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

**Establish a benchmark**
Capture current state and compare to future progress

**Align with proven industry best practices**
Follow industry proven practices

**Introduce a dimension of quantifiable measurements and metrics**
Drive a measurable and methodical program
**ASSESSMENT**

**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
**ASSESSMENT**

**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)
ASSESSMENT

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
2019 Industry Benchmark Update

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
DCAM ASSESSMENT

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

Assessment Execution Best Practice
6 – 12-week duration

Assessment Objective, Scoping & Planning

Assessment Kickoff Session

Assessment Consensus Workshop

Assessment Report & Recommendation

Completion of Assessment

OPTIONAL Training: DCAM Framework
2-day DCAM OR 2-day DCAM w/ Concepts

OPTIONAL Training: Executive Briefing
1 – 2-hr. Briefing (virtual) OR ½ – 1-day Briefing (onsite)

Issue Assessment & Collect Responses
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
    • 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