EDM COUNCIL
INTRO TO DCAM v2 &
DCAM KNOWLEDGE PORTAL
APRIL 2020

John Bottega
President
EDM Council
INTRODUCTIONS

Mark McQueen
Senior Advisor
Best Practice & Process Management
EDM Council
- Partner, Ortecha, a DCAM Authorized Partner data management consultancy
- Former, Data Management Executive-Wholesale Bank, Bank of America Merrill Lynch
- DCAM Accredited v2, Six Sigma Black Belt Certified, and Strategic Foresight Accredited - University of Houston

Philip Dutton
Co Founder
Solidatus
An EDM Council Authorized Partner
- Partner, Solidatus, Next generation data management solution provider
- Expert in global transformational change projects within Financial Service
- DCAM Accredited v2

Michael Meriton
Co-Founder & COO
EDM Council
- Former CEO GoldenSource (2002-2014) – an original IBM Global MDM Company
- Former President of CheckFree CFACS (Compliance & Reconcilement Solutions)
- Former Executive for D&B Software and Oracle
- FinTech Innovation Lab – Executive Mentor (2011 – Present)
Agenda

Intro to DCAM v2
- Changes to DCAM
- DCAM Use Cases
  - Framework
  - Assessment

Intro to the DCAM Knowledge Portal
- DCAM User Group
- DCAM Framework Tools
- DCAM Knowledge Portal

Questions & Answers

EDM Council Update
Intro to DCAM v2

Introduction of New Concepts
Enhancements to the Content
DCAM Goes Digital
DCAM Timeline

- **DCAM Created**: 2014
- **1st Version Published**: July 2014
- **DCAM v1.2.2 Published**: 2015
- **1st Industry Benchmark**: 2014
- **DCAM v1.3 Published**: 2017
- **2nd Industry Benchmark**: 2015
- **DCAM v2.1 Published**: 2018
- **3rd Industry Benchmark**: 2019
- **March 2020**
DCAM Release Schedule

Major Release (Structural Change)
- 24-month cycle minimum
- Backward Compatibility plan released with major release
- One version back is supported with all support materials

Minor Release
- Language, clarity, glossary alignment and Upper Matter improvement
- 6-month cycle minimum

Release Notes Issued
INTRODUCTION OF NEW CONCEPTS

Advanced Analytics
The increased use of innovative analytics and methodologies like machine learning (ML) and artificial intelligence (AI) introduce new data challenges and opportunities.

Data Ethics
Advanced analytics expose an organization to increased risk from the misuse of data; data use and outcome are not simply legal questions but also ethical questions.

Business Process Design
The role of the business process is emphasized to define requirements for data and data management and troubleshoot root-cause-fix; this also introduces the requirements for standard end-to-end DCAM processes.

RESOURCE LINK: NEW CONCEPTS KNOWLEDGE MODEL
ENHANCEMENTS TO THE CONTENT

Standard Language
Improved the consistent use of language and overall readability

Data Management Business Glossary
Applied the discipline of aligning to the use of terminology as defined in the EDM Council Data Management Business Glossary

Standard Rating Guidance
Established consistent language to describe the six assessment scores of a sub-capability to simplify the respondent scoring process
DCAM Use Cases

Framework
- Build to Industry-standard Capabilities
- Training
- Compliance

Assessment
- Baseline & Internal Comparison
- Industry Benchmark External Comparison
DCAM - DATA MANAGEMENT CAPABILITY ASSESSMENT MODEL

1.0 Data Strategy & Business Case
2.0 Data Management Program & Funding
3.0 Business & Data Architecture
4.0 Data & Technology Architecture
5.0 Data Quality Management
6.0 Data Governance
7.0 Data Control Environment
Component 1.0
Defines the vision and the purpose of the data management program. Why is data management important?!
Component 2
Describes the organizational structure and funding model of the data management program
Component 3.0
Data architecture is the design of information content, driven by business architecture (requirements), aligned to real-world objects and entities.
Component 4.0
Technology architecture addresses the physical implementation of data management (platforms; DBs; tool), in collaboration with the business and the data management office.
Component 5.0
Deliver data that is trusted and fit-for-purpose, where users have confidence that the data is what they need, without reconciliation.
Component 6.0
The rules of engagement for data management, focused on the implementation of policies, standards and operational procedures necessary to ensure that stakeholders “behave”
7.0 DATA CONTROL ENVIRONMENT

Component 7.0
A true ‘control environment’ cannot be achieved until all of the data management capabilities are operating collaboratively and in unison across the enterprise.
Data Governance Function is Established
Policy and Standards are Written and Approved
The Data Management Program is Governed
Data Structures are Governed
The Ethical use and outcome of data are governed
Data Access and Use is Governed

