

EDM Webinar

Best Practices & Excellence in Data Management: DCAM v3 Sets the Standard

A conversation with



Rob Wentz
Senior Advisor,
Product Management
EDM Association



David Kowalski
President
**MIDAS Advisory
Services**



Patricia Melat
Data Governance
Manager
Cardinal Health





*Advocates for data and
analytics management
best practices*

Agenda

Topics

Best Practices & Excellence in Data Management

DCAM v3 Overview

DCAM v3 Enhancements

DCAM v3 Support for the Evolving Landscape

Q&A



*Best practices serve
three essential functions*

Best Practices Matter



Foundation for Trust



Align with Business Goals



Scalability & Agility



*Helping organization
tackle today's most
pressing data & data
management challenges*

Addressing Today's Pain Points

**Explosive
Growth in Data**

**Inconsistent
Terminology &
Usage**

**AI & Digital
Demands**

**Regulatory
Pressures**

**Complex Data
Environments**



Foundation for Success



Foundation for Success Data Excellence Program

**Provides a standards-based recognition for the Data
Management Function**

DEFINES
data
management as
a program with
quantitative &
qualitative
components

MEASURES
data
management
capability at the
organizational
level based on
the globally
recognized best
practices of
DCAM

RECOGNIZES
organizations
committed
continued
improvement of
data
management to
ensure trusted
data across the
enterprise

Foundations for Success

Data Excellence Program

Best Practices

Map and measure your organization's data management, and earn formal recognition for achieving data excellence

Program Objectives

The EDM Council and its members established the Data Excellence Program to address the lack of standards-based measurement and formal recognition for data management excellence. However, even though data should be managed as a strategic asset at every organization, obstacles for ensuring effective data management include:

- **Funding:** CDOs and data leaders are continuously challenged to justify and secure sustained, multi-year funding for their programs
- **Project vs. Program:** Data management is typically measured as an IT project, not a sustainable data program Acknowledgement and
- **Alignment:** There is no independent, data management-specific industry standard for evaluating and acknowledging sustainable commitments to data management



EDM Council®

Case Study
Standard Bank aligns data management enterprise-wide with DCAM

Breaks down silos between business, data, and technology

Summary

Standard Bank has adopted the EDM Council's DCAM® (Data Management Capability Assessment Model), a framework designed to enhance data management processes and nurture a data-centric culture. This is significantly improving the utilization of data analytics, transforming the client experience, and driving sustainable value for the business. Standard Bank is also striving toward recognition as a world-class data management leader through its engagement in the EDM Council's Data Excellence program.

Business Challenge

Standard Bank recognized the essential value of data as a critical asset, that, if not well managed, would undermine its mission of being Africa-focused, client-led, and digitally enabled. The bank operates across multiple regions, each with distinct regulatory requirements plus challenges due to organisational silos between data and technology. These silos impeded the bank's ability to leverage data for better internal decision-making, deliver outstanding client experiences, and accelerate digital innovation.

The DCAM solution

Standard Bank uses DCAM to create a standardized approach to measure data management capabilities and facilitate a common language between both data and non-data professionals, including to:

- Ensure analytics and technology implementations align with overall data management strategies.
- Use an evidence-based approach to improve change management outcomes, making data management more relevant and practical for the business and increasing adoption of best practices.
- Develop a roadmap to achieve a digitally enabled and client-centric business model that supports Africa's growth through ethical data use.

Since embarking on the EDM Council's Data Excellence Program, Standard Bank has engaged Ortecha, an EDM Council certified partner, to help validate and refine its journey forward.

Results

- Improved collaboration among data, technology, and business units, facilitated by a common language and understanding of integrating business and technology to extract value from data.
- A paradigm shift in perceiving data management and analytics as essential to business operations and compliance, rather than just byproducts.
- Improved alignment among data consumers and providers within the organization, ensuring data interconnectivity and consistency.
- The ability to benchmark against global peers by following objective industry best practices.
- A streamlined path to achieving consistent compliance across all operational regions, aided by a framework that aligns with various regulatory requirements.
- A better understanding among stakeholders of the importance of adequately funding the data management program to fully leverage data as a strategic asset.
- Professional development and advancement by the team's participation in the EDM Council's DCAM based data management training and certification programs.
- Recognition as a founding participant of the EDM Council's Data Excellence Program.

About EDM Council

The EDM Council is a non-profit global association created to advance Data Management best practices, standards and education. The 350+ global member firms and more than 25,000+ professionals of the EDM Council represent its expanding list of industries including financial services, automotive, manufacturing and life sciences 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.
US Main Office: +1 918-237-6802 • www.edmcouncil.org • info@edmcouncil.org

© 2024 EDM Council. All rights reserved. EDM Council and DCAM are registered trademarks.



