Maximize (Meta)data Value :
the power of Metadata Automation

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Who is TELUS?

Canada's fastest-growing national telecommunications company

78,100   team members

$15.5B   annual revenue

16.0M   customer connections

Leader in culture and sustainability

Canada's 10 most admired corporate cultures

Global 100 Most Sustainable Companies in the World

Dow Jones Sustainability Index member for 20 years

First Canadian company recognized as the world's most outstanding philanthropic company

Committed to Giving where we live

*since 2000

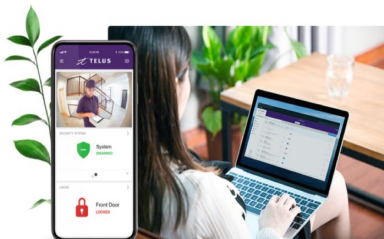**$1.3B**

contributed to charitable organizations*

1+M

hours of volunteer service in local communities every year
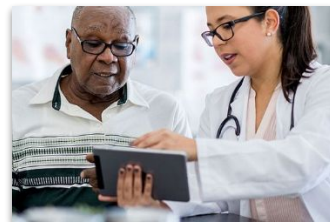
Who is TELUS?

Communications	Online Security	Smart Home Security	Health	Agriculture

Setup for Success

Deliberate Strategy

What do you want to achieve?

Where do you want to go?

Be prepared to move and grow in any given direction at any given time. (Or all at once!)

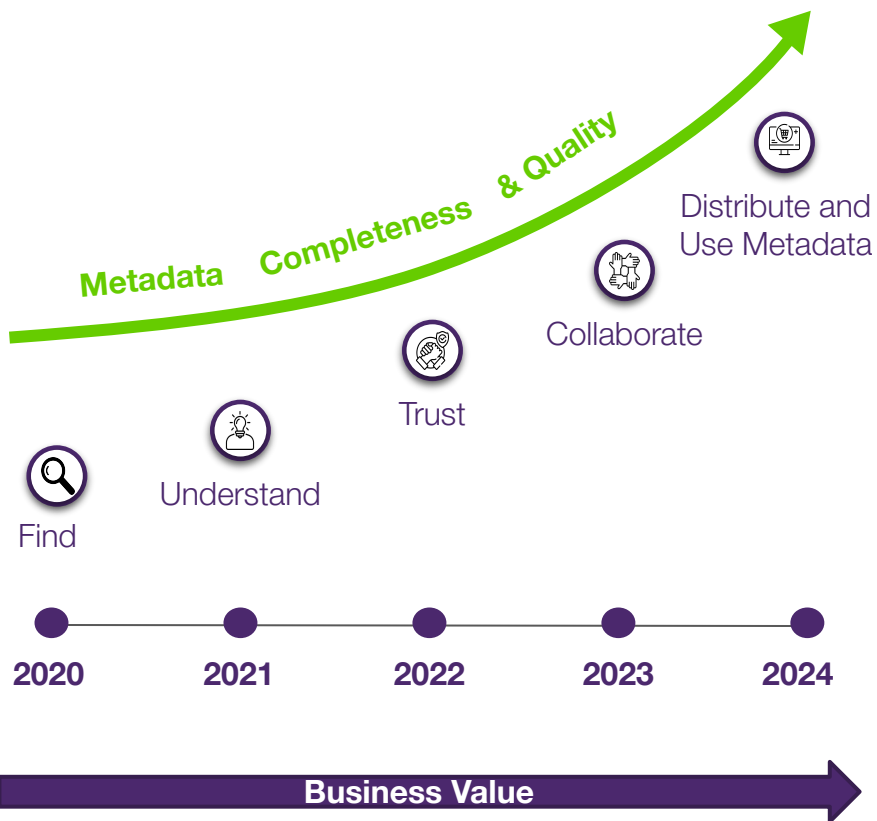**Readiness & Maturity**

Opportunity Management

Compliment your deliberate strategy with high value opportunities and create capability driven roadmap.

Continuously deliver reusable, sustainable and high value components. Process. Technology. People.

Building Blocks

Continuously plan, act and evaluate for iterative improvement and optimization

Give time back to Data Citizens!

