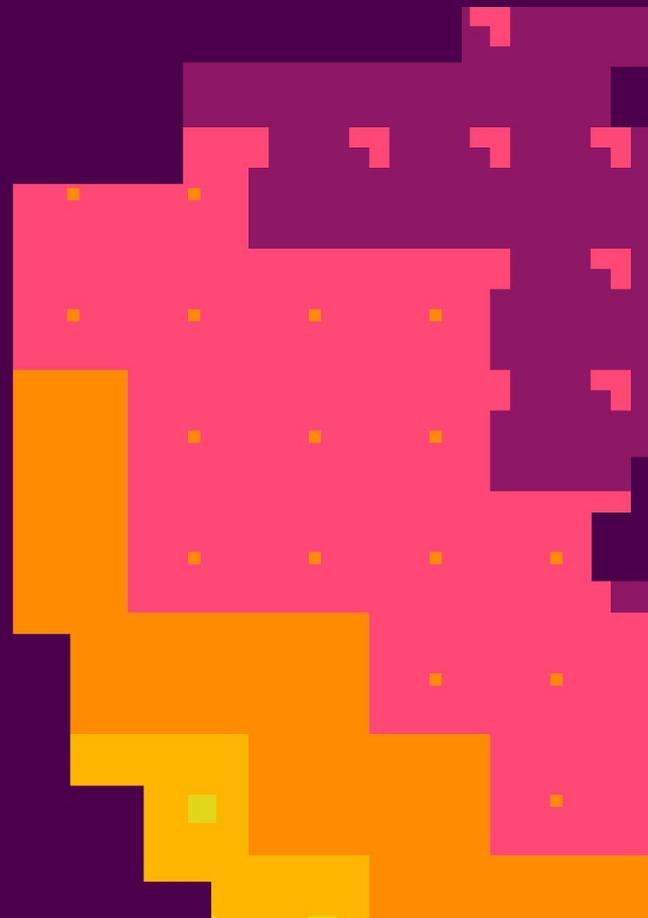


PENDOMONIUM 2023

Lessons on Data Intelligence





Dmytro Protsyk

Product Operations,
Collibra

PENDOMONIUM 2023

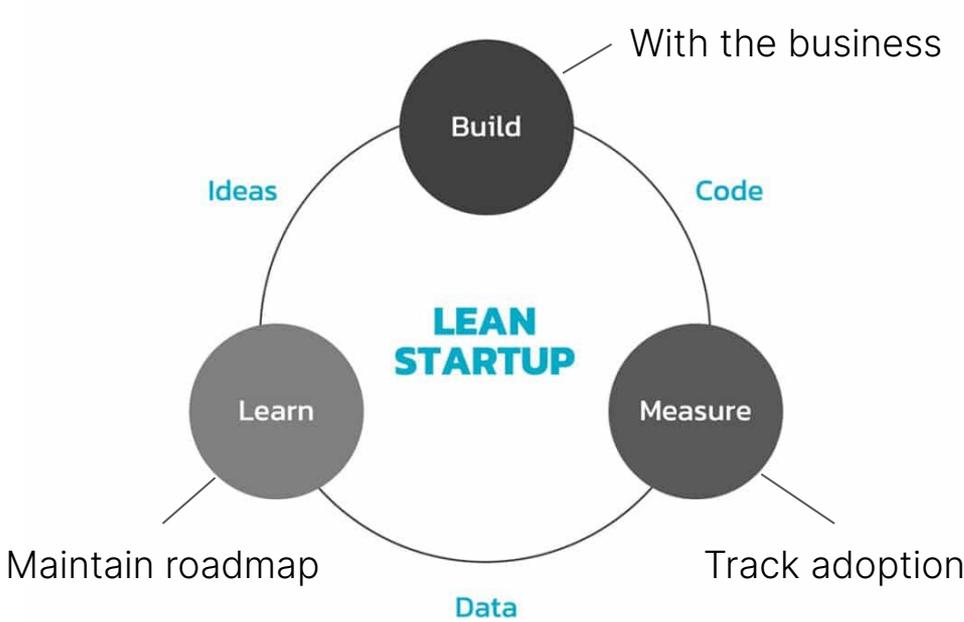
Agenda

- Data = Product
- Data Mesh = scale hack
- Governance = insurance
- Privacy = first
- (St)age != just a number



Data is a Product. Think like a PM

Data Product Management



Collibra Adoption Report



Problem

CS isn't informed with data to effectively guide the customer to higher adoption and have renewal conversations

