



DCAM™ V2 TRAINING PROGRAMS

THE PRACTITIONER'S GUIDE TO DATA MANAGEMENT

Data Management Capability Assessment Model (DCAM)

The Data Management Capability Assessment Model (DCAM™) is the industry-standard, best practice framework for developing and sustaining a comprehensive data management initiative. Join our expert training sessions to ensure your data delivers measurable value to your business, and can support **digital transformation, advanced analytics such as AI and ML, and data ethics.**

The Objectives and Benefits of DCAM Training

The objective of the DCAM training is to expose the student to the critical capabilities of data management. We examine what works, what doesn't and why, referencing years of real-world experience. The interactive approach facilitates use case examples shared among participants, allowing them to step outside of the confines of their daily operational activities and engage in group discussion and debate.

At the conclusion, students will depart proficient in the core objectives and requirements of data management. They will gain an understanding of the rationale behind the capabilities and be accredited to apply DCAM to their own data management initiatives.

Our Training Facilitators

DCAM training is delivered by industry experts with years of real-world experience in designing, implementing and facilitating data management initiatives.



John Bottega

Holds the distinction of being one of industry's first CDO's

- Executive Director, EDM Council
- Former CDO, Citi, Bank of America, Federal Reserve Bank of NY
- Member: Financial Research Advisory Comm, OFR, US Treasury



Mark McQueen

Expert, 20+ years' experience, in data & business process management

- Senior Advisor, Best Practice & Process Design, EDM Council
- Former DM Executive, Wholesale Bank, Bank of America
- Partner, Ortech (EDMC DAP consulting partner)



DCAM V2 FRAMEWORK COURSE

The DCAM Framework is a two-day course that takes the student through the DCAM model in a detailed, but practical, interactive and example-driven manner. It describes the capabilities and processes needed for a data management program that delivers measurable business value to your organization.

Completion of this training provides the student with advanced accreditation. All course materials, including the current DCAM assessors guide, are provided; no prior reading is needed. Breakfast, lunch and refreshments are included in the price.

- ▶ [Toronto - May 30 & 31](#)
- ▶ [Sydney - July 18 & 19](#)
- ▶ [New York - June 20 & 21](#)
- ▶ [London - June 25 & 26](#)

Members: \$1,450 | Non-Members: \$2,900

STRATEGIC CONCEPTS IN DATA MANAGEMENT

Strategic Concepts in Data Management is a half-day course that provides students with insights into the important concepts of data management – managing data as an asset, managing meaning, ensuring data is fit-for-purpose, and balancing data governance without inhibiting innovation. It is the perfect precursor to The DCAM Framework training course!

So, whether you're a business professional who relies on data or are new to data management, this course will give you the basic data management acumen needed to be successful in today's data-driven culture.

- ▶ [Toronto - May 29](#)
- ▶ [Sydney - July 17](#)
- ▶ [New York - June 19](#)
- ▶ [London - June 24](#)

Members: \$450 | Non-Members: \$900

DCAM V2 Training Topics

DCAM addresses the capabilities needed to establish the data strategy, position the business case, implement the operating model, ensure funding and support the organizational collaboration necessary to govern the meaning, use and protection of one of a firm's most important assets – its data! All DCAM training classes cover:

- ▶ **Data Management Strategy & Business Case** – The blueprint to evaluate, define, plan, measure and execute a successful data management initiative aligned with a business case to the overall objectives of the business.
- ▶ **Data Management Program & Funding Model** – Organizes and embeds data management into the operational framework of the organization with a sustainable funding model.
- ▶ **Business & Technology Integration** – Aligns the architectural requirements of the business process, data and technology across the organization enabling innovation through **AI, machine learning and other advanced analytics**.
- ▶ **Data Architecture** – The design, definition, management, implementation and maintenance of the precise meaning of the information.
- ▶ **Data Quality Management** – Establishes the approach to ensure that data content is fit-for-purpose to support the defined business and strategic goals of the organization.
- ▶ **Data Governance** – Establishes the structure, operating model, lines of authority and rules of engagement necessary for the implementation of data management and advanced analytics initiatives in alignment with all data controls – including **privacy, data subject rights, and data ethics**.
- ▶ **Data Control Environment** – Executes the data management operational requirements of data architecture, data quality and data governance to a defined set of data.

“Given today's regulatory environment and need for straight through processing efficiencies, I found the materials very relevant.”

“This class should be necessary for all those who touch data!”

EDM Council User Community - EDMConnect™

All DCAM FRAMEWORK accredited students are invited and encouraged to engage with EDM Council staff and with others in the new online community known as EDMConnect.

As part of your journey to adopt the DCAM Framework, sharing your experiences and requesting advice from other practitioners can accelerate your path to success. Join the DCAM User Community today!



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REGISTER TODAY FOR DCAM TRAINING

Register online:
EDMCouncil.org

For questions, discount inquiries or for multiple registrations, please contact:

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ONSITE TRAINING

The EDM Council also offers onsite training for individual member companies. For more information on these onsite programs, please contact:

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ABOUT EDM COUNCIL®

The EDM Council is a non-profit global association created to advance Data Management best practices, standards and education. The 200+ global member firms and more than 10,000 professionals of the EDM Council represent its expanding list of industries including financial services, automotive, manufacturing along with data vendors, technology companies, consultants, academia and regulators supporting those industries.