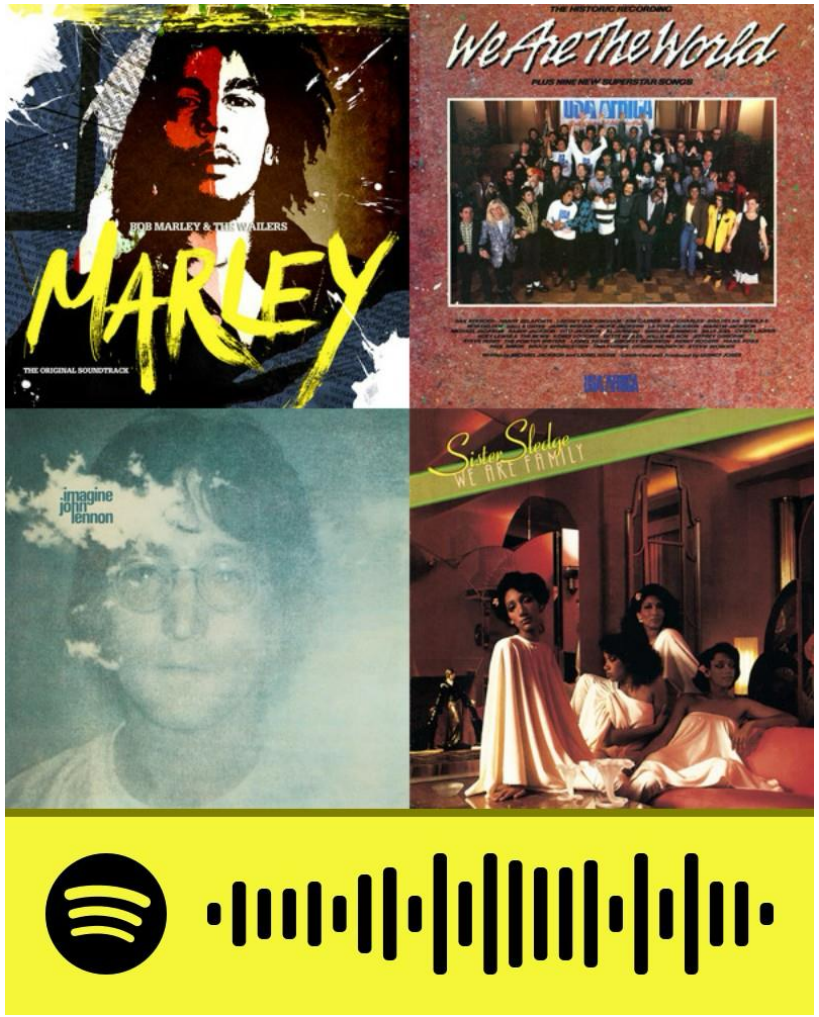
SPOTIFY PLAYLIST FOR THIS SESSION



A hand picked selection of cool inspirational vibes curated by Andrew, Howard and Veronica Diesel to convey our passion for this topic.

https://open.spotify.com/playlist/7ziBedF8DjEkXTzIqCsNWJ?si=LzH77hfOTke76pkZdo_kCA

INTEGRATING DMBOK®2 AND DCAM FOR ENHANCED DATA MANAGEMENT IN AI PROJECTS

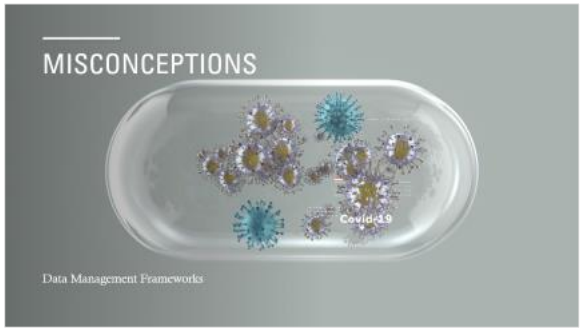
DCAM, DMBOK, NDMO,

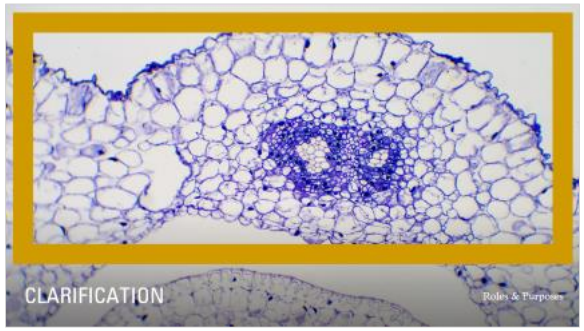
DLBOK, DSBOK. V1 7th May 2025

1. Predominately using one framework or the other
2. There is little or no clear messaging on how both can operate together
3. The drive to deliver AI solutions introduces additional challenges
4. My Hypothesis: There must be a better way
5. We can assist in conveying a new understanding of how they can operate side by side.
6. Enterprise Data World/DGIQ Conference in Anaheim on May 7th

