



**FIRST SAN FRANCISCO
PARTNERS**

COLLIBRA IMPLEMENTATION AND ADOPTION

Unlock the Full Potential of Collibra

Enhance Collibra Adoption and Drive Success

The well-known adage “if you build it, they will come” is pervasive — to which data governance is not immune. Many data governance practitioners believe this when configuring, populating and rolling out Collibra’s Data Intelligence Platform.

Despite its value, Collibra can become underutilized, with business glossaries and data dictionary use cases filling the backlog. Consequently, practitioners often struggle to raise and maintain adoption levels.

BUILD A DATA CATALOG THEY CAN’T LIVE WITHOUT

At First San Francisco Partners (FSFP), we believe tools like Collibra are designed to streamline and enhance processes and support accountability. The Collibra platform’s power lies in its capabilities and how it enables users to work more efficiently and effectively.

We advise our Collibra clients to prioritize adoption from the outset — and the key to adoption is building it into users’ business-as-usual processes, making Collibra a one-stop shop for data-related activities and questions.

Our people-centered approach to data governance and data management ensures that our clients’ configuration, population and implementation of Collibra remains focused on user experience to maximize adoption.

ABOUT US

FSFP supports some of the most notable data-driven, enterprise-level organizations in navigating change to make information actionable. Founded as a woman-owned business in 2007, we focus on implementing sustainable solutions to transform data capabilities and drive measurable business value.

With years of data-centered experience across a variety of industries, each of our consultants knows how to shape and activate business-driven solutions across the entire data lifecycle — from point of creation or acquisition to operational and advanced analytical usage to retention or destruction. By addressing people, processes, architecture, and technology, we strengthen organizations’ data management and governance, enhance AI for insights and productivity, and optimize performance to lead their industries.

KEY GROUPS RELIANT ON COLLIBRA

Achieving maximum Collibra adoption means positioning the platform as an essential tool. While the entire organization may rely on the Collibra platform for data-related questions, the frequency and extent of use will vary according to people’s job functions.

Information is your business. *Making it actionable is ours.*

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By prioritizing Collibra user roles heavily involved in data management, you enhance adoption and maximize return on investment — key factors leadership considers during contract renewals. Once a minimum viable solution is established for these core roles, data governance can then expand to include users who engage with the platform more periodically.

Collibra users fall into three main groups based on the extent of their usage. Core users in Group 1 should be prioritized for end-to-end use cases. As capacity and scalability increase, your focus can expand to Group 2, then to Group 3, ensuring a holistic approach to user processes.

Group 1 (Heavy Users)

Core Data Governance Operating Model Roles

DESCRIPTION / Collibra is the working platform for executing core role responsibilities.

EXAMPLE ROLES / Business/technical data steward, AI steward, data owner, data custodian

Group 2 (Moderate Users)

Data Influencer Roles

DESCRIPTION / This group is comprised of key stakeholders in data governance. Typically, the processes which these individuals participate in consume trusted data or produce new data that needs to be governed.

EXAMPLE ROLES / Analyst, AI developer, business analyst, internal auditor, compliance specialist

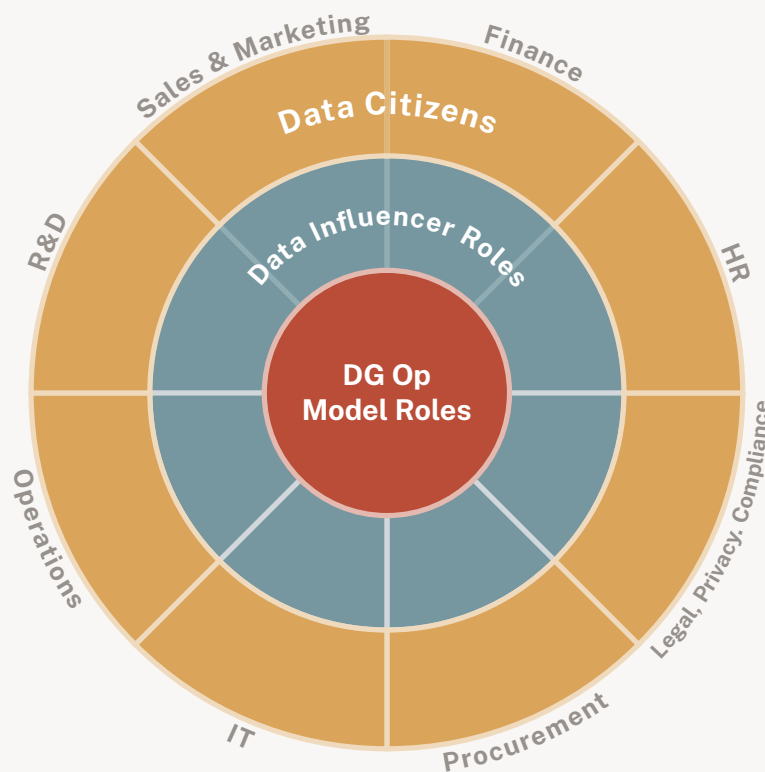
Group 3 (Periodic Users)

Enterprise Data Citizens

DESCRIPTION / These heavily business-oriented roles typically sit at the beginning or end of the data lifecycle and whose processes create or consume data. They will use the tool primarily for reference to look up terminology, definitions and other business-facing artifacts such as policies and processes.

EXAMPLE ROLES / Customer support representative, sales representative, administrative assistant

While Group 3 might not be heavy users of Collibra, this doesn't mean they shouldn't be data literate. Every Collibra user in your organization should have a level of data literacy commensurate with their impact on and use of data and information.



THINK BEYOND DATA CATALOG BASICS

The term “data catalog” can sometimes narrow focus to business glossaries and data dictionaries. While these are undoubtedly critical tools, their applicability is limited unless utilized within broader data governance and data management activities.

The key to unlocking strong and sustained Collibra adoption is integrating it into as many governance, management and data consumption processes as possible. When the tool becomes critical for executing core responsibilities, it becomes a data catalog the organization can't live without.