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.
## STRATEGIC eLEARNING REQUIREMENTS

<table>
<thead>
<tr>
<th>Comprehensive</th>
<th>Scalable</th>
<th>Flexible</th>
<th>Practical</th>
</tr>
</thead>
<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 9 data management professional certifications at significant savings for EDMC members
  - Corporate & Enterprise Packages are for EDMC members and contracted directly with ELC

- ELC and EDMC partnered on development and production of courses including
  - DCAM
  - CDMC
  - Knowledge Graph Architecture
  - Data Ethics & Responsible AI Fundamentals

Partnership accelerates time to market for EDMC courses and assures high quality delivery and certification with a trusted experienced eLearning partner
eLearningCurve offers 50+ online courses, 200+ hours of education material, from fundamentals to advanced topics. The courses are split into 9 Information Management tracks and support 2 robust professional certification programs.

### Certification Programs
- Certified Information Management Professional (CIMP)
- Certified Data Steward (CDS)
- DCAM Certification Program
- Data Literacy Certification
- CDMC Certification Program

### 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>Metadata Management</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>
</tr>
<tr>
<td>Courses are 3 to 6 hours long and cover fundamentals to advanced topics</td>
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<td>-------------------------------------------------</td>
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<tr>
<td>Each course is accompanied by a certification exam</td>
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<table>
<thead>
<tr>
<th>AI Fundamentals</th>
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<tbody>
<tr>
<td>Analytical Modeling, Evaluation, &amp; Deployment</td>
</tr>
<tr>
<td>Analytics Fundamentals</td>
</tr>
<tr>
<td>Analytics-based Enterprise Performance Management</td>
</tr>
<tr>
<td>Best Practices in Data Resource Management</td>
</tr>
<tr>
<td>Big Data Fundamentals</td>
</tr>
<tr>
<td>Conceptual Data Modeling</td>
</tr>
<tr>
<td>Crafting the Business Case for Data Quality</td>
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<tr>
<td>Curating and Cataloging Data</td>
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<tr>
<td>Data Analytics for Data Stewards</td>
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<tr>
<td>Data Ethics &amp; Responsible AI</td>
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<tr>
<td>Data Governance for Business Leaders</td>
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<tr>
<td>Data Governance for Data Stewards</td>
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<tr>
<td>Data Governance Fundamentals</td>
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<tr>
<td>Data Mining Concepts and Techniques</td>
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<tr>
<td>Data Mining in R</td>
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<tr>
<td>Data Parsing, Matching and De-Duplication</td>
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<tr>
<td>Data Privacy &amp; Protection Fundamentals</td>
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<tr>
<td>Data Profiling</td>
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<tr>
<td>Data Quality Assessment</td>
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<tr>
<td>Data Quality For Data Stewards</td>
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<tr>
<td>Data Quality Fundamentals</td>
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<tr>
<td>Data Quality Scorecard</td>
</tr>
<tr>
<td>Data Science Fundamentals</td>
</tr>
<tr>
<td>Data Stewardship Fundamentals</td>
</tr>
<tr>
<td>Data Strategy in the Age of Big Data</td>
</tr>
<tr>
<td>Data Understanding and Preparation for Data Science</td>
</tr>
<tr>
<td>Data Virtualization</td>
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<tr>
<td>Data Warehousing Fundamentals</td>
</tr>
<tr>
<td>Diagnostic Analytics Using Statistical Process Control</td>
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<tr>
<td>DW and BI Data Modeling</td>
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<tr>
<td>Ensuring Data Quality in Data Integration</td>
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<tr>
<td>Framing and Planning Data Science Projects</td>
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<tr>
<td>Fundamentals of Business Intelligence</td>
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<tr>
<td>Fundamentals of Machine Learning</td>
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<tr>
<td>Fundamentals of Predictive Analytics</td>
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<tr>
<td>Hadoop Fundamentals</td>
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<tr>
<td>How to Deploy Data Governance Part 1 &amp;2</td>
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<tr>
<td>Information Management Fundamentals</td>
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<tr>
<td>Introduction to Graph Databases</td>
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<tr>
<td>Introduction to NoSQL</td>
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<tr>
<td>Knowledge Graph Architecture for the Enterprise</td>
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<tr>
<td>Location Intelligence and GIS</td>
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<tr>
<td>Logical Data Modeling</td>
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<tr>
<td>MDM for Data Stewards</td>
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<tr>
<td>MDM Fundamentals: Architecture &amp; Implementation</td>
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<td>Metadata Management for Data Stewards</td>
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<tr>
<td>Metadata Management Fundamentals</td>
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<tr>
<td>Modernizing Data Governance</td>
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<td>Organizing for Data Quality</td>
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<td>Prescriptive Analytics Using Simulation Models</td>
</tr>
<tr>
<td>Putting the Science in Data Science</td>
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<tr>
<td>Root Cause Analysis</td>
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<tr>
<td>The Data Model Scorecard</td>
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<td>Streaming Data</td>
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<td>Web Analytics</td>
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</table>
### Professional Education & Certification Progression