DCAM Case Study Standard Bank



*Data Management
Best Practices*

Flagship Frameworks



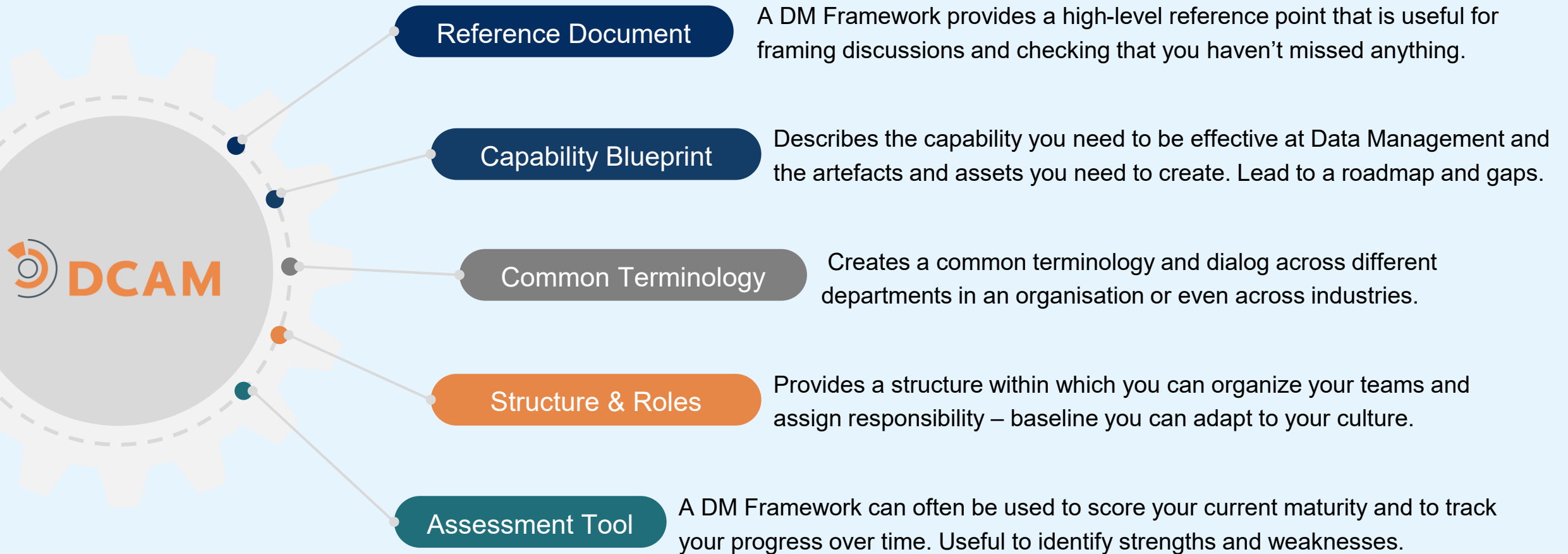
**Data Management Capability
Assessment Model**



Cloud Data Management Capabilities

**Cloud Data Management
Capability Framework**

What is a Data Management Framework



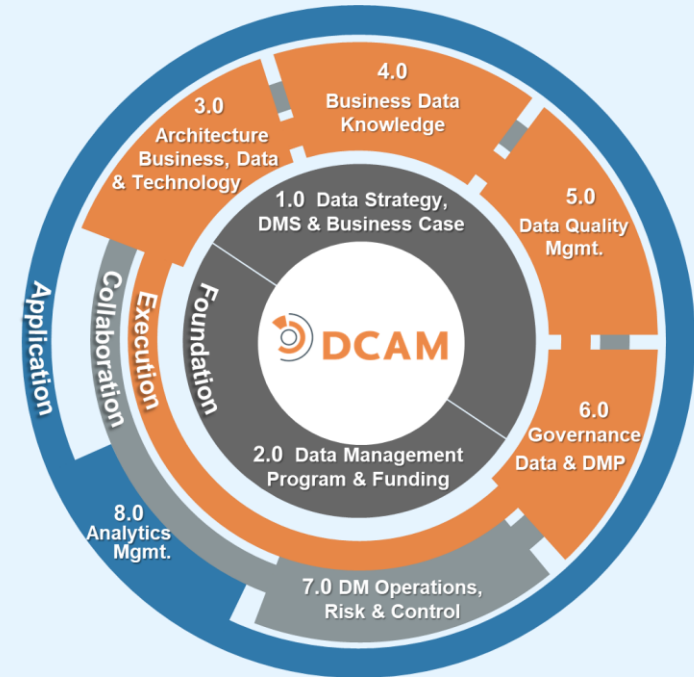
DCAM v3 In Summary

Data Management Capability
Assessment Model

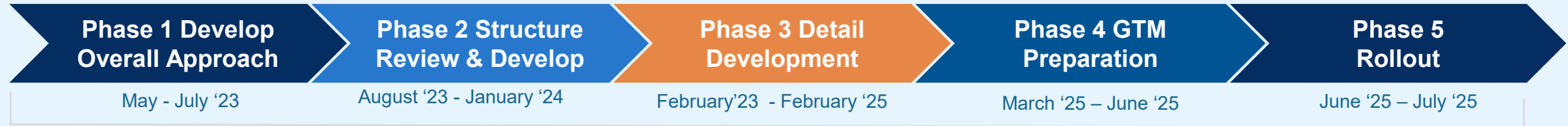
DCAM v3 Summary of Changes

DCAM Release History

- Originally published in 2014
- Major release v2, May 2019
- V2.2.1 adding Analytics, released October 2020
- Major release v3, July 2025