SETTING THE SCENE:
DCAM & DMBOK FRAMEWORK MAPPING

FRAMEWORK INTEGRATION





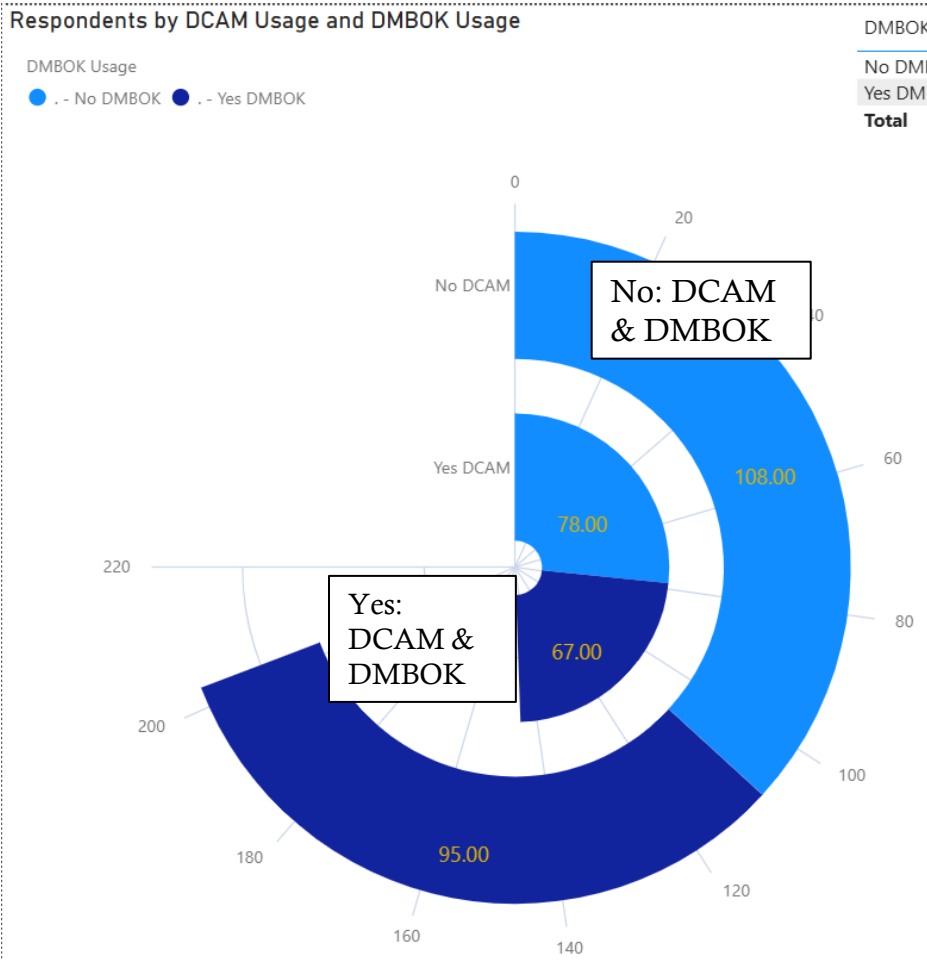
INTRODUCTION

Governance = Data Governance + AI Governance + Data Privacy Governance

Not Individual

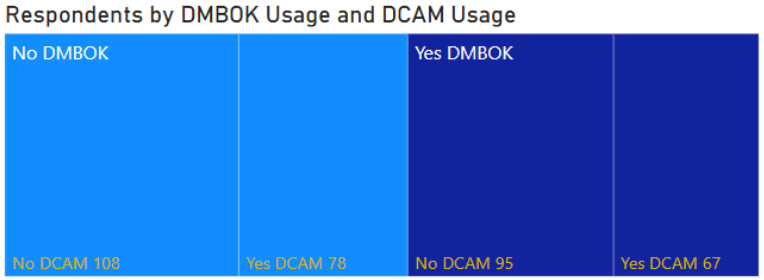
John Bottega, President Enterprise Data Management Council

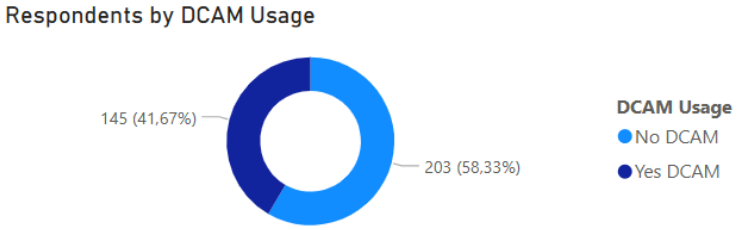
RESEARCH INSIGHTS – ANTHONY J MAZZARELLA III