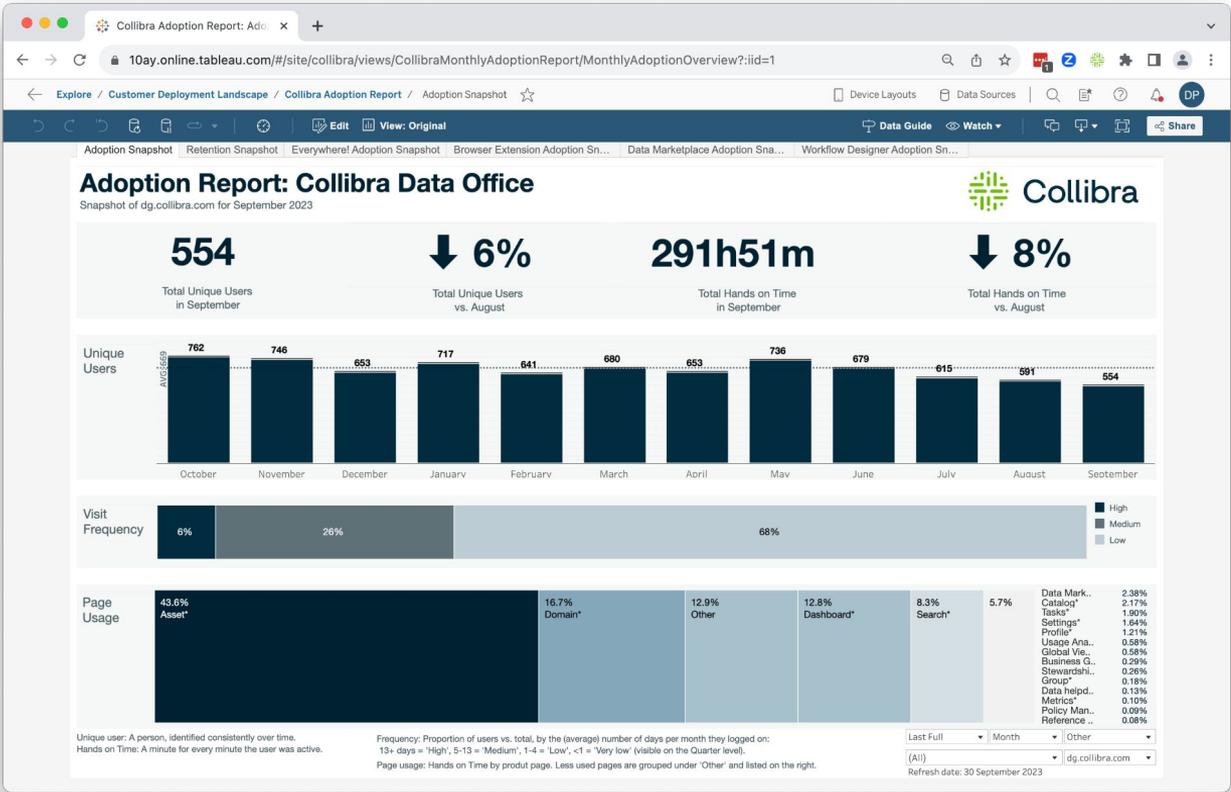
Solution

.. so let's build a report that CS can use in monthly conversations

Approach

.. together with a representative of CS, well documented and in a way that it's unambiguous how to interpret it.

Collibra Adoption Report: Build



Collibra Adoption Report: Ship



Purpose
A Report that highlights top adoption metrics based on Pendo data.

Objectives

- Provide insight into Customer usage.
- Inform customer guidance and decision making.
- Positively influence adoption over time.

Guidelines

- The Report will help you drive dialogue with the Customer and gain insights into usage habits
- A key outcome is to inform decision making to drive adoption over time
- Use your discretion in sharing the Report and findings with the customer

Report Structure
Adoption Overview

Interpretations
Main data points are documented at the bottom of the report. Some additional notes:

Hands on Time (Time on Site)

- **Definition:** A minute for every minute a user was active in Collibra.
- **Note:** [More info.](#)

Unique Users

- **Definition:** A person, identified consistently over time.
- **Split:**
 - **Author:** users who had had license type "Author" at some point in the month
 - **Consumer:** users who had had license type "Consumer" at some point in the month
 - **Unknown:** because we started tracking this at a certain point (5.6 onwards), it took a while to flag all users with their license type.
- **Note:** A User is identified by their DGC User Id, so we can identify them over time and across Collibra products.

Report Parameters

- **Offset:** Use this to re-generate a report from the past by offsetting the report date by up to 12 months back.
- **Time window:** What time period should be aggregated? Defaulted to Month, Quarter is also

CS Specific Talk track

Collibra Adoption Report
Certified - Silver

contains Report Attribute

- Active users**
Definition: Users active in a given time period. In order to count as active, the user needs to perform at least one action.
When applied to Products, only activity relevant to that Product will be considered.
- Adoption Period**
Definition: The time grain to use for adoption: Week, Month, or Quarter. Affects the time dimensions in time series, as well as all frequency and retention calculations.
- Asset grid grid name**
Definition: Name of the Asset grid.
- Everywhere Application**
Definition: Everywhere Mobile (iOS) or Everywhere Desktop
- Instance Id**
Definition: Hostname of the instance for which we collect usage. e.g. for this instance, it would be `dg.collibra.com`
- Usage Frequency**
Definition: The frequency at which a user connects to the platform. Can be daily, weekly, monthly, quarterly.
- Collibra Page**
Definition: The resource viewed by a user at any given moment in time while they're navigating through the product, as defined by the URL the user is on. Based on said URL we extract meaning to the effect of which product area the user is on (which "application") and/or which piece of content the user is viewing (e.g. asset id).
- User License Type**
Definition: The license of the user using Collibra. Author or Consumer. Admins are highlighted separately, and should be lumped with Authors for contractual purposes.

impacted by Issue

- DI0014 - License type not longer shown**
Under Review
- DI0017 - Two customers have strange results for the last two months in the**
- Issue with LATAM Airlines Adoption Report**
Invalid

Report + Metrics documentation, issue mgmt

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Collibra Adoption Report: Iterate

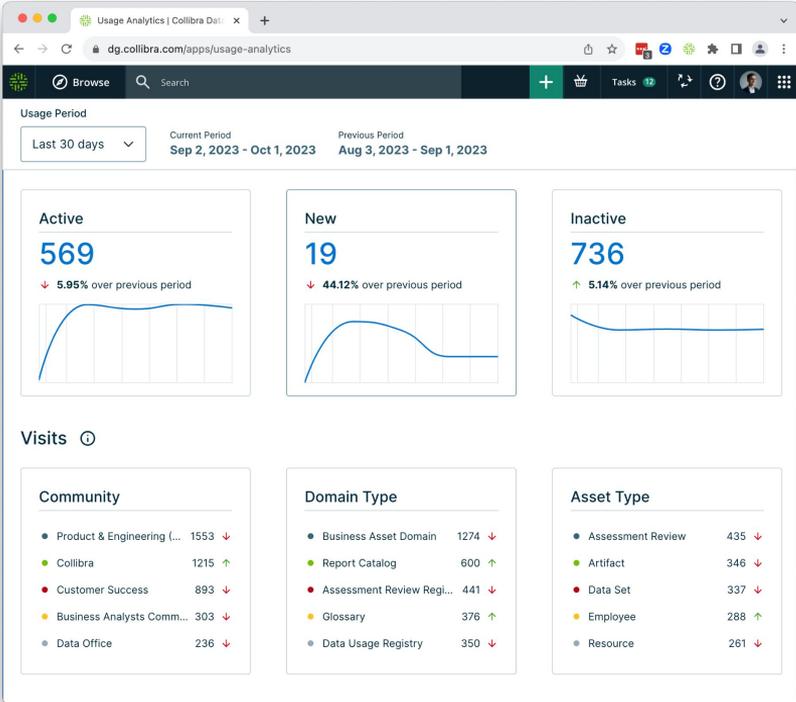
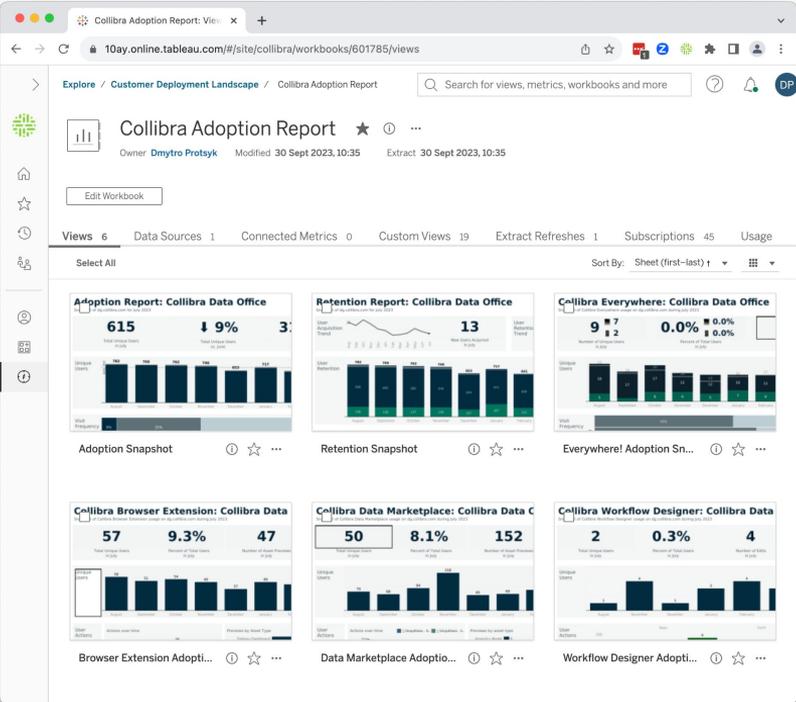