Objectives
- Get the funding model operational.
- Identify and empower the parties accountable for the budget of the Data Management.
- Policy and standards are in alignment with Data Management Strategy

Sample Artifacts
- Funding model; Formal approvals from stakeholders and budget owners; Records of spending on DM expenses.
- Documented policy and standards (cross-border, privacy, data acquisition, entitlement, access, data retention, quality control process, training, data content, data format)

Component
Capability
Sub-Capability
Program funding governance is established and operational
Program and project reviews and approvals are established
Business process optimization for data management is enforced
Issue Management process is defined and operational

Sample Artifacts
- Business process optimization for data management is enforced
- Issue Management process is defined and operational
- Program and project reviews and approvals are established
- Program funding governance is established and operational
### Sub-Capability Structure

#### 4.2.3. Data domain taxonomies are actively implemented, maintained and enforced

<table>
<thead>
<tr>
<th>Taxonomies define how things relate. Data taxonomies define relationship of elements within a data domain. Taxonomies are critical to establishing common definitions and language of data across an enterprise and are required to ensure data’s proper use.</th>
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<tbody>
<tr>
<td><strong>Sub-Capability Objectives</strong></td>
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<tr>
<td>• Authorized data domains are verified by business subject matter experts.</td>
</tr>
<tr>
<td>• Authorized data domain taxonomies are being published and are being used by upstream/downstream systems (existing and new).</td>
</tr>
<tr>
<td>• Internal taxonomies are aligned with (and cross referenced to) global standards</td>
</tr>
<tr>
<td><strong>Advice</strong></td>
</tr>
<tr>
<td>Taxonomies define hierarchical relationships. Ontologies define how financial instruments and processes work in the real world. Once designated, they need to be managed (via policy) to ensure that they are implemented, maintained and used. Adjustment to data domain taxonomies and conceptual/logical models should be formally aligned with the firm’s change management policies (including change approvals, impact analysis, controlled implementation/rollout)</td>
</tr>
<tr>
<td><strong>Questions</strong></td>
</tr>
<tr>
<td>• Have data domain taxonomies (and conceptual/logical models) been verified by business subject experts?</td>
</tr>
<tr>
<td>• Have data taxonomies and models being published and are being used in existing and new systems?</td>
</tr>
<tr>
<td>• Have policies and standards for managing taxonomies/models been defined, verified, sanctioned and published?</td>
</tr>
<tr>
<td>• Has governance over taxonomies been aligned with existing change management policies?</td>
</tr>
<tr>
<td><strong>Artifacts</strong></td>
</tr>
<tr>
<td>• Policy and standards on use and maintenance</td>
</tr>
<tr>
<td>• Mapping and transformation to ensure implementation by upstream and downstream systems</td>
</tr>
<tr>
<td>• Bi-directional communication (verification, approvals, agreements)</td>
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</table>

<table>
<thead>
<tr>
<th>Not Initiated</th>
<th>Conceptual</th>
<th>Developmental</th>
<th>Defined</th>
<th>Capability Achieved</th>
<th>Capability Enhanced</th>
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<tbody>
<tr>
<td>Data domain taxonomy governance does not exist</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Data taxonomy governance is being debated by relevant stakeholders</td>
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<tr>
<td>Policies to ensure the maintenance and use of established data taxonomies and being developed in collaboration with business and IT subject matter experts</td>
<td></td>
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<tr>
<td>Policies related to the use and maintenance of authorized data taxonomies have been defined, and have been reviewed and approved by relevant stakeholders</td>
<td></td>
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<tr>
<td>Taxonomies are being used by upstream and downstream systems. Data is shared across business processes. Data harmonization is achieved.</td>
<td></td>
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<td>Operational taxonomies are aligned with (and cross-referenced to) industry standards</td>
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**DCAM Description and Objectives**

