

EDM Webinar

Data As a Capital Asset: Are You Ready to Monetize Your Data?

A conversation with Isle of Man and EDM Association



Lyle Wraxall
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Agnieszka Ablazej-Strandskov
Head of Data Strategy,
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John Bottega
President, EDM Association



Jim Halcomb
Chief Research & Development
Officer, EDM Association



Isle of Man
Government



Today's panel

Moderator



Jim Halcomb

Chief Research &
Development Officer,
EDM Association



Lyle Wraxall

CEO,
Digital Isle of Man



**Isle of Man
Government**

Reilrys Ellan Vannin



**Agnieszka Ablazej-
Strandkov**

Head of Data Strategy,
Digital Isle of Man



**Isle of Man
Government**

Reilrys Ellan Vannin



John Bottega

President,
EDM Association



EDM Association Overview

Advocates for data management best practices

About EDM Association

Mission:

Global Data Management Association for elevating data management, data innovation and analytics, through best practices, standards, training, education and research.

Principles:

We believe in a **responsible data-driven** organization and establishing data literacy for all.

We are the **neutral, non-profit** industry forum.

We advocate **industry collaboration** to advance data management and analytics capabilities for all organizations.



Established
2005



Worldwide
Americas, Europe,
Africa, Asia,
Australia



370+
Member Firms
Cross-industry,
including Regulators



25,000+
Professionals

EDM Association's Areas of Advocacy



Best Practices



Driving Standards



Training & Certification



Research & Benchmarking



Regulatory Engagement



Networking

EDM Association Flagship Frameworks



**Data Management Capability
Assessment Model**



**Cloud Data Management
Capabilities Framework**

CoP Program

Open SME Working Groups focused on collaborative research and analysis of current data management and analytic industry topics

Data Analytics
AI / ML / GenAI



Data Marketplace / Data
Product



Data ROI



ESG Data Management



Women Data
Professionals



Data Sharing



Global Data Leaders
Forum



Asset Management
Industry Vertical





Training, Certification & eLearning

EDM Association offers certification programs to meet your needs and schedule

Instructor-Led, Live, Virtual Training

*DCAM & CDMC
courses with
Certification*

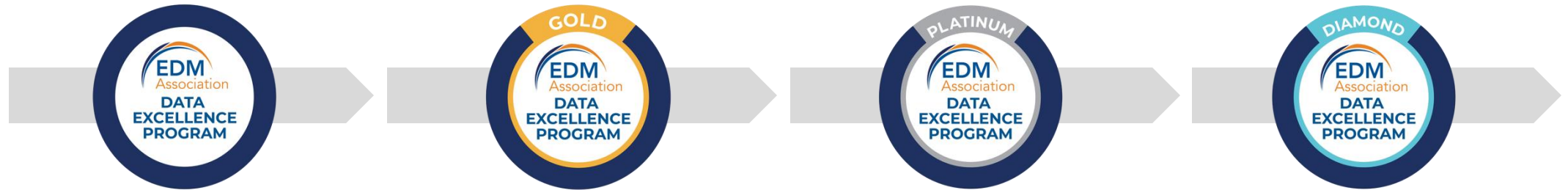
eLearning

*Self-paced DCAM &
CDMC courses,
plus 6 certification
tracks and 50+
courses*

Dedicated Company Classes

*Bespoke options for
team training*

EDM Association – 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

What is a DataCo?

What is a DataCo?

- An entity that is wholly-owned with assigned data assets of parent company

Why a DataCo?