| **Core Certification** | **Sample path:** To earn CIMP Data Governance take:
| e.g. Certified Data Steward (CDS) or CIMP Data Quality (CIMP DQ) | Data Governance Fundamentals
| 30-40 hours eLearning study – 5+ Courses | Data Stewardship Fundamentals
| Complete in 3-6 months | How to Deploy Data Governance Part 1 & 2
| Modernizing Data Governance |

| **Expert Certification** | **Sample path:** To earn CIMP in Data Quality and CDS take:
| e.g. CIMP Ex (highest level) after CIMP Core Program, or certification in an adjacent track | Data Profiling
| 15-25 hours additional eLearning study | Data Quality Assessment
| Completed in 2-4 months | Root Cause Analysis |

| **Continuing Education** | **Sample path:** To learn more about Data Integration take:
| Additional courses to learn new area relevant to new responsibilities | Data Integration Fundamentals
| Additional eLearning courses | Ensuring Data Quality in Data Integration
| MDM for Data Stewards |
ELEARNING CURRICULUM UPDATES

- CDMC Education Packages
  - CDMC Certification
  - Multi-certification packages (earn DCAM or CIMP certifications simultaneously)
  - Options available for previously accredited students

- Data Literacy Certification
  - Certify your mastery of the many dimensions of data literacy, an essential for every business professional who needs to turn data into valuable information

- DCAM Education Packages
  - DCAM Certification
  - Multi-certification packages (earn DCAM, CIMP, CDS certifications simultaneously)
  - Options available for previously accredited students

Many New Courses Coming Soon
Including
- Data Architecture Fundamentals
- Data Modeling Fundamentals
- Data Architecture Frameworks: Data Fabric, Data Mesh, and More

Other recent updates
- Data Science Track and Certification
- Major update to Certified Data Steward Program
- Major update to Data Modeling & Metadata Track
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: ebigelsen@edmcouncil.org
**CORPORATE EDUCATION & CERTIFICATION PROGRAMS**

| Corporate 40 | 40 education units  
|              | 1 Web session with instructors  
|              | 40 courses with exams  
|              | 8 CIMP certifications  
|              | 10 CDS certifications  
|              | 20 DCAM certifications  
|              | 20 CDMC certification  
|              | 40 DLC certifications  
| eLearning investment: $14,600  
| Price per educational unit: $365 |

| Corporate 80 | 80 education units  
|              | 2 Web sessions with instructors  
|              | 80 courses with exams  
|              | 16 CIMP certifications  
|              | 20 CDS certifications  
|              | 40 DCAM certifications  
|              | 40 CDMC certifications  
|              | 80 DLC certifications  
| eLearning investment: $28,000  
| Price per educational unit: $350 |

| Corporate 200 | 200 education units  
|              | 5 Web sessions with instructors  
|              | 200 courses with exams  
|              | 40 CIMP certifications  
|              | 50 CDS certifications  
|              | 100 DCAM certifications  
|              | 100 CDMC Certifications  
|              | 200 DLC certifications  
| eLearning investment: $66,000  
| Price per educational unit: $330 |

Customers purchasing corporate packages have 6 months to assign licenses to the students.

