

# EDM Webinar

## Modernizing Your Data Management Program in the Cloud with CDMC

*A conversation with*



**Jim Halcomb**  
Global Head of  
Research &  
Development  
**EDM Council**



**Steve Holyer**  
Data Platform  
Leader, EMEA  
**Informatica**



**Brett Roscoe**  
Senior Vice President and GM,  
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**Scott Beange**  
Head of Data  
Management  
**Projective Group**



Moderator



**Jim Halcomb**

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Data Platform Leader  
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# Agenda

1 Introduction – Today's Panel

2 Evolution of our Partnership - Presentation

3 Panel Discussion – Value of CDMC and its future

4 LIVE Q&A

5 Close – follow ups

## Where are you in your cloud adoption journey, especially regarding Data Governance solutions?

- Just starting – Exploring options and planning
- In progress – Implementing cloud-based governance solutions
- Mature – Actively managing data governance in the cloud
- Hybrid approach – Using both on-premise and cloud solutions
- Not considering cloud adoption for data governance

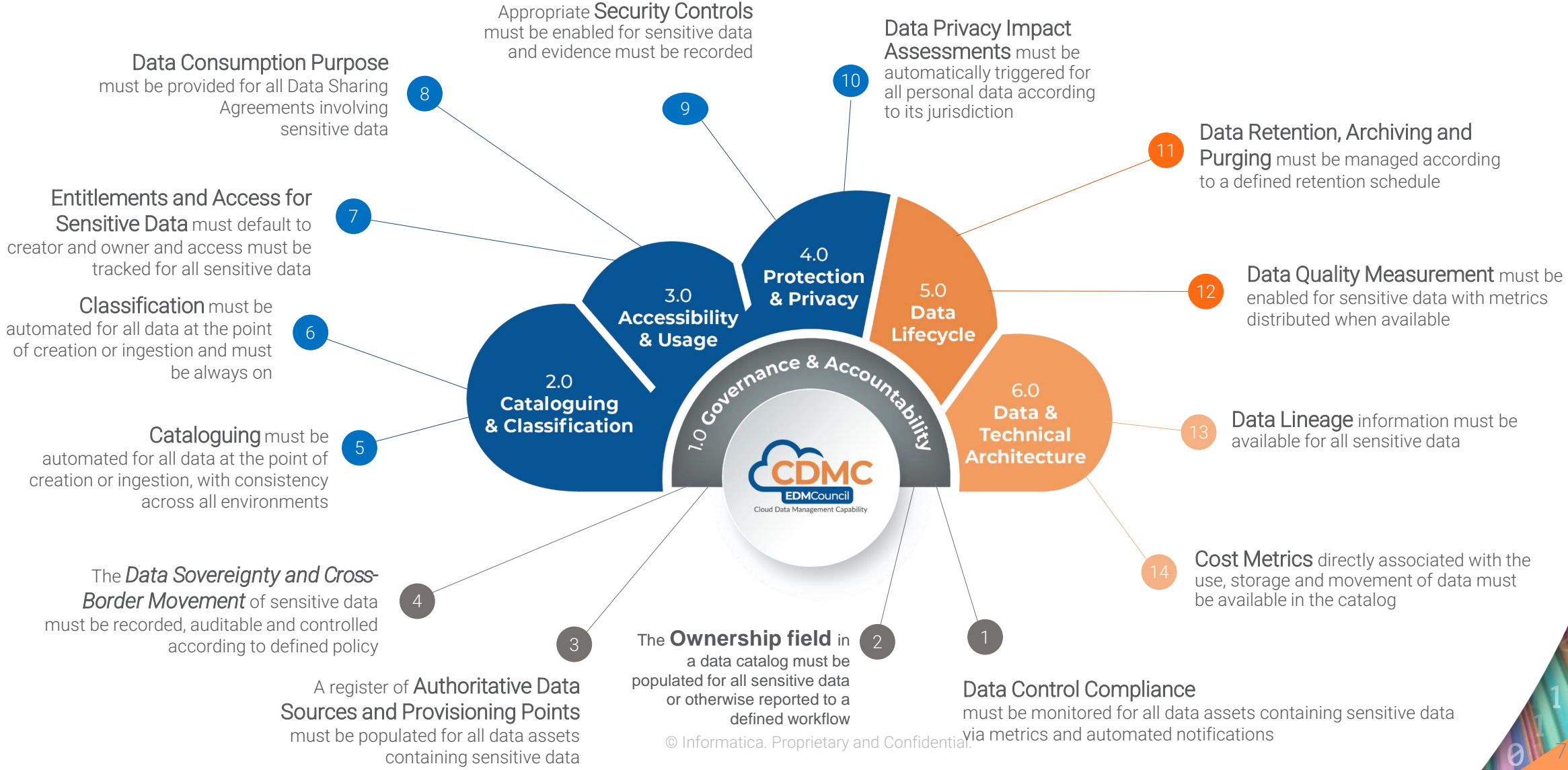
# Evolving our Partnership through CDMC Certification



