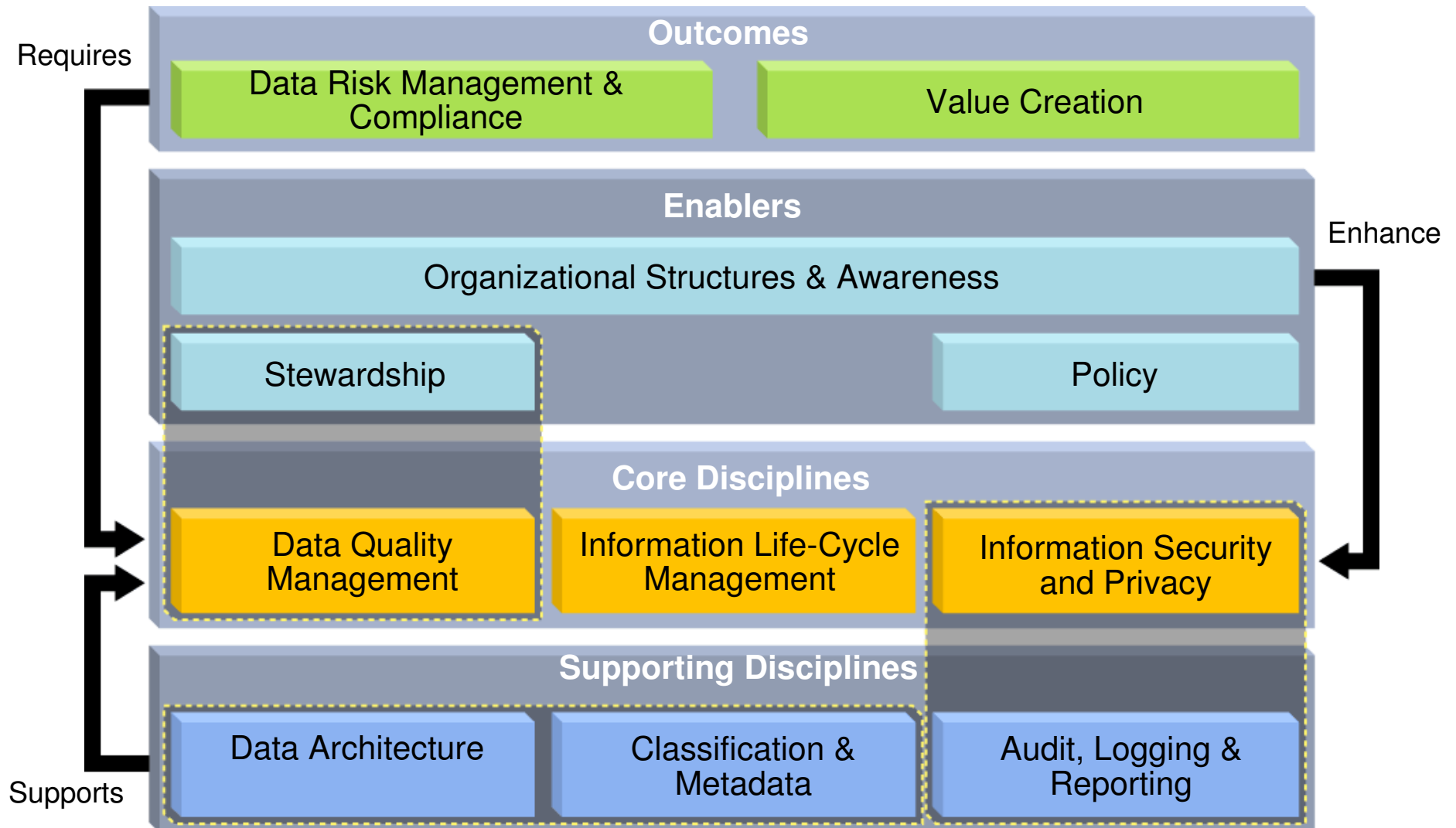# The Credit Crisis has its own victims of Toxic Content