DCAM v3 Background



Started with:

- DCAM v2.2.3
- **430+ DCAM v2 feedback items**
- Big Idea Interviews & Analysis
 - 25+ Members/Partners
 - **100 suggestions/12 themes**
- Review CDMC vs. DCAM
- Review EDMC Publications

Participation

- DCAM v3 Community – 239
- DCAM v3 Working Group
 - Phase 2, **initial team 27, end 45 regulars**
 - Phase 3, **50+ individuals across 9 working teams**
- DCAM v3 Exec Review Team
- 12,000+ hours
- 50+ Organizations

Results/Outcome

Phase 1

- Analysis & Big Ideas for v3

Phase 2

- Proposed DCAM v3 structure
- Data Culture Prototype
- Anatomy of DCAM new definition

Phase 3

- 9 working team documents
- v2 to v3 mapping
- v3 Training Prototype

Phase 4

- DCAM v3 Framework Book
- DM Business Glossary Updates
- DCAM v3 Training(s) & Certifications
- Digital DCAM
- DCAM Assessment Tools
- DCAM Forward Compatibility Tool
- Solidatus DCAM v2 to v3 Mapping
- 2025 Global Benchmark Survey

DCAM v3 Training Courses

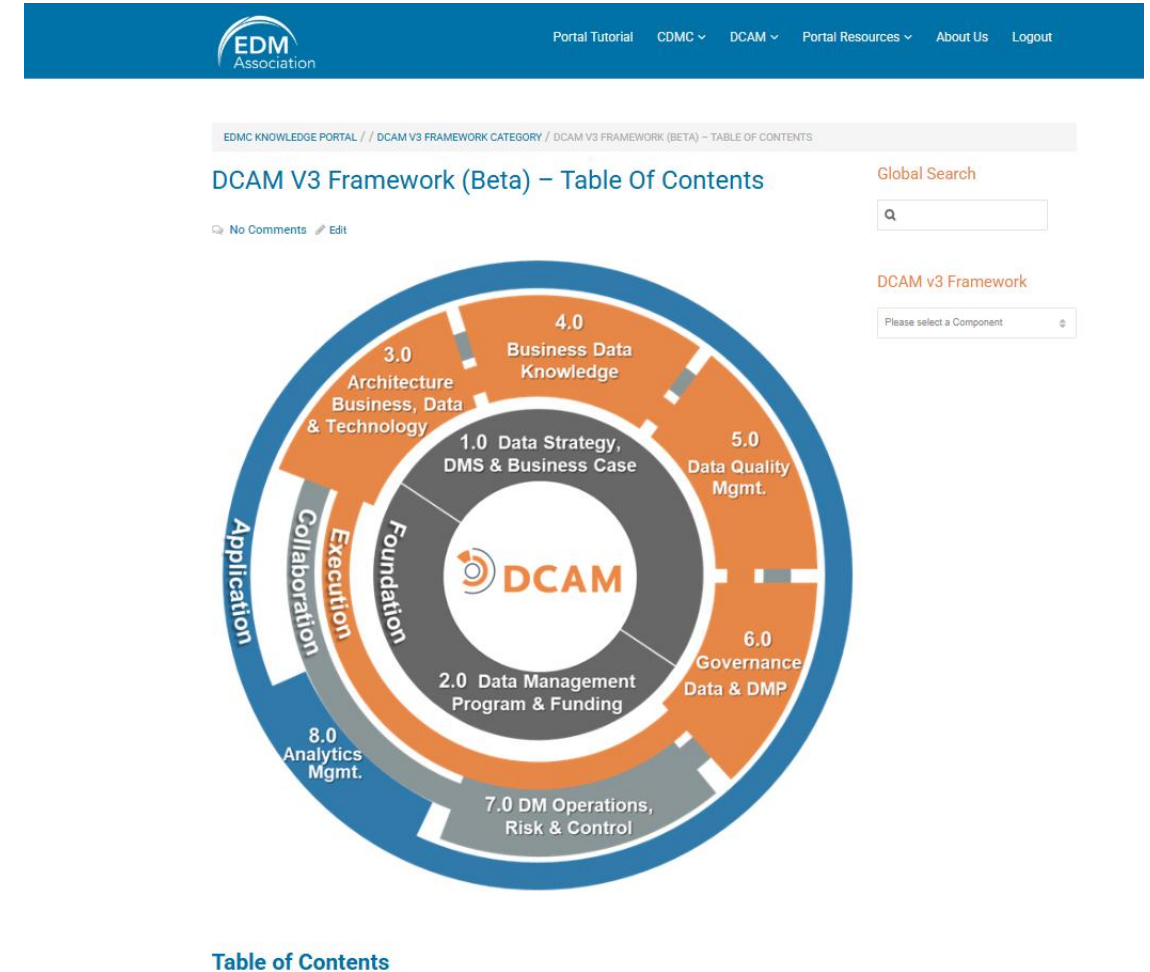
Course	Participant Eligibility
DCAM v3 Update Training ½ day training course & certification exam	DCAM v2 Certified Individuals (passed the certification test)
DCAM v3 Training Full Course 2-day training course & certification exam	New registrants, DCAM Accredited individuals

www.edmcouncil.org/training

Individuals must be trained and certified in DCAM v3 prior to using the v3 framework to perform assessments