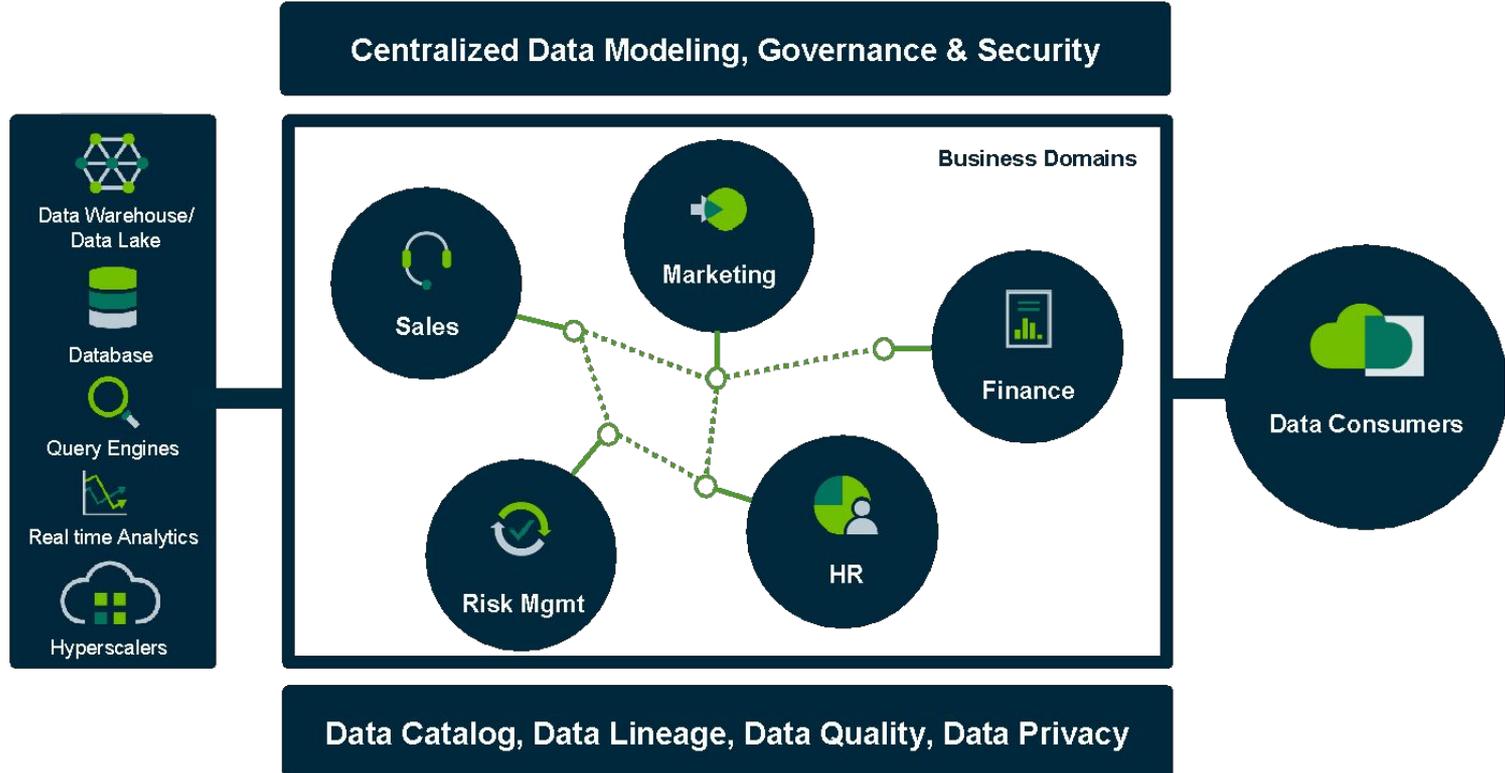
Tableau + traction = Collibra Usage Analytics

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Mesh that data. Go multiplayer

Data Mesh



Data Mesh at Collibra

Data Products, Business Domain Owned, Governed Through Collibra,
Created On Self-Service Infrastructure

Data Citizens
Consuming Data Products



System of Engagement

Data Intelligence

Data Modeling

Data Science

Dashboards & Analytics



BI Teams

Product Ops

Sales Ops

People Ops

Finance

Marketing Ops

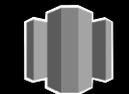
Data Tools

Individual productivity



Transform & Load

ASTRONOMER



AWS Redshift
"Published"



Data Infrastructure

Centralized Technology, Distributed Control to the Business



Extract & Load

ASTRONOMER



AWS Redshift
"Raw"



