



EDM Webinar

Map & Measure Your Data Management Journey with the Data Excellence Program

A conversation with



John Bottega
EDM Council



Paul Bell
Entain



Marilena Stavrides
Acquis Cortico-X



Ben Clinch
BT Group



Scott Beange
Projective Group



Kyle Morton
EDM Council



Today's panel

Moderator



John Bottega
President
EDM Council



Paul Bell
Global Head of
Data Trust & Integrity
Entain



Marilena Stavrides
Principal
Acquis Cortico-X



Ben Clinch
Head of Information
Architecture
BT Group



Scott Beange
Head of Data
Management
Projective Group



Kyle Morton
Senior Advisor
EDM Council



Data Excellence Program



Lack of standards-based recognition for the data management function

- **Securing Funding** – CDO's and Data Leaders are continuously challenged to justify and secure sustainable multi-year funding for their programs
- **Measured as Project vs Program** – Data management typically measured as an IT project, not a sustainable data program
- **No Acknowledgment** – No independent, Data Management specific industry standard (e.g., JD Power Award) for evaluating and acknowledging sustainable commitments to Data Management Excellence

EDM Council Data Excellence Program

- **Define** data management as a program with quantitative and qualitative components
- **Measure** data management capability at the organizational level based on the globally recognized best practices of DCAM
- **Recognize** organizations committed continued improvement in data management to ensure trusted data across the enterprise

EDM Council – Data Excellence Program

Trusted Partnership

Member

Data Excellence Program

Partner



- Elevate Data Management Visibility
- Define the Data Management Journey
- Formally Recognize Achievement

- Independent 3rd Party Trusted Advisor
- DCAM Partner Certified
- Elevated Qualifications

Recognized Journey



Committed



Established

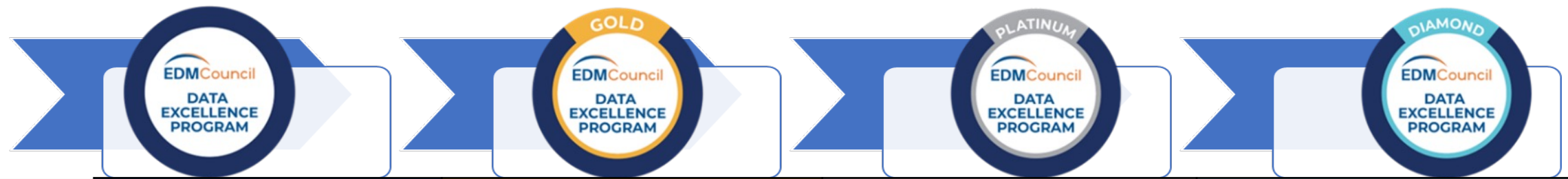


Advanced



Institutionalized

EDM Council – Data Excellence Program



	Committed	Established	Advanced	Institutionalized
DCAM Activity	Commitment to Data Excellence Program. Must submit Member Badge application naming Certified Partner. Must complete DCAM certification training within 3 months. Must complete DCAM assessment within 6 months.	Regular DCAM Assessment Conducted (12-18 months not to exceed 24 months) by Certified Partner	Regular DCAM Assessment Conducted (12-18 months not to exceed 24 months) by Certified Partner	Regular DCAM Assessment Conducted (12-18 months not to exceed 24 months) by Certified Partner
Data Management Training	Target audience to be identified for DCAM training & certification –(key staff in DM orgs, domain leaders, data stewards, IT program mgrs.)	Greater of 5 or 15% of target audience DCAM trained & certified, whichever larger	Greater of 10 or 50% of target audience DCAM trained & certified	Greater of 20 or 75 % of target audience DCAM trained & certified
	Target audience to be identified for general data management training (literacy, ethics, steward, etc.)	15% general data management training of identified target audience	50% general data management training of identified target audience	75% general data management training of identified target audience
Capability Improvement Plan	Member & Certified Partner initiated improvement plan initiated including training target audiences	Minimum scope - one business area or key shared program, components 1-7. Avg score 3.0	Minimum scope - one business area or key shared program, components 1-7 Avg score 3.75	Minimum scope - one business area or key shared program, components 1-7 Avg score 4.5
Planning Checkpoint	1 within 12 months of assessment with Certified Partner	1 within 12 months going forward	1 within 12 months going forward	1 within 12 months going forward
Assessment Scores	Submitted to EDMC	Submitted to EDMC	Submitted to EDMC	Submitted to EDMC

