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The Data Management Strategy and Business Case determines how data management is defined, organized, funded, governed and embedded into the operations of the organization.

- Defines the goals, objectives and scope of the data initiative as aligned to the business objectives.
- Demonstrates the business value that the initiative will seek to achieve.
- Describes how the organization will be mobilized in order to implement a successful data management initiative.

Importance of the physical documentation should not be underestimated. The Data Management Strategy and Business Case document is the primary internal marketing tool to drive understanding and support for the DMI.
1.0 Data Management Strategy and Business Case

Articulates the vision
- Defines the Data Management Target State
- Rationalizes the business case for management of data throughout the organization
- Aligns with the business strategy, objectives, and priorities, including prioritizing data based on criticality to the business
- Articulates the value and opportunity of an organization-wide Data Management initiative

Identifies the business value
- The Data Management Business Case is the cost-benefit realization of a set of activities and deliverables expected from the Data Management Initiative
- Describes the defensive and offensive benefits of the initiative
- Helps management understand the costs, benefits and risks associated with the evolution of the data management initiative (best demonstrated via POC)
1.0 Data Management Strategy and Business Case

1.1 Data Management Strategy Specified and Shared

Does a strategy exist? Is it documented? Has it been reviewed by key stakeholders?

1.2 Data Management Business Case is Defined

Defining the data strategy is dependent upon understanding and supporting the business objectives.

1.3 The Data Management Vision is Defined

The DMS & BC must articulate the vision of the data initiative and how it will be deployed across the organization.
1.0 Data Management Strategy and Business Case

1.1 Data Management Strategy Specified and Shared

1.1.1 The DMS is developed, documented and consolidated
1.1.2 The DMS is aligned with the high-level organizational objectives
1.1.3 The DMS addresses the core strategy concepts from each DCAM component
1.1.4 The DMS includes an established mechanism for approval
1.1.5 The DMS has been evaluated and is enforceable
1.0 DATA MANAGEMENT STRATEGY AND BUSINESS CASE

Capability 1.1 – The DM Strategy (DMS) is Specified and Shared

1.1.1 The DMS is developed, documented and consolidated
- DMS has been aligned with business, technology, and operations
- DMS has been documented
- DMS has been published to all stakeholders

1.1.2 The DMS is aligned with the high-level organizational objectives
- Mapped to the high-level business objectives
- Approved by the executive committee and stakeholders
- Established processes to ensure future alignment to org objectives

1.1.3 The DMS addresses the core strategy concepts from each DCAM component
- Core concepts are captured from each DCAM component
- Prioritization aligns with business objectives

1.1.4 The DMS includes an established mechanism for approval
- Mechanism in place to capture feedback
- Feedback is collected and incorporated into the DMS
- Strategy is approved

1.1.5 The DMS has been evaluated and is enforceable.
- Internal audit has reviewed and approved
- Internal audit has determined that DM can be enforced via audit examinations