Data Office

Enterprise Applications

Data Source Examples



GTM

servicenow

IT & Ops

ATLASSIAN

Engineering



HR

Data Mesh *for the masses*

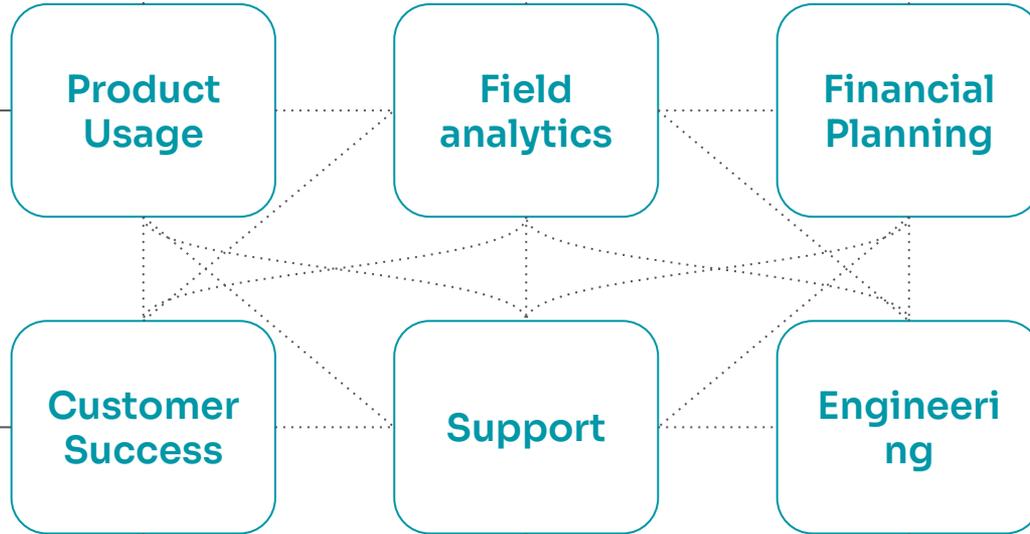


1. You bring the data and the data domain (usage) expertise
2. Others bring the person-power and the business domain expertise
3. All explore the data together in order to solve problems and get insights
4. Solutions are documented, shared, and built upon by others

CASE 1: Pendo (in the) Data Lake



interchangeable!



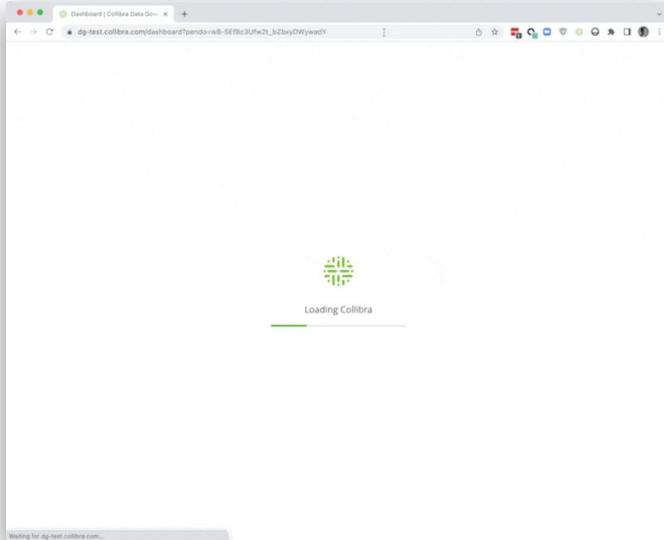
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CASE 2: Accelerating NPS adoption



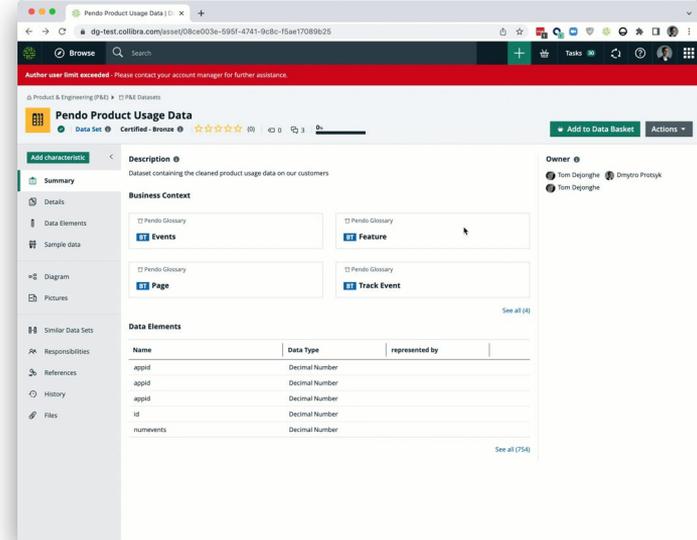
User Sentiment Pulse

Continuously measure the satisfaction of users with the Collibra experience overall.

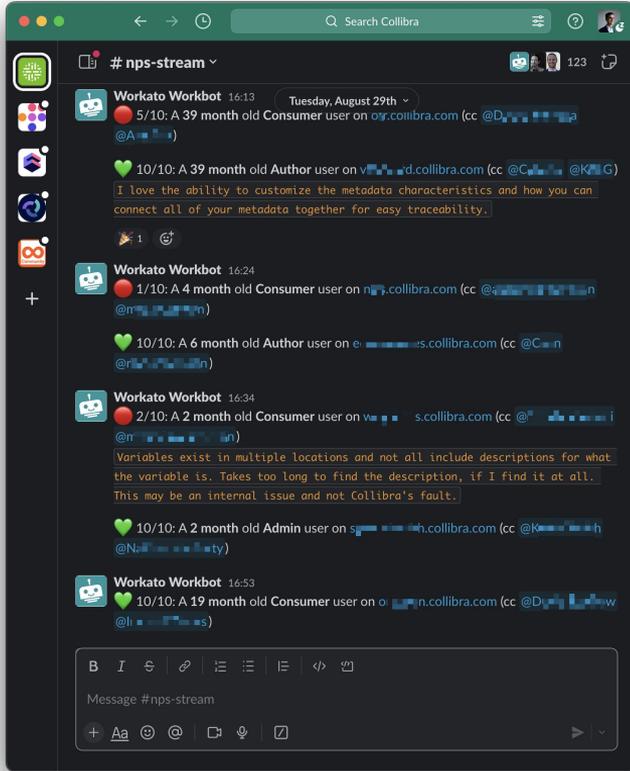


Product Usability Check

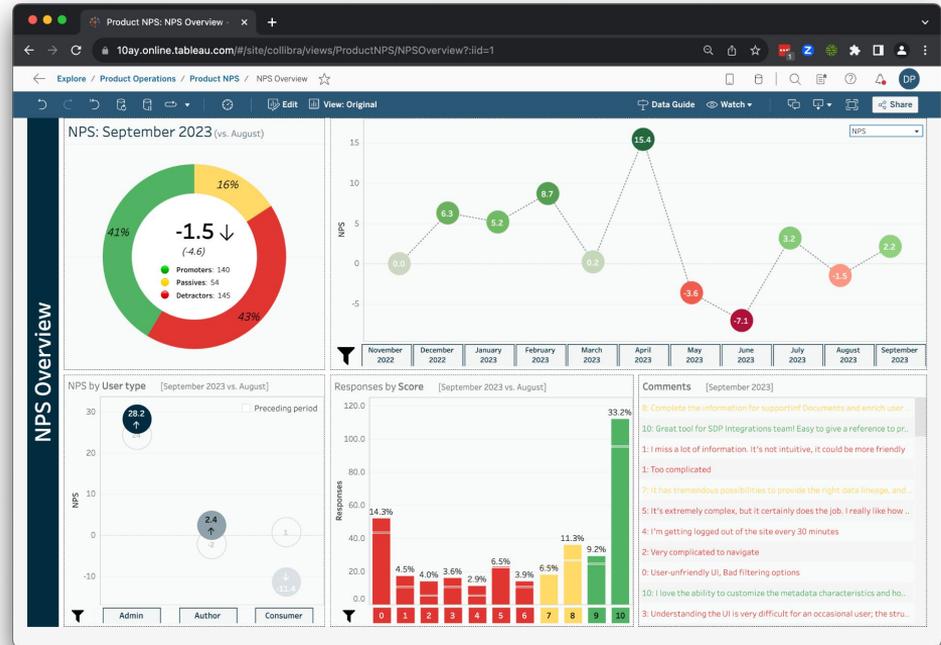
Measure the satisfaction with new or first use of existing products and experiences.



