



EDM COUNCIL eLEARNING

PARTNERSHIP WITH eLEARNINGCURVE



The Need for Professional Education:



Data is the
New Currency



In today's information-rich economy,
everyone must be responsible for
the proper curation of data



The only practical solution is a
systemic employee education,
training and certification
program targeting various roles
in data stewardship, governance,
data quality and business
intelligence – and beyond!

EDUCATION IN THE VIRTUAL WORKPLACE



Leveraging eLearning is the most comprehensive and cost effective way to educate your staff



Educating staff in data management, in the 'virtual workplace', is challenging and expensive

STRATEGIC eLEARNING REQUIREMENTS

Comprehensive

Must target various data management roles in DQ/DG/DS/BI, both in business and IT, and at various levels of depth.

Scalable

Must meet the needs across the organization, in all locations, and on the ongoing basis (continued education and training of new employees).

Flexible

Must address busy schedule and limited availability of employees, needs to minimize disruption to the regular duties.

Practical

Must teach "how-to" solutions and not just academic theories.

Consistent

Must ensure that everyone receives uniform training and thus, "speaks the same language".

Effective

Must provide high information comprehension rate and include feedback loop through testing to ensure that time and money are well-spent.

Motivating

Must offer employee motivation to succeed. A common solution is to offer industry-accepted certifications for employee development and recognition.

Cost-Effective

Given large scale of the program, the per-employee cost must be managed effectively.

EDM COUNCIL PARTNERSHIP WITH eLEARNINGCURVE (“ELC”)



- Strategic partnership to deliver comprehensive eLearning training, education and certification programs, with corporate & enterprise solutions for EDM Council Members
- EDMC offers ELC eLearning Training & Certification covering 10 data management professional certifications at significant savings for EDMC members
 - Corporate & Enterprise Packages are for EDMC members and contracted directly with ELC
- ELC to produce EDMC eLearning courses – to include DCAM, Best Practices, Strategic Concepts in Data Management, Knowledge Graph, & Data Ethics courses
 - ELC and EDMC partnering on development and production of courses
 - Partnership accelerates time to market for EDMC courses and assures high quality delivery and certification with a trusted experienced eLearning partner
 - First DCAM Framework Certification course under development and scheduled for availability 2020 with additional EDMC courses planned



eLearningCurve offers 49 online courses, 200+ hours of education material, from fundamentals to advanced topics. The courses are split into 10 Information Management tracks and support 2 robust professional certification programs

Certification Programs

Certified Information Management Professional (CIMP)

Certified Data Steward (CDS)

Information Management Track Curricula

IM Foundations	Data Warehousing
Data Quality	Master Data Management
Data Governance	Data Modeling & Metadata
Data Stewardship	Business Analytics
Data Integration	Business Intelligence



Courses are 3 to 6 hours long and cover fundamentals to advanced topics
Each course is accompanied by a certification exam

