



MASTERCLASS

BUILDING YOUR DATA LINEAGE BUSINESS CASE

in 9 steps

INTRODUCTION

Data lineage has become a daily demand. However, it remains an abstract, unknown concept for many stakeholders. The implementation is complex and resource-consuming. Usage of data lineage remains a challenge in “business as usual” operations.

During this 2-day Masterclass, we discuss and elaborate on the practical aspects of building a successful data lineage business case. We focus on delivering artifacts and documents that later can be used by participants in their real practices.

During the Masterclass, the participants will become familiar with:

- The concept of data lineage
- Relationships between data lineage and other similar concepts
- The metamodel of data lineage
- The method to identify and prioritize business drivers for data lineage
- Data lineage stakeholder analysis
- Methods to scope a data lineage initiative
- Accountabilities regarding data lineage
- Methods and approaches to implement data lineage
- Various data lineage solutions and methods of their evaluation
- Key methods of data lineage documentation
- Key areas and challenges of data lineage usage
- The 9-step method to design and implement data lineage
- Discuss a fictitious business case, and optionally, the participants’ business cases*



** Note: if you need to elaborate only on your business case, please contact us for a custom training request*

After attending the Masterclass, the participants will be able to:

- Design the data lineage metamodel that fits a company's needs and resources
- Assess the readiness of the company for the data lineage initiative
- Prepare requirements for data lineage
- Scope the data lineage initiative
- Analyze various methods and approaches to performing data lineage documentation
- Analyze the required data lineage solution
- Assess risks and success factors

PARTICIPANT PROFILE

- Data management and business professionals who want to deepen their knowledge on this subject
- Professionals with a technical background who need to gain a better understanding of the needs of their business colleagues
- Program and project managers who lead data lineage implementation projects

WHAT YOU WILL RECEIVE

A total of 12 hours of interactive group sessions led by Irina Steenbeek

spread out over 2 days, 6 hours per day

One 60-minute private session with Irina Steenbeek

where you can discuss your business case

The book *Data Lineage from a Business Perspective* by Irina Steenbeek

both pdf and paperback versions

A set of templates

for working out your data lineage business case



SYLLABUS

DAY 1

- Data lineage and its types
 - Deliverables:*
 - The company's definition of data lineage
- Designing the metamodel of data lineage for your company
 - Deliverables:*
 - The company's data lineage metamodel
- Introduction into the 9-step method
- Step 1: Identifying key business drivers
 - Deliverables:*
 - The analysis of the business drivers for the data lineage case and assessment of their criticality
 - Mapping of the drivers' requirements to the data lineage metamodel
- Step 2: Identifying and analyzing key stakeholders for your initiative
 - Deliverables:*
 - A stakeholder map
 - A stakeholder communication strategy
 - A stakeholder involvement plan
- Step 3: Scoping your initiative and assessing the readiness of the company
 - Deliverables:*
 - The draft of the scope of the data lineage initiative
 - Assessments of the key data management capabilities required for the data lineage business case
- Step 4: Defining roles and accountabilities
 - Deliverables:*
 - The RACI matrix for data lineage-related roles
- Step 5: Preparing data lineage requirements
 - Deliverables:*
 - Data lineage requirements linked to the chosen metamodel



DAY 2

- Step 6: Choosing an approach and method of documentation

Deliverables:

- A draft design of data lineage documentation methods and approaches
- An analysis of the appropriate data management style
- A template to communicate the scope, planning, and progress follow up
- A draft for the internal standard "Data Lineage"

- Step 7: Choosing appropriate tooling

Deliverables:

- Analysis of functionality of a data lineage solution based on the requirements developed in Step 5

- Step 8: Document data lineage

Deliverables:

- A draft plan to document data lineage

- Step 9: Building analytical tools and/or reports

Deliverables:

- Analysis of required analytical tools

- Assessing risks and designing mitigation factors

Deliverables:

- A draft "Risk assessment and mitigation"

- Using data lineage

Deliverables:

- Analysis of data lineage use cases

- A short live presentation of a data lineage solution from one of the leading providers



MASTERCLASS DETAILS

Duration:

2 days, 6 hours a day

Total number of participants:

3 to 8*

Format:

Online via Zoom

Price:

1200 EUR excl. VAT per participant

Dates:

The first Masterclass is being scheduled for January 27-28, 2022*

The time will be scheduled according the participants' time zones.

Application:

We invite you to apply through the application form on our website:

datacrossroads.nl/application-masterclass-0122

(you can preview the form below).

The application is to be submitted **no later than January 20, 2022.**

All applications will be reviewed by Irina Steenbeek prior to being accepted.

** In case the number of applications exceeds the max. number of participants, the participants will be split into groups and additional dates will be added.*



APPLICATION FORM

Below, you can find a preview of the application form.

To apply, please fill in the application on our website:

[DATACROSSROADS.NL/APPLICATION-MASTERCLASS-0122](https://datacrossroads.nl/application-masterclass-0122)

1. Your name
2. Your e-mail
3. Name of your company
4. Your company's industry
5. Number of employees in your company
6. Your country and time zone
7. What are your three key expectations from this masterclass?
8. Would you like to elaborate on your company's business case during the masterclass?
Yes/No
If yes, please tell us a few things about it:
 - a. The status of your data lineage business case:
 - Planning
 - Performing
 - b. Key challenges with the data lineage initiative to be discussed during the Masterclass
 - c. Would you like to work on your data lineage business case during the Masterclass?
 - Yes
 - NoIf yes, please indicate in what way...
9. Please indicate the level of your skills in the following disciplines:
Data governance
 - No
 - Basic
 - PractitionerData modeling



- No
- Basic
- Practitioner

Data and application architecture

- No
- Basic
- Practitioner

Project management

- No
- Basic
- Practitioner