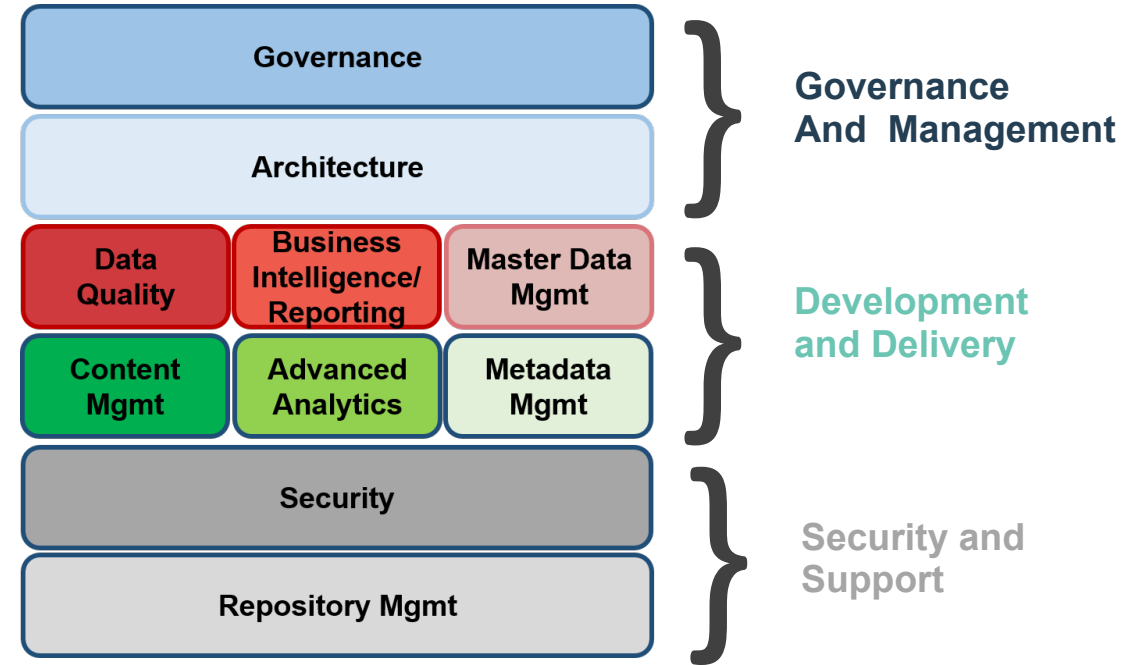


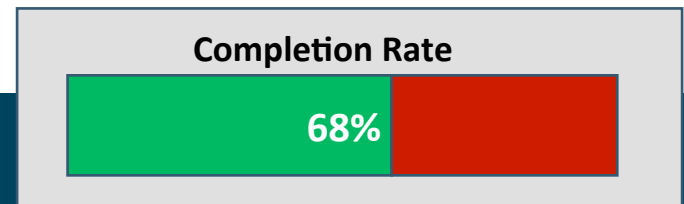
[Function]
Effectiveness Report

Prepared for COMPANY X



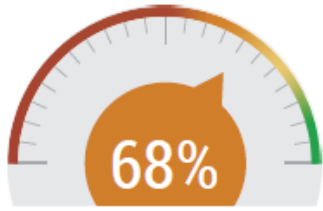
This report was prepared by Info-Tech Research Group for COMPANY X on 2012-09-20.
Previous completion date: 2012-09-20.

Data is comprised of X responses. Including responses by (IT): NAME, NAME, NAME, NAME.
Including responses by (business): NAME, NAME, NAME.

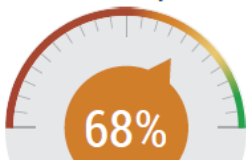


Data Management Overall Effectiveness Report

Company X



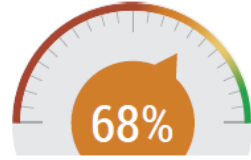
Overall Effectiveness Score



Process Effectiveness Score



Technology Effectiveness Score



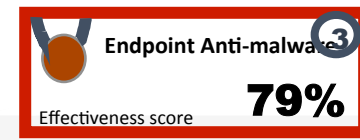
Policy Effectiveness Score

These scores reflect your team's view of [end user devices](#) data management effectiveness. The overall score gives a high level sense of performance in this area, while the policy and technology scores summarize your team's responses in these subcategories.