- Allows investors to better assess the value of data as an intangible asset similar to the disposition of OpCo and PropCo in retail
- Additional business benefit for regulatory compliance since it provides a single point of focus for regulators in highly regulated industries (Intermediate Holding Companies for foreign banks follow a similar approach)

Structure of DataCo

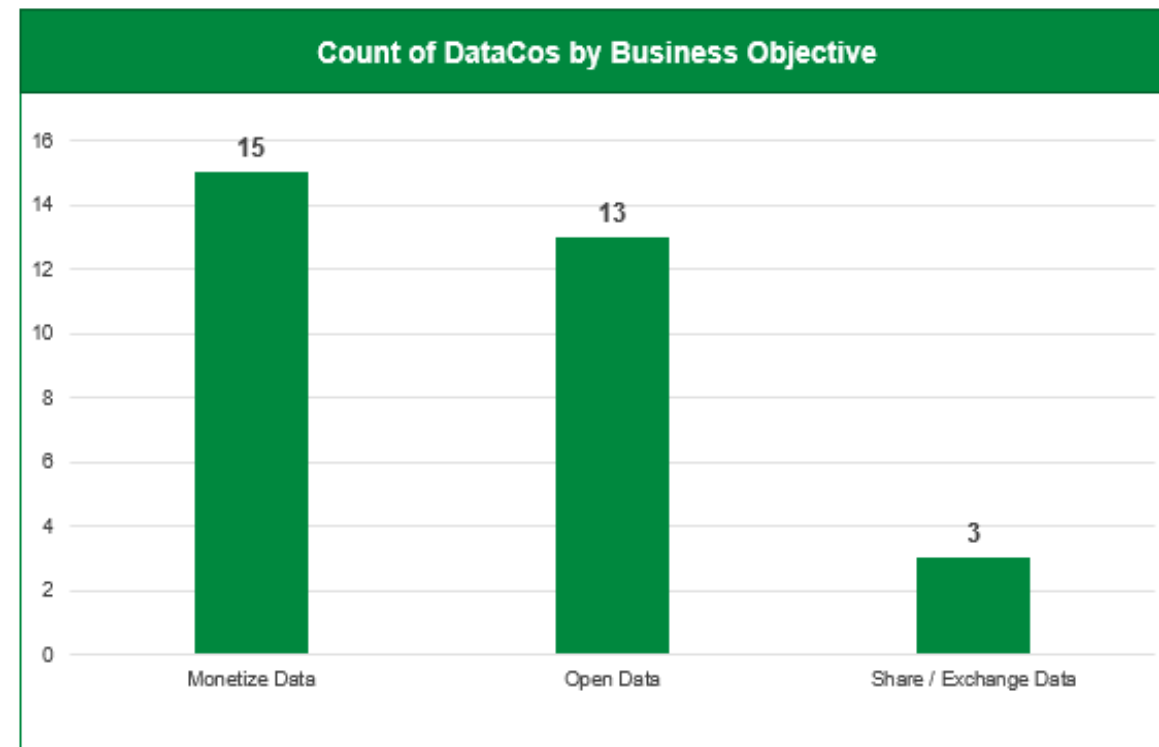
- A “center of excellence” with dedicated legal, financial, and data management expertise, in a legally separate structure