**Scoring Guidance**

**Advice from an Audit Perspective**

**Essential Questions**

**Required Artifacts as Evidence of Adherence**
## Scoring Guidance

### Scoring Questions Framed in Requirements to Achieve Capability (“5”)

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
<th>Process</th>
<th>Formality</th>
<th>Engagement</th>
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<tbody>
<tr>
<td>1</td>
<td>Not Initiated</td>
<td>Tactical</td>
<td>Ad Hoc</td>
<td>Heroes</td>
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<tr>
<td>2</td>
<td>In Process (Conceptual)</td>
<td>Issues are under debate</td>
<td>White board planning</td>
<td>Data practitioners</td>
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<tr>
<td>3</td>
<td>In Process (Developmental)</td>
<td>Policies, procedures, standards, roles and accountabilities are being established</td>
<td>Meetings are underway (notes and planning documents)</td>
<td>Stakeholders are identified (negotiated resources/annual budgets)</td>
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<tr>
<td>4</td>
<td>In Process (Defined)</td>
<td>Policies and standards exist (roles, responsibilities and accountabilities are being coordinated)</td>
<td>Routines exist (structured documentation)</td>
<td>Verified by stakeholders (business and functional responsibility/sustainable funding)</td>
</tr>
<tr>
<td>5</td>
<td>Achieved</td>
<td>Policies and standards are implemented (proactive issue management)</td>
<td>Capabilities are embedded into operations (standardized methodologies)</td>
<td>Executive management authority (strategic investment funding)</td>
</tr>
<tr>
<td>6</td>
<td>Enhanced</td>
<td>Capabilities are fully integrated into the operating culture of the organization</td>
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</table>

### Rule of Thumb

- **3.70** indicates the organization is structured/making progress toward capability achievement
- **3.40** indicates the organization still has significant work to perform
CAPABILITY CHASM

CROSSING THE CAPABILITY CHASM
The “leap” from developmental capability to defined capability is the most difficult challenge

1. Developmental
   Engagement underway
   Key functional stakeholders identified; workstreams defined; meetings underway; participation growing; activity underway; policies, roles, and operating procedures being established; project/annual funding

2. Engagement underway

3. Defined
   Performed and verified
   Business users active; LOB management engaged; requirements verified; responsibilities defined and assigned; policy and standards exist; routines in place; lineage defined and being verified; metadata captured and verified; CDEs identified and inventoried; adherence tracked; multi-year/sustainable funding

4. Defined

5. Defined

6. Defined
DCAM v2
Data Management Capability Assessment Model

DCAM User Group Overview

Engaging in the User Group is your opportunity to contribute to new knowledge and provide feedback to continuously improve the published knowledge.
DCAM USER GROUP OVERVIEW

EDMConnect

WHY JOIN THE EDMCONNECT DCAM USER GROUP?

• Access to all things DCAM
• Join, collaborate, contribute and stay connected with the DCAM community
• Contribute to new knowledge and provide feedback to continuously improve the published knowledge
CURRENT & FORMING WORKGROUPS

DCAM & Analytics
Objective: creation of a new component to cover the capabilities required for management of analytics functions within an organization.

Cloud Data Management
Objective: establish best practices and guidelines in implementing data management and governance in the era of cloud computing.

ESG Data Management
Objective: establish consensus on the key challenges facing the creation and consumption of ESG data and identify best practices, standards and education.

Other Potential Workgroups
• DM Business Case, ROI & Data Valuation
• Data Lineage
• Data Quality Profile & Measurement
• Agile vs. Waterfall Impact on DM
• Data Ethics
• Data Management Strategy Template

• Data Risk Management
• Unstructured Data Management
• Data Management Policy Template
• Open Data Standards Advisory Board
• Data Privacy & Data Subject Rights
• Data Sharing Agreement Template
DCAM Knowledge Portal offers

- Interactive dialogue with members
- Online user interface for EDM Council best practice organized by the 7 DCAM components
- Content as a Database
- Links between content

DCAM Knowledge Models offers

- Advanced interactive DCAM modeling tool
- Member access to models of DCAM mapped to tools and regulatory policy
- DCAM Version Control
**Organizing Knowledge**

- **DCAM Framework** – a digital presentation of the seven DCAM Framework components

- **DCAM Knowledge Base** – a collection of best practice organized by the DCAM Framework components

- **DCAM Business Glossary** – a standard set of Data Management terms and definitions (~150 terms)
Complete the Survey Now!
• Contribute to the Knowledge Development Process
• Provide Feedback on this Webinar

EDM Council Update

Virtual Training & Certification Programs
Upcoming Webinars

Mike Meriton
Co-Founder & COO - EDM Council
EDM COUNCIL VIRTUAL TRAINING & CERTIFICATION PROGRAMS

• DCAM v2 – Live Virtual Training

• Open Knowledge Graph & FIBO – Live Virtual Training

• eLearning CIMP Certification Training Program
DAY 1
1. Introductions
2. Data Mgt Industry and DCAM Overview
3. DCAM v2 Framework
   - 1.0 Data Management Strategy & Business Case
   - 2.0 Data Management Program & Funding Model
   - 3.0 Business & Data Architecture
   - 4.0 Data & Technology Architecture

