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Boosting AI Success Through Data Governance and Self-Service

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Chief Technology Officer

Topics Shaping the CDO Agenda

Complex compliance needs and pressures

Overlooked data security and protection

50%

increase in GDPR fines [2]

Greatest AI challenge

Ensuring data quality and trust

46%

of CDOs identified data quality as #1 challenge [3]

Fragmented data sources

Discovering siloed data is challenging

400+

data sources on average[1]

Limited resources and lack of access

Shortage of qualified data personnel

28%

of jobs will require data skills by 2026[4]

Sources:

"Companies Are Drawing from over 400 Different Data Sources on Average" SolutionsReview.com
"Amazon Web Services (AWS) Survey 2023" Amazon
"European data protection authorities issue record €1.65 billion in GDPR fines" CSO
"Big data adds up to opportunities in math careers" US Bureau of Labor Statistics
"CDO Challenges – Recruitment in an era of skills shortages" DataIQ
"CDO Agenda 2024" AWS

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AI in 2025:
From pilot projects to enterprise-wide adoption

76% deployed AI in **1-3 use cases**.

50% expect to **fully deploy AI within two years**.

Source: A playbook for crafting AI strategy, MIT Technology Review

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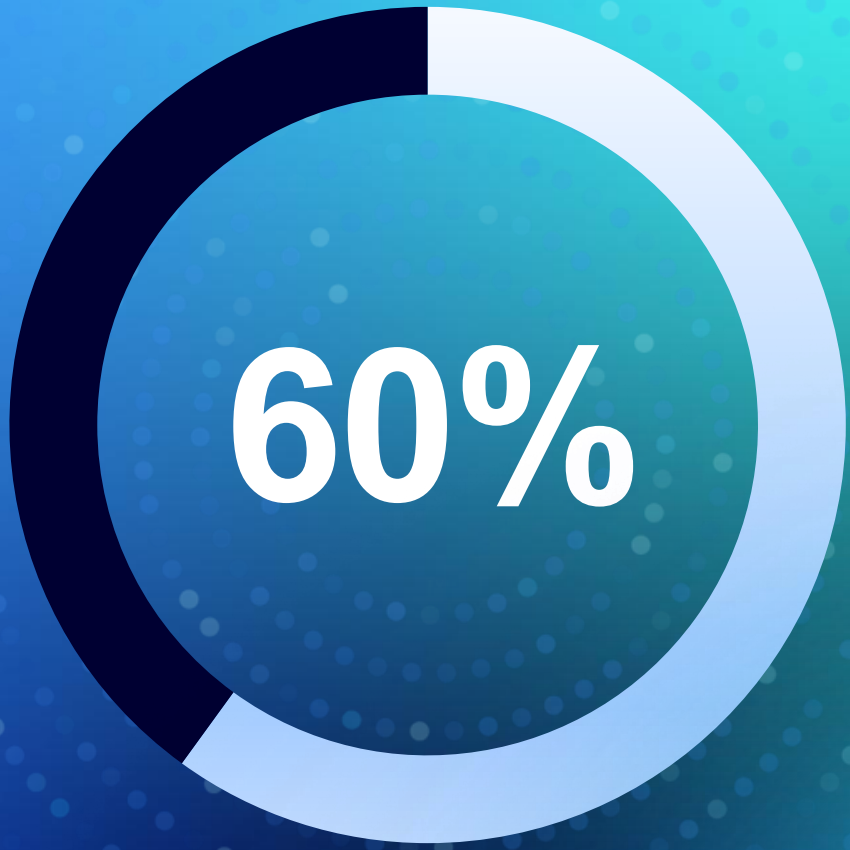
How 'at risk' are your AI projects?



“Through 2026, those organizations that don’t enable and support their AI use cases through an AI-ready data practice will see over **60% of AI projects fail to deliver on business SLAs and be abandoned."**

Gartner, “A Journey Guide to Delivering AI Success through ‘AI-Ready’ Data” by Ehtisham Zaidi, Roxane Edjlali, 18 October 2024.

