

## Attevo, Penn State partner on data governance business process

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As a successful IT management and consulting firm that specializes in Enterprise Information Management (EIM), Attevo has long recognized the importance of business process management as it applies to EIM. As companies invest in master data management (MDM), enterprise data warehouses, business intelligence and other technologies, often times business process as it applies to people and enterprise CRUD (Create, Read, Update, Deactivate) is neglected.

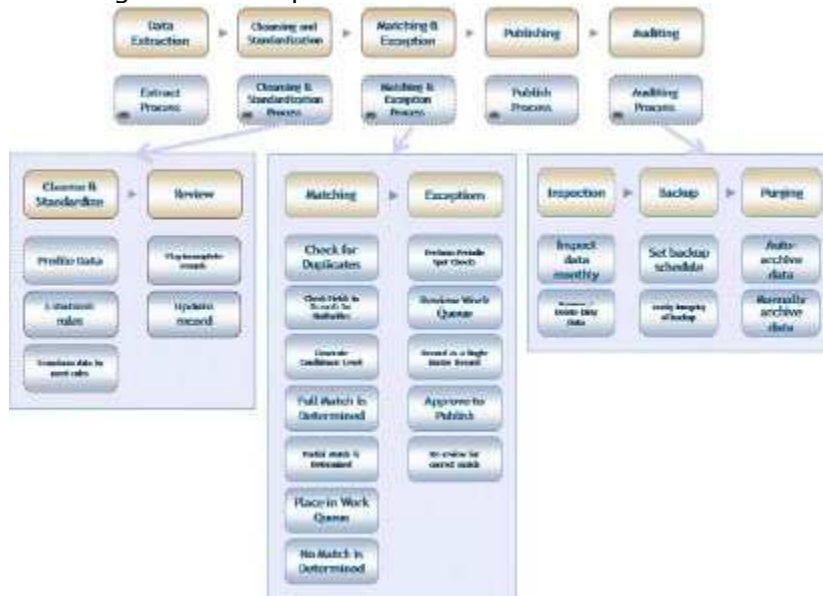
As a way to begin to document these EIM business processes and give back to the technology community at the same time, Attevo partnered with Penn State University's College of Information Sciences and Technology and Lombardi Software to kick-start the development of intellectual property in this area. Jeff Bailey, a director at Attevo, comments: "This was an excellent way to get more involved with Penn State and to get to know some really great students. Working with Shawn Clark's class, Attevo was able to come away with some very progressive ideas for applying BPM to data governance."

Over the course of thirteen weeks, Attevo coached and mentored PSU students on concepts like MDM, data governance, data management and CRUD process, business process management and more. The students worked very hard to apply these concepts in creating data governance processes in Lombardi's Blueprint application. At the end of the thirteen weeks, students presented the work to Attevo.

Shawn M. Clark, Ph.D., Professor of Practice within the Enterprise Informatics and Integration Center, states the following: "Attevo played an outstanding and instrumental role in educating Penn State undergraduate students about the issues and intricacies associated with enterprise information and master data management. They brought world class expertise into the classroom to guide students through the development and design of enterprise-wide data governance processes and highlighted the many benefits of this approach, including the potential to increase customer satisfaction, ensure compliance and improve risk management and data quality. As a professor of Information Science and Technology, I am indebted to Attevo for facilitating a unique learning experience focused on surfacing and resolving data management challenges and thinking strategically about Enterprise Information Management. The lessons learned during this project definitely played a crucial role in preparing students to deal with the current and future information challenges of the corporate world."

Presently, Attevo is combining its experience in tackling Enterprise Information Management and data governance challenges for various national clients with the students' hard work and fresh perspective, to create a world-class data governance BPM model. Attevo refers to the data governance framework they are developing as 'SIAM': Simulate and plan capacity, Implement defined data governance processes, Automate and workflow, and Measure and improve. While there are many processes, sub-processes and activities systematically diagrammed, Figure 1 below is a sample excerpt.

Figure 1 : Sample Data Governance Process Flow



"Going forward, we're very intrigued by the benefits of implementing these processes within the Lombardi Teamworks suite, which will allow us to deploy these processes on-site for clients, simulate capacity planning scenarios and measure process throughput," states Mr. Bailey. "This accelerates our work while providing the client the ability to plan their investment with greater accuracy and measure performance and impact to their company."

Look for more information on Attevo's efforts in developing their SIAM Data Governance Foundation in the coming months.

## About Attevo

Attevo is a global business and information technology consulting firm which enables entities around the world to become more productive and sustainable through business process optimization, enterprise solutions and integration services. Attevo clients include major commercial and government organizations around the world, local government municipalities and emerging and mid-market companies. Attevo has offices in Cleveland, Ohio, Columbus, Ohio, London, England and Edinburgh, Scotland. For more information, visit [www.attevo.com](http://www.attevo.com).

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