EDMC Knowledge Portal Updates

- **DCAM v3 beta currently available**
 - DCAM v3.1, after full portal review
- **DCAM v2 available throughout 2025**
 - Under the DCAM menu in Knowledge Portal
- **DCAM v3 Knowledge Portal enhancements**
 - AI assistant integrated
 - Data Management Business Glossary updates



EDMC KNOWLEDGE PORTAL // DCAM V3 FRAMEWORK CATEGORY / DCAM V3 FRAMEWORK (BETA) - TABLE OF CONTENTS

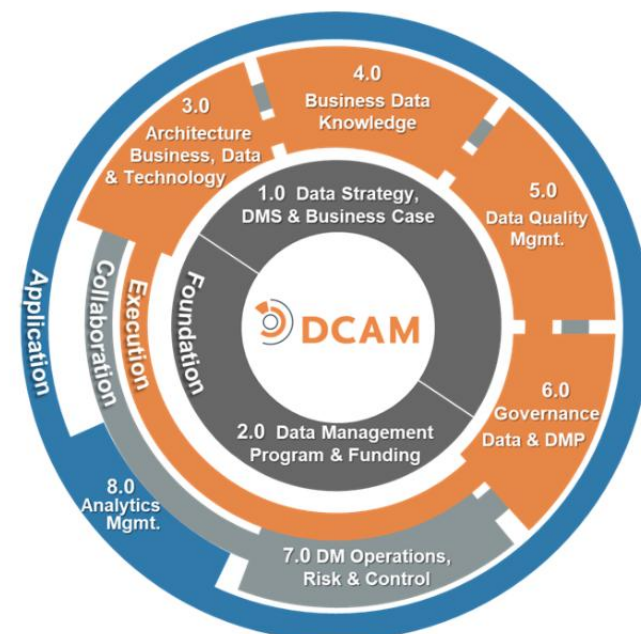
DCAM V3 Framework (Beta) - Table Of Contents

No Comments Edit

Global Search

DCAM v3 Framework

Please select a Component



The diagram illustrates the DCAM V3 Framework as a circular structure with eight components arranged around a central core. The components are:

- 1.0 Data Strategy, DMS & Business Case
- 2.0 Data Management Program & Funding
- 3.0 Architecture Business, Data & Technology
- 4.0 Business Data Knowledge
- 5.0 Data Quality Mgmt.
- 6.0 Governance Data & DMP
- 7.0 DM Operations, Risk & Control
- 8.0 Analytics Mgmt.

The components are grouped into three categories:

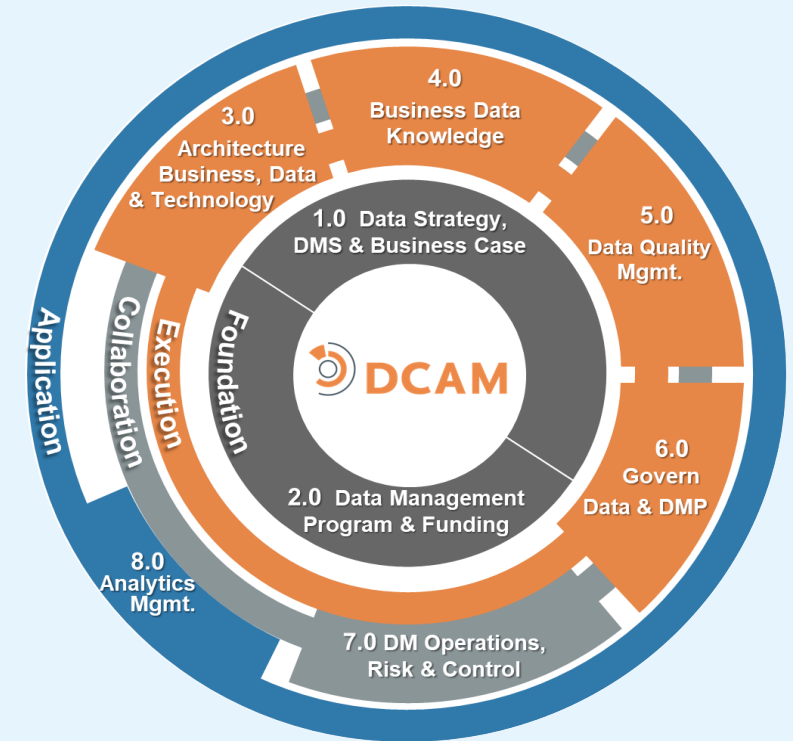
- Foundation:** 1.0, 2.0, 3.0
- Execution:** 4.0, 5.0, 6.0
- Application:** 7.0, 8.0

