

# Marketing Your Metadata Program

A Value Proposition

## Getting Management Attention, Acceptance, and Buy-in

November 16, 2005





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# Agenda

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- ▶ What Management Wants
  - ◆ The Challenge
  - ◆ Addressing the Challenge
  - ◆ Schneider Example

# Understanding What Management Wants

- ◆ First things first...
  - Know what you want
  - Ask what it will take to get approval
  - Think like it's your very own company
- ◆ Most want to see a clear business value
  - Numbers! (ROI, TCO)
  - Significant return with an early breakeven
  - Tied to the business—not just an IT initiative

# Understanding What Management Wants

- ◆ A compelling story, but laced with “facts” that show value
  - Gartner examples
  - Examples from other industries (Testimonials)
  - Internal examples (If we apply the same measures...)
- ◆ A viable plan
  - No big bangs
  - Quick wins that have value
  - Growth that compounds the value over time
  - Measurable, maintainable and sustainable



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# The Challenge

- ◆ It takes significant time/money to understand the benefits, rudimentary costs, and estimated value
- ◆ It takes significant time/money to determine scope, objectives, requirements, architecture, tools, etc.
- ◆ Can't build an accurate ROI/TCO until we know what we need
- ◆ Not easy to show direct business impacts
- ◆ *CATCH-22: We need time/money to build the business case and show estimated value to get the time/money*



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# Addressing the Challenge

## ◆ Do the Research

- What are others in the IT industry doing with metadata?
  - Gartner (or other) Service
  - SIGs (like DAMA)
  - Tool Vendors
- What are the parallels and similarities in your company?
  - Understand processes
  - Interview/survey key people in key areas
  - Develop simple, but specific examples & statistics



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# Addressing the Challenge

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- ◆ Do the Research Continued...
  - Leverage Tool Vendors
    - Get their numbers to compare against industry numbers
    - Many vendors have ROI/TCO models tailored to metadata implementations
    - Utilize vendor presentations and their customer testimonials



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# Addressing the Challenge

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- ◆ Develop a Plan
  - Phased approach
  - Identify resources & estimated costs
  - Call out success factors & measurement criteria

# Addressing the Challenge

- ◆ Develop the presentation
  - Call out what you want
    - A program not just a tool
    - Establishment of a team
    - Possible technology requirements
  - Tell them why you want it
    - Technology Statement (What is it?)
    - The benefits (compelling story)
    - The value (examples)
    - Risks of not investing
  - Review the Plan
  - Always have next steps



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- ▶ Schneider Example...