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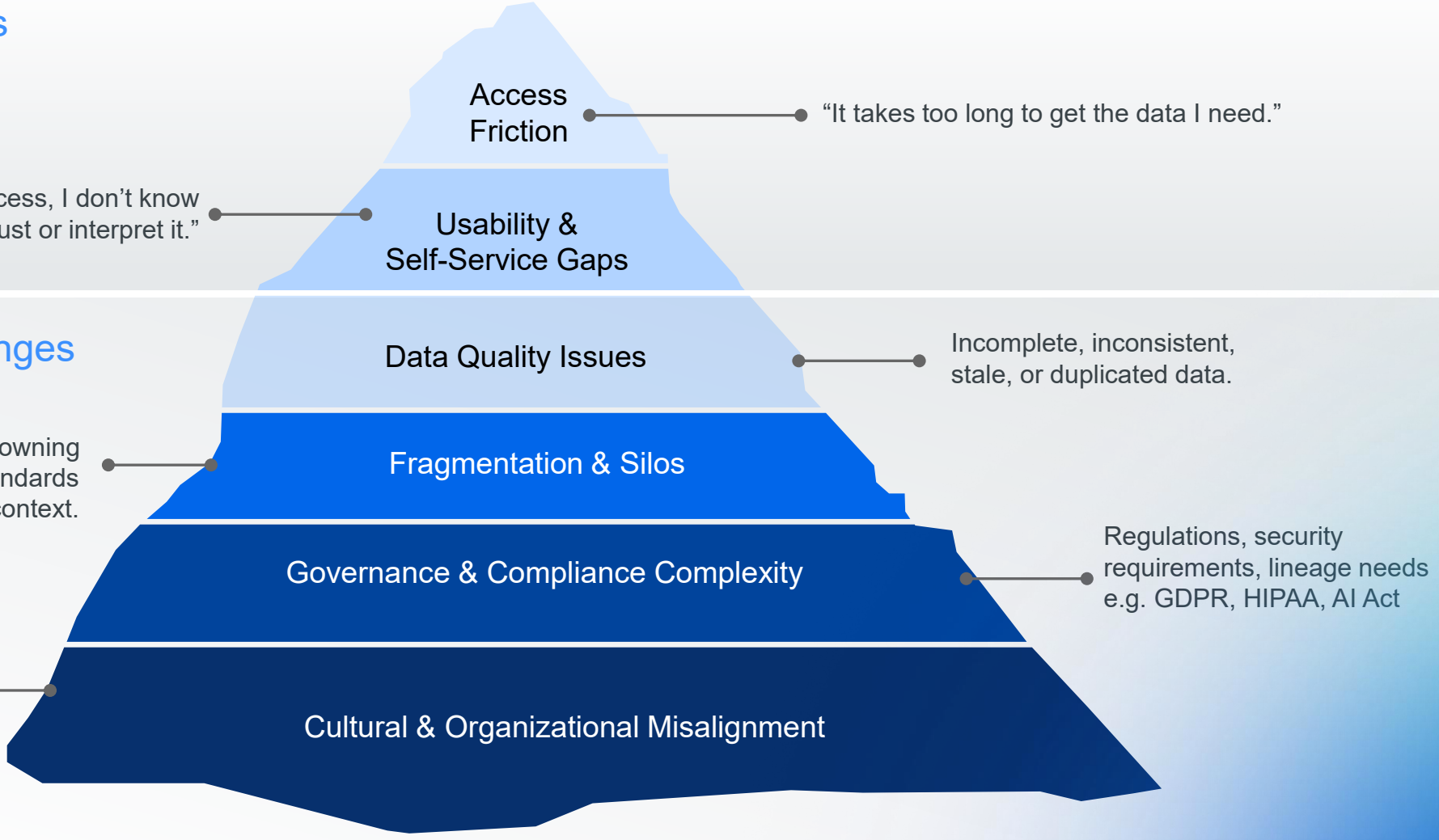
Enterprise Data Challenges