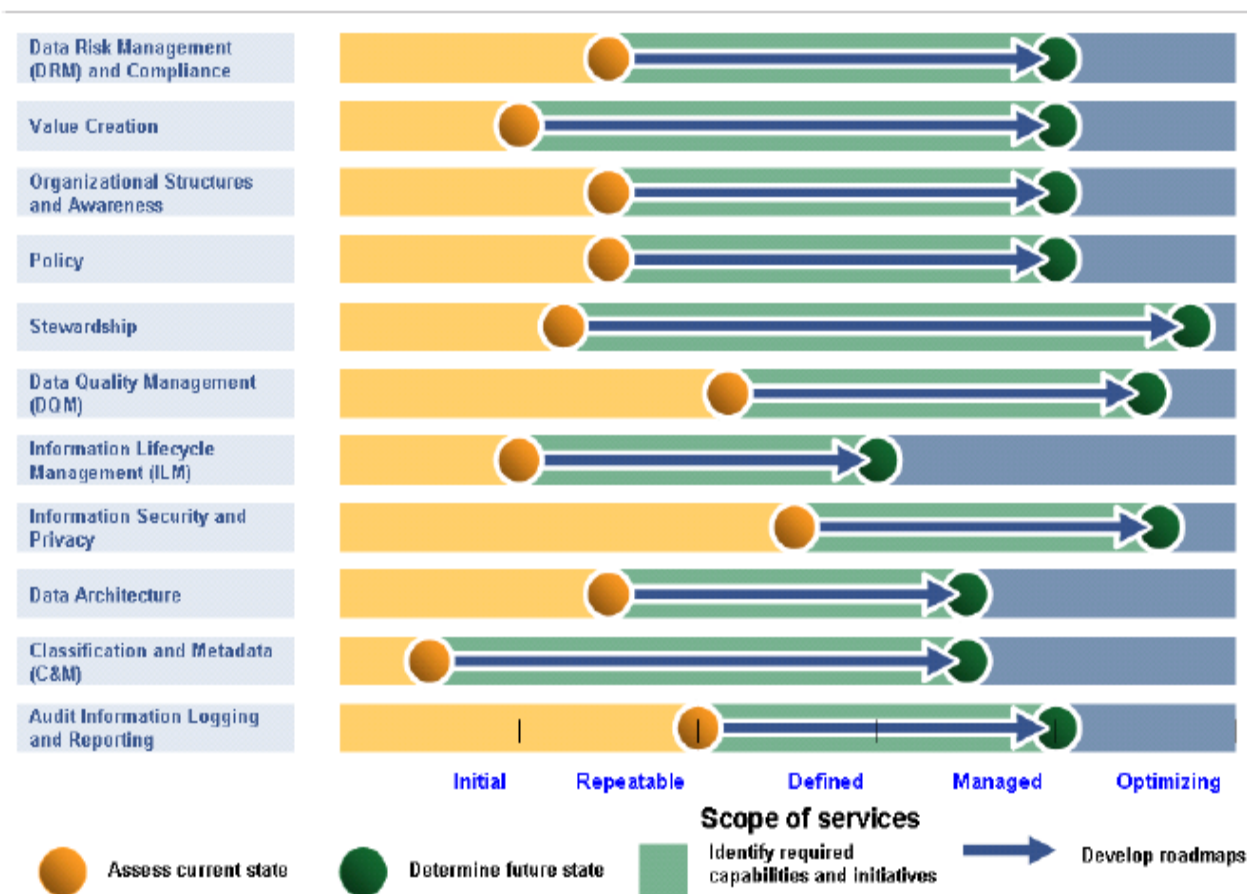
The Loan Origination Process