CASE 2: Accelerating NPS adoption



Pendo > Workato/Zapier > Slack



Ancillary use cases: NPS in company objectives; CS conversations; NPS in UX Research; ML testing of NLP use cases; Churn prediction model improvement.

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CASE 2: Accelerating NPS adoption



#usage-analytics-user-feedback

Tuesday, August 15th

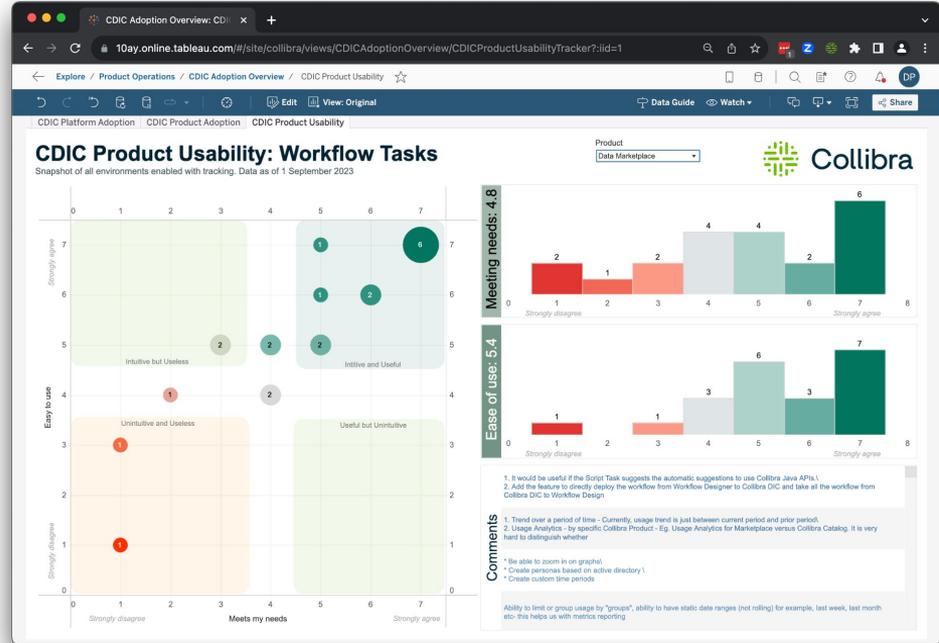
Workato Workbot 15:27
Poll response for **PUC - Usage Analytics** from a [redacted].collibra.com:
🟡 Easy to use: 3 (Disagree somewhat)
🔴 Meets my needs: 1 (Disagree strongly)
Suggestion: I would like to be able to see usage by community/domain and be able to break down the % of lineage that have business assets/terms tied to them. It would allow us to see the % complete of each community and what work still needs to be done from a governance perspective.

Wednesday, August 16th

Workato Workbot 15:54
Poll response for **PUC - Usage Analytics** from j [redacted].s.collibra.com:
🟡 Easy to use: 6 (Agree)
🟡 Meets my needs: 5 (Agree somewhat)
Suggestion: would be great to be able to see the stats from the perspective of user groups

Thursday, August 24th

Workato Workbot 11:27
Poll response for **PUC - Usage Analytics** from o [redacted].e.collibra.com:
🟡 Easy to use: 6 (Agree)
🔴 Meets my needs: 1 (Disagree strongly)
Suggestion: le suivi des implémentation des KPI/Dashboard and business term dans Collibra



Per-product dashboard for every team to look at overall trends. Both Slack integration and Dashboard pick up new products based on guide naming + Product Area