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# CLOUD DATA MANAGEMENT CAPABILITIES

## 14 Key Controls & Automations for Managing Sensitive Data



# CDMCC Engagement

## CDMCC Working Group



## Cloud & Technology Providers



## Regulatory Engagement



- **US:** Federal Reserve, SEC, CFTC, FDIC
- **Canada:** OSFI
- **UK:** BoE, FCA, ICO
- **EU:** ECB, ESMA (pending)
- **Germany:** BaFin
- **Switzerland:** FinMA
- **Australia:** APRA
- **Singapore:** MAS
- **Israel:** Bank of Israel
- **India:** RBI, SEBI (pending)
- **Africa/Middle East:** 20+ Regulators
- Others in process...

## CDMCC Adoption Support



- Training Courses
- Cloud Service Certification
- Open Source Tools
- CDMCC Authorized Partner Program



# CDMC SOLUTION CERTIFICATION



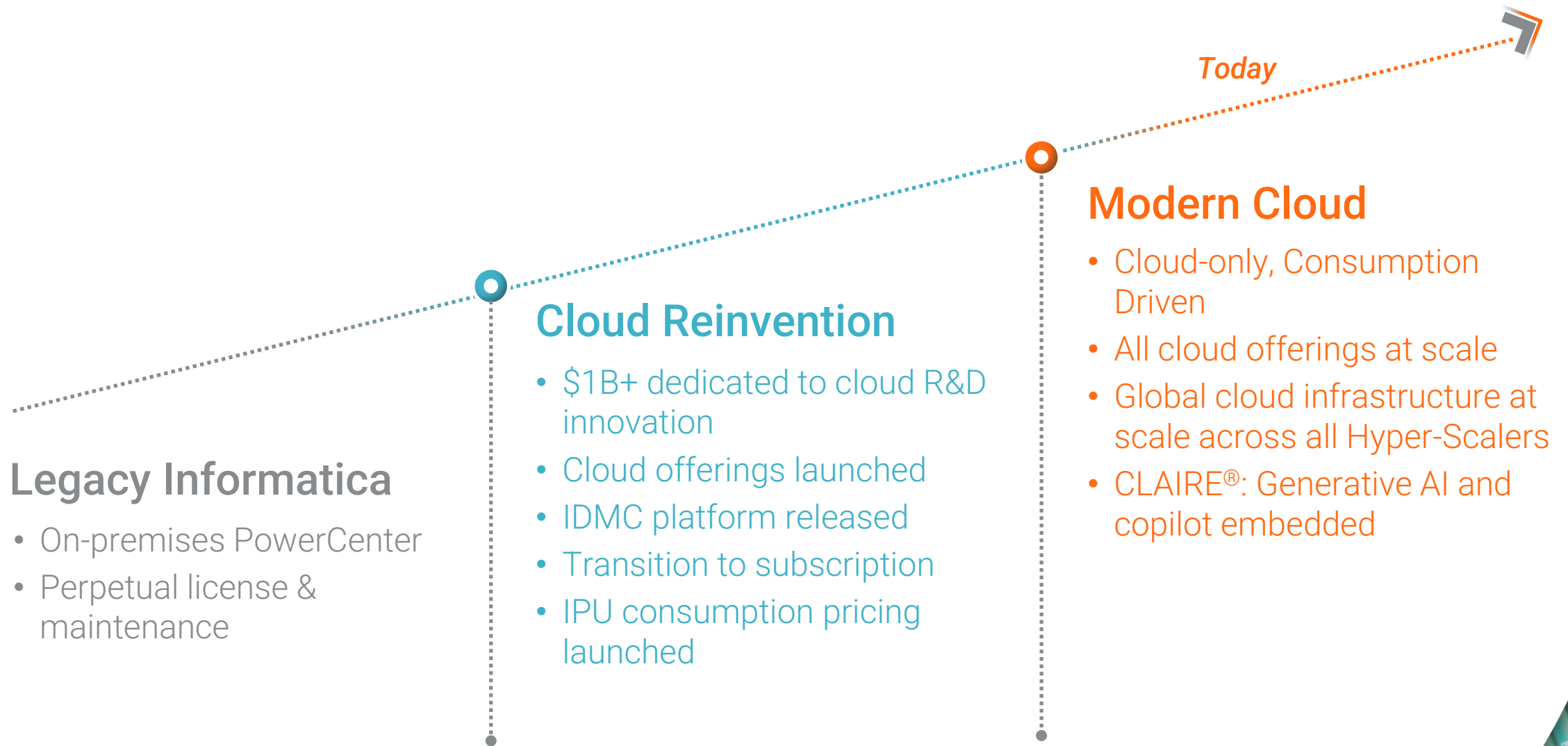
Phase	1 Preparation	2 Document Findings	3 Independent Assessment	4 EDMC Submission & Review	5 Certification
<b>Phase</b>	Solution provider engages a CDMC Authorised Partner to prepare for the certification process	Document findings against the CDMC Controls Procedures and Test Specification	A formal assessment completed by a CDMC Authorised Partner	Independent assessment submitted to the EDMC for review	EDMC completes attestation and issues solution certification
<b>Description</b>	<p>Review of the <b>CDMC framework</b> and the <b>14 key controls</b>, and the steps required to <b>achieve solution certification</b>.</p> <p>Review of the <b>CDMC Controls Procedures and Test Specification</b> document</p>	<p>Document against the <b>CDMC Controls Procedures and Test Specification</b> how each of the <b>14 key controls</b> are met.</p> <p>Include appropriate evidence such <b>screenshots and product documentation</b>.</p>	<p><b>CDMC Authorized Partner</b> engaged to conduct an <b>objective assessment</b> of the findings. <b>Authorised Partners</b> are <b>trained and certified</b> by the EDM Council to deliver CDMC-based assessments, certifications, and training.