erwin
by Quest

Zovio

Industry:	Solutions:		Region:
Higher Education	erwin® Data Intelligence by Quest® and erwin Data Modeler by Quest		Americas

Zovio graduates head of the class in data governance by operationalizing its framework to improve reporting and standardize the organization's vocabulary

Challenge

Zovio meaningfully enhanced its data governance program two years ago. With strong executive sponsorship from leaders who understand data governance's strategic value and experienced full-time staff, Zovio's data governance initiatives focused on increasing consistency and confidence in critical operational, financial and student-lifecycle reporting. The upgrade allowed for improved decision-making and overall performance. The long-term strategy involves metadata management, data mapping/lineage, data quality management, and reference data management for regulatory compliance in addition to business transformation. Following input from stakeholders across the company, Zovio established its data governance program and long-term roadmap. The team then began evaluating technology options by forming a selection panel, reviewing analyst research, requesting proposals, selecting vendors, and conducting a proof of concept.

Solution

The erwin Data Intelligence Suite by Quest was chosen as Zovio's data governance platform because of its sophistication, robust functionality, and ease of use. Among other key factors are its automation capabilities, particularly integration with Tableau for BI reporting and various other third-party tools. With erwin's Smart Data Connectors by Quest, metadata from these data sources are automatically scanned and refreshed to keep the data catalog and business glossary current. Most important, source-to-target mappings and data lineage are generated and documented automatically, providing Zovio's data governance team with the required information. Hours of manual research would be required to locate systems within tables and find and review stored procedures without this process. "End-to-end data lineage enables our system conversion and sunset research to be fast and very thorough," says Cindy Blatnik, Zovio's data governance manager.

Client Profile

Zovio is an education technology services company that partners with higher education institutions and employers to deliver innovative, personalized solutions to help learners and leaders achieve their aspirations. The Zovio network, including Fullstack Academy, TutorMe, and Learn@ Forbes, leverages its core strengths and applies its technology and capabilities to priority market needs. Using advanced data and analytics, Zovio identifies the most meaningful ways to enhance the learner experience and deliver strong outcomes for higher education institutions, employers, and learners. Zovio's purpose is to help everyone be in a class of their own.

> Many data governance tools aren't as automated as expected, and you end up purchasing multiple tools to accomplish your program goals. The erwin Data Intelligence Suite is a consolidated solution. It includes a variety of features and, most important, offers an easily understandable dashboard, which is extremely valuable for business users. The fact that data mappings and lineage can be scheduled to run in a batch, and that you can generate all report mappings with erwin Smart Data Connectors versus having to run them manually, one at a time, is a significant benefit.

Cindy Blatnik
Data Governance Manager
Zovio

▶ Results

Zovio now speaks a common data language, with common governed definitions in use across the organization. "The erwin Business Glossary Manager is 'plug and play,' providing the capability to uncover duplicate terms, reduce confusion and pinpoint answers right away," Blatnik explains.

What's next for Zovio's data governance program? They continue to add new systems and those associated business terms, such as their SIS and CRM systems, ensuring proper controls are in place for that data from the ground up. They will build a 360-degree view of their top critical data elements, implement data quality to reduce errors, integrate models from erwin Data Modeler, and continue to automate data management and governance processes to save time and money, as well as deliver projects faster and with more confidence. The business is fully engaged and informed of data governance achievements through established metrics shared via a metadata scorecard and monthly newsletters.

The following is a summary of the results Zovio has realized thus far with erwin Data Intelligence:

- Governance of key data elements within the company's most critical reports

- Common terms and standardized definitions to ensure executive leadership and other key stakeholders understand reporting

- Auto generation and documentation of data mappings and data lineage for Tableau BI and six other mission-critical tools (SSRS, SSAS, PBI, SSIS, SQL and Microsoft Azure Data Factory)

- Ability to support technology and data teams with data mappings and end-to-end lineage

- Sensitive data discovery and tagging (e.g., student addresses and social security numbers) for GDPR and CCPA compliance

- Easy and efficient self-service data discovery for data governance staff

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I can't emphasize enough the importance of having strong executive sponsorship to establish successful data governance within an organization. We started with metadata to give the business quick, tangible results on the most important items to them. These governed definitions often are referenced in large-scale meetings and provide clarity on the spot. We also have worked closely with the erwin development team to customize the erwin Smart Data Connectors to meet our needs, specifically around data lineage. It has been an iterative process. We have been able to prioritize elements based on the criticality of our business needs and operations.

LeAnn McGowan
Associate Vice President
Data Management
Zovio

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