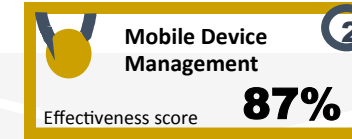
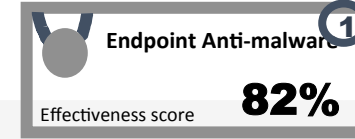
Most Effective Technologies

According to your team, these [end user devices](#) technologies are your most effective.



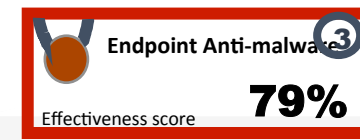
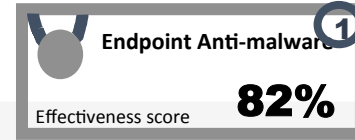
Most Effective Processes

According to your team, these [data management processes](#) are your most effective.



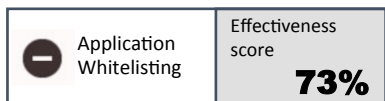
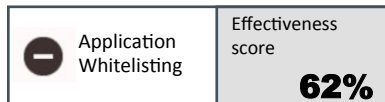
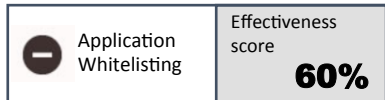
Most Effective Policies

According to your team, these [data management policies](#) are your most effective.



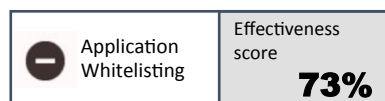
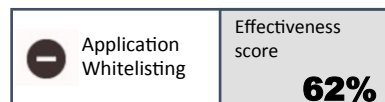
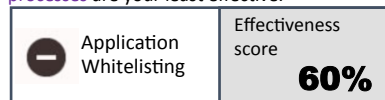
Least Effective Technologies

According to your team, these [data management technologies](#) are your least effective.



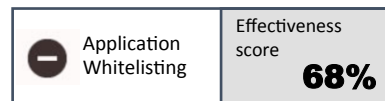
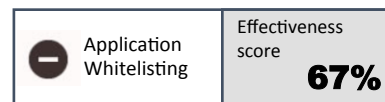
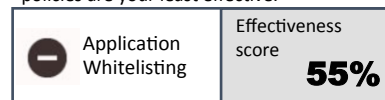
Least Effective Processes

According to your team, these [data management processes](#) are your least effective.



Least Effective Policies

According to your team, these [data management policies](#) are your least effective.



Team Alignment

This section shows the areas in which your team is most closely aligned and in which there is the greatest divergence of opinion.



Most Aligned

	Gap
Endpoint Encryption	4%
BYOD Policies	5%
Web Content Filter	8%



Least Aligned

Personal / Client Firewalls	16%
Application Whitelisting	18%
Audit Deployment	19%

[Function] Effectiveness Report – Processes

Company X

Process Effectiveness Overview



(Mean of Importance and Effectiveness)

Importance and effectiveness are key indicators of how well your processes are performing overall.

Effectiveness

The level of impact on end user experience that relevant IT staff believe processes in this area to have.

Importance

How valuable is the process in the achievement of a successful data governance initiative.

Legend:

- Response of one or two (low/bad)
- Response of three or four (moderate)
- Response of five or six (high/good)

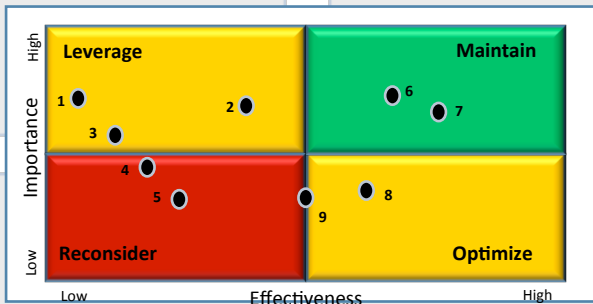
Process Drivers of [Data Governance] Effectiveness

Successful data management depends on having effective processes. Use this section to understand your team's perspective on which processes are working well and which aren't.

