

## DCAM v2

Data Management  
Capability Assessment  
Model

# Conducting a DCAM Assessment

Identify the Appropriate People, Management Expectations, and Options for Performing the Assessment

# CONDUCTING A DCAM ASSESSMENT

## Purpose of an Assessment

### Compare

Compare and contrast group to group, division to division; firm to industry



### Identify strengths and weaknesses

Assess regional capability – direct appropriate funding



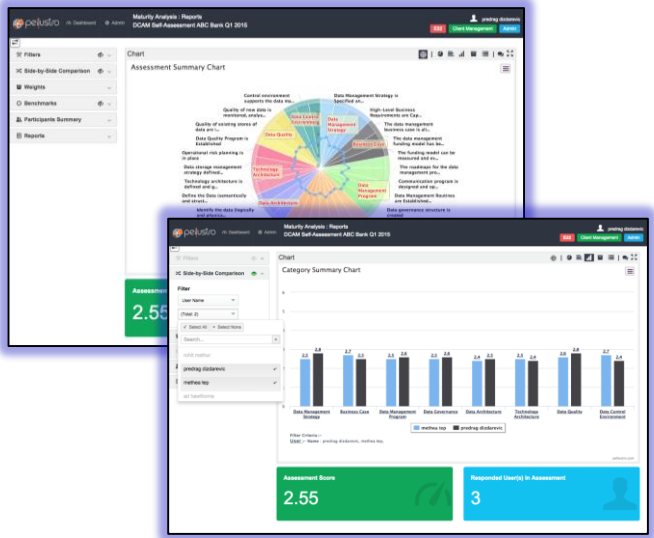
### Align with proven industry best practices

Follow industry proven practices



### Introduce a dimension of quantifiable measurements and metrics

Drive a measurable and methodical program



### Establish a benchmark

Capture current state and compare to future progress



## Expectations / Scope

- **Define Expectations**
  - Agreement on the goals of the assessment
  - Distinctions between establishing the data management program ... setting the initial baseline (current state analysis) ... educating stakeholders (securing funding) ... establishing measurement criteria (building roadmap)
- **Agree on Scope**
  - Enterprise vs. Division vs. Region vs. LOB
    - Enterprise data management does not have to be the objective
  - Determine how each capability is being assessed (global or local perspective)
  - Determine the scope of stakeholder participation (data vs. tech vs. business vs. operations)

## Identification of Participants

- **Confirm the Lead Executive (internal) Sponsor (air cover, authority, budget)**
- **Confirm Project Management Approach – Internal Project or DCAM Authorized Partner**
  - EDMC Members can elect to directly manage their DCAM Assessment or optionally involve a DCAM Authorized Partner (DAP)
  - DAP can both assist with Project Management, provide independent results and include forward program recommendations based on DCAM results. Here is a current list of DCAM Authorized Partners [DCAM Authorized Partners](#)
- **Select the DCAM Facilitator**
  - Owner of the internal engagement process
  - Must have intimate knowledge about the client's data management challenges and approach
  - Need sufficient authority to ensure cooperation

## Identification of Participants (continued ...)

- **Identify the Participants**
  - Minimum 8-12 participants, but can range up
  - Core members of the Office of Data Management governance team
  - Owners of the client, entity, product and security master files
  - Data repository and warehouse stakeholders (information architects and data modeling)
  - Business analysts and representation from the data consumer community

## DCAM Training

- **Identify the Participants**
  - Optional open and onsite DCAM training courses for both Practitioners & Executives (DCAM Training helps build a common language for progressing data management best practices, ensures consistency of scores and helps with executive and LOB buy-in for progressing a data driven culture)

## Approaches

### Target Survey Population

- **Practitioner Sub-capability Assessment**
  - Survey-style assessment
  - All 106 sub-capability questions
  - Identifies current state/gaps across all capabilities
- **Executive Capability Assessment**
  - Survey or interview style
  - 31 sentiment capability questions
  - Ability to compare Practitioner and Executive results

