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Source: Amazon.com

Spirits that I've cited
My commands ignore.

Translated from the poem: "The Sorcerer's Apprentice" by Johann W. v. Goethe*

Original quote (German language, "Der Zauberlehrling"): Die ich rief, die Geister / Werd ich nun nicht los.

Here is your menu

1. Cheesy Crunch Galore

2. Savory Stack Surprise

3. Saucy Satisfaction Supreme

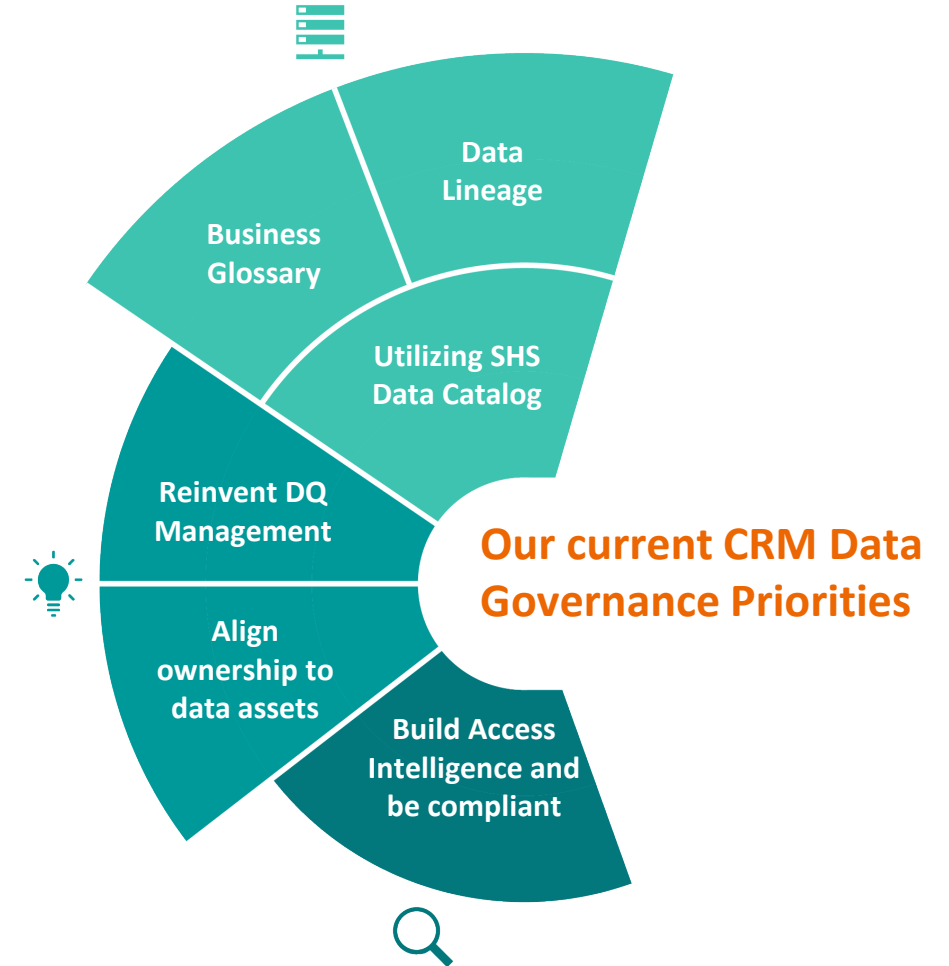4. Midnight Masquerade Mystery

5. Enigmatic Euphoria Encounter

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Our Burgers

1. **Cheesy Crunch Galore**
   Crispy Onion Rings, Melted cheddar cheese, Pickles, Coleslaw, BBQ sauce, Lettuce, Tomato

2. **Savory Stack Surprise**
   Smoked Gouda cheese, Sauteed spinach, Caramelized onions, Roasted garlic aioli, Arugula, Sun-dried tomatoes

3. **Saucy Satisfaction Supreme**
   Pepper jack cheese, Chipotle mayo, Grilled pineapple, Red cabbage slaw, Cilantro, Spicy jalapenos

4. **Midnight Masquerade Mystery**
   Juicy beef patty, Mysterious secret sauce, Smoked paprika dusting, Pickled red onions, Romaine lettuce, Sharp cheddar cheese, Crispy bacon

5. **Enigmatic Euphoria Encounter**
   Tender turkey patty, Enigmatic spice blend, Roasted garlic spread, Pickled jalapenos, Baby arugula, Pepper jack cheese, Avocado slices