Table of Contents

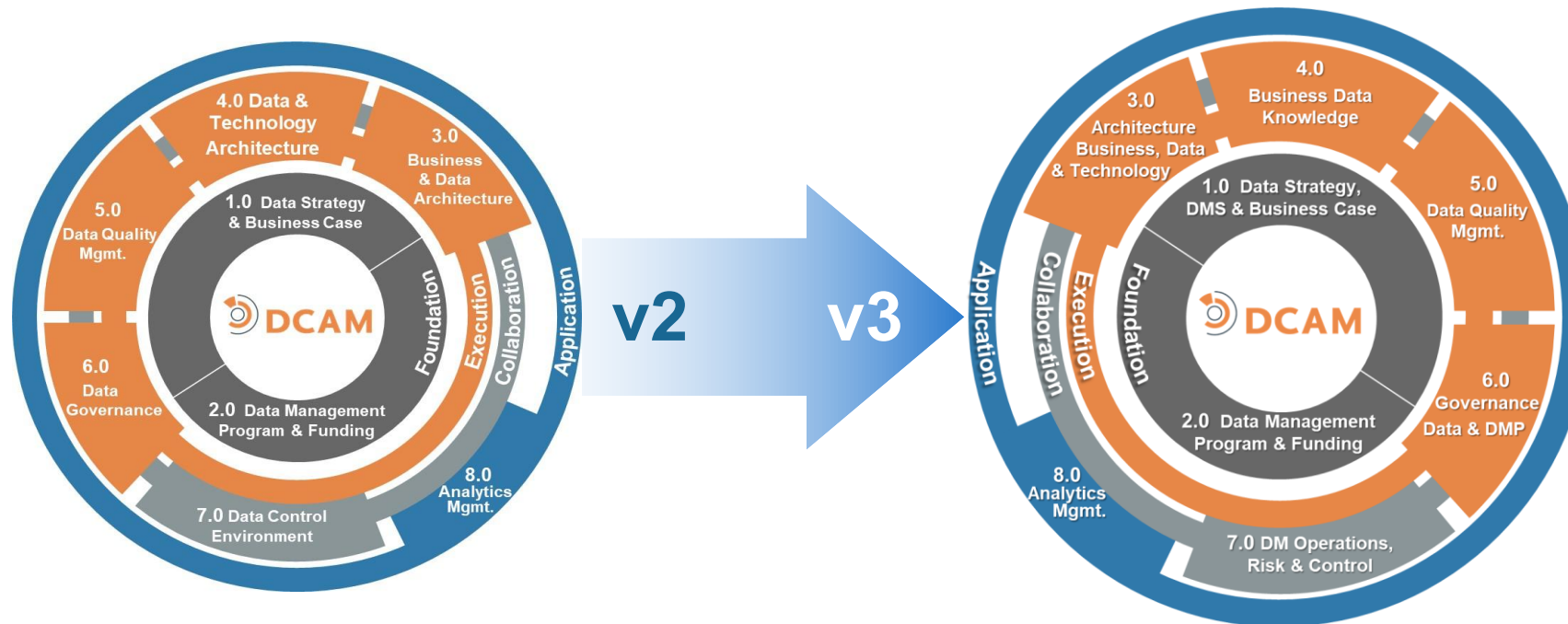
Beyond DCAM v3 General Release

Opportunities for EDMA Member engagement

- DCAM Index Development – Data Culture Prototype
- DCAM Training
 - DCAM Full Course Redesign, Q3 2025
 - Assessor's Complete Course & Certification, 2026
- DCAM Translations – Spanish, French, Italian, Arabic, 2026
 - Digital Book, Training Materials, Assessment Tools
- Data Management Implementation Blueprint, 2026
- EDMA Knowledge Model – DCAM ontology, 2026