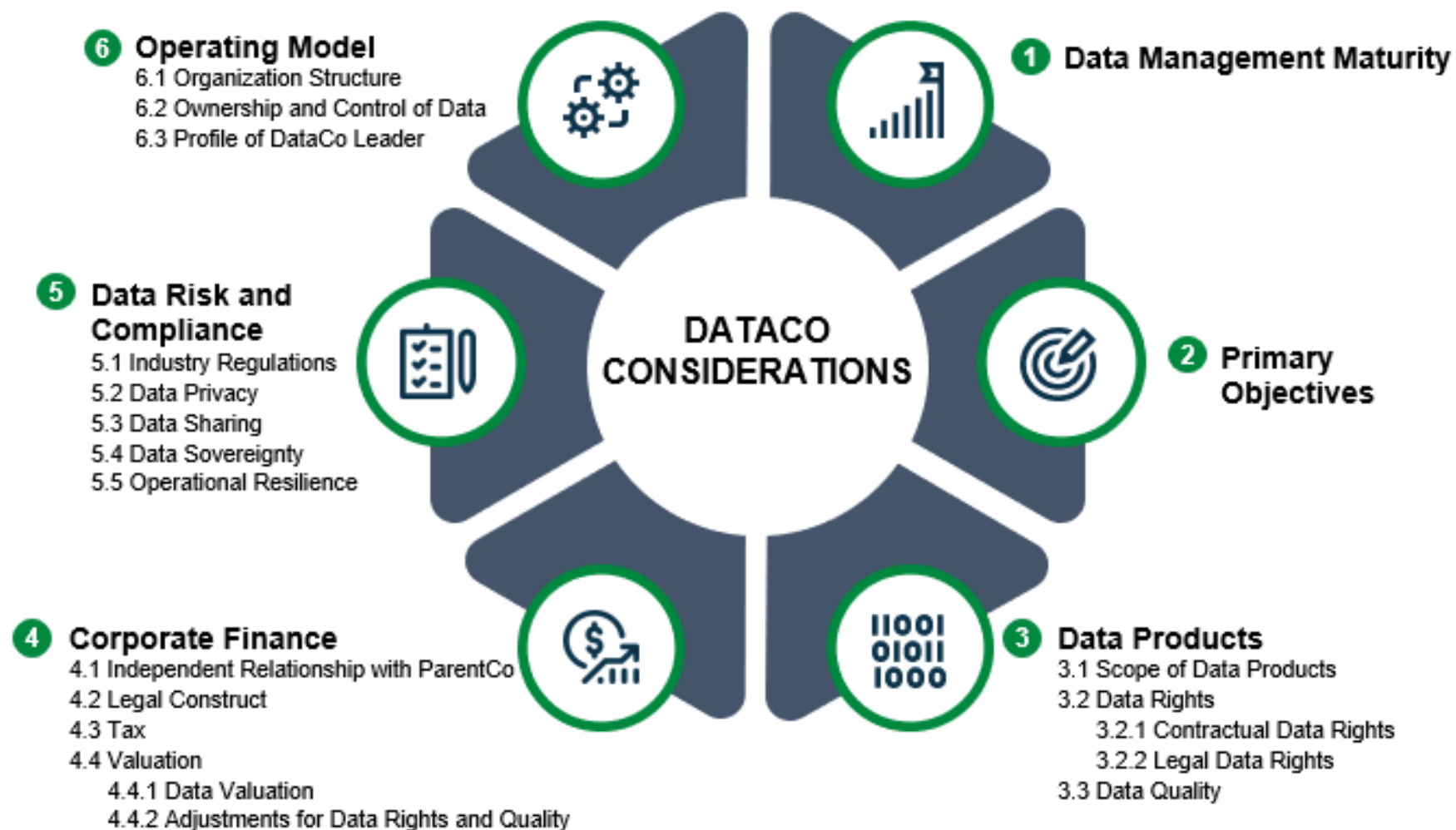
<https://hub.edmcouncil.org/s/documentrequest?docnum=doc000011>

DataCo Examples

 Airlines <ul style="list-style-type: none"> American Airlines – AAdvantage Delta Air Lines – SkyMiles United Airlines – MileagePlus 	 Sports <ul style="list-style-type: none"> Professional Cycling – Velon U.K. Football Leagues – Football DataCo
 Insurance <ul style="list-style-type: none"> Allstate – Arity 	 Retail <ul style="list-style-type: none"> Kroger – 84.51
 Health Care <ul style="list-style-type: none"> Blue Cross Blue Shield – Blue Health Intelligence Roche – Flatiron Health UnitedHealth Group – Optum, Change Healthcare 	 Industrial <ul style="list-style-type: none"> FedEx – Dataworks General Electric – GE Digital
 Information Technology & Services <ul style="list-style-type: none"> Fitch Group – dv01 IBM – The Weather Company RELX Group – LexisNexis 	 Research <ul style="list-style-type: none"> National Center for Charitable Statistics (NCCS)