Process	Evaluation Criteria	Importance	Effectiveness	Average Response	Change over last year	
1 Understand enterprise data needs and goals	Importance	44% [27]	32% [20]	24% [15]	65%	-5%
	Effectiveness	44% [27]	32% [20]	24% [15]	44%	+20%
2 Develop and maintain the data strategy	Importance	44% [27]	32% [20]	24% [15]	22%	-2%
	Effectiveness	44% [27]	32% [20]	24% [15]	60%	+5%
3 Identify and appoint data stewards	Importance	44% [27]	32% [20]	24% [15]	44%	-20%
	Effectiveness	44% [27]	32% [20]	24% [15]	70%	+10%
4 Develop and approve data policies and standards	Importance	44% [27]	32% [20]	24% [15]	50%	-20%
	Effectiveness	44% [27]	32% [20]	24% [15]	80%	3+0%
5 Manage and resolve data-related issues	Importance	44% [27]	32% [20]	24% [15]	70%	+10%
	Effectiveness	44% [27]	32% [20]	24% [15]	44%	-4%
6 Monitor and ensure regulatory compliance	Importance	44% [27]	32% [20]	24% [15]	80%	+10%
	Effectiveness	44% [27]	32% [20]	24% [15]	55%	-10%
7 Enforce conformance with policies and architecture	Importance	44% [27]	32% [20]	24% [15]	44%	-4%
	Effectiveness	44% [27]	32% [20]	24% [15]	44%	-4%
8 Communicate and promote the value of data	Importance	44% [27]	32% [20]	24% [15]	27%	-7%
	Effectiveness	44% [27]	32% [20]	24% [15]	70%	+10%

Users consider these processes important, but they are not always effectively conducted. Increase awareness and training to ensure that users are able to properly conduct the process.

These processes are both important and effective. Maintain this optimal state.



These processes do not contribute to the achievement of goals and are poorly conducted. Consider amending these processes to ensure a more positive outcome and greater compliance.

These processes are effective; however, they do not contribute to the overall achievement of goals. Consider ways to add more value to these processes.