Metadata   Completeness   & Quality

- Find — 2020
- Understand — 2021
- Trust — 2022
- Collaborate — 2023
- Distribute and Use Metadata — 2024

2020   2021   2022   2023   2024

Business Value

- **Adoption**

  - Our base of users doubled between 2022 and 2023
  - 70 % are returning users
  - Community of Metadata Stewards
  - 89 % of users say that the information available at go/metadata is useful

- **Metadata availability: 25 M of assets**
  - Business Glossary : 1300 Business Terms
  - Data & Reports Catalogs
  - API Catalog
  - Relations between Assets : 56 M

- **Cost avoidance**
  - Time spent pursuing data w/o repository : 4 h/week
  - Time spent pursuing data with the repository : 50 min

- **Team evolution : Metadata and Data Quality COE**
  - From 2 part-time to 16 team members
  - E2E program : vision / people / process / technology

Metadata Driven Automation

The automated use of metadata to discover, understand, trust, track and observe data in real time

How do we get there?

Why Automate?

To accomplish a task in a shorter amount of time in a more repeatable way

Reduce manual work
- Move stewards to the higher tasks of management and oversight
- Enter metadata once and use it often

Reduce time while increasing volume
- Overcome the backlog of uncataloged data assets.
- Maintain consistent data management with the increasing volumes of data
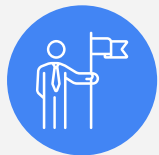
Ensure consistency and quality
- Remove the variability to ensure consistency and quality required for automation
- Move metadata collection forward in the process
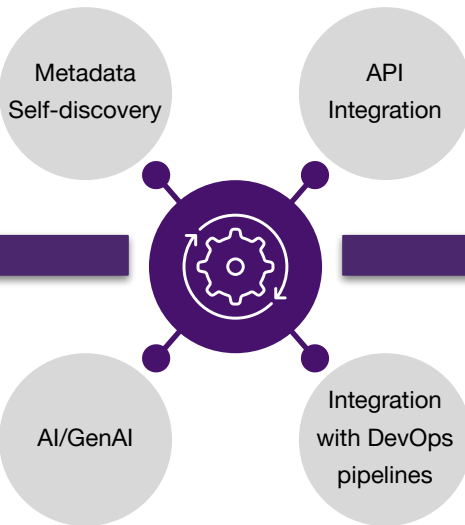
Metadata Driven Automation

Provider Viewpoint

Owners and custodians of metadata and data. Privacy, security, ethics. Data context and flow

Use Cases

- Regulatory compliance
- Provide Data Products

Automation Opportunities

- Metadata Self-discovery
- API Integration
- AI/GenAI
- Integration with DevOps pipelines

Consumer Viewpoint

Users of data or metadata Analytics, AI/Gen AI, Reliability, Data Monetization

Use Cases

- Data Observability
- Find, understand, trust, track, trace and monetize data

Path to Automation

TELUS

Catalog, Govern
Operational & Intelligence data, Business glossary, Stewardship

1

Completeness & Quality
Classification, Policies, Lineage

2

Integrate, Collaborate
APIs, Event Management, Real-time access control

3

Automate
Use of metadata, metadata driven automation

4

Data Marketplace

Metadata In Action

Enabling Data Observability through Metadata

TEAM	GOAL	STRATEGY
Enterprise Metadata Management and Data Quality in collaboration with cross-organizational teams	Maximize the Value of Metadata to enable Data Observability	Focused on Reliability use case to discover, understand, trust, track and observe data in real time leveraging Metadata

Future Use Cases

Issue Resolution   Security   DevOps   Architecture   Data Analysts   Data Scientists   Decision Makers

Metadata In Action | Reliability Use Case

Find, Understand & Trust in Real time

A

We require a current
and accurate view of
our architecture to
assess risk and perform
issue resolution

PROBLEM

B

Enterprise Metadata
Management Platform
Metadata Quality
Enterprise Collaboration
API integration

SOLUTION

C

Observe, Audit, Protect,
Secure systems and
data.
Support Arch DevOps

RESULT

Thank you!