Key updates driving change



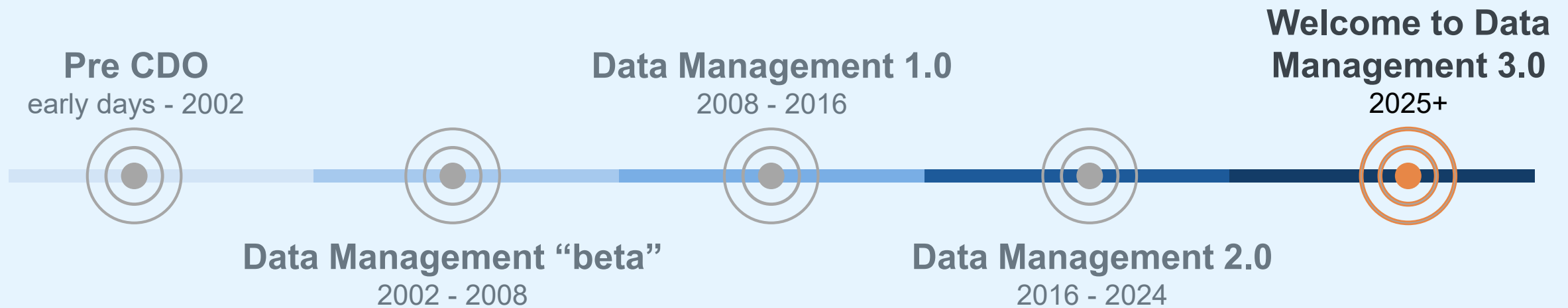
New Capabilities / Sub Capabilities

- Change & Enablement
- Communications
- Data Education
- Business Glossary
- Metadata Management
- Data Development Life Cycle
- Data Provider Management
- Data Requirements Management

Updated Components

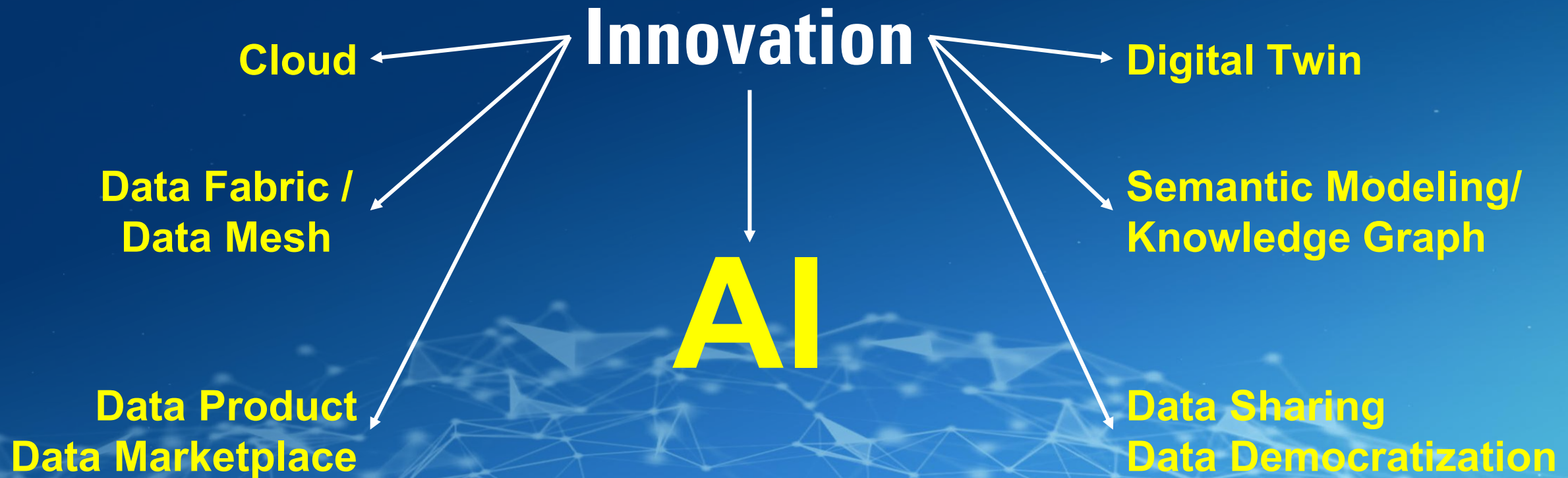
- Architecture in a component, C3
- New capabilities, Business Data Knowledge C4
- Data Management Operations concept added to C7