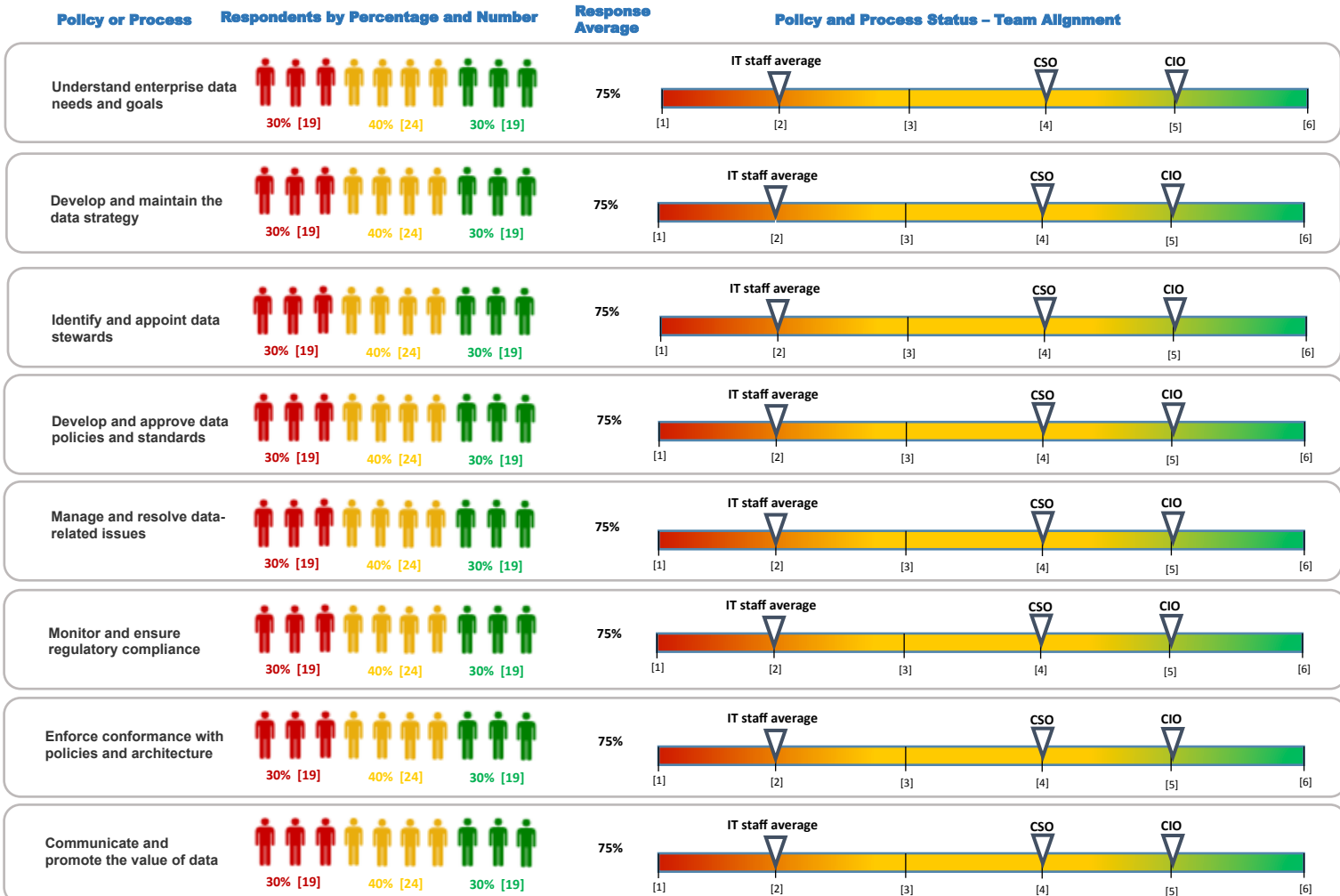
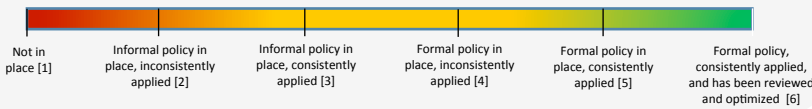
Process Execution Consistency – Team Alignment

Policies and processes aren't fully effective unless they're documented, enforced, reviewed, and optimized. Use this section to ensure that your team is on the same page in terms of your policies and process status.

Legend:

- Response of one or two (respondents believe policy or process has low maturity)
- Response of three or four (respondents believe policy or process has moderate maturity)
- Response of five or six (respondents believe policy or process has high maturity)

Question Scale:



Feedback Provided By: Don Cowin - Director-Level, Laurie Gee - Director-Level, Julie Hrycuk-Mekarski - Director-Level,

Effectiveness

Feedback Provided By: NAME – Director-Level

Question | “What can we do to improve the effectiveness of our data-related policies and processes?”

Text
Text
Text

Effectiveness

Feedback Provided By: NAME – Director-Level

Question | “What can we do to improve the effectiveness of our data-related policies and processes?”

Text
Text
Text

Effectiveness

Feedback Provided By: NAME – Director-Level

Question | “What can we do to improve the effectiveness of our data-related policies and processes?”

Text
Text
Text

Effectiveness

Feedback Provided By: NAME – Director-Level

Question | “What can we do to improve the effectiveness of our data-related policies and processes?”

Text
Text
Text

Company X

Overall Technology Effectiveness

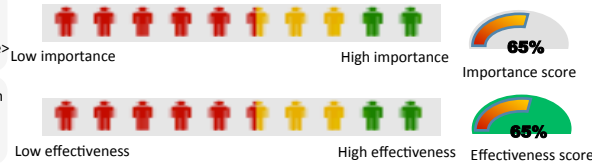


(Mean of Importance and Effectiveness)

Importance and effectiveness are key indicators of how well your technology is performing overall. The overall technology effectiveness score gives the high level view of relevant IT personnel opinions on the organization's effectiveness in this area.

Importance The degree of impact this technology has on the organization's overall ability to achieve a successful <data governance> initiative.

Effectiveness The level of impact on end user experience that relevant IT staff believe technologies in this area to have.