Business Challenges



Foundational Challenges

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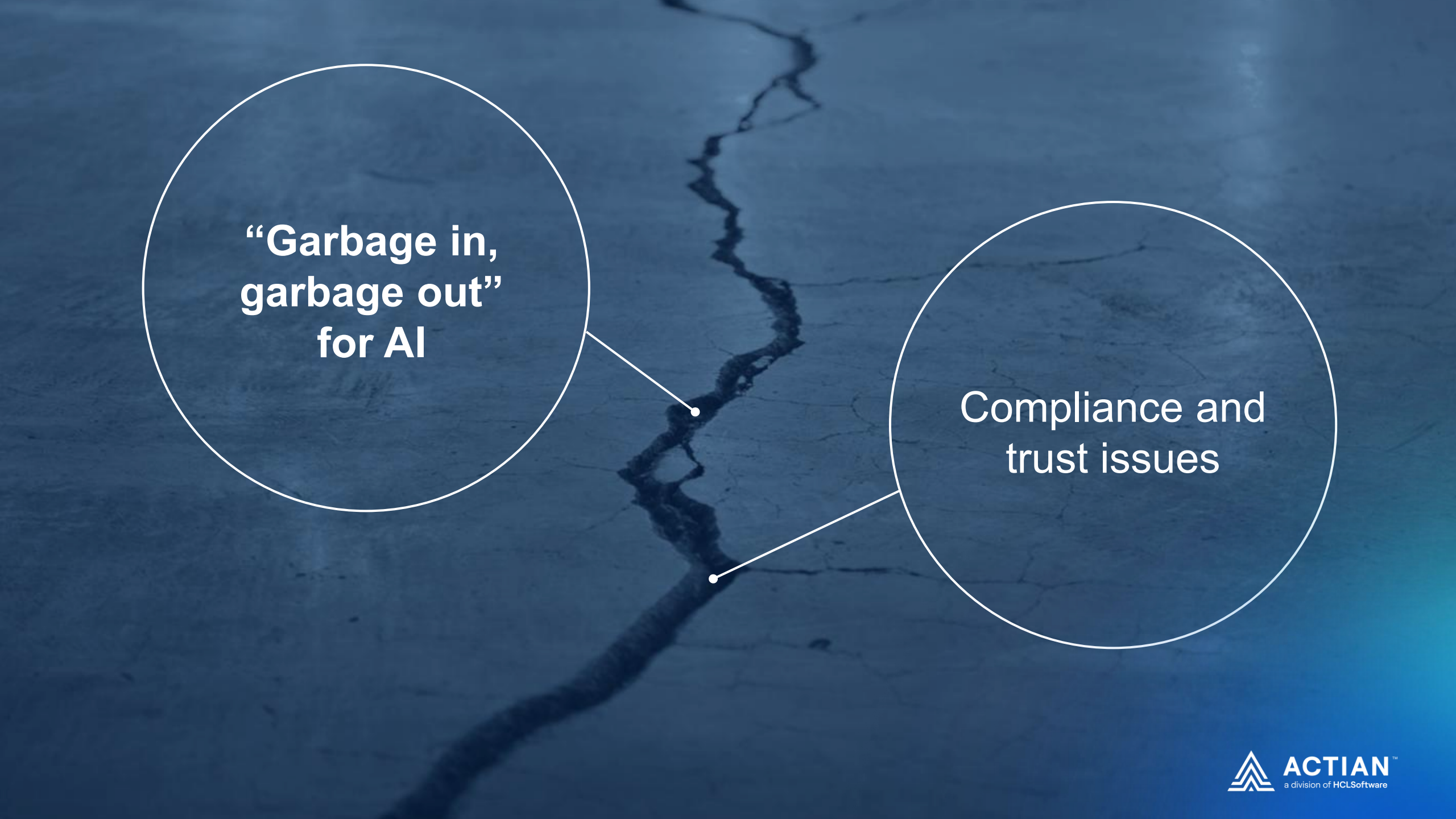

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The Data Governance Paradox

Successful AI demands governance that’s flexible and easy to use

Governance frameworks can be cumbersome and are often ignored or bypassed

Data access is restricted in the name of control, but shadow systems emerge instead

