



### EDM Council Overview

The 300+ global member firms and more than 15,000+ EDM Council members and guests represent a broad range of roles, such as CDO's, Heads of Data Governance, Data Quality, Data Stewards, Advanced Analytics and Data Scientists, from organizations including banks, asset managers, data vendors, technology companies, consultants, academia and regulators, in financial services, pharmaceuticals, manufacturing, automotive and other industries.

The prime goal of the EDM Council, through data management and analytics best practices, is to provide trusted and comprehensive capabilities to meet business objectives.

### Best Practices & Industry Workgroups

We define best practice based on what works and what doesn't in the real world. Our member-driven workgroups develop key initiatives for the benefit of all.



### CDMC: Cloud Data Management Capabilities

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 100+ leading industry firms. The CDMC v1 framework was launched in September 2021 as a free license.



### ESG Data Management

The ESG workgroup was launched to develop best practices in the identification, collection and use of ESG (Environmental, Social and Governance) data across 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 ROI

The importance and relevancy of data management has grown significantly, but teams still often struggle with defining the true ROI of data and data programs. The Data ROI workgroup is working collaboratively with industry leaders and SMEs to develop a standard best practice framework for data management ROI.

# VENDOR MEMBER OVERVIEW

Join the EDM Council to engage with the global Data Management & Advanced Analytics community and convey your thought leadership

EDM Sponsor

EDM Talks

EDM Webinar

## Included with your Vendor Membership

Vendor firms and their employees are invited to fully participate in all activities of the EDM Council and to access the wealth of resources. In addition, you will be able to network online with fellow members and have the opportunity to showcase your brand, innovative solutions and thought leadership.

### 1. EDM Council Events Access and Engagement

- DataVision and savings to external partner events, including the CDO & Data Leaders' Global Summit and the Women Data Leaders Global Summit with our partner, CDO Magazine
- Hosting, speaking and sponsorship opportunities

## Optional Opportunities – Thought Leadership Series

Vendors are invited to extend their sponsorship and increase visibility amongst the membership with these special programs:

### EDM Council Thought Leadership Series

#### EDM Sponsor

- Includes speaking opportunities and access to EDM Council members in opportunities such as DataVision, the series of virtual events around the world



Tony Browne  
Executive Director  
EDM Council



John Bottega  
Executive Director  
EDM Council

#### EDM Talks

- The co-branded video series presenting expert discussions in data management
- Communicate your firm's perspectives and newest developments to a global audience of 15,000+ professionals

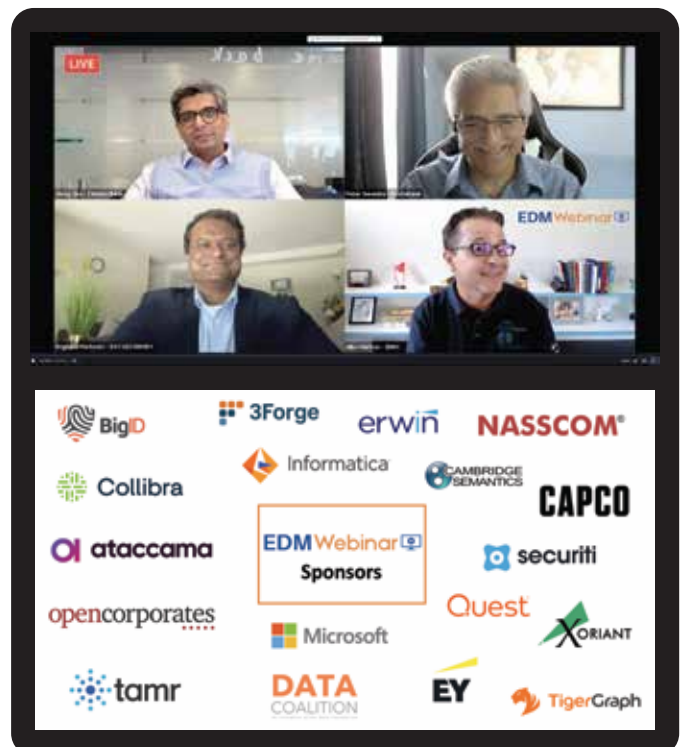
## EDMConnect

### 2. EDMConnect™ Access –

- Engage with the EDM Council Online Community Connect to 15,000+ EDM Council members and guests
- Unlimited enrollment for your team with 24/7 access to network with members and participate in global data management interest groups
- Upload your thought leadership pieces to educate EDM Council members
- Potentially co-moderate an interest or workgroup to help drive best practices and innovation

### 3. EDM Council Content

- Use of all library materials – unlimited access to years of data
- Data management best practice and standards materials via EDMConnect
- DCAM, CDMC and FIBO – licensed for your internal use



## EDM Webinar

- An opportunity to co-host a LIVE 60-minute EDM Council webinar, diving into various topics within enterprise data management and technology
- Co-branded with your company's logo and available for on-demand viewing post-event

### DCAM and CDMC as Product and Services Accelerators/ Value-add

- DCAM Authorized Partner (DAP) Program
- CDMC Authorized Partner (CAP) Program
- DCAM and CDMC Accelerators and cross-referencing to your products and services
- CDMC Product and Business Certifications

### FIBO Accelerators (for your products and services)

- FIBO for accelerating the product solutions (e.g. FIBO is accelerator to Collibra and Axon Data Governance solutions as well as Global ID's)
- FIBO Content Team leadership – participate in driving FIBO innovations



### Join Workgroups and Interest Groups

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 workgroups can all be accessed through EDMConnect. Plus engaging interest groups such as Women Data Professionals, CDO Forum, AI & Machine Learning are rapidly expanding.

### EDM Council At-A-Glance

- Non-profit 501(c)(6) trade association
- Founded in 2005 to elevate the practice of data management as a business priority
- Creators of DCAM™ (Data Management Capability Assessment Model) – the industry-standard methodology for evaluating data management capability
- Originators of CDMC™, the industry standard framework for cloud data management and key controls for automation
- Originators of FIBO™, the open-source ontology standard for harmonizing data (common financial language)
- Development of best practices for data management program implementation and governance
- Trusted advisor to global regulators and market authorities

### Additional Benefits

- Participate in Workgroups, DataVision conferences, webinars, events and the EDMConnect™ member platform
- Access 15+ 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

### 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 Sponsor** 

**EDM Talks** 

**EDM Webinar** 

### 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, DTCC, GoldenSource, Goldman Sachs, Google, HSBC, IBM, LSEG, M&G Investments, Microsoft, Morgan Stanley, Nordea, Northern Trust, RBC, S&P, Schneider Electric, Scotiabank, State Street, UBS, Verizon, Wells Fargo
- **Other Industry Leaders** – Aegon, AstraZeneca, Coca-Cola, Federal Reserve, GM, Johnson & Johnson, Loblaws, Michelin, Nestle



### JOIN EDM COUNCIL

For more information about the EDM Council, please contact:

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