Driving Change to Data Management



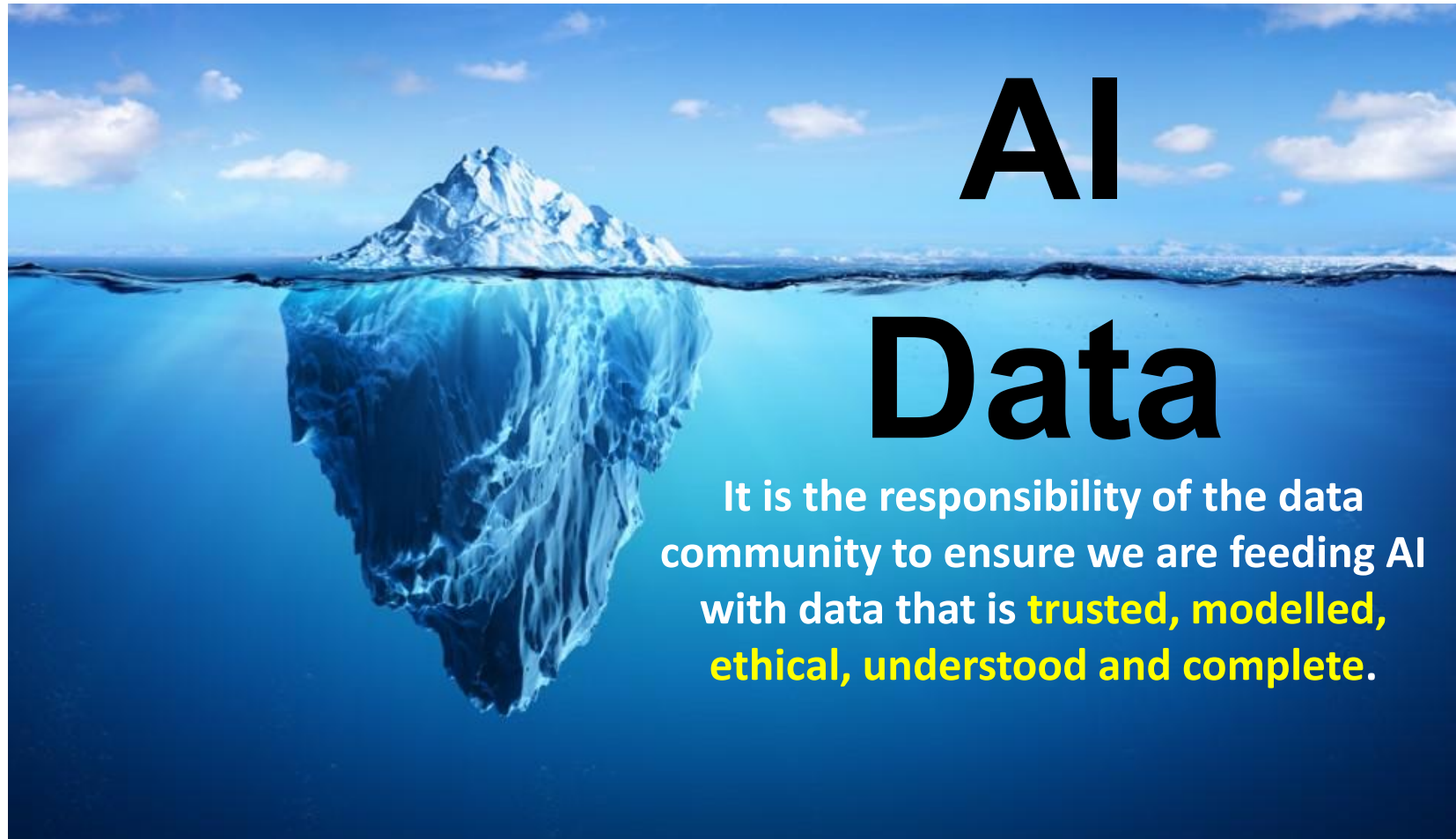
Driving Change - Data Management 3.0

2025+



Driving Change - Data Management 3.0

2025+



Welcome to Data Management

3.1



Questions?



Live, Virtual Training

2025 Open, Virtual Classes



Framework Virtual Training

APAC
7-8 Oct.

EMEA/INDIA
7-8 Oct.

AMER / EMEA
7-8 Oct.



Upgrade Course with Certification

APAC
14 Oct.

EMEA/INDIA
14 Oct.

AMER / EMEA
14 Oct.



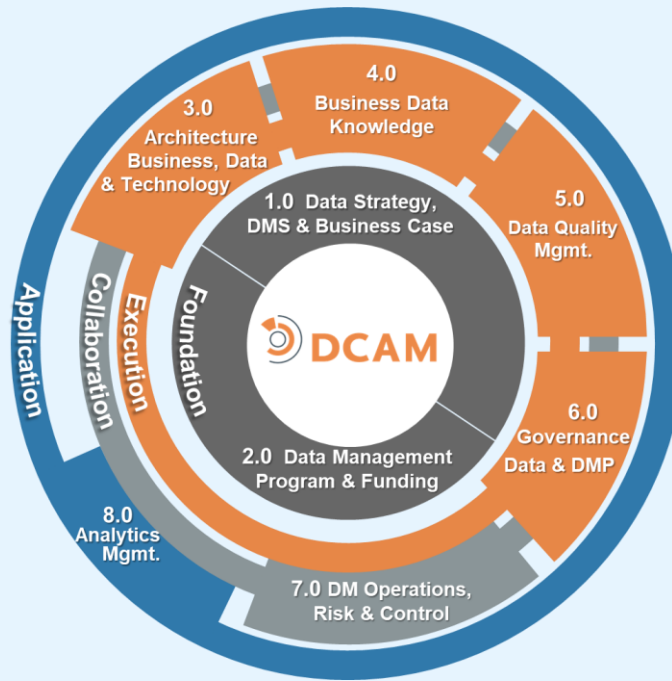
**Also available: eLearning & dedicated
classes for your company**