You are not limited to 40, 80, or 200 education units. You can purchase a custom Corporate program with any number of units over 40. Contact [ebigelsen@edmcouncil.org](mailto:ebigelsen@edmcouncil.org) for pricing.
## Enterprise Education & Certification Programs

<table>
<thead>
<tr>
<th>Plan</th>
<th>Education Units</th>
<th>Consulting Hours</th>
<th>Courses with Exams</th>
<th>Certifications</th>
<th>E-Learning Investment</th>
<th>Price per ED Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise 400</td>
<td>400</td>
<td>10</td>
<td>400</td>
<td>80 CIMP, 100 CDS, 200 DCAM, 200 CDMC, 400 DLC</td>
<td>$126,000</td>
<td>$315</td>
</tr>
<tr>
<td>Enterprise 800</td>
<td>800</td>
<td>20</td>
<td>800</td>
<td>160 CIMP, 200 CDS, 400 DCAM, 400 CDMC, 800 DLC</td>
<td>$240,000</td>
<td>$300</td>
</tr>
<tr>
<td>Enterprise 2000</td>
<td>2000</td>
<td>50</td>
<td>2000</td>
<td>500 CDS, 1000 DCAM, 1000 CDMC, 2000 DLC</td>
<td>$570,000</td>
<td>$285</td>
</tr>
</tbody>
</table>

Customers purchasing Enterprise 400 and 800 packages have 12 months to assign licenses to students, and customers purchasing Enterprise 2000 have 24 months.

You are not limited to 400, 800, or 2000 education units. You can purchase a custom Enterprise program with any number of units over 400. Contact ebigelsen@edmcouncil.org for pricing.
## Corporate & Enterprise Program Benefits

<table>
<thead>
<tr>
<th>Flexible Education Units</th>
<th>Savings on Additional Units</th>
<th>Web Sessions with Instructors</th>
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<tbody>
<tr>
<td>Each program includes educational units 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.</td>
<td>Customers can purchase additional Education Units for the discounted price listed in their package or upgrade to a larger package within 6 (12 months if they purchased an enterprise program)</td>
<td>One-hour live web conference calls with instructors can be used to go beyond the simple Q&amp;A via e-mail included in each course license.</td>
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The Enterprise Programs offer EDM Council Members these additional services:

<table>
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<tr>
<th>Instructor Consulting Hours</th>
<th>A Seat on the Advisory Board</th>
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<tr>
<td>Access to course instructors for consulting purposes. Consulting with an instructor can be delivered remotely or on-site (expenses are paid by the EDMC Member).</td>
<td>Enterprise 2000 customers have a seat on the eLearningCurve &amp; EDM Council Advisory Board which meets bi-annually to provide strategic guidance on future curriculum development.</td>
</tr>
</tbody>
</table>
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>
</tr>
</thead>
<tbody>
<tr>
<td>50+ courses covering a wide-range of information management topics, from fundamentals to advanced concepts, from 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>Challenging certification exams accompany each course and provide a feedback loop; eLearningCurve’s professional certifications are widely recognized 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>
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Comprehensive Curriculum: 50+ courses covering a wide-range of information management topics, from fundamentals to advanced concepts, from 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: Challenging certification exams accompany each course and provide a feedback loop; eLearningCurve’s professional certifications are widely recognized 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 EDM Council Members

• **Corporate or Enterprise eLearning Certification Programs:** contact Eric Bigelsen at ebigelsen@edmcouncil.org for EDM Council Member Rates

• **EDM Council Members Individual Purchase Discounts:**
  – *EDM Council Members get discounts on individual purchases. Use these Savings codes for online purchases:*
    • **EDMC =** 20% off individual courses
    • **EDMCPACK =** 5% off package purchases

• **More Information:**
  – [EDM Council Web Site](#)
  – [Full Online Course Catalog](#)
  – [Course Packages](#)