## EDM Association

Case Study

McDonald's adopts DCAM to assess Data Governance maturity and joins Data Excellence Program

Summary

At the end of 2024, McDonald's Corporation adopted the EDM Association's DCAM® (Data Management Capability Assessment Model). This model is designed to improve data-related processes and foster a data-centric culture within the company. A thorough understanding of, control over, and governance of data across the enterprise is essential. It serves as a crucial foundation for enhancing McDonald's analytics capabilities and generating valuable business insights.
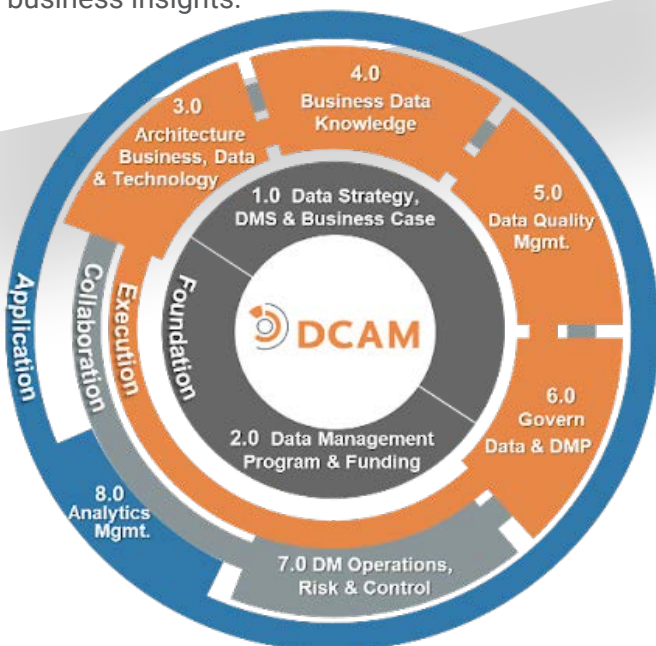
DCAM - The Data Management Capability Assessment Model

Business Challenge

McDonald's Corporate offers data platform services and products that help international teams gain business insights. These Data Platform/Products depend significantly on data collected and aggregated from various sources within the organization, including point-of-sale data. For these products to deliver meaningful insights, the source data must adhere to consistent standards and quality.

Effective data governance practices are crucial for McDonald's success and the implementation of new business transformation initiatives.

The challenges arise from the vast amount of data and diverse data sources, as well as the global operations of an organization that manages 43,000 restaurants in more than 100 countries.

The EDM Association Solution for McDonald's

McDonald's Corporate completed a DCAM assessment of all Capabilities across the eight core Components. The exercise was conducted through guided scoring workshops with their DCAM partner, using **Pellustro** software to capture scores and comments from subject matter experts.

DCAM introduced consistent definitions and understanding of best practices, enabling the current state to be scored and recorded for McDonald's Global and establishing a baseline for measuring continual progress, including measuring relative data maturity in individual markets.

McDonald's Corporate's long-term partner **Expleo,** who has been helping drive the overall Data Governance journey, engaged **Element22**, an EDM Association Data Excellence Program (DEP) Certified Diamond Partner, to guide the assessment of capabilities. McDonald's has developed a roadmap for implementation of new data capabilities and prioritized focus areas for uplift by aligning benefits to major transformation projects.

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About EDM Association

EDM Association is the global association organization created to elevate the practice of data management and analytics as a business and operational priority. The Association is the leading, global advocate for the development and implementation of data standards, best practices and comprehensive training and certification programs. With over 375 organizations from the Americas, EMEA and Asia, and over 30,000 data management professionals as members, EDM Association provides a venue for data professionals to interact, communicate, and collaborate on the challenges and advances in data management and analytics as critical organizational functions.

Results

The business value of performing the DCAM Assessment within McDonald's is identifying key areas for improvement that will most meaningfully impact the organization's power to generate business insights and deliver competitive advantage.

The main outcomes from this assessment include:

- A clear measure of the current state and a repeatable framework for measuring progress

- Understanding relative maturity against DCAM benchmark average scores, highlighting comparative strengths in Data Control Environment and Analytics versus other organizations

- Highlighting key areas for improvement to prioritize and add to the roadmap

- Professional development and advancing team skills by participating in the EDM Association's data management training and certification programs

- Recognition of McDonald's commitment to the journey by acceptance into the EDM Association's Data Excellence Program

EDM Association — DATA EXCELLENCE PROGRAM

Contact Information

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