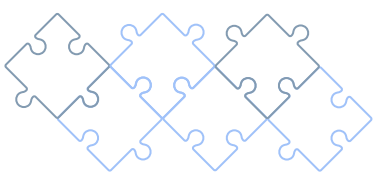


Business Glossary

| Connecting the dots.

Companies should use a Business Glossary to ensure there is one single source of truth within their company. Having a Business Glossary reduces mistakes revolving around definitions of Business Terms that could have different meanings per domain. For example, a customer can mean a visitor to the website of your product for the Marketing department, without buying your product. However, for the Finance department a customer is solely a consumer who actually placed an order, and paid for the product.

Business Glossaries typically contain Business Terms and Acronyms. When creating a Business Glossary, it is also of importance to think and establish the relations between Business Terms and potential other Assets within your company. This eases searching procedures and ensures that all information can be viewed instantly.

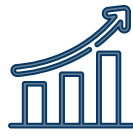


BUSINESS GLOSSARY DIMENSIONS

The Business Glossary can either be a free glossary completely open for every employee, a domain glossary in which there are several responsible owners of the Business Terms present, or a global glossary which leans towards cluster thinking where the core signifies a preferred term.

WHY?

Correctly implemented Business Glossaries improve communication between departments, and ensure one single source of truth amongst all levels of the organisation. When governed and managed correctly by all employees, the quality of the Business Glossary increases even further.



Increasing quality by open accessibility

By making the Business Glossary accessible to every co-worker in your organisation, you ensure that everyone is knowledgeable on the definitions used in different domains. Additionally, if there are inconsistencies or mistakes in the definitions, they are spotted and corrected more quickly.



Mapping Business Terms to Departments

By mapping Business Terms to the corresponding department, every employee can actively search for differences between their department and the department one is searching in. Acronyms might also differ based on relevance.



Reducing internal mistakes

In general, making mistakes can cost money. Mistakes are prevented by using one language across the whole company. There are no more vague and confusing definitions and all employees know what important definitions mean, increasing both communication in and between departments.

6X

STEPS TO 'IMPLEMENT' A BUSINESS GLOSSARY AT YOUR ORGANIZATION

- 1. Communication**
 Internal communication is enriched by exploring all definitions present per domain.
- 2. Personalized experiences**
 Business Terms might not be mutually exclusive per domain as they might be present for multiple departments. Thus, create a personalized experience for every user.
- 3. Tooling**
 Make sure you choose a tool that suits your organisation and its structure to import/create your Business Glossary in. Think about which co-workers will work with the Glossary and choose the best to work with.
- 4. Training of staff**
 Educate staff on how to find, access, and search your Business Glossary. The first step is awareness that the Business Glossary exists.
- 5. Searching definitions**
 When searching Business Terms, make sure you are exploring possibilities in the right domain. By doing so, the right definition of the department in question is used.
- 6. Keep track of lifecycle management**
 Definitions and owners of Business Terms might change over time, so maintaining and updating them should not be forgotten to keep one language.

125%

25% Higher Capacity

Businesses that maintain a Business Glossary show increased Data Governance efficiency and accuracy according to research of Gartner.