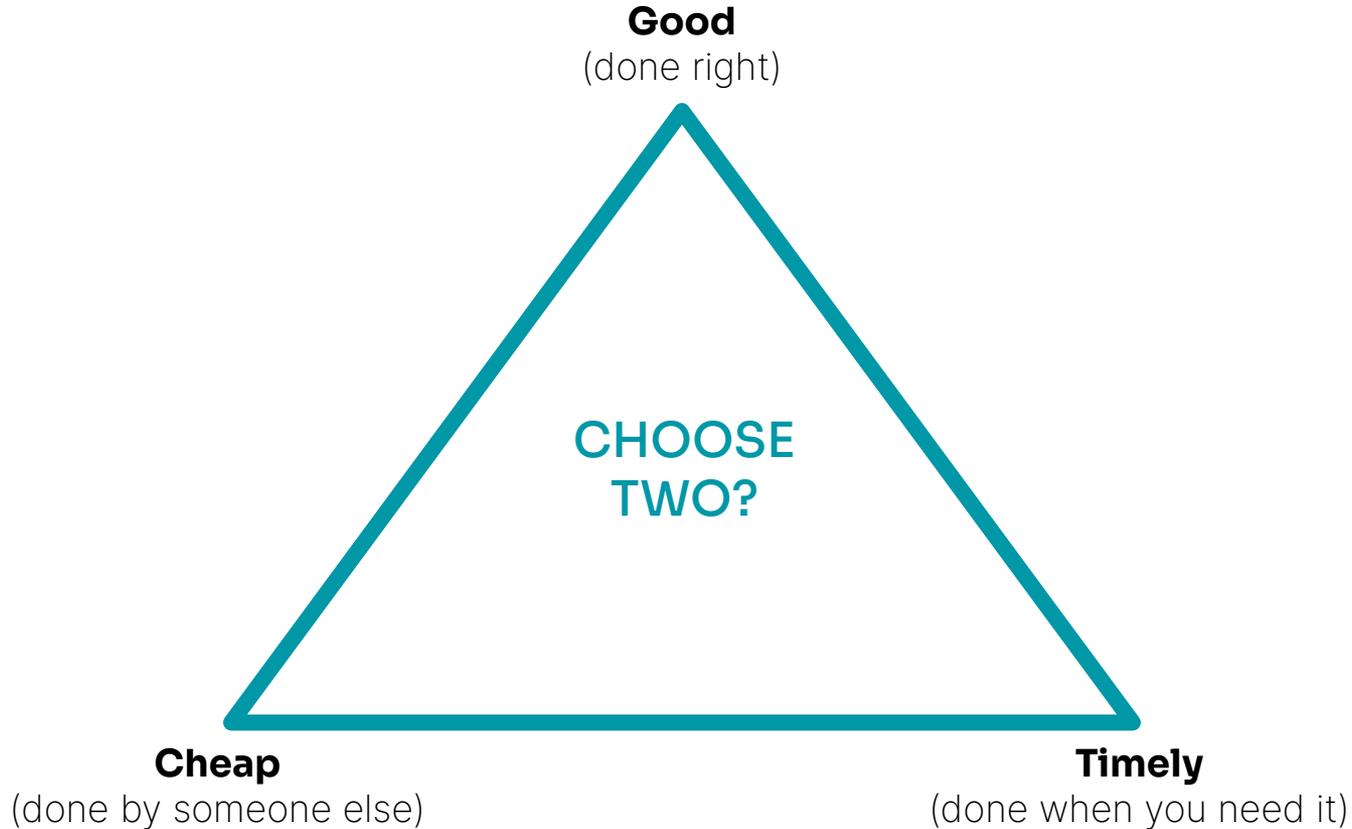
PENDOMONIUM 2023

Pendo > Workato/Zapier > Slack



**Delegate and govern
Trust, but verify.**

Federated tag management: the fear



Federated tag management: the fear



pendo.io: Feature: Icon AVG R...
app.pendo.io/s/5002465686061056/feat...
Engage
< Back to Features
Icon AVG Ratings
Create Goal
Everyone Last 30 Days All Accounts
Details
Name [Icon AVG Ratings](#)
Product Area No Product Area
App Colibra Platform
Page Info Asset* go to page
Rule [.titlebar-avg-rating > div](#)
Add Rule
Created By wouter.dusar (wouter.dusar@colibra.com)
Nov 16, 2018 3:29:11 PM CEST
NUMBER OF VISITORS
72



1. Establish strategy: consider a bespoke tag

Where would you like to go?

- The "Dashboard link" buttons**
 - this is the main use of this card, and so we want to know when users get to a dashboard.
 - These must not each have a unique attribute - all we need to know is that a "Dashboard link" was clicked.
- The "Show More" button**
 - we want to know whether users expand the list of dashboards.
 - The **Show more button will appear in many places**. Ideally, we tag it the same way everywhere.
- The "Dashboards" card**
 - The card itself is not interactive, but it is useful context for the other elements, for example, we can then track that a Show more button was clicked on the Dashboard card, if we need to.

```
1 <ul>
2 <li>
3 <a data-analytics="list-lte
4 <div>
5 <h4>
6 Beta
7 </h4>
8 </div>
9 </li>
10 </ul>
```

```
1 <div>
2 <button
3 type="button"
4 data-analytics="button:show
5 Show More
6 <svg
7 color="#002B3F"
8 aria-hidden="true">
9 <path d="..."></path>
10 </svg>
11 </button>
12 </div>
```

```
1 <div data-analytics="card:dashbc
```

[data-analytics]
Bespoke DOM tag anchors ownership to team.

It also makes tagging ultra easy and traceable back to the FE code.

Naming
Consistency is key, so pick something simple and maintainable

Naming convention

Attribute and structure

In order to label things for usage analytics purposes, we introduce a bespoke attribute: `data-analytics`

The value of this attribute should strive to somewhat uniquely and unambiguously identify the UI component, and clearly reference its type. To do this, follow this structure of 2 elements:

`data-analytics="component-type-name:component-name"`

E.g: `data-analytics="button:global-create"`

Component type

Material UI component Library (the backbone of Arbor) provides the list of allowed component types. Using a predefined list allows us to standardise more easily and eliminate part of the guesswork.

> Disclaimer of limitations and future plans

How do I determine the right component type?

- Look at the immediate DOM element you'll be adding the attribute to, specifically the element, and its classes
- Failing that, use your best judgement (if it looks like a button, and it works like a button - let's just call it a button)

Component name

For the component name use your best judgement. Here's some tips:

- Does it exist elsewhere where it might already have been tagged?
- Does it have a label? E.g. a button's text, like "Show more"
- Does it have a colloquial name, especially if we use it in the documentation and enablement? E.g. "Global create", or "Edit comment"
- Does it have an `aria-label` or a `data-test-id` that looks particularly apt?
- Failing that, invent your own. Remember that analytics on low level product components are mostly useful for the specific product team, so work with your team to come up with a naming that would achieve your observability goals.

Validation and future plans

2. Create structure: give each team a “home”

The screenshot shows the 'Product Taxonomy - Products and Feature Groups' interface. The main content is a tree view under '0. Product Taxonomy Hierarchy'. The tree includes a 'Data Catalog' folder, which contains several sub-items: 'Core Catalog', 'Data Classification', 'Data Marketplace', 'Metadata Integrations & SDK', 'Metadata Lake', 'Data Governance', 'Data Lineage', 'Data Privacy & Protect', 'Data Quality', 'Platform Adoption', and 'Platform Core'. The 'Data Marketplace' item is highlighted with a red arrow pointing to the right. The interface also shows a 'Business Steward' section with names like Ann Wuyts and Tom Dejonghe.