</p>	<p>Document summarising the findings submitted to the <b>EDMC CDMC SMEs for review and feedback</b>.</p>	<p>Upon successful completion of the certification assessment, the EDM Council issues a digital <b>"CDMC Certified Solution" badge</b> signifying adherence to <b>industry-defined best practices</b> for managing data in the cloud.</p>
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>Understanding of the <b>CDMC framework, 14 key controls</b> and the <b>Controls Procedures and Test Specification</b></li> <li><b>Engagement plan</b> completed</li> </ul>	<ul style="list-style-type: none"> <li><b>Document</b> providing <b>descriptions</b> and <b>evidence</b> as to how the <b>key controls</b> are met</li> </ul>	<ul style="list-style-type: none"> <li><b>Review and feedback</b> on the <b>findings and evidence</b> provided against the <b>14 key controls</b></li> </ul>	<ul style="list-style-type: none"> <li><b>EDMC SME feedback</b> <b>incorporated</b> into findings where required</li> </ul>	<ul style="list-style-type: none"> <li><b>"CDMC Certified Solution" badge</b> issued to solution provider</li> </ul>

**Logistics**





# Our Journey to a Modern AI-Powered Cloud Leader



# Why Do Organizations Modernize to the Cloud

Compelling events that can help build the business case



## Speed & Efficiency

AI & ML  
Initiatives



## Reduced Complexity

Maintaining on-premises  
infrastructure



## Cost Optimization

Rationalizing  
Data Centers



## Flexibility & Growth

Standardizing on a  
Cloud Platform



## Analytics

Data Warehouse & App  
Modernization

# What are your top priorities for cloud adoption in data governance?

- Modernizing infrastructure (e.g., enhanced computing capabilities)
- Building operational resilience
- Scaling real-time data management
- Reducing costs and optimizing resources

