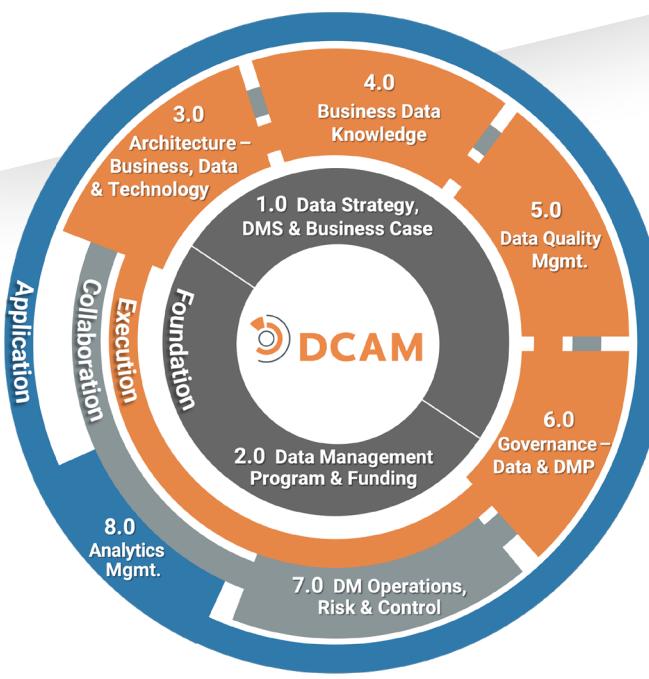


Case Study

Novartis advances data management maturity through the application of the DCAM™ framework within the pharmaceutical industry

Summary

Novartis has advanced from a DCAM baseline score in 2022 toward significantly higher data management maturity in 2025. This progress reflects a continued focus on enterprise data management as a trusted strategic asset, with core domains demonstrating sustained high-level maturity and additional domains showing strong adoption—supporting data-driven decision-making and business value creation across the organization.



DCAM - The Data Management Capability Assessment Model



Business Challenge

As a global pharmaceutical company, Novartis faced challenges in harmonizing data management processes across diverse business units, regulatory environments, and technology silos. The need for trusted, high-quality data was critical to support innovation, compliance, and operational efficiency. As in many large organizations, initial assessments identified opportunities to strengthen data governance, increase consistency of practices, and enhance cross-domain collaboration, underscoring the need for a unified, enterprise-wide approach to treat data as an enterprise asset and strengthen data ownership, quality, and reuse.

The EDM Association solution for Novartis

As part of its broader data strategy and Enterprise Data Management (EDM) program, Novartis uses the EDM Association's DCAM framework to assess and strengthen data management capabilities across the organization. Formal DCAM assessments began in 2023, supporting the adoption of standardized guidelines and practices across data domains. Collaboration with internal teams and external partners enabled the scaling of best practices, clarified end-to-end data ownership, strengthened governance, and supported continuous improvement. The DCAM framework provides objective benchmarks and insights that help Novartis measure progress and guide its ongoing data transformation.



About EDM Association

EDM Association is the only global trade association connecting the data, software, systems, and standards disciplines to accelerate industry innovation and our members' business success. The Association provides a neutral forum for the development and implementation of standards, best practices, frameworks, and comprehensive training programs to advance data management, AI optimization, digital twins, augmented reality and more. Our membership community of over 700 organizations from the Americas, EMEA and Asia, and over 50,000 professionals, collaborates to build trust and confidence in the data that powers their AI, digital transformation, innovation, regulatory initiatives and business goals. [Join the data driven.](#)



Results

- **Demonstrated year-over-year progress** in DCAM maturity across core domains
- **Expanded Scope:** Assessment expanded from 18 to 38 subdomains and included new business areas.
- **Domain Excellence:** All assessed domains show continued progress
- **Business Impact:** Enhanced data-driven decision-making, improved regulatory compliance, and enabled operational efficiency across the enterprise.
- **Recognition:** Novartis achieved the Diamond badge in the EDM Association's Data Excellence Program, becoming one of the few global organizations – and among the first pharmaceutical companies – to achieve this distinction. This recognition reflects Novartis' progress in data management maturity within the global pharmaceutical sector.



For more information about this case study, DCAM™ or the Data Excellence Program,
Please contact us at • info@edmcouncil.org • edma.org