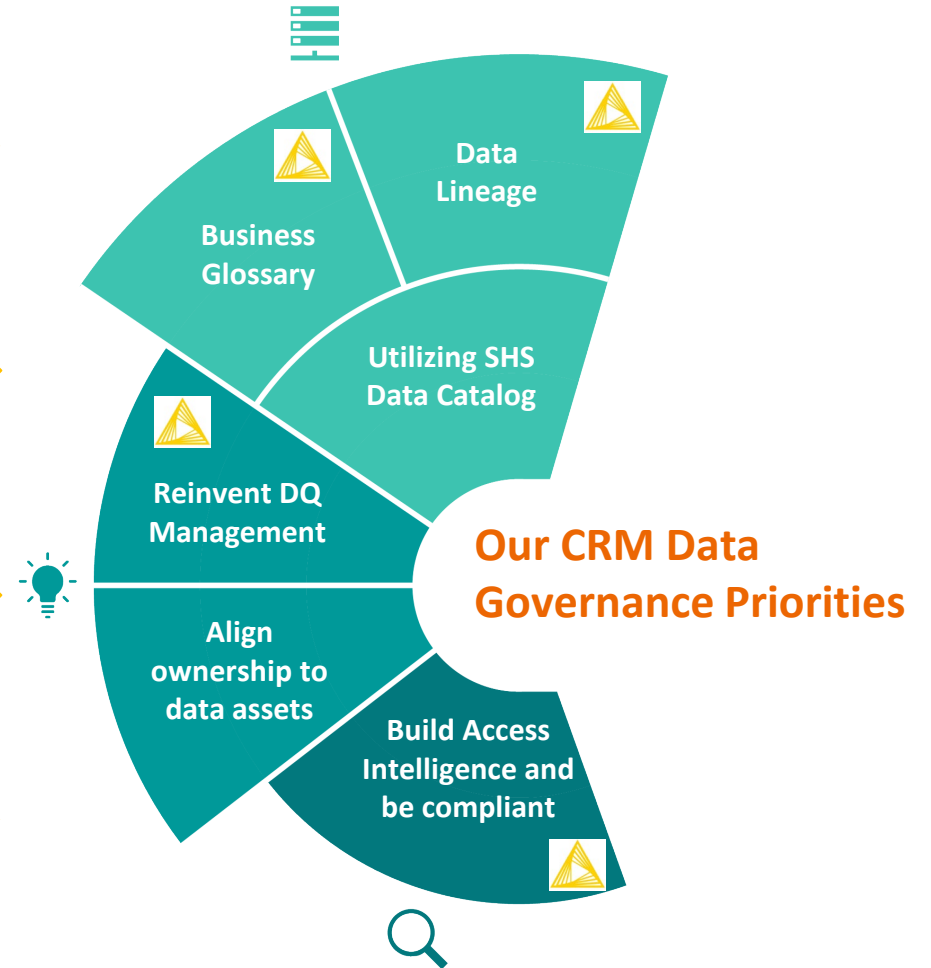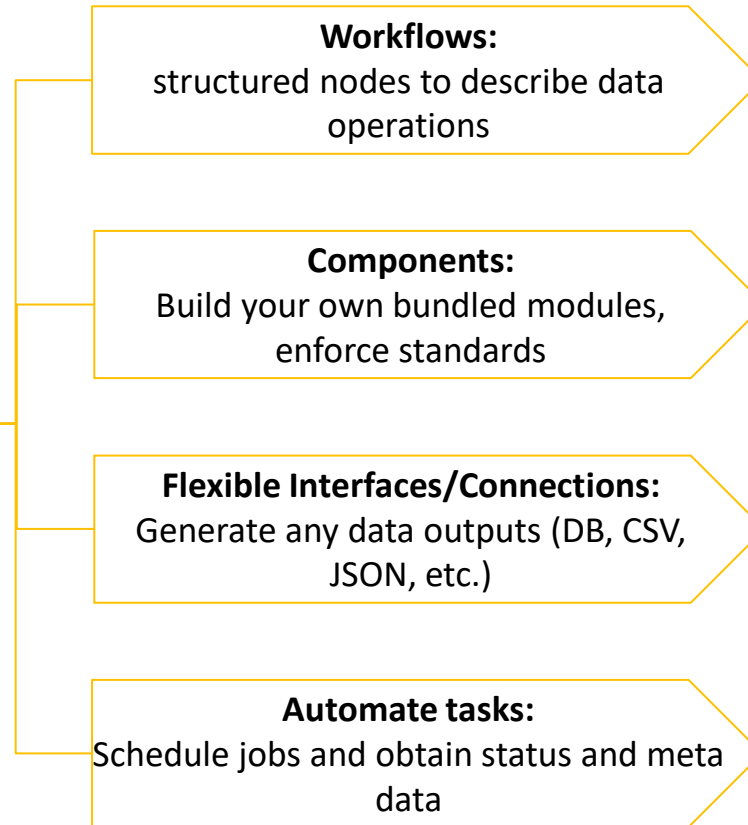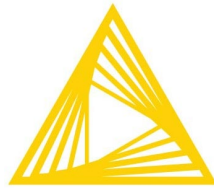# Data Governance frameworks exist, but make it YOUR game

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Our current CRM Data Governance Priorities

Can KNIME Accelerate your Data Governance Game?