Analytics Fundamentals

Assessing Business Intelligence Operations

Best Practices in Data Resource Management

BI Program and Project Management

BI Requirements Gathering and Management

Big Data Fundamentals

Building and Operating a Data Warehouse

Business Analytics Practices and Applications

Conceptual Data Modeling

Crafting the Business Case for Data Quality

Creating and Implementing Data Strategy

Data Governance Fundamentals

Data Governance for Business Leaders

Data Integration Fundamentals & Best Practices

Data Integration Techniques for Designing an ODS

Data Mining in R

Data Parsing, Matching and De-Duplication

Data Profiling

Data Quality Assessment

Data Quality Fundamentals

Data Quality for Data Stewards

Data Stewardship Core

Data Stewardship Fundamentals

Data Virtualization

Data Warehousing Fundamentals

Diagnostic Analytics Using Statistical Process Control

DW and BI Data Modeling

Ensuring Data Quality in Data Integration

Fundamentals of Business Intelligence

Fundamentals of Data Modeling & Metadata

Fundamentals of Predictive Analytics

How to Deploy and Sustain Data Governance

Information Management Fundamentals

Introduction to NoSQL

Logical Data Modeling

Location Intelligence and GIS

MDM Architecture and Implementation

MDM for Data Stewards

MDM Fundamentals and Best Practice

MDM: Selecting a Vendor

Metadata Management for Data Stewards

Organizing for Data Quality

Prescriptive Analytics Using Simulation Models

Root Cause Analysis

The Data Model Scorecard

Understanding and Evaluating the BI Platform

Web Analytics

PROFESSIONAL EDUCATION & CERTIFICATION PROGRESSION



Core Certification

e.g. Certified Data Steward (CDS) or CIMP Data Quality (CIMP DQ) or CIMP Business Intelligence (CIMP BI)

- 30-40 hours eLearning study – 5+ Courses
- Complete in 3-6 months

Sample path:

To earn *CIMP Data Governance* take:

- Information Management Fundamentals**
- Data Governance Fundamentals**
- Data Quality Fundamentals**
- Data Stewardship Fundamentals**
- How to Deploy and Sustain Data Governance**

Expert Certification

e.g. CIMP Ex (highest level) after CIMP Core Program, or certification in an adjacent track

- 15-25 hours additional eLearning study
- Completed in 2-4 months

To earn CIMP in *Data Quality* and *CDS* take:

- Data Profiling**
- Data Quality Assessment**
- Root Cause Analysis**

Continuing Education

Additional courses to learn new area relevant to new responsibilities

- Additional eLearning courses

To learn more about *Data Integration* take:

- Data Integration Fundamentals**
- Ensuring Data Quality in Data Integration**
- MDM for Data Stewards**

ELEARNING CURRICULUM – 2020 UPDATES

- **Data Science Track and Certification (Q1 2020)**
- **DCAM / Knowledge Graph / Data Ethics (Q2 2020)**
- **Big Data Track and Certification (Q3 2020)**
- **Other Major Updates in 2020**
 - *Major update to Certified Data Steward Program*
 - *Major update to Metadata Management Track*



Many New Courses Including

*DCAM / Knowledge Graph / Data Ethics
Data Science Fundamentals
Fundamentals of Artificial Intelligence
Data Science Modeling Best Practices
Data Strategy for the Age of Big Data
Supervised & Unsupervised Machine Learning
Data Lake Architecture
Managing Big Data
Data Engineering Fundamentals*



CORPORATE & ENTERPRISE eLEARNING PROGRAMS

eLearning solutions can help train a team cost-effectively, in the same office, or at multiple locations around the world. Our programs offer:



Pricing Models

to work with all training budgets including volume discounts, and additional eLearning services



Progress Reports

so that you can monitor student progress, and properly motivate program participants



License Transfers

allow any unused course licenses to be used for another participant if needed



Flexible Enrollment

so that you can spread the cost over time and better control student progress

Contact the EDM Council for Corporate & Enterprise eLearning Solutions: rummel@edmcouncil.org

CORPORATE EDUCATION & CERTIFICATION PROGRAMS



Corporate 30	<ul style="list-style-type: none">▪ Includes 30 course licenses▪ Supports estimated 6 certifications▪ 1 Web session with instructor▪ 20% savings on additional courses	eLearning Investment \$ 10,000-11,500*
Corporate 60	<ul style="list-style-type: none">▪ Includes 60 course licenses▪ Supports estimated 12 certifications▪ 2 Web sessions with instructors▪ 25% savings on additional courses	eLearning Investment \$ 21,000
Corporate 150	<ul style="list-style-type: none">▪ Includes 150 course licenses▪ Supports estimated 30 certifications▪ 4 Web sessions with instructors▪ 30% savings on additional courses	eLearning Investment \$ 50,000

- Corporate 30 actual price is based on EDMC Members receiving 20% off individual courses or 4% additional off certification packages
- Corporate & Enterprise Packages are for EDMC members and contracted directly with ELC