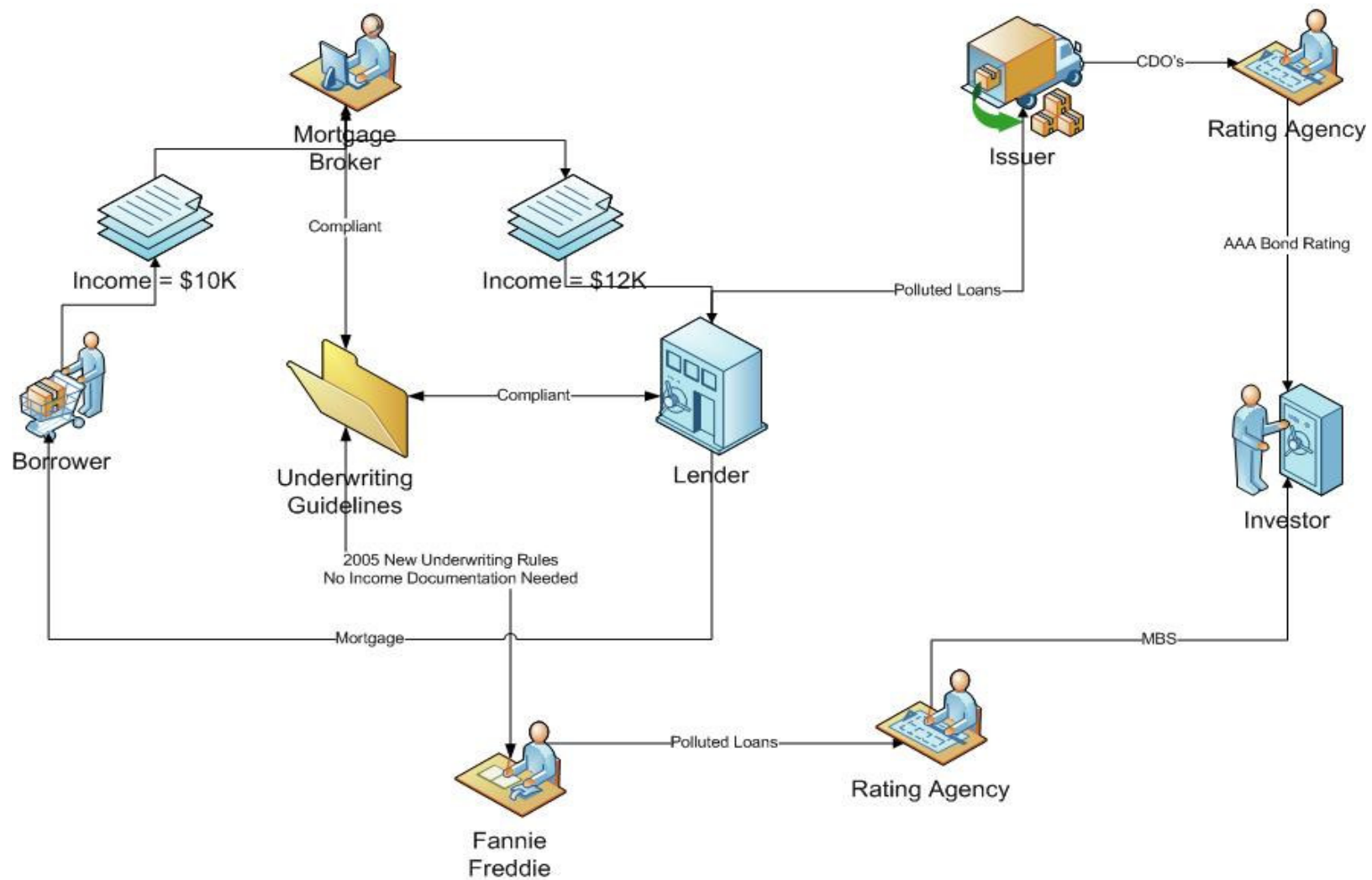
IBM Data Governance Council, Founded in 2004