What does KNIME offer?

Workflows:
structured nodes to describe data operations

Components:
Build your own bundled modules, enforce standards

Flexible Interfaces/Connections:
Generate any data outputs (DB, CSV, JSON, etc.)

Automate tasks:
Schedule jobs and obtain status and meta data

Our CRM Data Governance Priorities

- Business Glossary
- Data Lineage
- Utilizing SHS Data Catalog
- Reinvent DQ Management
- Align ownership to data assets
- Build Access Intelligence and be compliant

Example Automated Meta Data for Glossary

Technical Column Name Source	Business Column Name	Description
COL_1	Column One	This represents value XYZ and is used for ABC

Centrally maintained repository of meta data

Example using KNIME workflow metadata to extract <u>relevant</u> data lineage information

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Read Workflow &
Job Metadata

Extract
Input/Output &
Data Operations

Format into Data
Catalogue
compatible format

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We could successfully onboard the data lineage into Informatica data catalogue making it available to our employees

Data lineage provides a visual representation of SHS data's journey across multiple systems and transformations.
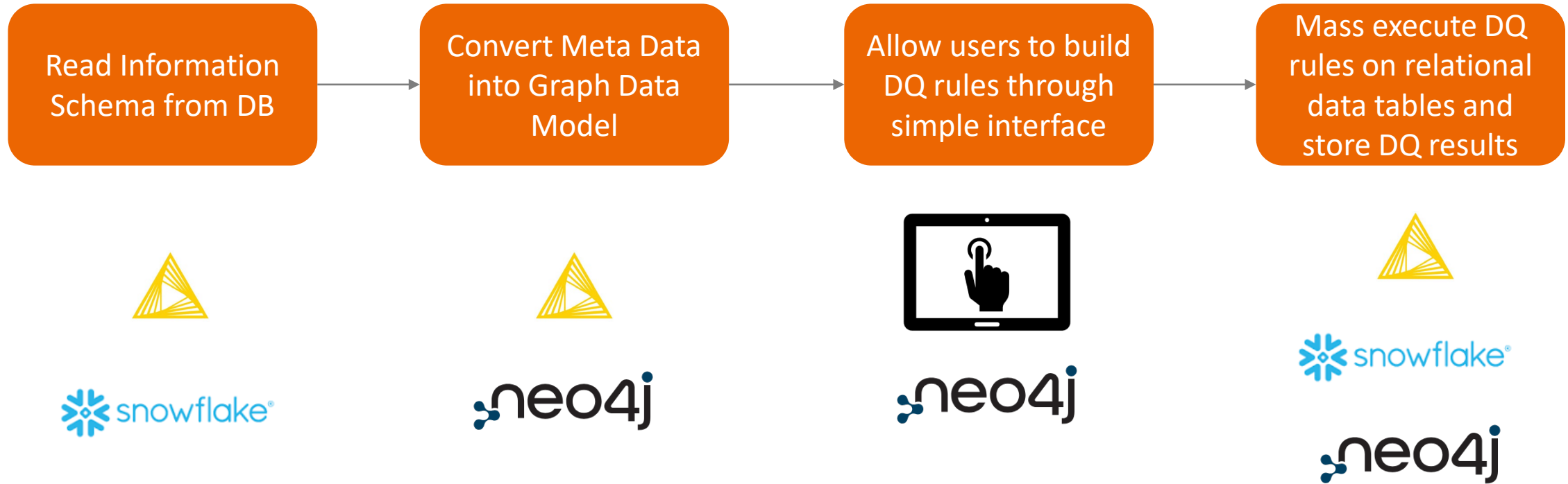
Data lineage facilitate impact analysis, root cause analysis and debugging by providing a clear view of the data's journey,

4000+ tables/views, 12000+ columns onboarded across multiple systems/applications downstream until data consumption.

End to End Data Lineage

Data Transformation

Source system

Data Consumption

Example DQM Automation - Overview

Read Information Schema from DB → Convert Meta Data into Graph Data Model → Allow users to build DQ rules through simple interface → Mass execute DQ rules on relational data tables and store DQ results

My key takeaways for you....

Data Governance must add value

Meta Data shall be brought as close as possible to end users

Smart data workflow design creates synergies accelerating YOUR DG game

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Thank you! – Any questions?