Governance is treated as a one-time project, not a living, evolving process

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Governance by Design

Governance must be built-in, not bolted on

Empowers users to trust, access, and act with confidence

Built into data products, not wrapped around them

Policy enforcement aligned with business context

Automated, transparent, and scalable by default

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Governance as an Enabler of Self-Service

How policies, lineage, and controls build trust

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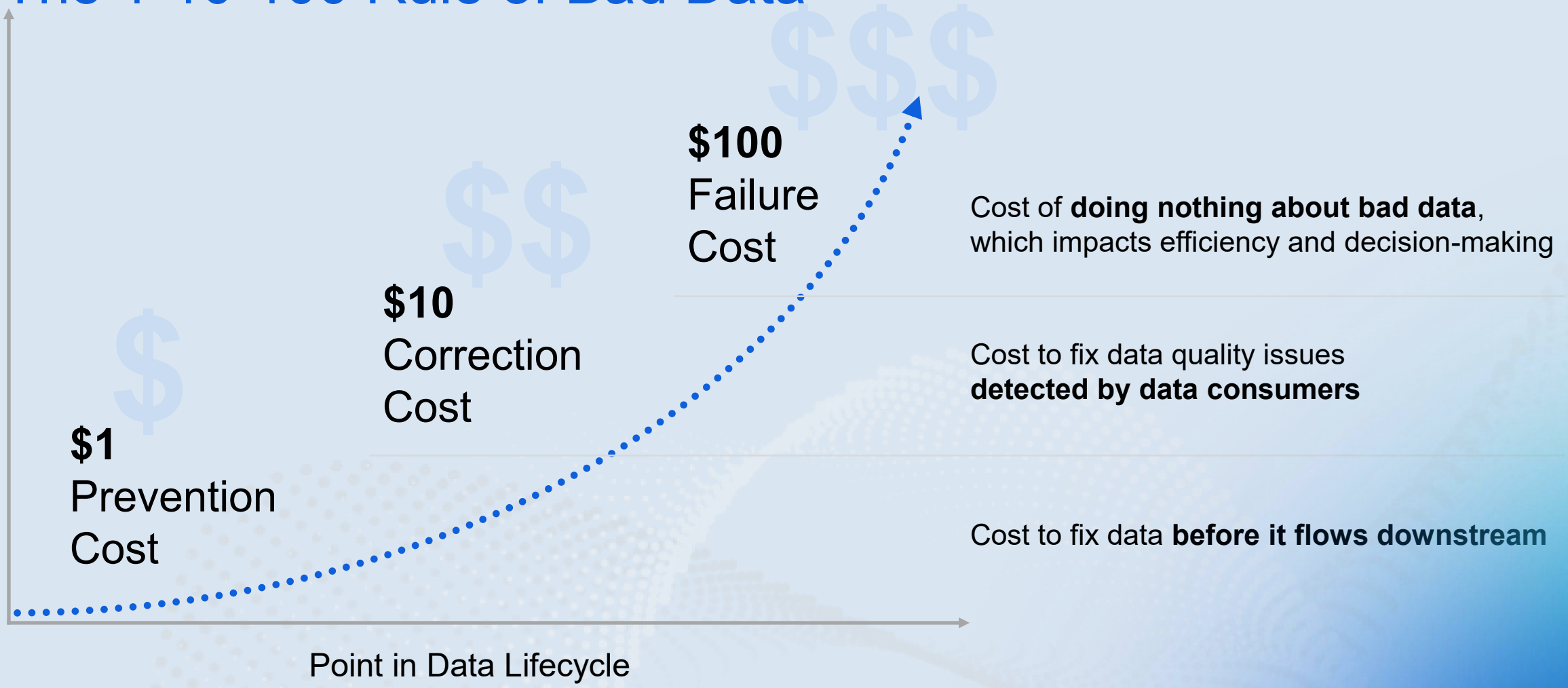
Shift-left:
The 1-10-100 Rule of Bad Data



