

DCAM Training Programs

The Practitioner's Guide to Data Management

The **Data Management Capability Assessment Model (DCAM)** is recognized as the industry standard guideline on the practice of data management. It was developed based on the collective experience of EDM Council members who have earned their expertise by addressing the realities of financial service operations. DCAM covers all the capabilities and processes needed for sustainable data management. It was created for the real world and is structured in a way that delivers measurable business value.

The Benefits of DCAM Training

Data management is about implementing change in the way financial institutions operate. And implementing change is not an easy process. It can be disruptive and can stimulate resistance from critical stakeholders. If data management is to be effective and deliver on its promise, it is unlikely to be found simply by reading the "book." Our approach to training is to define the story behind the capability. We examine what works, what doesn't and why. We approach data management by referencing the lessons that earned us the "stripes across our back."

Participants in the DCAM training process are exposed to the rationale behind the capabilities as well as the nature of the scoring methodology for establishing and evaluating data management. Members who successfully complete the training program will be accredited to consistently apply DCAM within their organizations. You will become proficient with the core objectives and requirements of data management. The interactive approach facilitates case example sharing among participants and allows them to step outside of the confines of their daily operational activities.

DCAM Training Facilitators

DCAM training is delivered by **John Bottega** – who holds the distinction of being our industry's first CDO and has served as the head of data management in both the public and private sectors. Training is also supported by **Michael Atkin** – who has been the observer and analyst of the information industry for the past 30 years. We use this unique combination of practical expertise and foundational industry perspective to examine the principles of data management, the mechanisms for managing change and the challenges of effective governance in financial services.



FALL 2016 SCHEDULE

DCAM FOUNDATIONS

Two-day program that focuses on the principles of data management and the underlying scoring methodology. The class ensures that participants understand the core concepts embedded within the model as well as the dependencies that exist across capabilities. Students who complete the Foundations course will be accredited to use the methodology for internal assessment.

- ▶ **London: Oct. 31-Nov. 1**
- ▶ **NYC: Nov. 7-8**

Members: \$950
Non-Members: \$1,900

DCAM APPLIED

Two-day program on how to use DCAM to conduct a structured assessment. DCAM Applied focuses on how to perform a structured assessment based on the practical application of the principles within DCAM through the eyes of an auditor. Students who complete the Applied course will be eligible to use DCAM as the basis for conducting assessments.

- ▶ **London: Nov. 30-Dec. 1**
- ▶ **NYC: Nov. 14-15**

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



"Great session overall and I appreciate all of the hard work you are doing to define, document and socialize common best practices across the industry. DCAM is a great foundation. Keep up the great work!"

DCAM Training Topics

DCAM covers the unique requirements associated with the management of meaning (data architecture, identification management, taxonomies, glossary development), the challenges of ensuring fit-for-purpose quality (business rules, data dimensions, control processes, supply chain management) and the art of working in the midst of continuously evolving organizational priorities. All DCAM training classes cover:

- ▶ **Data Management Strategy and Business Case** – the blueprint of the goals of the program, the business case and how the organization will approach implementation
- ▶ **The Data Management Program** – the establishment of a successful data management program including funding model options and criteria needed to ensure that data management operates within the culture of your organization
- ▶ **Data Architecture** – defines the approach for content engineering including the design, management, implementation and maintenance of the precise meaning of the information
- ▶ **Technology Infrastructure** – aligns the data management program with the physical implementation and the process for integrating data across the organization
- ▶ **Data Governance** – establishes the structure, operating model, lines of authority and rules of engagement necessary for the implementation of the data management program
- ▶ **Data Quality** – establishes the approach to ensure that users have trust and confidence in data to be fit for its intended purpose. Defines the lineage, reverse engineering and collaboration processes needed to establish a data control environment

Enhanced Materials

The newest version of the DCAM documentation is provided and thoroughly reviewed in the training program for participants to apply immediately within their own operations. The documents define the capability requirements, provide operational advice, identify key implementation questions, explain scoring criteria and define the set of artifacts that are needed to verify achievement.



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

EDM Council Support

The EDM Council offers our training participants ongoing (and on-demand) support for the implementation of data management initiatives. Participants are also invited and encouraged to engage with us in the EDM Council's working groups to address the continuing evolution of data management and how to translate theory into practical reality. The working groups focus on essential topics such as governance implementation, quality management and content engineering.



www.EDMCouncil.org
UK Main Office: + 44(0) 208 399 7189
US Main Office: +1 301 933 2945
info@edmcouncil.org



REGISTER TODAY FOR DCAM TRAINING

Register online:
www.EDMCouncil.org

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

Robert Rummel
rrummel@edmcouncil.org
+1.646.435.4628

ONSITE TRAINING & DCAM WORKSHOPS

The EDM Council also offers onsite training for individual member companies as well as structured DCAM Assessment Workshops. For more information on these onsite programs, please contact:

Mike Meriton
mmeriton@edmcouncil.org
+1.908.720.7044

ABOUT EDM COUNCIL

The EDM Council is a non-profit trade association founded by the financial industry to elevate the practice of data management as a business and operational priority. The Council is a leading advocate for the development and implementation of data content standards and the publication of data management best practices.