Register:
EDMCouncil.org > Training

DCAM v3 Survey

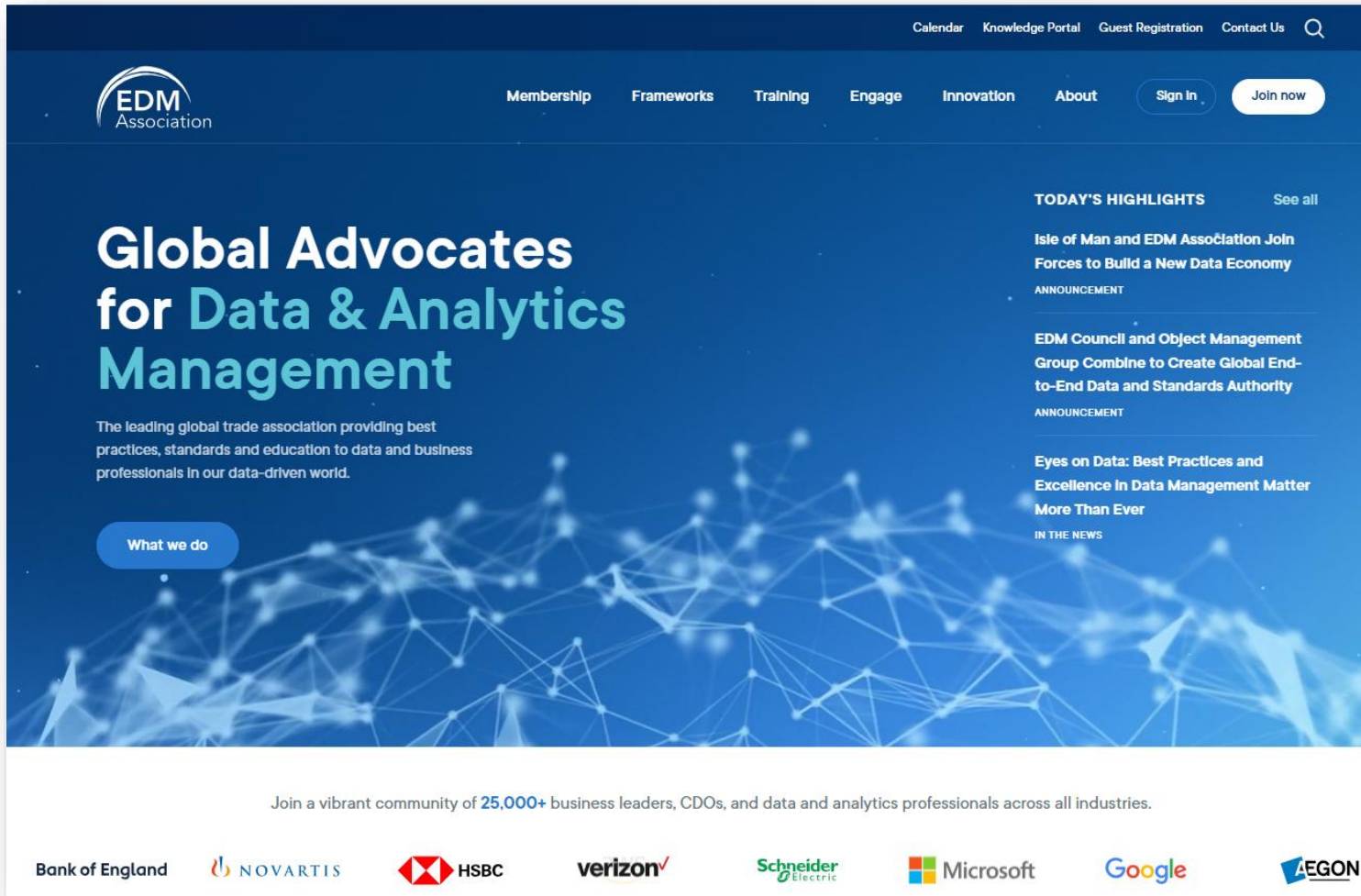
NEW! 2025 Global Data Management Benchmark

Take the [2025 Benchmark Survey](#) before November 21.



Learn more about EDM Association

(formerly EDM Council)



The screenshot shows the EDM Association website homepage. The header includes the EDM Association logo, navigation links (Membership, Frameworks, Training, Engage, Innovation, About), and buttons for Sign In and Join now. The main content area features a large hero section titled "Global Advocates for Data & Analytics Management" with a subtext: "The leading global trade association providing best practices, standards and education to data and business professionals in our data-driven world." Below this is a "What we do" button. To the right, there's a "TODAY'S HIGHLIGHTS" section with three items: "Isle of Man and EDM Association Join Forces to Build a New Data Economy", "EDM Council and Object Management Group Combine to Create Global End-to-End Data and Standards Authority", and "Eyes on Data: Best Practices and Excellence in Data Management Matter More Than Ever". The footer includes a statement: "Join a vibrant community of 25,000+ business leaders, CDOs, and data and analytics professionals across all industries." and a row of partner logos: Bank of England, NOVARTIS, HSBC, verizon, Schneider Electric, Microsoft, Google, and AEGON.



350+ Member Firms

Cross-industry,
including Regulators



25,000+

Professionals



Worldwide

Americas, Europe,
Africa, Asia, Australia



edmouncil.org

