



## Case Study

# Entain achieves Gold Level Certification against DCAM®, representing a huge step forward on Entain's data journey

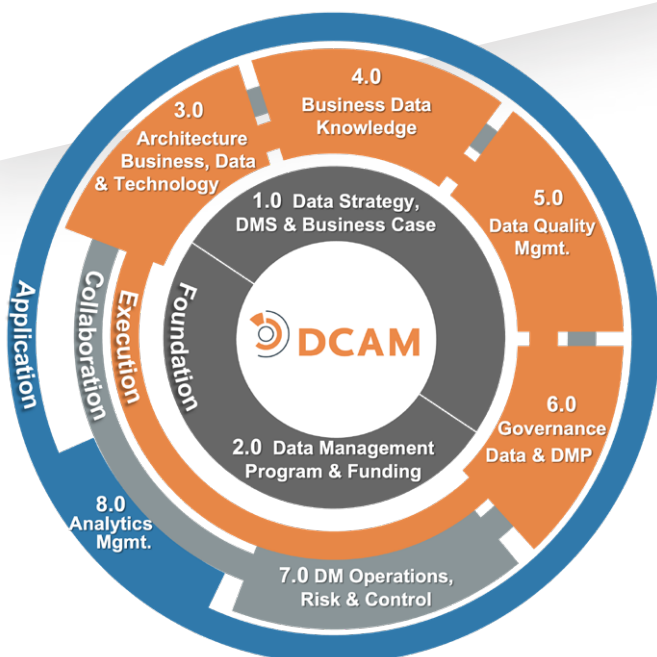
## Summary

Entain adopted the EDM Association's DCAM® (Data Management Capability Assessment Model) framework in 2023, by becoming a founder member of the Data Excellence Program (DEP) and is striving toward recognition as a world-class data management leader. DCAM is designed to enhance data management processes and nurture a data-centric culture. This is significantly improving the utilization of data analytics, organisational data literacy and client experiences, and driving data strategy for the business.

# Entain

## Business Challenge

Entain recognized the essential value of data as a critical asset that, if not well managed, would undermine its mission of delivering the best player experiences as a leading innovator in the global, regulated sports betting and gaming sector. Entain's historic growth strategy has been to purchase multiple major gaming brands, each with distinct processes, architecture and challenges. These silos impeded Entain's ability to leverage data for better internal decision-making, deliver outstanding client experience, and accelerate digital innovation.



DCAM - The Data Management Capability Assessment Model

## The DCAM Solution

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

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

Entain's journey started with Cortico-X, who introduced them to the EDM Association, completed their first DCAM assessment, and ultimately culminated with Entain embarking on the Data Excellence Program (DEP). Subsequently, Entain has partnered with Ortecha, an EDM Association Diamond-level Certified Partner, for their latest DCAM assessment, resulting in Gold Certification under the DEP. This cross-partner collaboration has been invaluable in charting Entain's journey towards Data Excellence.



## 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

In 2023, Entain became the first sports betting & gaming company to adopt the DCAM framework, significantly advancing its data management maturity and reinforcing its commitment to player experience in regulated markets. Key outcomes include:

- **Substantial Progress:** Overall DCAM score increased by ~200% since 2023, with some component scores improving by ~400%.
- **Industry Benchmarking:** DCAM enables objective benchmarking with global peers. As the first gaming company in EDM Association, Entain was benchmarked against the Technology & Software sector.
- **Above-Benchmark Performance:** Achieved a 2025 score of 3.64 (on a 1–6 scale), surpassing both the general (3.43) and sector (3.59) benchmarks published by EDM Association.
- **Enhanced Collaboration to Extract Value from Data:** Fostered stronger integration between data, technology and business teams through a shared framework and common language.
- **Improved Data Alignment:** Strengthened consistency and connectivity between data consumers and providers across the organisation.
- **Strategic Investment:** Elevated awareness of the need for sustained funding to maximise data as a strategic asset.
- **Team Development & Advancement:** Data Office team participated in EDM Association's DCAM-based data management training and certification programmes.
- **Industry Recognition:** Honoured as a founding participant in the EDM Association Data Excellence Program.



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

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