Technology Drivers of Effectiveness

The following table shows your team's views on the end user data technologies you currently have installed. Use this data as a diagnostic starting point from which to close gaps, optimize effectiveness, increase value, and inform vendor negotiations and purchasing decisions.

Legend:

- Response of one or two (low/bad)
- Response of three or four (moderate)
- Response of five or six (high/good)

Recommended Actions

- Upgrade:** Re-evaluate the model and version of the technology; additional features are required.
- Train:** Train users on the features of this technology.
- Maintain:** This technology is already effective. Maintain this state.
- Reconsider:** Users have low confidence in the technology and the technology is difficult to use.

Importance	Effectiveness Score	Evaluation Criteria	Respondents by Percentage and Number	Response Average	Change over Last Year	Primary Vendor	Vendor Satisfaction	Recommended Action
1	95%	Meta-data Tools	Confidence: 44% [27] (low), 32% [20] (moderate), 24% [15] (high) Feature Comp: 44% [27] (low), 32% [20] (moderate), 24% [15] (high) Ease of use: 44% [27] (low), 32% [20] (moderate), 24% [15] (high) Effort to maintain: 44% [27] (low), 32% [20] (moderate), 24% [15] (high)	68% 44%	+8% -4%	Oracle	Support: 68% Value: 90%	Upgrade
2	85%	Meta-data Repository	Confidence: 44% [27] (low), 32% [20] (moderate), 24% [15] (high) Feature Comp: 44% [27] (low), 32% [20] (moderate), 24% [15] (high) Ease of use: 44% [27] (low), 32% [20] (moderate), 24% [15] (high) Effort to maintain: 44% [27] (low), 32% [20] (moderate), 24% [15] (high)	68% 44%	+8% -4%	Oracle	Support: 68% Value: 90%	Train
3	65%	Issue Management Tools	Confidence: 44% [27] (low), 32% [20] (moderate), 24% [15] (high) Feature Comp: 44% [27] (low), 32% [20] (moderate), 24% [15] (high) Ease of use: 44% [27] (low), 32% [20] (moderate), 24% [15] (high) Effort to maintain: 44% [27] (low), 32% [20] (moderate), 24% [15] (high)	68% 44%	+8% -4%	Oracle	Support: 68% Value: 90%	Maintain
4	65%	DG KPI Dashboard	Confidence: 44% [27] (low), 32% [20] (moderate), 24% [15] (high) Feature Comp: 44% [27] (low), 32% [20] (moderate), 24% [15] (high) Ease of use: 44% [27] (low), 32% [20] (moderate), 24% [15] (high) Effort to maintain: 44% [27] (low), 32% [20] (moderate), 24% [15] (high)	68% 44%	-8% -4%	Oracle	Support: 68% Value: 90%	Reconsider
5	50%	Intranet	Confidence: 44% [27] (low), 32% [20] (moderate), 24% [15] (high) Feature Comp: 44% [27] (low), 32% [20] (moderate), 24% [15] (high) Ease of use: 44% [27] (low), 32% [20] (moderate), 24% [15] (high) Effort to maintain: 44% [27] (low), 32% [20] (moderate), 24% [15] (high)	68% 44%	+10% +14%	Oracle	Support: 68% Value: 90%	Upgrade

Technology Decisions – To Buy or not to Buy?

Deciding whether or not you need a new technology can be difficult. Use the information in this section to understand what – in the opinion of your team – the technologies you don't currently have in place could do for the effectiveness of your enterprise data initiatives.

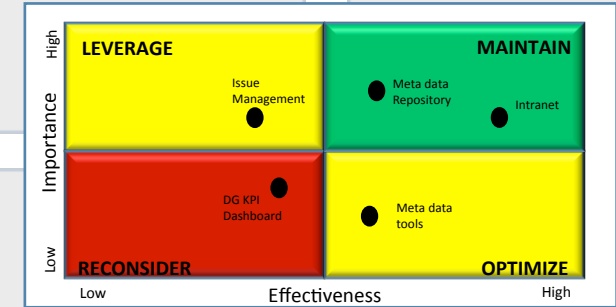
Technology	Level of Perceived Need	Average Response	Change over Last Year
Technology	44% [27] (low), 32% [20] (moderate), 24% [15] (high)	80%	+8%
Technology	44% [27] (low), 32% [20] (moderate), 24% [15] (high)	20%	-27%

Technology Priority Matrix

This matrix visualizes the importance, effectiveness and confidence of your <data governance> technologies, according to the responses of your relevant IT staff. Use the recommendations to help improve or maintain the effectiveness of your existing technologies.