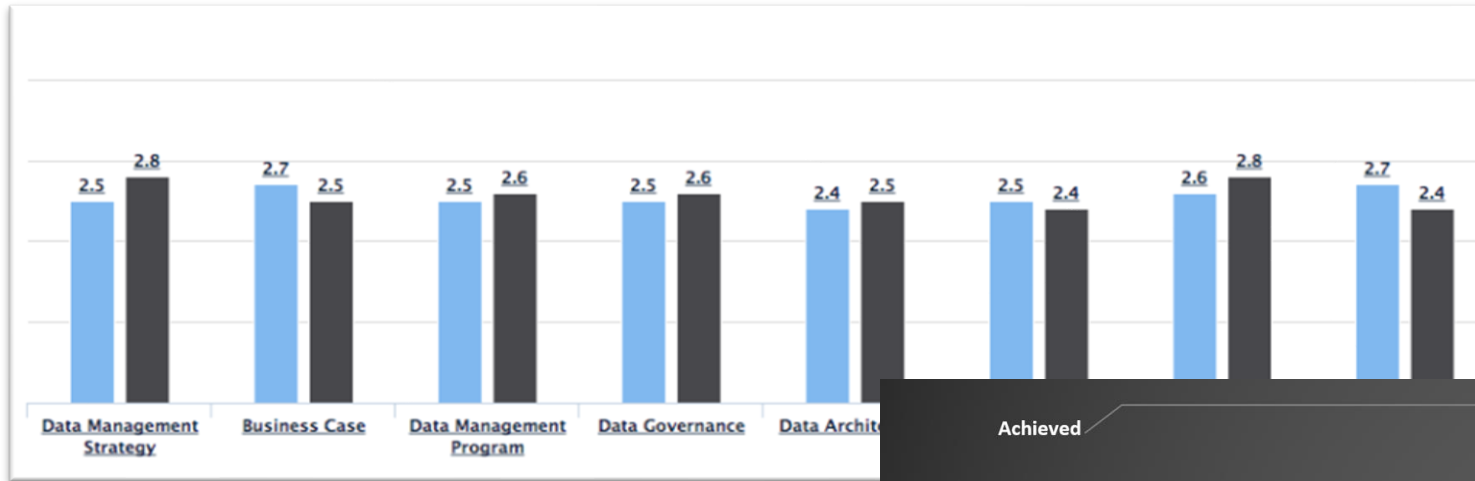
### Sentiment vs. Evidence Based

- **Without Artifacts of Evidence**
  - Recommended for firms performing their initial assessment
  - Encourage participants to provide comments
- **With Artifacts of Evidence**
  - Recommended for firms in an advanced state of data management
  - Focuses on alignment of artifacts to capability
  - Requires significant planning and coordination
  - Designed for the audit of data management function

## DCAM & Best Practices – Q4 Plans

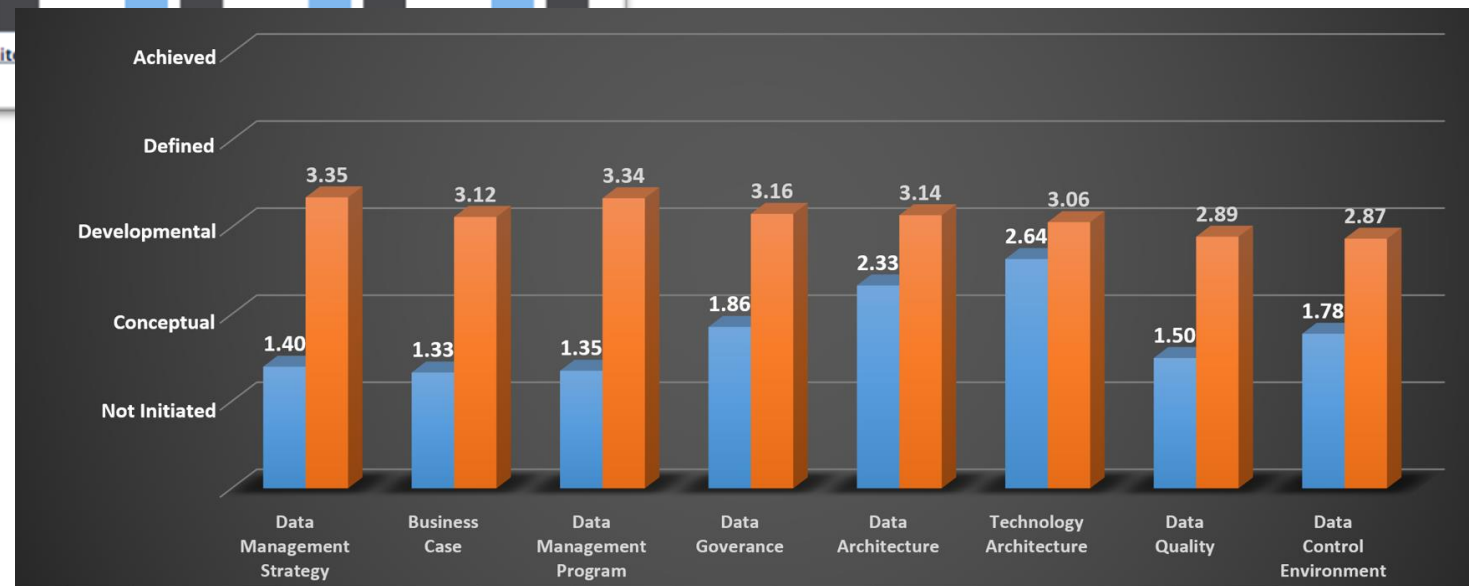
- **2019 DCAM Benchmark**
  - Benchmark questions based on new DCAM v2 model (with enhanced AI/ML & Data Ethics topics)
  - 24 Questions align to the 31 DCAM v2 Capabilities
  - Improved analytics of benchmark through survey respondent metadata collection
  - Benchmark Industries to include Financial and Other Industries (automotive, healthcare, manufacturing, etc.)
  - Preliminary benchmark results to be presented during the Q4 Membership Briefings, with formal report released in December