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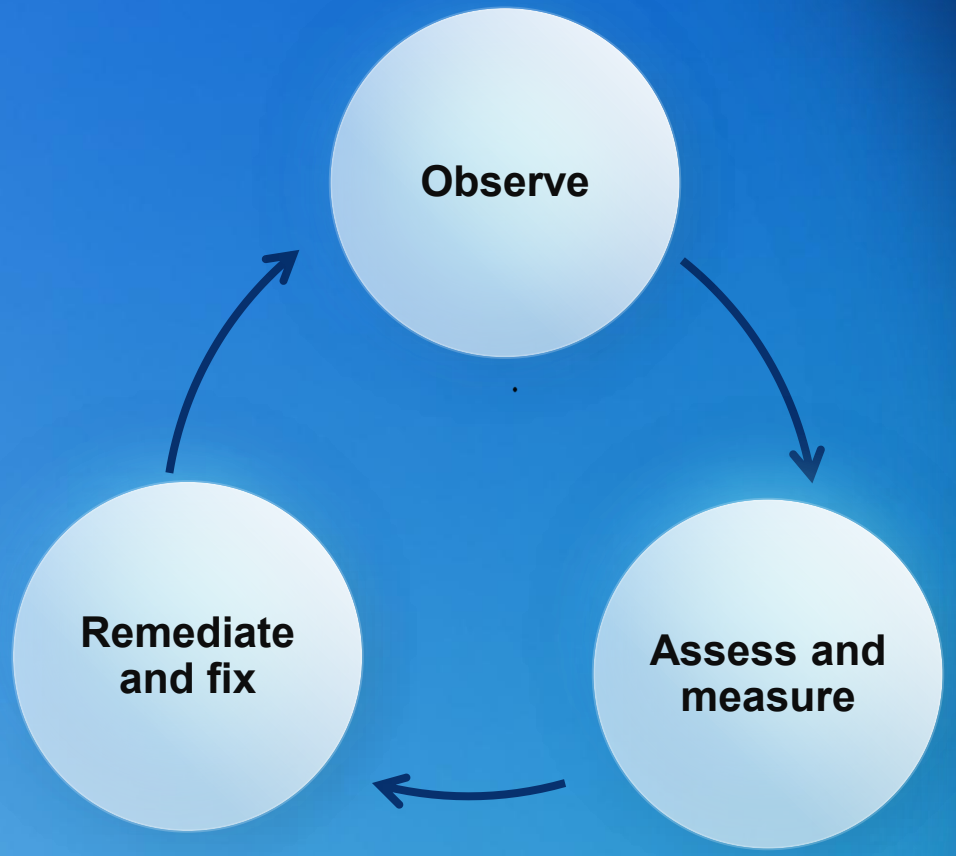
Data Observability is a continuous process