These technologies are highly important, but users do not have a positive experience using them. Search for ways to make the tools more user-friendly.

These technologies are providing you with significant value, without causing headaches for your users. Maintain this optimal state.



These technologies are high effort for the user and low value. Look to improve value and decrease effort, or reconsider their necessity for the organization.

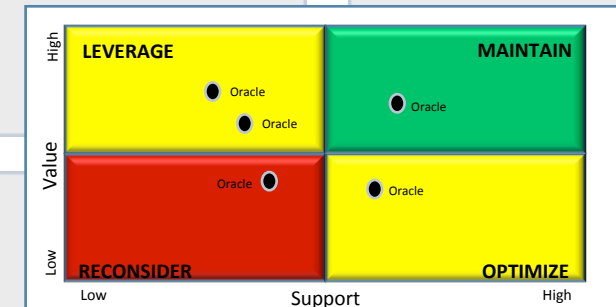
These technologies have a good user experience, but are yielding little value. Search for ways to optimize the technology.

Vendor Support Matrix

This matrix visualizes vendor satisfaction, based on support and support costs. While many areas of vendor management are table stakes, optimizing these two areas should increase your overall satisfaction with the vendor.

The value is right, but try to find ways to better optimize your services. Increased frequency of engagement with the vendor should lead to greater results.

These vendors are providing a good level of service at a good value. Maintain this optimal state.

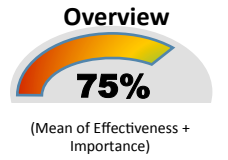


These vendors are low value and provide unsatisfying levels of support. Consider whether this is the right vendor or level of service for you.

These vendors provide a high level of service, but at a price. Look for ways you can renegotiate your support costs in the future.

Company X

Policy Effectiveness Overview



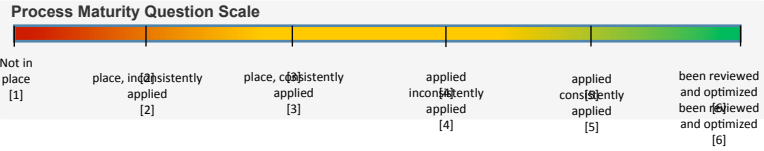
your policies are given the high level view of relevant IT personnel opinions on the organization's effectiveness in this area.

Importance
expressed by relevant IT personnel that this policy is important in achieving strategic goals.

Effectiveness
end user experience that relevant IT staff believe policies and processes in this area to have.

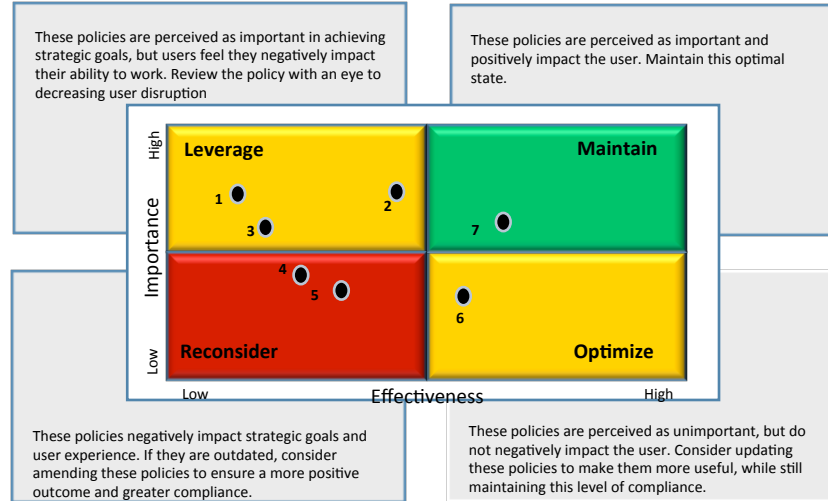
Policy Execution Consistency – Team Alignment

ensure that optimization is the same page in terms of your policy statuses. Ideally the entire team should have a stake in review and optimization.