## Periodicity & Comparability



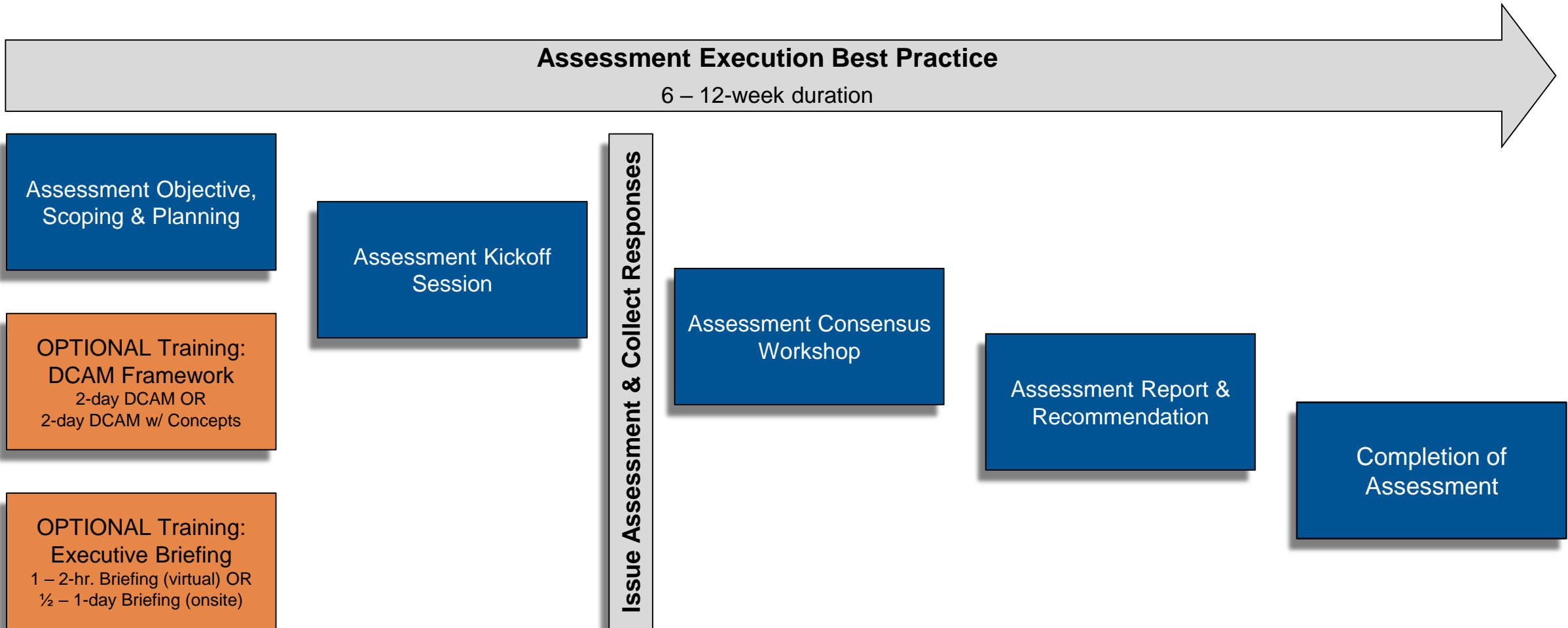
- **Annual/Semi-annual**
  - Compare assessments
  - Demonstrate progress
  - Respond to audits/reviews

- **Compare**
  - Compare departments
  - Compare to industry survey
  - Drive remediation and funding





# ASSESSMENT PLANNING TIMELINE AND MILESTONES



## AUTHORIZED SURVEY & ANALYTICS PARTNERS

- Full DCAM configuration for Capability or Sub-capability assessments
- Automated survey workflow management to drive participation
- Out-of-the-box analytics and dashboards with full data export capability
- Configured with recommended DCAM scoring methodology
- EDM Council Industry Benchmark data loaded for comparison and dashboarding



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## Analysis of scoring compatibility between DCAM v1 and v2

- **Methodology**
  - Anonymized DCAM assessment scores
  - Reconfiguration of DCAM v1 scores into the DCAM v2 framework
  - The analysis applied two scenarios:
    - Forward Compatibility (DCAM v1 to DCAM v2)
      - Sub-Capability Level Assessment
      - Capability Level Assessment
    - Backward Compatibility (DCAM v2 to DCAM v1)
      - Sub-Capability Level Assessment
      - Capability Level Assessment
- **Outcome**
  - Minimal change in the overall DCAM score
    - $\text{delta} = <0.06$
- **View the Results in DCAM Knowledge Models**
  - Lineal flow of scores as they map from DCAM v1 to v2
  - Presents the changes to the Framework in a visual and interactive interface

## DCAM Scoring Compatibility Tool

- Tool for users of DCAM v1 when converting to DCAM v2 to run a score comparison analysis on their data sets
- Generate **new scoring benchmarks, projections, and comparisons**
- Use Cases:
  - Forward Compatibility
    - Generate a new benchmark
    - Project DCAM v2 Assessment Scores
  - Backward Compatibility (retrospective)
    - Generate DCAM v1 compatibility benchmarks for comparison to DCAM v2 scores
- How it works:
  - Excel templates for existing data input
  - DCAM Knowledge Model templates for visualization, presentation, and report generation
  - Available to EDM Council members accessible through the DCAM User Group