EDM Council – Data Excellence Program



- **Publicly recognizes** elevated status
- **Demonstrates commitment** to data management and best practices frameworks
- **Establishes** recognition for data management, on par with other cross-industry awards programs, putting data management “on the Corporate Map”
- **Awards Badges** based on activity and achievement levels and annual reviews



To learn more: Contact **Kyle Morton** – kmorton@edmcouncil.org



Founders – Data Excellence Program Participants



Founders – Data Excellence Program Certified Partners



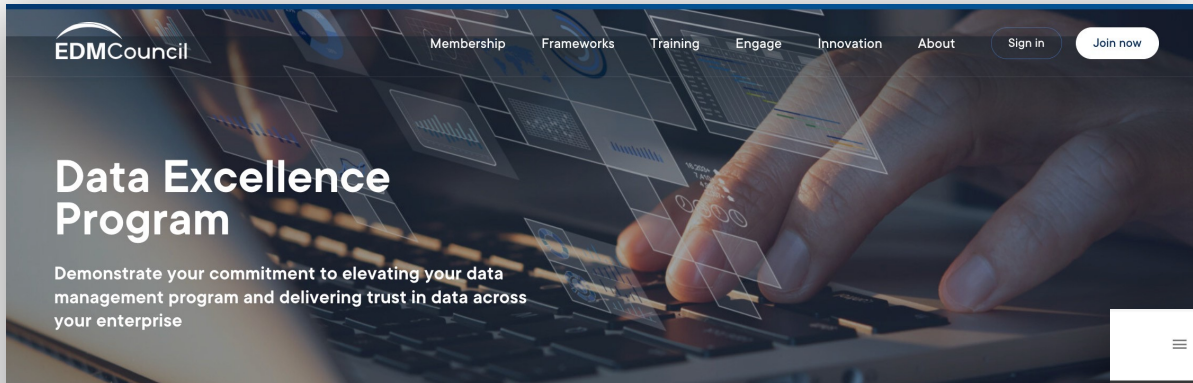
Data Excellence Program – Participants



Questions?

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Learn more! Data Excellence Program



- Visit <https://edmcouncil.org/data-excellence-program/>
- Read the WatersTechnology article & more
- Get in touch with our **Certified Partners**

What is the Data Excellence Program?

The EDM Council's Data Excellence Program recognizes organizations who demonstrate ongoing commitment to continually advancing their data management program and ensuring trust in data across the enterprise. Member firms are invited to participate, while **Certified Partners** in this program have achieved credentials in Data Excellence and are qualified to support these organizations in their own journey. This includes measuring data management capability at the organizational level based on the globally recognized best practices of the DCAM framework.

Learn more

- Read the [press release](#) announcing the Data Excellence Program.
- Read the [feature article](#) by WatersTechnology
- Read more coverage in [Eyes on Data: Transforming Data Challenges into Real Progress](#) on TDAN.com

The Data Excellence Program—the first to recognize data management at an enterprise level, rather than being an accreditation program for individuals—will help firms solidify data management as a program rather than a series of projects.

