



A Textbook Approach to Data Governance:

McGraw-Hill Education Gains Data Clarity While Amping Up Customer Product Engagement



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Roberta Pape
Director Data Governance
McGraw-Hill Education

Goals

Grow digital market share to enhance market position, as educational publishing continues to shift from print to digital

Enhance business intelligence (BI) reporting to enhance customer engagement and business decision-making

Improve business processes and collaboration among business units, executive leadership, and IT

Solution

Develop an enterprise-level data governance management framework using Informatica Axon Data Governance

Use Informatica Data Quality for data profiling and to track data quality week by week for reliable BI reporting

Leverage high-quality product usage data to identify core offerings and develop a common subject taxonomy across the business

Results

Drives continued strong digital growth in the higher education market to help increase profitability

Improves decision-making and customer engagement by helping the business understand sales trends and product usage

Allows everyone in the business to speak about the same products using the same language and data

Business Requirements:

- Implement comprehensive data governance and data quality programs
- Govern cloud-based and on-premises data
- Connect business units and IT for collaboration

About McGraw-Hill Education

McGraw-Hill Education is a learning science company that delivers personalized educational experiences that help students, parents, educators, and professionals drive results. The company has offices across North America, Asia, Europe, the Middle East, and South America, and makes its learning solutions available in more than 60 languages.



McGraw-Hill Education (MHE) is one of the world's largest pure-education publishing companies, applying the science of learning to help improve educational outcomes and inspire people to be passionate about learning. An educational publishing powerhouse with global operations, MHE is considered one of the "big three" publishers in the education market.

In recent years, MHE has evolved its business from a print-centric producer of textbooks and instructional materials to a leader in the development of digital content and technology-enabled adaptive learning solutions. It has done so by providing outcome-focused learning solutions, delivering both curated content and digital learning tools and platforms to students. MHE partners with 14,000+ authors and educators, including 50+ Nobel laureates

As the education market continues to change, MHE is striving to grow digital market share and increase profitability by creating and offering innovative products. It also has the opportunity to learn more about its customers than ever before by leveraging the rich usage data that comes with digital publishing; for example, did a customer merely activate a subscription, or are they using the product daily or weekly? To be useful, however, this data must be governed, trusted, and high quality.

"Digital media and subscriptions are now the focus of our business, whereas years ago, digital was something that we gave away for free to complement our print products," says Roberta Pape, Director Data Governance at McGraw-Hill Education. "That's a major transition, and it requires reliable BI reporting to understand how our digital products are being sold and used. But as with any BI reporting, the insights will only be as good as the data on which they are based."

Strengthening enterprise data governance

MHE decided to implement a company-wide data governance strategy to improve collaboration and efficiency, and reduce avoidable risks across business units. The company wanted to take a holistic, enterprise-level approach to managing both the business and technical aspects of data governance, bringing in data from on-premises mainframes and Oracle-based systems, as well as cloud applications such as Salesforce.

After investigating several options, MHE deployed Informatica Axon Data Governance, complementing its existing Informatica PowerCenter data integration solution with a cloud-based data governance tool. To make sure it could implement data governance successfully, MHE also deployed Informatica Data Quality.

"Informatica Axon Data Governance was a strong contender right from the beginning because we were already using PowerCenter and we had a great relationship with Informatica," says Pape. "We also liked the fact that Axon Data Governance integrates with Informatica Data Quality and PowerCenter, giving us the ability to provide our team with high-quality product usage data and processes."



"I couldn't imagine trying to tackle modern data governance without a tool like Informatica Axon Data Governance. It gives us clarity and reduces risk, allowing us to make decisions based on governing trusted data to move our digital business forward."

Roberta Pape
Director Data Governance
McGraw-Hill Education

Inside The Solution:

- Informatica Axon Data Governance
- Informatica Data Quality
- Informatica PowerCenter



Improving data quality and collaboration

With trusted, governed, high-quality data, MHE is successfully merging people, processes, and technology to achieve its business goals. Both MHE's IT function and lines of business are able to collaborate successfully on data governance, which is resulting in smoother operations across the board.

"With Informatica Axon Data Governance and Data Quality, the use of our data for BI reporting is much stronger than it was even a year ago," says Pape. "We're tracking data quality week by week. With better data and better BI, we can run the business better, be more efficient, and increase profitability."

One example of better quality data and smoother collaboration between IT and lines of business is the ability for business divisions to easily tag educational products and identify them as core, ancillary, or supplemental. Previously, there was little or no visibility into those distinctions at the corporate level. As a result, distinguishing core products was difficult for the business. The terms "ancillary" and "supplemental" were often used interchangeably, even though ancillary products are designed to work with, or support, specific core content and supplemental products can be used with any core content within the same subject discipline.

"Having a corporate view of what is considered a core product versus ancillary or supplemental really helps with understanding sales trends and customers' usage of our products," says Pape. "Axon Data Governance gives us that visibility."

With the ability to capture data definitions in business terms within the business glossary and sync with technical metadata to gain an understanding of critical data elements, MHE developed a common subject taxonomy across the business, consistently tagging products with their discipline and subject.

Seizing digital growth opportunities

With a better understanding of its business and how customers use its educational products, MHE is improving decision-making and customer engagement of their products. In 2016, MHE's sales of digital units in the higher education market overtook print for the first time in company history.

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Informatica 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, USA Toll-free: 1.800.653.3871
www.informatica.com | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

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