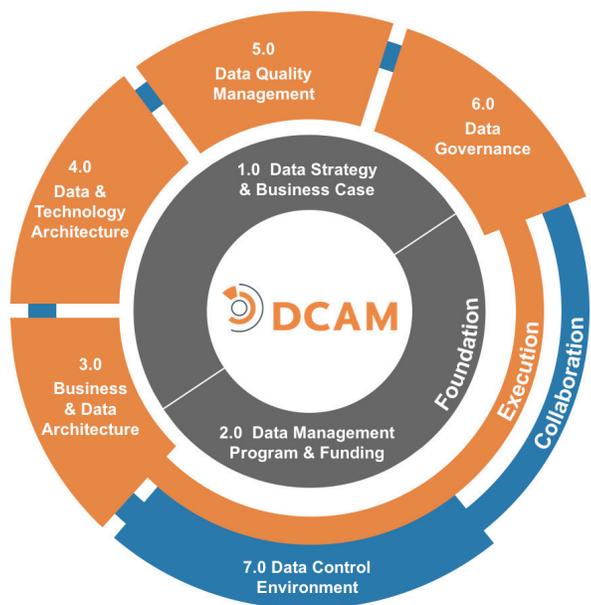




CASE STUDY

Lloyds Bank achieves competitive advantage with DCAM

Lloyds Bank recognized the opportunity to improve their data management processes and data culture with the implementation of the Data Management Capability Assessment Model(DCAM®). Lloyds Bank now uses DCAM to measure transformation, activities across multiple lines of business and boost internal data culture. The bank utilizes DCAM progress as a compensation metric for both the data and global business teams.



Business Challenge

Lloyds Bank, which consists of many cultures and lines of business, needed a better way to measure their transformation towards a data-driven organization. The business units lacked a standard way to assess their data management capabilities and promote internal adoption of best practices. It was also vital to make non-data professionals aware of the importance of sound data management practices. Therefore, the bank embarked on an ambitious journey to incorporate DCAM into their processes.



“
The use of DCAM
will help to continually
investigate our baseline
and progress for data
maturity.”

The DCAM solution

Lloyds Bank assessed its data management programs and policies against the components and capabilities of the DCAM model to identify gaps and opportunities. By incorporating the DCAM framework and industry-accepted best practices, the bank was able to ensure adoption across the firm and improve its operations more quickly – from front-to-back and across multiple business lines. ***This included:***

- Identifying how to become a data-driven organization to deliver a digital customer experience and advance the firm’s digital transformation
- Driving mission control through bi-annual scorecard reviews and transparently sharing results with the team
- Creating a more effective communication vehicle for the executive team
- Helping to establish a budget for an analytics program
- Establishing effective data mapping and data privacy processes

Results

Lloyds Bank has greatly enhanced the reliability of their data – saving valuable staff time, boosting reputation, improving decision making and reducing costs. With the adoption of DCAM, the team spends less time fixing data and has gained more confidence in their assets to pursue business objectives. A strong data culture is being established, which has prompted more effective decision making that is based on data instead of intuition. Additionally, the team has boosted their credentials through EDM Council’s DCAM-based data management training and certification programs.

About EDM Council

The EDM Council is a non-profit global association created to advance Data Management best practices, standards and education. The 200+ global member firms and more than 10,000 professionals of the EDM Council represent its expanding list of industries including financial services, automotive, manufacturing along with data vendors, technology companies, consultants, academia and regulators supporting those industries.

For more information about this case study or the DCAM solution, please contact the EDM Council.

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