## Where do you see the biggest risks within cloud?

- Privacy
- Security
- Quality
- Cost
- Sovereignty

# GenAI requires trusted AI Governance in the cloud

There is no AI without Cloud and Data

**92%** are concerned new GenAI pilots are moving forward without addressing prior challenges

**46%**

Cybersecurity and  
Privacy Compliance

**45%**

Concerns over the  
Responsible use of AI

**43%**

Concerns over the  
reliability of results

**38%**

Lack of trust in the  
quality of data

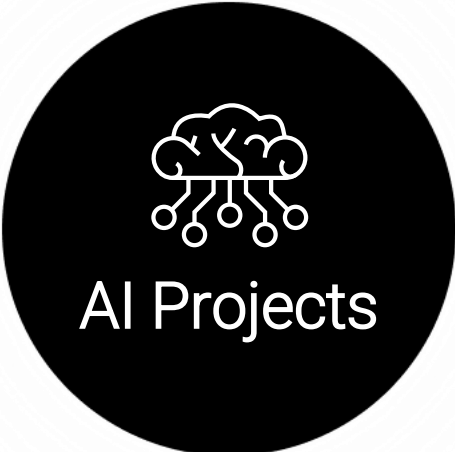
Source: CDO Insights 2025 Report

# AI Governance Made Simple

Build confidence in your AI initiatives with trust to accelerate ROI

Observe

Inventory



AI Projects

Deliver

Control

AI

# ONE PLATFORM FOR DATA AND AI GOVERNANCE

Inventory



Control



Deliver



Observe



## Intelligent Data Management Cloud™



DATA  
CATALOG



DATA INTEGRATION  
& ENGINEERING



API & APP  
INTEGRATION



DATA QUALITY &  
OBSERVABILITY



MDM & 360  
APPLICATIONS



GOVERNANCE,  
ACCESS & PRIVACY



DATA  
MARKETPLACE

**CLAIRE**

AI-Powered Metadata Intelligence & Automation

Connectivity