By Max Bowie
@MaxBowie
13 Feb 2024

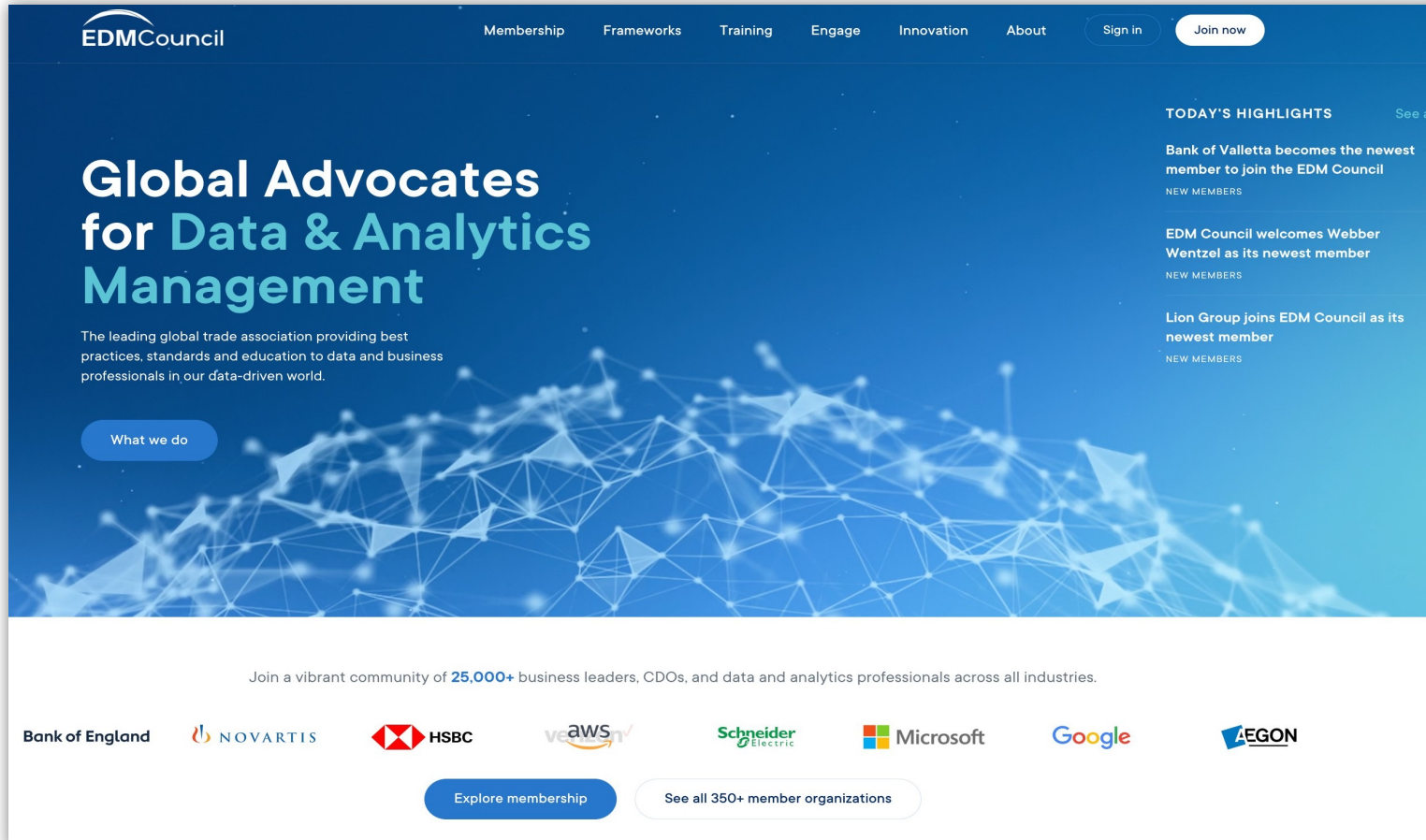
A group of financial institutions, service providers and consulting firms have signed up to participate in a new data management program run by the EDM Council that will allow them to rate the quality of their data management practices, benchmark themselves against their peers, and create roadmaps to improve their data management over time.

The EDM Council's new Data Excellence Program has just completed its first phase—dubbed its Founders phase—with a total of 16 participants, including the



To learn more: Contact **Kyle Morton** – kmorton@edmcouncil.org

Join EDM Council and our membership community of companies...



350+ Member Firms

Cross-industry,
including Regulators



25,000+

Professionals



Worldwide

Americas, Europe,
Africa, Asia, Australia

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Thank you!

FOR MORE INFORMATION:

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