DAY 2
3. DCAM v2 Framework Continued
   - 6.0 Data Governance
   - 7.0 Data Control Environment
4. Conducting a DCAM Assessment
   - DCAM Digital Tools
5. DCAM Global Benchmark Review
6. Course Summary & Accreditation
DCAM v2 Virtual Training & Certification

Virtual Open Class Course Offerings

- **AMERICAS**  
  May 7th and 8th  
  08:00am – 02:00pm Pacific  
  11:00am – 05:00pm Eastern

- **UK/EMEA/INDIA**  
  May 21st and 22nd  
  08:30am – 02:30pm BST  
  09:30am – 03:30pm CEST  
  01:00pm – 07:00pm IST

- **APAC**  
  May 28th and 29th  
  08:00am – 02:00pm Singapore  
  09:00am – 03:00pm Japan  
  10:00am – 04:00pm Australia

Or schedule your company dedicated (virtual) class

To register for the classes, click [here](#) or visit [www.edmcouncil.org](http://www.edmcouncil.org)
## DAY 1

1. **Knowledge Graph Business Case and Market Adoption**  
   - Perspective On Data  
   - Industry Use Cases  
   - takeaways

2. **Knowledge Graph Enterprise Architecture**  
   - Enterprise Architecture overview  
   - Data languages (RDF, RDFS, SKOS)  
   - Query language (SPARQL)  
   - Modeling Language (OWL)  
   - Enterprise Architecture Ecosystem

## DAY 2

3. **FIBO Industry Model review**  
   - Structure  
   - Content  
   - Infrastructure

4. **Knowledge Graph Hands-on exercise**  
   - Swaps in Finance  
   - Toxic byproducts in Agriculture  
   - Automotive manufacturing

5. **Course Summary & Accreditation**  
   - Summary / Survey / Accreditation
Open Class Course Offerings

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<thead>
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<th>Region</th>
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<th>Eastern Times</th>
<th>Singapore Times</th>
<th>Japan Times</th>
<th>Australia Times</th>
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To register for the classes, click [here](www.edmcouncil.org) or visit [www.edmcouncil.org](http://www.edmcouncil.org).
# eLearning - Training & Certification Programs

## eLearningCurve Online Data Academy – CIMP / CDS International Certification

- 8 Information Management tracks with 2 Professional Certification Programs
- Encompasses: 45+ online courses (+6 NEW in 2019), 200+ hours of education materials

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<td>Data Governance</td>
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<td>Data Stewardship</td>
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<td>Data Science</td>
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<table>
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<th>Certification Programs</th>
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<td>Certified Information Management Professional (CIMP)</td>
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<tr>
<td>Certified Data Steward (CDS)</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

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<thead>
<tr>
<th>Analytics Fundamentals</th>
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<td>Big Data Fundamentals</td>
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<td>Conceptual Data Modeling</td>
<td>Data Stewardship Fundamentals</td>
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<td>Crafting the Business Case for Data Quality</td>
<td>Data Understanding and Preparation for Data Science</td>
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<td>Curating and Cataloging Data</td>
<td>Data Virtualization</td>
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<td>Data Governance for Business Leaders</td>
<td>Data Warehousing Fundamentals</td>
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<td>Data Governance for Data Stewards</td>
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<td>Framing and Planning Data Science Projects</td>
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<td>Data Mining Concepts and Techniques</td>
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<td>Data Quality Assessment</td>
<td>How to Deploy Data Governance Part 1</td>
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</table>

To register for eLearning classes and Certification Tracks visit [www.edmcouncil.org](http://www.edmcouncil.org)
UPCOMING WEBINARS

Machine Learning: Driving Financial Industry Transformation
April 28 – 11 AM EDT
EDMWebinar by Tamr

Can Privacy & Data Sharing Coexist?
April 30 – 11 AM EDT
EDMWebinar by Data Republic

Chief Data Executive Panel – A decade of data governance
May 6 – 11 AM EDT
EDMWebinar by Informatica

From AI-Augmented to Self-Driving Data Management & Governance
May 14 – 11 AM EDT
EDMWebinar by Ataccama

EDMWebinar, sponsored by Cambridge Semantics
May 18 – 11 AM EDT

Webinar on Knowledge Graph & FIBO
June 3 – 11 AM EDT
KEY TAKE-AWAYS

• Complete the Feedback Survey (see page 27)
• **Register in EDMConnect** & **Join DCAM User Group**
• **Engage in the DCAM Knowledge Portal**
  – Subscribe to Forums & Workgroup Topics
  – Post Proposed Best Practice & Provide Feedback on Published Best Practice
• **Get DCAM Training for You and Your Teams**
• **Conduct your DCAM v2 Assessment**

Thank You!