Metadata System of Record

**Consumption Based Pricing – Informatica Processing Unit**

# Evolving our Partnership through CDMC Certification

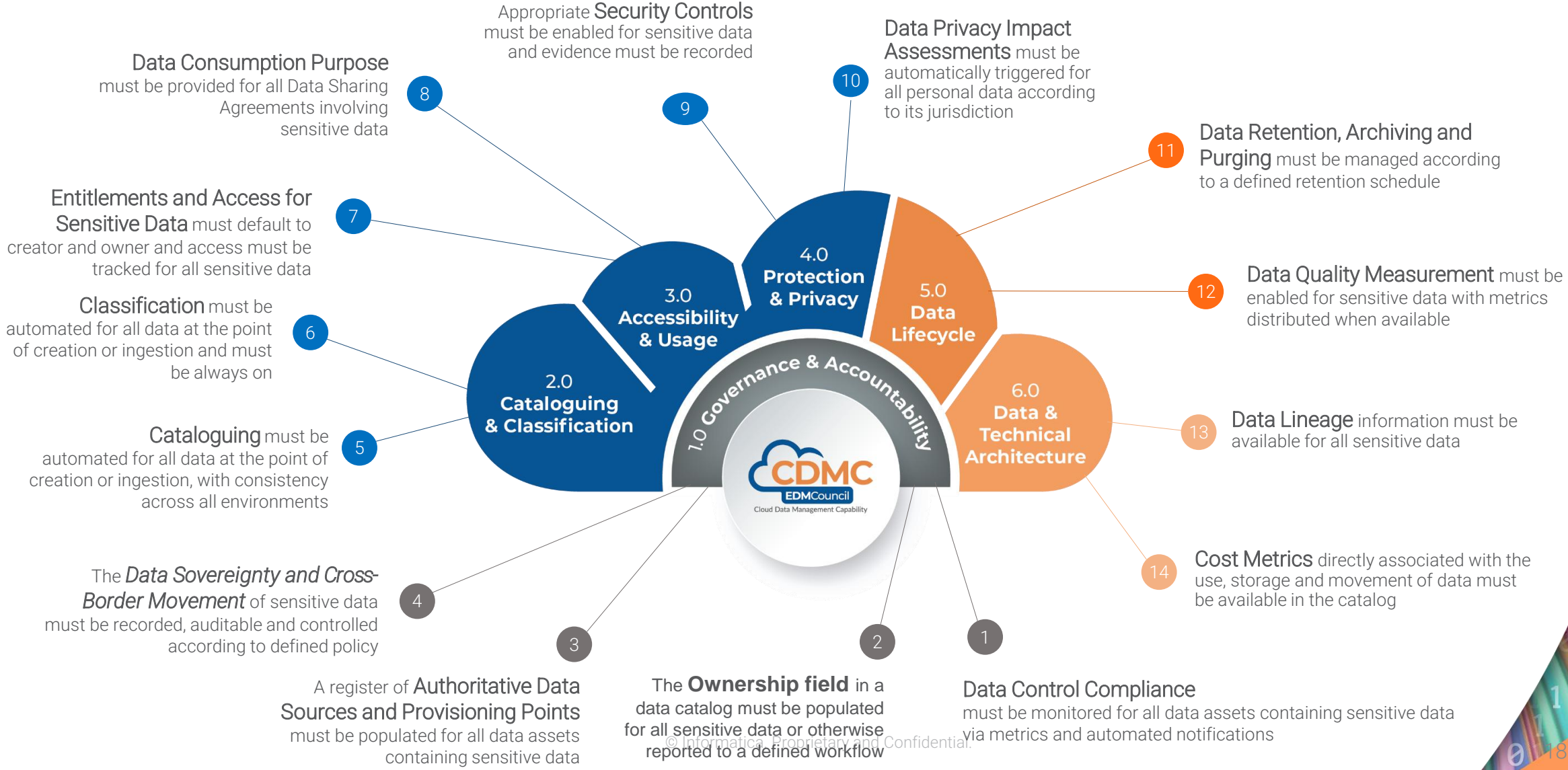


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# CLOUD DATA MANAGEMENT CAPABILITIES

## 14 Key Controls & Automations for Managing Sensitive Data



# Questions?



**EDM** Webinar 

# Unlock AI Mastery: Elevate Your Data Strategies!

## MDM & Data Governance Summit New York

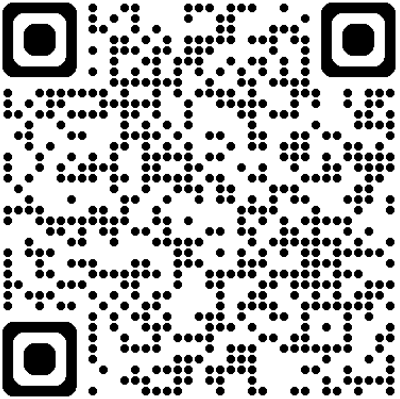
Wednesday, March 19  
9:00 a.m. – 5:30 p.m. EST

Conrad New York Downtown  
102 North End Ave  
New York City, NY 10282



Register here NYC

MDM & Data  
Governance Summit  
Virtual: March 25 & 26



Register here Virtual



# What is CDMC Certification?

“The EDM Council’s Cloud Data Management Capabilities framework establishes rigorous global standards, as we seek to guide organizations with their cloud adoption strategy, Informatica’s IDMC platform empowers companies to migrate to the cloud, without compromising their data’s security, integrity and efficiency, in-line with the CDMC framework.”

