The prime goal of data management and analytics is to provide trusted and comprehensive capabilities to meet business objectives. This is increasingly challenging given the world’s exponential growth of data and the opportunities represented by Cloud and Advanced Analytics. The EDM Council ensures data and analytics professionals can advance these critical organizational functions to support their organization’s vision for the future. To meet this goal, the members of the EDM Council focus on:

**EDM Council Advocacies**

- **Best Practices & Work Groups**
- **Data Standards & Ethics**
- **Training & Certification**
- **Global Collaboration & Networking**
- **Benchmarking**
- **Regulation & Compliance**

From strategy to implementation, we help professionals confidently address the data management and analytics challenges of developing a data driven organization while meeting regulatory compliance, data ethics and demands for efficiency and automation. Recognizing that firms are at various stages of data management and analytics maturity, we work with our members to design programs and resources according to their readiness.
Best Practices & Industry Work Groups

We define best practice based on what works and what doesn’t in the real world.

The EDM Council and its members define the capabilities and processes to implement sustainable data and analytics management. Our research and best practice programs include:

**DCAM™**

**Data Management Capability Assessment Model (DCAM v2.2)**

The cross-industry standard best practice data management and analytics. It defines the strategic, organizational, technology and operational capabilities to establish and sustain a mature data management and analytics function – plus enable digital transformation, advanced analytics such as AI and ML, while incorporating principals of data ethics. DCAM can be used to start a new data management program or to assess and benchmark the progress of an existing program to assure sustained funding and strategic buy-in. The latest DCAM v2.2 release adds the Analytics Management component to formalize how the analytics best practice of an organization are structured.

**Cloud Data Management Capability (CDMC)**

CDMC is an extension of the DCAM framework to address the challenges and define best practices in implementing data management in the era of Cloud Computing. With a goal to accelerate cloud adoption while maintaining risk and compliance controls in the industry, this initiative is led by EDM Council with participation from the world’s top Cloud Service Providers: Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform (GCP), IBM Hybrid Cloud and 30+ leading industry firms.

**ESG Data Management**

The ESG work group was launched to develop best practices in the identification, collection and use of ESG (Environmental, Social and Governance) data across industry. Industry participants include major firms cross industry, key data and ratings companies, wealth management firms and leading regulators and standards bodies across the ESG data supply chain.

**Data Standards**

We advocate Knowledge Graph Industry Standards and Training

The EDM Council takes a leading role in the development, implementation and training for Open Knowledge Graph (OKG) standards to connect data to drive meaningful intelligence and support multiple industries (Financial, Automotive, and more).

We are the originators and global stewards of the Financial Industry Business Ontology (FIBO™), an open-source semantic standard. FIBO provides a description of the structure and contractual obligations of financial instruments, legal entities and financial processes. It is used to harmonize data across disparate repositories to validate its quality, improve risk analysis and achieve business process automation. Data standards for other industries, such as the Automotive Industry AUTO Ontology, are actively underway.

The EDM Council also supports the Open Knowledge Graph Shared Lab where members come together to collaborate on developing shared industry use cases to drive industry value through open knowledge graph solutions.

The Council also advocates global data standards such as LEI, ISO, and OMG.
**Training & Certification**
We promote continued learning to prepare professionals for their next challenge.

EDM Council offers in-depth training for DCAM, Responsible AI, Analytics & Data and OKG/FIBO through virtual two-day courses as well as eLearning courses, all leading to EDM Council certification. Custom training and workshops are also available for your firm.

In addition, the EDM Council partners with eLearningCurve to deliver comprehensive online training and certification programs at reduced member rates. The curriculum supports the objectives of sustainable data analytics management, providing 200+ hours of learning through 50+ courses and 9 information management tracks such as:

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<th>eLearning CIMP Certification Tracks</th>
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<td>Data Science</td>
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<td>Data Literacy (2021)</td>
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All courses are backed by eLearning comprehension exams which lead to certifications as a Certified Information Management Professional (CIMP) and Certified Data Steward (CDS).

**I consider EDM Council membership as a non-negotiable part of any data management practice. I joined my company because they are a sharp team, serious about data.**

**Benchmarking & Industry Surveys**
We assess the progress of data and analytics management across industry.

Our benchmarking work is derived from the Data Management Capability Assessment Model (DCAM) and provides a standard mechanism to evaluate the state of data and analytics management and its evolution across industry. Members access all surveys, benchmark data and a library of documentation.

In addition to ongoing studies, members use the framework to analyze their own firm’s progress, and how that compares to peer organizations.

**Regulation & Compliance**
We consult and advise global regulators on data and analytics issues.

Many regulators are EDM Council members because of our neutrality. They reference our frameworks for internal use and external oversight responsibilities. We provide training and advice on the data implications of regulation.
Global Networking & Member Engagement
We facilitate the global community

The EDM Council fosters business relationships, networking and events to help professionals implement change in their organizations.

EDM Council’s member list is expanding rapidly
Visit our website to view the full list of member firms.

Highlights include:
• Board Member firms – Amazon Web Services (AWS), Citi, Deutsche Bank, Google, HSBC, IBM, Microsoft, Morgan Stanley, Refinitiv, S&P, UBS, Wells Fargo
• Other Industry Leaders – AstraZeneca, GM, Loblaw, Michelin, Publicis Sapient, Schneider Electric, Verizon

EDM Council At-A-Glance
• Non-profit 501(c)(6) trade association
• Founded in 2005
• Creators of DCAM – the industry-standard methodology for evaluating data management and analytics capabilities
• Originators of Open Knowledge Graph & FIBO – the open-source ontology standards for harmonizing data
• Development of best practices for data management and analytics program implementation and governance
• Trusted advisor to global regulators and market authorities

Member Benefits
• Participate in Working Groups, Forums, DataVision conferences, EDMWebinars and events
• Engage and network with 10,000+ global professionals from over 200 firms
• Online collaboration via EDMConnect member platform
• Access years of exclusive content via the website, including: DCAM & FIBO repositories with no associated fees, educational EDMWebinars, EDMTalks® thought-leadership video series and analytical resources
• Training, eLearning & certification for staff and education for executive management, including online courses with our partner eLearningCurve – all discounted for members

Vendor Member Thought Leadership Series
We invite our vendor members to collaborate on thought leadership pieces that are shared with the entire EDM Council community.

EDM Connect™ is the online community for EDM Council’s 10,000+ members and guests around the world to connect, collaborate and communicate with one another on all things data and analytics management. The platform is available to all employees – in all levels and roles – of our 200+ member firms.

Through EDM Connect, users can:

• Access Years of Library Resources: Explore a broad range of data management and analytics topics and best practice guidelines.

• Join Workgroups and Forums: There are many opportunities to get involved, whether you are seeking guidance, providing your perspective or professional support, or just looking to connect and expand your network. The DCAM, Cloud CDMC, ESG and other work groups can all be accessed through EDM Connect. Plus engaging forums such as Women In Data, AI & Machine Learning are rapidly expanding.

• Network with other professionals: Access to our extensive network of staff, consultants and 10,000+ global member professionals who have lived the reality of how to implement change in their data management and analytics programs.

JOIN EDM COUNCIL
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