ENTERPRISE EDUCATION & CERTIFICATION PROGRAMS



Enterprise 300	<ul style="list-style-type: none">▪ Includes 300 course licenses▪ Supports estimated 60 certifications▪ 6 hours of instructor consulting▪ 2 “Trends” Webinars▪ 35% savings on additional courses	eLearning Investment \$ 95,000
Enterprise 750	<ul style="list-style-type: none">▪ Includes 750 course licenses▪ Supports estimated 150 certifications▪ 15 hours of instructor consulting▪ 3 “Trends” Webinars▪ 40% savings on additional courses▪ Seat on eLearning Advisory Board	eLearning Investment \$ 225,000
Enterprise 1500	<ul style="list-style-type: none">▪ Includes 1500 course licenses▪ Supports estimated 300 certifications▪ 35 hours of instructor consulting▪ 4 “Trends” Webinars▪ 45% savings on additional courses▪ Seat on eLearning Advisory Board	eLearning Investment \$ 425,000

• Corporate & Enterprise Packages are for EDMC members and contracted directly with ELC

All-Purpose Course Licenses

Each program includes a set of course licenses which can be used to enroll any students in any courses within 24 months. Students can complete certifications or simply take courses that fit their roles.

Savings on Additional Courses

Significant discounts on purchases of additional course licenses beyond those included in the program allow the EDMC Member to purchase any number of licenses and not just the exact number included in a program.

Web Sessions with Instructors

One-hour live web conference calls with instructors can be used to go beyond the simple Q&A via e-mail included in each course license.

The Enterprise Programs offer EDMC Members these additional services.

Trend Webinars

These one-hour sessions are on current topics in information management can be customized to the interests of the EDMC Member

Instructor Consulting

Consulting with an instructor can be delivered remotely or on-site (expenses are paid by the EDMC Member).

A Seat on the Advisory Board

The eLearningCurve & EDM Council Advisory Board meets bi-annually to provide strategic guidance on future curriculum development.

eLearningCurve has students in almost every country in the world, including many enterprise customers



- Variety of customers from small project teams to large enterprises
- Enterprise customers typically Fortune 500 and Global 1000 companies

“

The courses are well laid out, build on each other, and are rich in practical content and advice.

”

-- Steve Lutter, CIMP Data Quality, DM and Metadata, IM Foundations, Business Intelligence, Data Governance, MDM, United States

“

It is evident that a thorough and considerable effort has gone into the preparation of this program.

”

-- Alfredo Parga O'Sullivan, CIMP Ex Data Quality, Ireland

“

The ability to take the courses at my own pace and at a time suitable for me was of great help.

”

-- Geeta Jegamathi, CIMP Data Quality, India

KEY BENEFITS OF DATA MANAGEMENT eLEARNING

EDMC & eLearningCurve's solutions offer many benefits including:

Comprehensive Curriculum

49+ courses covering DS/DQ/DG/BI and soon DCAM, from fundamentals to advanced topics, from the world-leading experts, educators, and practitioners, with new courses added frequently

eLearning Format

Students can take the courses they need, when they need them, from office or home, at their own pace, and can listen to the material as many times as they need to ensure 100% information comprehension

Exams and Certification

Certification exams accompany each course and provide feedback loop; Certified Information Management Professional (CIMP) and Certified Data Steward (CDS) certifications are widely accepted in the industry

Return on Investment

The cost is 2-3 times less than comparable "live" education, while the information comprehension rate is 2x greater as students can review eLearning material as many times as needed

TO LEARN MORE ABOUT DATA MANAGEMENT eLEARNING



- Availability: All eLearningCurve courses are available to EDMC Members
- Corporate or Enterprise eLearning Certification Programs: contact Robert Rummel at rrummel@edmcouncil.org for EDM Council Member Rates
- EDM Council Members Individual Purchase Discounts:
 - EDMC Members get discounts on individual purchases. Use these Savings codes for online purchases:
 - "EDMC" (10% discount on purchases of individual courses)
 - "EDMCPACK" (4% discount on purchases of education packages)
- More Information:
 - EDMC Web Site: www.edmcouncil.org/elearning
 - [Click here for Full Online Course Catalog](#)
 - [Click here for Course Packages](#)