DataCo Approach



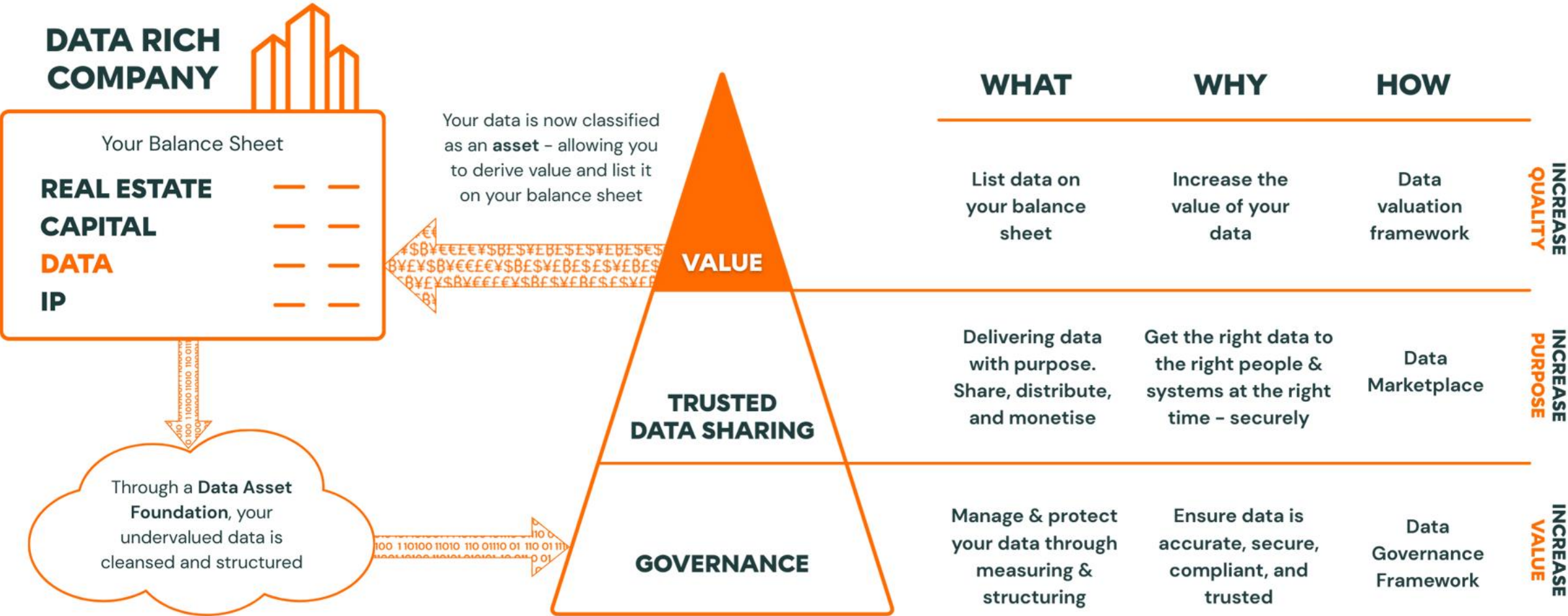
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WHAT ARE WE DOING?

**WE ARE BUILDING THE NEW DATA
ECONOMY FOR THE GLOBAL
MARKET IN THE ISLE OF MAN**



DATA ASSET FOUNDATION OVERVIEW



PROBLEM STATEMENT: GLOBAL MARKET GAP

Data is the most valuable resource of the 21st century, yet it's not reached its full potential.

The data economy has not yet evolved. The global market lacks a trusted, standardised legal vehicle and a clear definitions around data assets.

This creates massive friction:

- **Legal Ambiguity:** How do you truly "own" a dataset? How do you define it?
- **Valuation gap:** How does it appear on a balance sheet? How do you lend against it?
- **Fragmented Governance:** Compliance is a complex, bespoke, inconsistent, and expensive process.

For many, value is being left on the table.