Policy Priority Matrix

This matrix visualizes the priority of your data policies, according to the responses of your relevant IT staff. Use the recommendations to help improve or maintain the effectiveness of your existing policies.



Policy Drivers

perspective on which policies are working well and which aren't. Pay attention to the 'Need' category; these policies are not yet in place but often should be.

Policy	Criteria	Response	Variation among respondents	Average Response	Change over Last Time	Perceived Need	Policy Maturity – Team Alignment
1 Use Policy	Importance Effectiveness	44% [27] 44% [27]	32% [20] 24% [15]	65% 44%	-5% +4%		IT staff, CSO, CIO
2 Data Outsourcing Policy	Importance Effectiveness	44% [27] 44% [27]	32% [20] 24% [15]	22% 60%	+2% -10%		IT staff, CSO, CIO
3 Data Privacy Policy	Importance Effectiveness	44% [27] 44% [27]	32% [20] 24% [15]	44% 70%	-10% +20%		IT staff, CSO, CIO
4 Mobile Device Acceptable Use Policy	Importance Effectiveness	44% [27] 44% [27]	32% [20] 24% [15]	68% 70%	+8% -10%		IT staff, CSO, CIO
5 Data Security Policy	Importance Effectiveness	44% [27] 44% [27]	32% [20] 24% [15]	50% 80%	+10% -8%		IT staff, CSO, CIO
6 Data Access Policy	Importance Effectiveness	44% [27] 44% [27]	32% [20] 24% [15]	70% 44%	+10% -8%		IT staff, CSO, CIO
7 Password Policy	Importance Effectiveness	44% [27] 44% [27]	32% [20] 24% [15]	80% 55%	+8% +5%		IT staff, CSO, CIO
8 Data Retention and Disposal Policy	Importance Effectiveness	44% [27] 44% [27]	32% [20] 24% [15]	44% 44%	-4% -4%		IT staff, CSO, CIO
9 Data Classification Policy	Importance Effectiveness	44% [27] 44% [27]	32% [20] 24% [15]	27% 70%	+7%		IT staff, CSO, CIO
10 Data Acquisition Policy	Importance Effectiveness	44% [27] 44% [27]	32% [20] 24% [15]	80% 55%	-10% +5%		IT staff, CSO, CIO
11 Data Backup Policy	Importance Effectiveness	44% [27] 44% [27]	32% [20] 24% [15]	44% 44%	+44% -10%		IT staff, CSO, CIO
12 Data Archive Policy	Importance Effectiveness	44% [27] 44% [27]	32% [20] 24% [15]	27% 70%	-7% -10%		IT staff, CSO, CIO
13 Data Testing Policy	Importance Effectiveness	44% [27] 44% [27]	32% [20] 24% [15]	44% 44%	+44% -10%	80%	IT staff, CSO, CIO
14 Data Refresh Cycle Policy	Importance Effectiveness	44% [27] 44% [27]	32% [20] 24% [15]	27% 70%	-7% -10%	40%	IT staff, CSO, CIO

Meta-data Tools



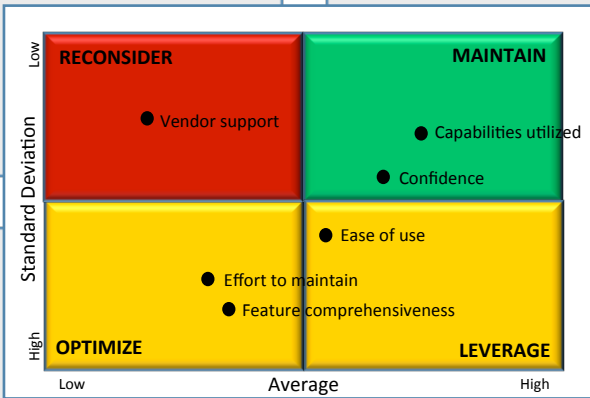
1

Identify Areas for Attention and Discussion

This section shows your team's alignment – their relative opinions and degree of consensus – on the various capability and usage characteristics that determine the technology's effectiveness. Use this information to identify which aspects of the technology are causing problems, which are being under-utilized, and which aren't seen the same way by all members of your team.