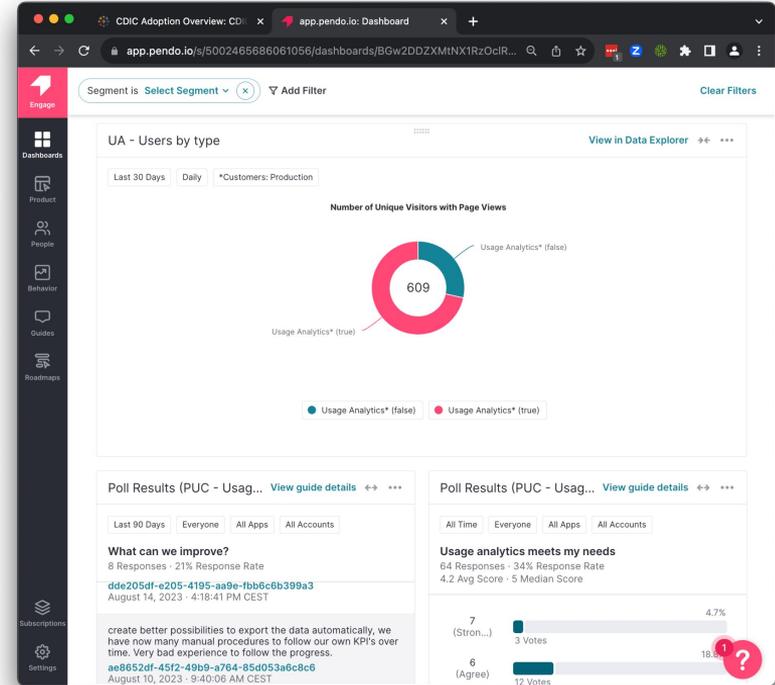
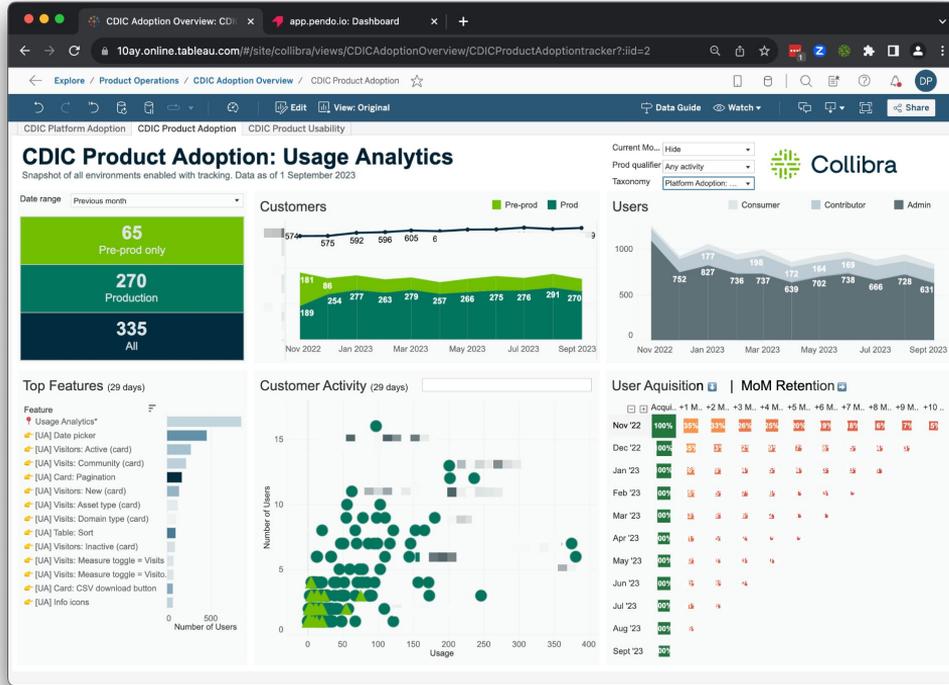
Product Taxonomy

The screenshot shows the 'Product Areas' interface in Pendo. It features a search bar with filters for 'Everyone', 'Last 30 Days', and 'All Accounts'. Below the search bar is a table titled 'Product Areas (50)'. The table has columns for 'Name', 'Pages', 'Features', 'Guides', 'Track Types', and 'Visitors'. The 'Data Marketplace' row is highlighted with a red arrow pointing from the left screenshot. The interface also includes a sidebar with navigation options like 'Engage', 'Product', 'People', 'Behavior', 'Guides', 'Roadmaps', 'Subscriptions', and 'Settings'.

Name	Pages	Features	Guides	Track Types	Visitors
Data Lineage	1	0	0	0	3641
Data Marketplace	9	1	6	28	3947
Data Privacy	3	44	0	0	190
Data Protect	7	9	18	0	198
Data Quality	9	0	0	1	980

Pendo Product Areas **PENDOMONIUM 2023**

3. Create incentive: Visibility + “freebies”





**Be a data minimalist.
Be privacy-by-design**

A good privacy design goes a long way



71%



of privacy professionals indicate that their organization's DSR process is largely manual and ad hoc

IAPP-EY Annual Privacy Governance Report 2019

69%



of firms expect costs to address risk issues to increase in the next 12 months

Thomson Reuters Cost of Compliance Survey 2020

\$1.5B



Spent in regulatory fines & remediation in 2018 and 2019

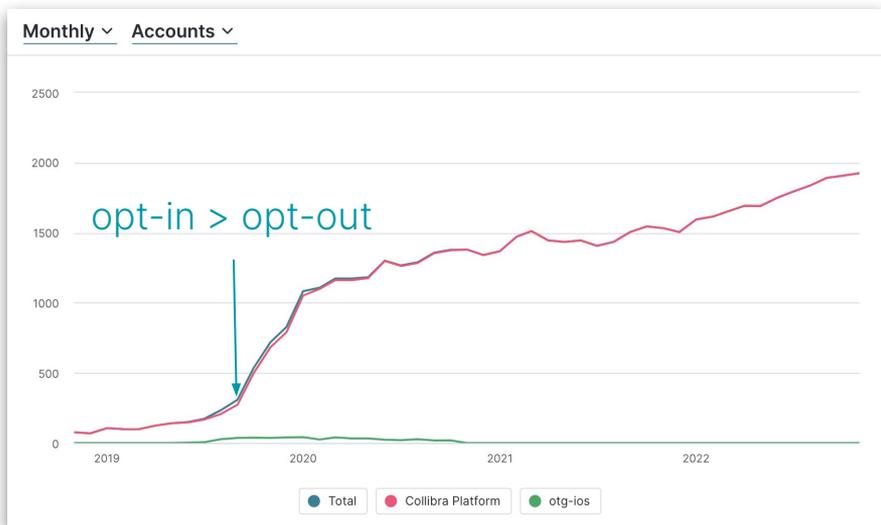
CSO from IDG, "The biggest data breach fines, penalties and settlements so far"

Privacy first



Get more coverage with opt-out

... with a privacy-first approach



Agent

ID	bee08140-6c58-4c42-8bfa-c3c3bdc112f6
Account	dg.collibra.com , https://dg.collibra.com , dg-test.collibra.com , dg-qa.collibra.com , dg-dev.collibra.com , dg-uat.collibra.com , dg-sandbox-weekly.collibra.com
givenLicenseType	CONSUMER
isAdmin	True
isGuest	False
isSubscribedToCIRSNotifications	True
isSubscribedToMaintenanceNotifications	True
isSubscribedToMarketingNotifications	True
isSubscribedToNPS	True
isSubscribedToProductNotifications	True
isSubscribedToResearchNotifications	True
language	en_GB
requiredLicenseType	AUTHOR

NO PII



**Know your (st)age.
Prioritize what
matters**

Run, Grow, Transform



Run

- Mandate: Maintain current business capabilities
- Operational roles

Grow

- Mandate: Expand existing business capabilities
- Enhancing roles

Transform

- Mandate: Drive new business capabilities
- Innovation roles

Startup (Pre-Product Market Fit [PMF])



RUN: 20%

Support building of MVP and core functionalities

- Ensuring the software is bug-free and user-friendly.
- Setting up basic infrastructure and operations.
- Managing costs and ensuring the business remains solvent.

