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!
Educating staff in data management, in the ‘virtual workplace’, is challenging and expensive

Leveraging eLearning is the most comprehensive and cost effective way to educate your staff
<table>
<thead>
<tr>
<th>Comprehensive</th>
<th>Scalable</th>
<th>Flexible</th>
<th>Practical</th>
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<tbody>
<tr>
<td>Must target various data management roles in DQ/DG/DS/BI, both in business and IT, and at various levels of depth.</td>
<td>Must meet the needs across the organization, in all locations, and on the ongoing basis (continued education and training of new employees).</td>
<td>Must address busy schedule and limited availability of employees, needs to minimize disruption to the regular duties.</td>
<td>Must teach “how-to” solutions and not just academic theories.</td>
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<tr>
<td>Consistent</td>
<td>Effective</td>
<td>Motivating</td>
<td>Cost-Effective</td>
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<tr>
<td>Must ensure that everyone receives uniform training and thus, “speaks the same language”.</td>
<td>Must provide high information comprehension rate and include feedback loop through testing to ensure that time and money are well-spent.</td>
<td>Must offer employee motivation to succeed. A common solution is to offer industry-accepted certifications for employee development and recognition.</td>
<td>Given large scale of the program, the per-employee cost must be managed effectively.</td>
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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 50+ 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**

<table>
<thead>
<tr>
<th>IM Foundations</th>
<th>Master Data Management</th>
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<tbody>
<tr>
<td>Data Quality</td>
<td>Data Modeling &amp; Metadata</td>
</tr>
<tr>
<td>Data Governance</td>
<td>Business Intelligence &amp; Analytics</td>
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<tr>
<td>Data Stewardship</td>
<td>Data Integration</td>
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<tr>
<td>Data Science</td>
<td></td>
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<tr>
<td>Artificial Intelligence Fundamentals</td>
<td>Data Quality Assessment</td>
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<tr>
<td>Analytics Fundamentals</td>
<td>Data Quality For Data Stewards</td>
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<tr>
<td>Analytics-based Enterprise Performance Management</td>
<td>Data Quality Fundamentals</td>
</tr>
<tr>
<td>Best Practices in Data Resource Management</td>
<td>Data Quality Scorecard</td>
</tr>
<tr>
<td>Big Data Fundamentals</td>
<td>Data Science Fundamentals</td>
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<tr>
<td>Conceptual Data Modeling</td>
<td>Data Stewardship Core</td>
</tr>
<tr>
<td>Crafting the Business Case for Data Quality</td>
<td>Data Stewardship Fundamentals</td>
</tr>
<tr>
<td>Curating and Cataloging Data</td>
<td>Data Understanding and Preparation for Data Science</td>
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<tr>
<td>Data Governance for Business Leaders</td>
<td>Data Virtualization</td>
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<tr>
<td>Data Governance for Data Stewards</td>
<td>Data Warehousing Fundamentals</td>
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<tr>
<td>Data Governance Fundamentals</td>
<td>Diagnostic Analytics Using Statistical Process Control</td>
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<tr>
<td>Data Integration Fundamentals &amp; Best Practices</td>
<td>DW and BI Data Modeling</td>
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<tr>
<td>Data Integration Techniques for Designing an ODS</td>
<td>Ensuring Data Quality in Data Integration</td>
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<tr>
<td>Data Mining Concepts and Techniques</td>
<td>Framing and Planning Data Science Projects</td>
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<tr>
<td>Data Mining in R</td>
<td>Fundamentals of Business Intelligence</td>
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<tr>
<td>Data Parsing, Matching and De-Duplication</td>
<td>Fundamentals of Data Modeling &amp; Metadata</td>
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<tr>
<td>Data Profiling</td>
<td>Fundamentals of Predictive Analytics</td>
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Courses are 3 to 6 hours long and cover fundamentals to advanced topics. Each course is accompanied by a certification exam.
Professional Education & Certification Progression

Core Certification  
e.g. Certified Data Steward (CDS) or CIMP Data Quality (CIMP DQ)  
• 30-40 hours eLearning study – 5+ Courses  
• Complete in 3-6 months

To earn CIMP Data Governance take:  
Data Governance Fundamentals  
Stewardship Fundamentals  
How to Data Governance Part 1  
How to Data Governance Part 2  
Modernizing 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

Sample path:
**ELEARNING CURRICULUM – 2020 UPDATES**

- Data Science Track and Certification
- DCAM (Q3 2020)
- Big Data Track and Certification (Q4 2020)

- Other Major Updates in 2020
  - Major update to Certified Data Steward Program
  - Major update to Data Modeling & Metadata Track

**Many New Courses Including**
- DCAM
- Data Science Fundamentals
- Artificial Intelligence Fundamentals
- 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: rrummel@edmcouncil.org
<table>
<thead>
<tr>
<th>Program</th>
<th>Features</th>
<th>eLearning Investment</th>
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</table>
| Corporate 30 | ▪ Includes **30 course licenses**  
▪ Supports estimated **6 certifications**  
▪ **1 Web session** with instructor  
▪ **20% savings** on additional courses | $ 10,000-11,500*             |
| Corporate 60 | ▪ Includes **60 course licenses**  
▪ Supports estimated **12 certifications**  
▪ **2 Web sessions** with instructors  
▪ **25% savings** on additional courses | $ 21,000                     |
| Corporate 150| ▪ Includes **150 course licenses**  
▪ Supports estimated **30 certifications**  
▪ **4 Web sessions** with instructors  
▪ **30% savings** on additional courses | $ 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
<table>
<thead>
<tr>
<th>Enterprise Package</th>
<th>Features</th>
<th>eLearning Investment</th>
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<tbody>
<tr>
<td><strong>Enterprise 300</strong></td>
<td>300 course licenses, 60 certifications, 6 hours of instructor consulting, 2 “Trends” Webinars, 35% savings</td>
<td>$95,000</td>
</tr>
<tr>
<td><strong>Enterprise 750</strong></td>
<td>750 course licenses, 150 certifications, 15 hours of instructor consulting, 3 “Trends” Webinars, 40% savings</td>
<td>$225,000</td>
</tr>
<tr>
<td><strong>Enterprise 1500</strong></td>
<td>1500 course licenses, 300 certifications, 35 hours of instructor consulting, 4 “Trends” Webinars, 45% savings</td>
<td>$425,000</td>
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- Corporate & Enterprise Packages are for EDMC members and contracted directly with ELC
The Enterprise Programs offer EDMC Members these additional services.

**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.

**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:

<table>
<thead>
<tr>
<th>Comprehensive Curriculum</th>
<th>eLearning Format</th>
<th>Exams and Certification</th>
<th>Return on Investment</th>
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<td>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</td>
<td>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</td>
<td>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</td>
<td>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</td>
</tr>
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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](http://www.edmcouncil.org/elearning)
  – Click here for Full Online Course Catalog
  – Click here for Course Packages