Your team is in consensus that this isn't very effective. Reconsider how it is being used and by whom. Can the situation be improved? Should the technology be retired?

Your team agrees that this works well. Maintain this optimal state.



Although this aspect of the technology has some supporters, most users don't consider it very effective. Can this aspect of the technology be optimized to improve effectiveness and get the rest of the team onboard?

This aspect of the technology is generally seen as effective, but this opinion isn't shared by everyone. Leverage the insights and benefits identified by the majority to improve the experience of the minority.

Confidence

Top five critics			Top five supporters		
Geoffrey Chaucer	1/6		John Gower	6/6	
William Shakespeare	1/6		Christopher Marlowe	5/6	
John Milton	2/6		John Donne	5/6	
William Wordsworth	3/6		Samuel Taylor Coleridge	5/6	
T.S. Eliot	3/6		W.B. Yeats	4/6	

Ease of use

Top five critics			Top five supporters		
Geoffrey Chaucer	1/6		John Gower	6/6	
William Shakespeare	1/6		Christopher Marlowe	5/6	
John Milton	2/6		John Donne	5/6	
William Wordsworth	3/6		Samuel Taylor Coleridge	5/6	
T.S. Eliot	3/6		W.B. Yeats	4/6	

Vendor Value

Top five critics			Top five supporters		
Geoffrey Chaucer	1/6		John Gower	6/6	
William Shakespeare	1/6		Christopher Marlowe	5/6	
John Milton	2/6		John Donne	5/6	
William Wordsworth	3/6		Samuel Taylor Coleridge	5/6	
T.S. Eliot	3/6		W.B. Yeats	4/6	

Effort to Maintain

Top five critics			Top five supporters		
Geoffrey Chaucer	1/6		John Gower	6/6	
William Shakespeare	1/6		Christopher Marlowe	5/6	
John Milton	2/6		John Donne	5/6	
William Wordsworth	3/6		Samuel Taylor Coleridge	5/6	
T.S. Eliot	3/6		W.B. Yeats	4/6	

Feature comprehensiveness

Top five critics			Top five supporters		
Geoffrey Chaucer	1/6		John Gower	6/6	
William Shakespeare	1/6		Christopher Marlowe	5/6	
John Milton	2/6		John Donne	5/6	
William Wordsworth	3/6		Samuel Taylor Coleridge	5/6	
T.S. Eliot	3/6		W.B. Yeats	4/6	

Vendor support

Top five critics			Top five supporters		
Geoffrey Chaucer	1/6		John Gower	6/6	
William Shakespeare	1/6		Christopher Marlowe	5/6	
John Milton	2/6		John Donne	5/6	
William Wordsworth	3/6		Samuel Taylor Coleridge	5/6	
T.S. Eliot	3/6		W.B. Yeats	4/6	

2

Consider Comments from the Team

This section contains comments from your team on specific aspects of your endpoint antimalware technology's effectiveness. Leverage their insights and suggestions to drive discussion and knowledge transfer during your team alignment exercise.

Question "What is the number one thing you would like to see improved about this technology?"	
John Computerguy	&&&&End here. Us then. Finn, again! Take. Bussofthee, mememormee
Jane Computergirl	&&&&End here. Us then. Finn, again! Take. Bussofthee, mememormee! Till thousandsthee. Lps. The keys to. Given! A way a lone a last a loved a long the
John Computerguy	&&&&End here. Us then. Finn, again! Take. Bussofthee, mememormee! Till thousandsthee. Lps. The keys to. Given! A way a lone a last a loved a long the
Jane Computergirl	&&&&End here. Us then. Finn, again! Take. Bussofthee, mememormee! Till thousandsthee. Lps. The keys to. Given! A way a lone a last a loved along time

3

Conduct a Team Alignment Exercise



Facilitate a working session. Gather the team in a room and assign a facilitator. Encourage participation by raising questions and ensuring conflict is kept to a minimum.



Take action. When action items arise, immediately assign them an owner, a timeline and a priority. Send a follow up email summarizing action items and owners.



Follow up. After several weeks, follow up with action item owners to identify potential roadblocks and determine solutions, and revise deadlines, if necessary.