Customers		Business Partners
Abbott	Kasikornbank	Application Security
American Express	Key Bank	Axentis
Bank of America	MasterCard	Continuity Software
Bank of Montreal	Merrill Lynch	Guardium
Bank of Tokyo/Mitsubishi	Novartis	Intellinx
Bell Canada	Nordea Bank	Involv
Citigroup	PFG	Micropole-Univers
Chevron	RFG	OpenPages
Danske Bank	TIAA-CREF	Paisley
Deutsche Bank	TeliaSonera	Perficient
Discover Financial	VP Securities Services	RiskWatch
Equifax	Washington Mutual	SecNap
Fannie Mae	Wachovia	Tizor
FSTC	The World Bank	Veronis

Data Governance Council Maturity Model

Requires

Outcomes

| Data Risk Management & Compliance | Value Creation |

Enablers

Organizational Structures & Awareness

Enhance

| Stewardship | Policy |

Core Disciplines

| Data Quality Management | Information Life-Cycle Management | Information Security and Privacy |

Supporting Disciplines

| Data Architecture | Classification & Metadata | Audit, Logging & Reporting |

Supports
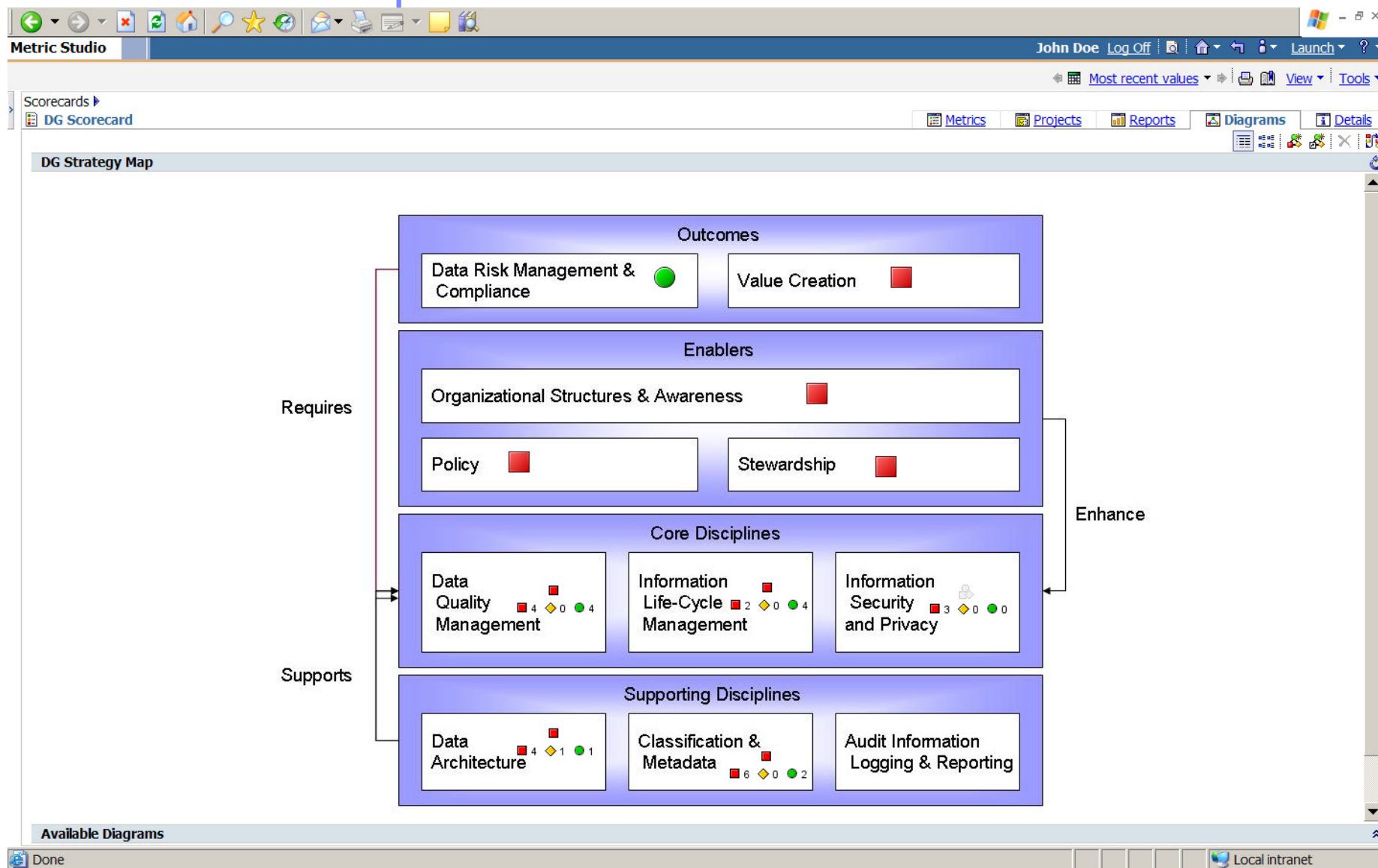
The Maturity Model Identifies Current and Desired States of DG Maturity

IBM has developed a DG Scorecard

XBRL for Risk Reporting

- New standards are needed in Risk Measurement and Capitalization

- Reporting to regulatory authorities is the leading edge of that need

- IBM Data Governance Council is initiating standards consultations with:
  - ▸ Customers
  - ▸ Partners
  - ▸ US Regulatory Authorities
  - ▸ European Regulatory Authorities
  - ▸ Asian Regulatory Authorities
  - ▸ XBRL standards organizations

- We see the need for a widespread dialog

- We invite other interested parties to participate in this dialog as we consider appropriate standards in Risk Measurement, Capitalization, and Reporting

Speakers Today

- **CHAIR / MODERATOR**
  1. Steven Adler, Director IBM Data Governance Solutions, USA
  "*Toxic Content and The Need for Data Governance*"?

SPEAKERS

2. **Bent Poulsen**, Chief Auditor VP, Denmark

3. **Renaud Finaz de Villaine,** Directeur Marketingt Micropole-Univers, France

4. **Michael Dziekan**, Office of Strategy - Director of Research & Solutions Strategy, Cognos an IBM Company, USA

5. **Jacques Bus, Head of Security Unit, DG INFOSO & Media, European Commission**

6. **Sokratis Katsikas,** Professor Dept. of Technology Education & Digital Systems, University of Piraeus & member of the Board of the

7. **Paris Kokorotsikos,** Chairman & CEO Euroconsultants SA, Greece

8. **Zahid Jamil, Barrister-at-law, Jamil & Jamil, Pakistan**

9. **Jean-Marc Suchier** VP, Director European Programs, Sagem Securité

10. **Thomas Myrup Kristensen**, EU Policy Director, Microsoft EMEA, Denmark

11. **Thomas Hart,** Regulatory Expert EU-China Information Society Project, China

Thank You