Pillars of Data Observability

- Freshness
- Data Quality
- Volume
- Schema
- Lineage

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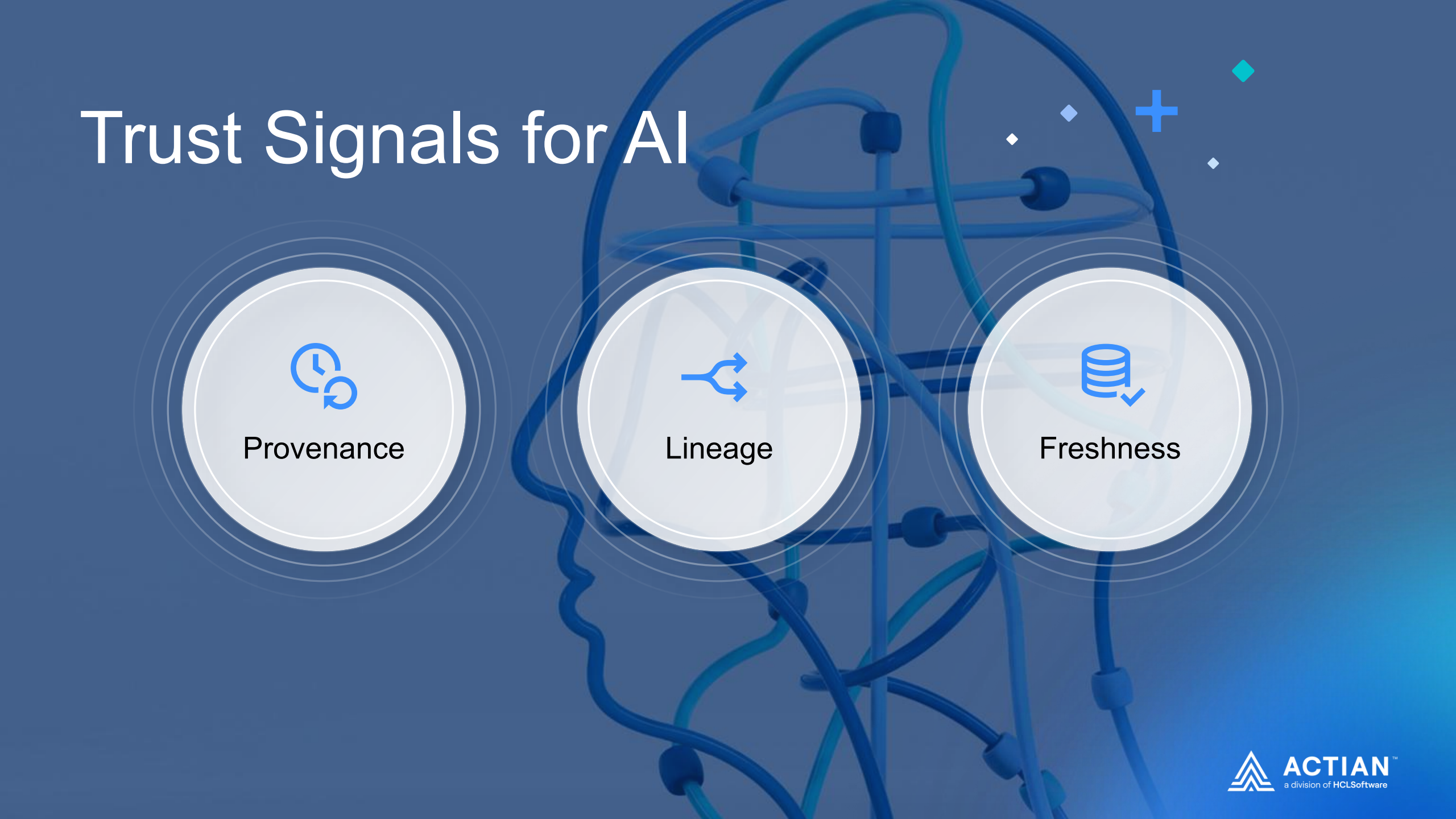
Trust Signals for AI



Provenance

Lineage

Freshness

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What self-service really means

Not just access

- **Governed**
- **Timely**
- **Usable Insights**

Examples:

Marketing, Finance, Operations leveraging trusted data

“With Actian’s Data Intelligence Platform, we could centralize our analytics & BI data into a single solution. The data catalog design via the Studio app enabled data transparency and clarity in the documentation of our data assets, while the Explorer app enabled our end users to find the right data for their respective use cases via its data discovery features, which represented a big advantage for Lufthansa Cargo.”

- Betina Berg Data Architect,
Lufthansa Cargo

Lufthansa Cargo

The virtuous cycle: governance → trust → adoption → outcomes

Challenges

- Implement a single Cargo Data Platform to integrate data from 100+ sources in real-time
- Democratize data access to employees for improved data value
- Increase data literacy by simplifying communication between IT and the business and providing user-friendly solutions for analytics.

Solution

The Actian Data Intelligence Platform (formerly Zeenea) data catalog provides seamless connectivity for IT and business teams.

Results

Single Platform

Integrated data from more than 100 data sources

Data Democratization

Access to data for employees to build their data hypothesis, models, and use cases

Data Literacy

Simplify communication between IT and the business, providing user-friendly solutions analytics

The Organizational Shift

People

Culture and literacy

Process

Governance frameworks, SLAs

Technology

Platforms, automation, metadata-driven

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Practical steps to get started

- Define Contracts
- Embed Observability
- Federate Governance

Your Takeaways

1 **Governance** is the enabler of self-service.

2 **Trustworthy data** fuels AI success.

3 **Democratization** needs culture + process + tech.

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