**John Bottega, President of the EDM Council**

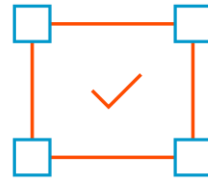


# What does this certification mean for our customers?

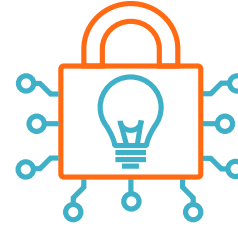
## Value Drivers for Business



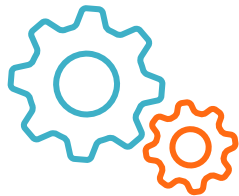
**Enhanced Data Governance**



**Regulatory Compliance**



**Data Security and Privacy**



**Operational Efficiency**



**Accelerated Cloud Adoption**



**Building Trust and Credibility**

# Why do Companies invest in CDMC ?



## Improved Data Management Maturity:

- Standardised Approach
- Enhanced Governance
- Reduced Risk



## Increased Efficiency and Agility:

- Optimised Cloud Operations
- Faster Time-to-Market
- Enhanced Innovation



## Improved Business Outcomes:

- Better Decision Making
- Enhanced Customer Experience
- Increased Revenue and Profitability



## Demonstrated Commitment to Data Excellence:

- Industry Recognition
- Competitive Differentiation

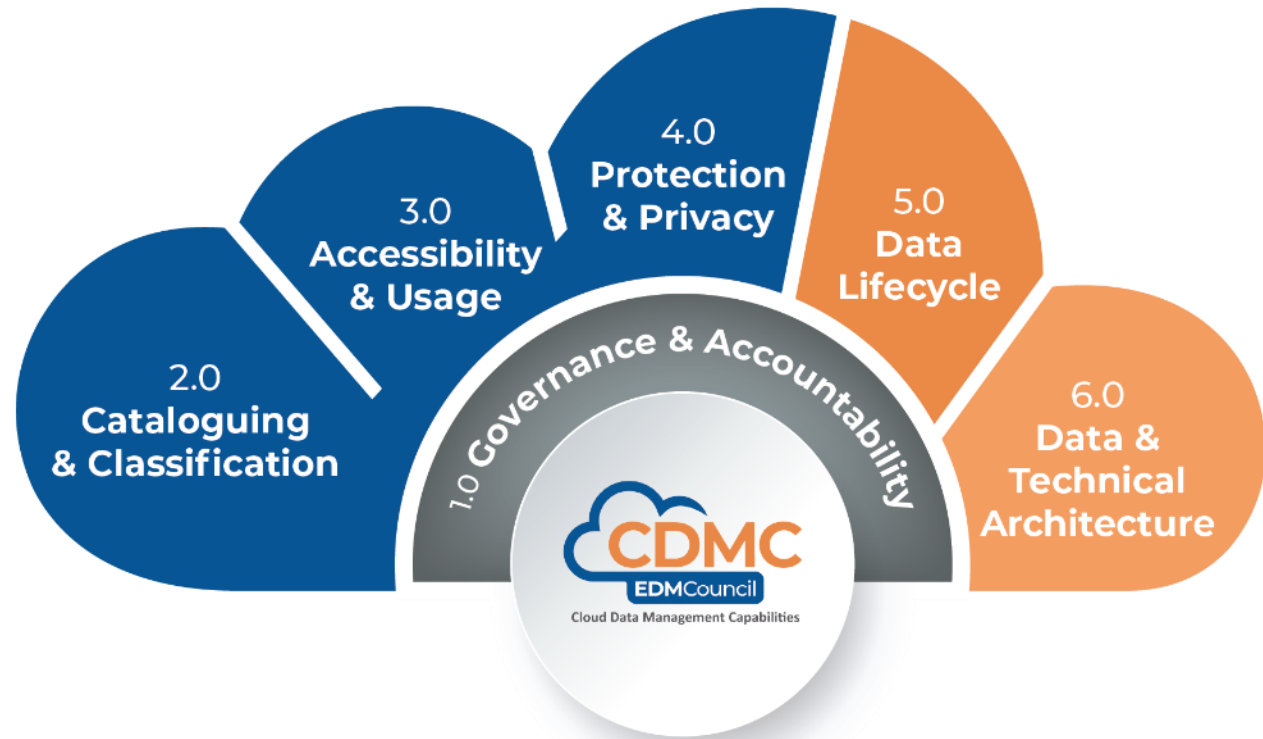
# What is CMDC Certification?