GROW: 30%

Acquire the first set of users, getting feedback.

- Focus on user acquisition through various channels.
- Prioritize feedback loops with early users.
- Implement analytics to understand user behavior and product engagement.

TRANSFORM: 50%

Pivot or refining the product based on feedback

- Be ready to pivot if the initial idea doesn't resonate with the target audience.
- Implement changes based on user feedback and analytics.

Scaleup (At Product Market Fit [PMF])



RUN: 30%

Harden MVP, double down on scalable foundation

- Ensuring uptime and reliability as user base grows.
- Streamlining operations and automating repetitive tasks.
- Managing increased costs with growing operations.

GROW: 40%

Main focus now that PMF is attained

- Scale user acquisition efforts.
- Optimize product engagement and reduce churn.
- Expand to new markets or segments.

TRANSFORM: 30%

Add features and enhancements to MVP

- Introduce new features based on user demand.
- Explore integrations with other platforms or tools.
- Consider diversifying the product line.

Established (Preparing for IPO)



RUN: 50%

More to maintain, ensure retention

- Focus on maintaining a high level of service and uptime.
- Optimize costs and improve profit margins.
- Ensure compliance, especially if preparing for an IPO.

GROW: 30%

Still important but typically slower.

- Focus on retaining existing customers and expanding within current markets.
- Look for strategic partnerships and collaborations.
- Consider mergers and acquisitions for rapid growth.

TRANSFORM: 20%

Becomes strategic to remain competitive and grow TAM

- Innovate to stay ahead of competitors.
- Explore new markets or industries.
- Prepare the company culture, operations, and strategy for post-IPO life.



Recap



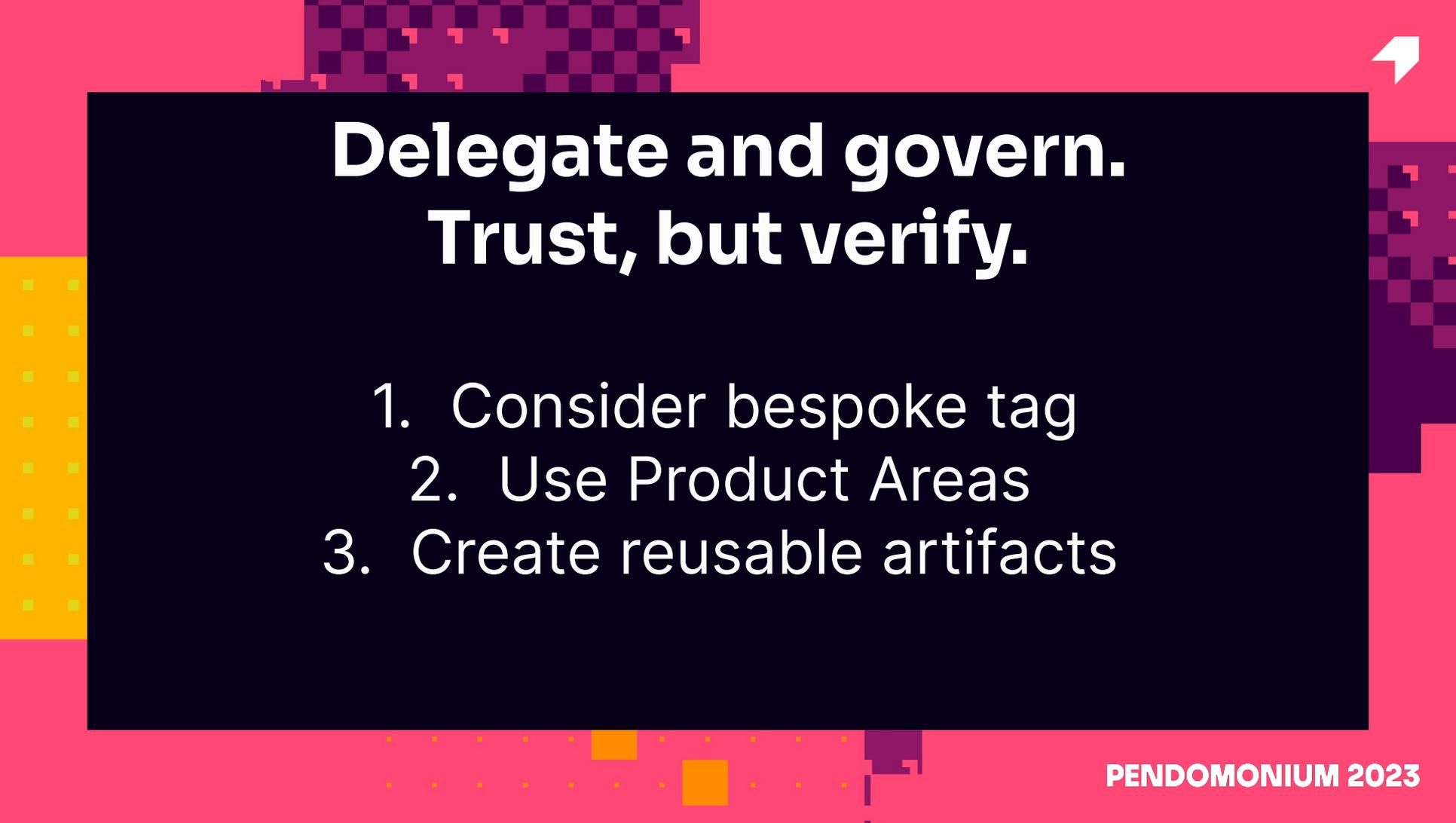
Data is a Product. Think like a PM

1. Build > Measure > Learn
2. Useful + Usable + Used



Mesh that data. Go multiplayer

1. Be the SME
2. Enable others
3. Build together



Delegate and govern. Trust, but verify.

1. Consider bespoke tag
2. Use Product Areas
3. Create reusable artifacts



Be a data minimalist. Be privacy-by-design

1. Less data = more peace of mind
2. Opt out > Opt in



Know your (st)age. Prioritize what matters

1. Pre-PMF: MVP, Traction, Active users
2. PMF: Growth, Hardening, Retention
3. IPO: Sustainability, Service, Sentiment



Thank you!

PENDOMONIUM 2023



PENDO MONIUM 2023



Instructions

- Make a **copy of this deck** or **import as theme**.
- Guidance for fonts:
 - Please use **Sora Bold** for titles, headers, and speaker names ONLY.
You can download Sora for free [here](#)
 - Please use **Inter** for everything else. You can download Inter for free [here](#)
- All slides must be kept in Google Slides. Do not export to Powerpoint.
- Below is a **color guide** – do not use any other colors.

TEXT COLORS



BG COLORS



ACCENT COLORS