CURRENT STATE: WHY EXISTING STRUCTURES FALL SHORT

TRADITIONAL TRUSTS:

- Lacks commercial viability: Fiduciary duties can conflict (e.g. privacy vs monetisation).
- Lacks legal certainty regarding data as an asset

STANDARD COMPANIES (DATACO MODEL):

- Operates in a legal grey area.
- Relies on a complex web of IP and contract law.
- Governance isn't legally mandated, leading to risk and inconsistent standards.
- Ownership and valuation remain subjective and hard to enforce.

THE CORE COMPONENTS OF THE DAF ECOSYSTEM

LEGAL FRAMEWORK:

Establishes data as a formally recognised asset class and enables a dedicated legal entity, the Data Asset Foundation, to hold and manage it.

DATA ASSET REGISTER:

Provides a transparent record of ownership, provenance, quality metrics, and usage rights.

EMBEDDED GOVERNANCE FRAMEWORK:

Mandates world-class data management standards (DCAM, CDMC) directly into law to ensure trust, ethics, and compliance.

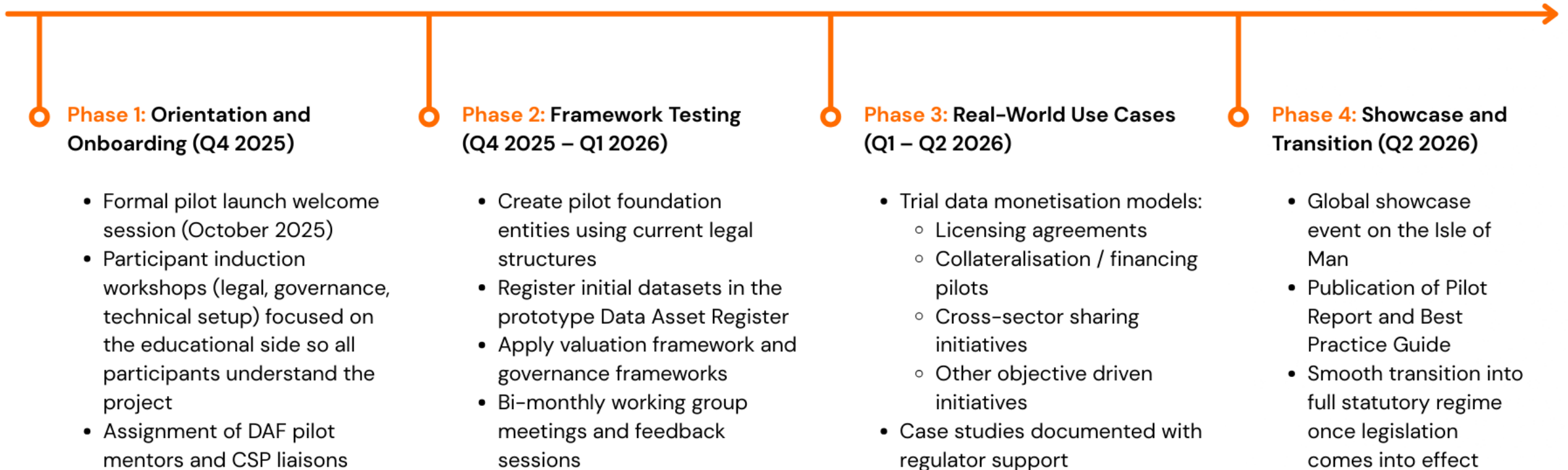
STANDARDISED VALUATION FRAMEWORK:

Introduces market-standard approaches to data asset valuation, enabling data to be treated as collateral, licensable product, or investment grade asset.

DISTRIBUTION PLATFORM:

Streamlines data sharing with trusted, legally supported agreements and technical controls.

PILOT SCHEME **APPROACH**



Questions?



Data Asset Foundation Program: **Get involved!**

Scan or click on the QR codes



- Download the paper:
Unlocking Value from Data: Building an Infrastructure for Data-Rich Companies



- Register your interest in the **DAF Pilot Program**



- Join our **DAF Community of Practice**



- **Digital Isle of Man**



- **EDM Association**