Cloud Data Management Capabilities

[Informatica Trust Center](#)



# CDMC Framework



Best practice framework for the migration, management, and enablement of sensitive data in cloud

**160+** Pages

**6** Components

**14** Capabilities

**37** Sub-capabilities

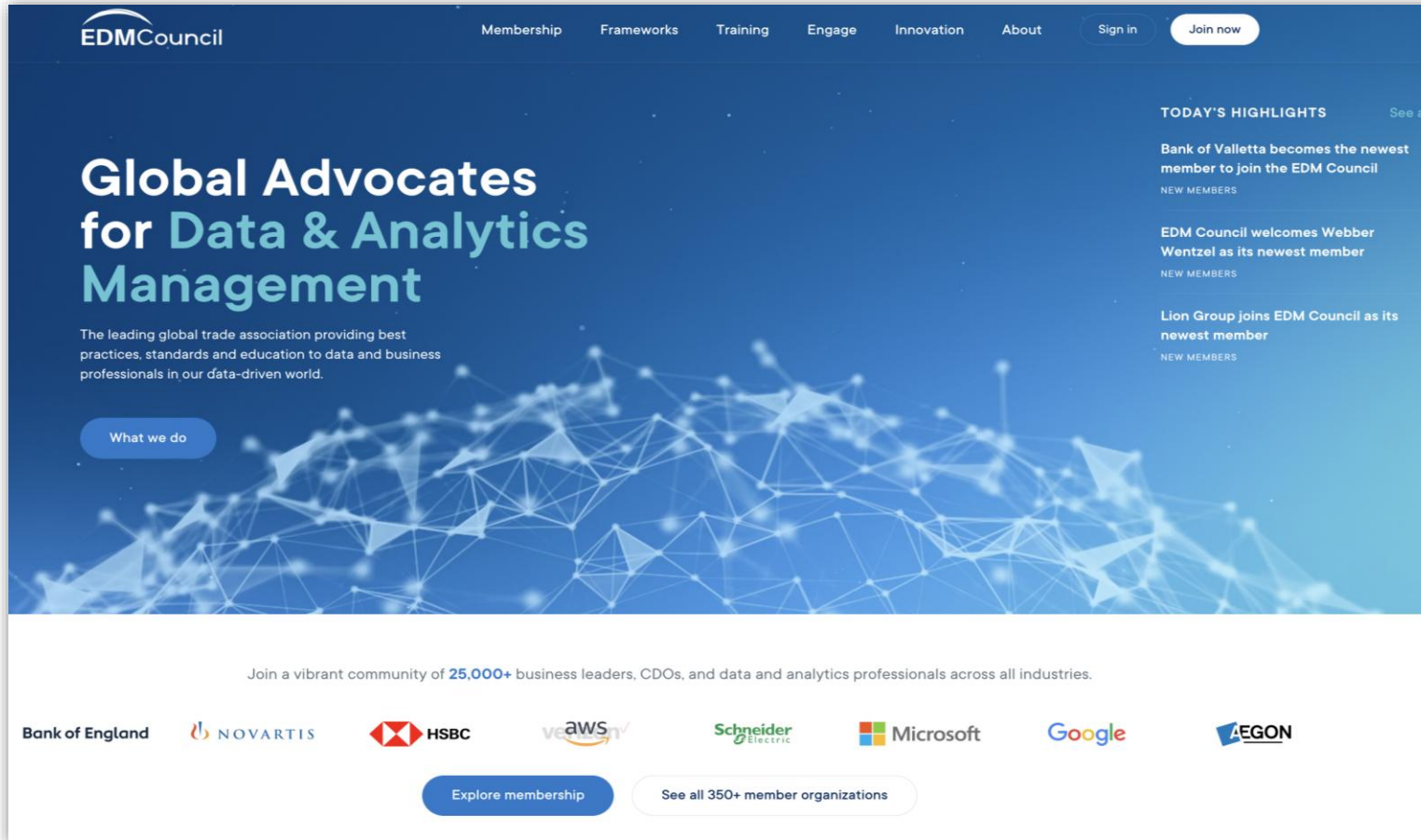
**14** Key Controls

Free license – Download at:  
[EDMCouncil.org](https://EDMCouncil.org) > Frameworks > CDMC





# 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

[edmcouncil.org](https://edmcouncil.org)



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Thank you!