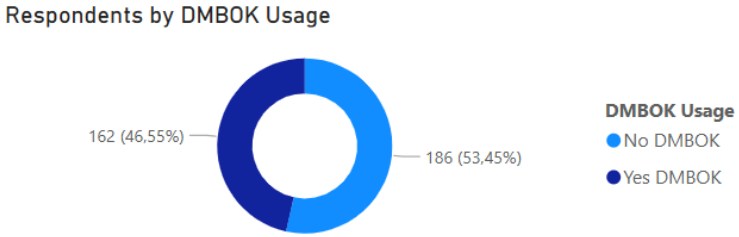


DMBOK Usage	No DCAM	Yes DCAM	Total
No DMBOK	108	78	**186**
Yes DMBOK	95	67	**162**
Total	**203**	**145**	**348**

DCAM Usage	DMBOK Usage	Respondents
No DCAM	**No DMBOK**	**31,03%**
No DCAM	**Yes DMBOK**	**27,30%**
Yes DCAM	**No DMBOK**	**22,41%**
Yes DCAM	**Yes DMBOK**	**19,25%**
Total		**100,00%**



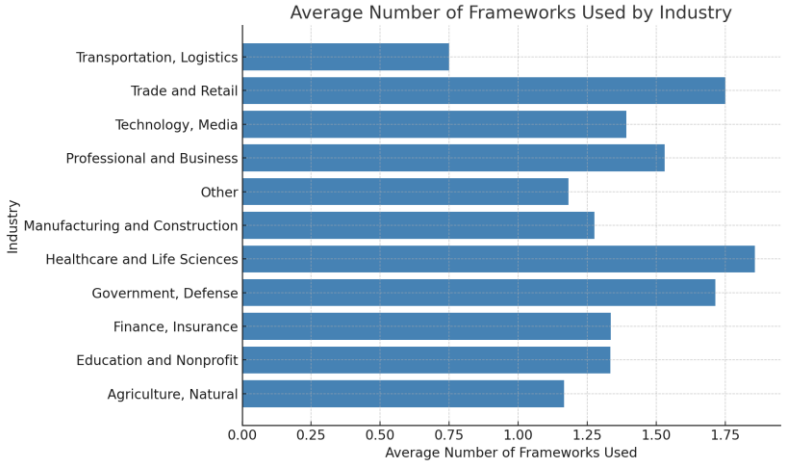


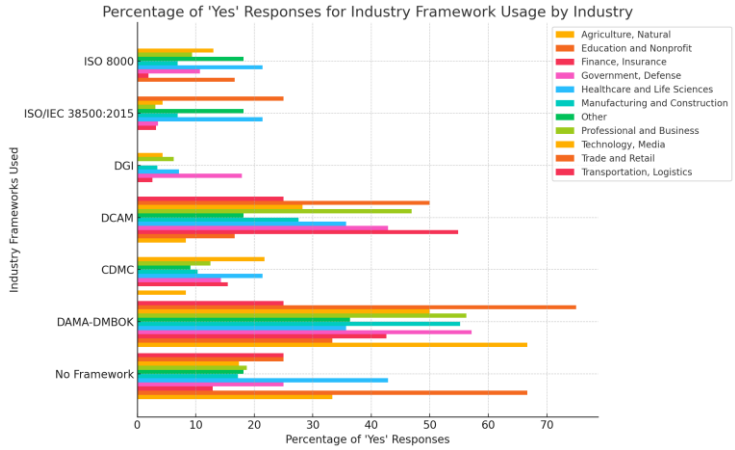


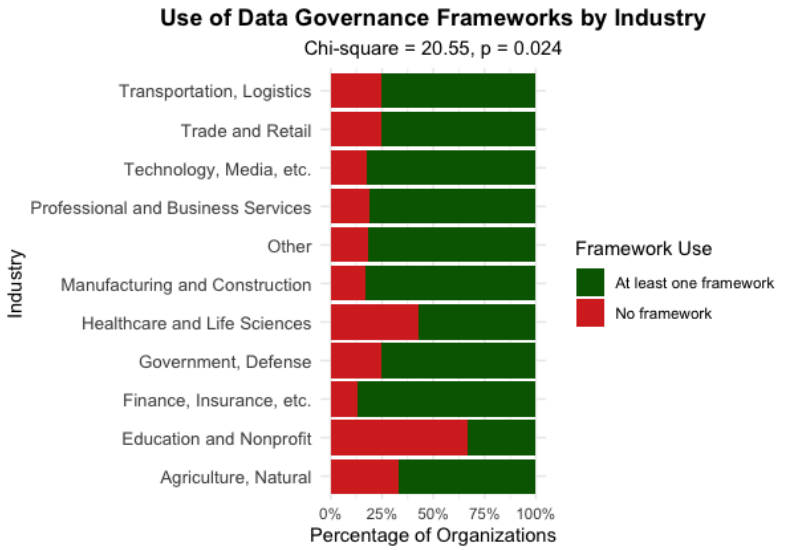
"In this case, 19.25% are using both, 31.03% are using neither, 22.41% are only using DCAM, and 27.30% are only using DAMA-DMBOK."

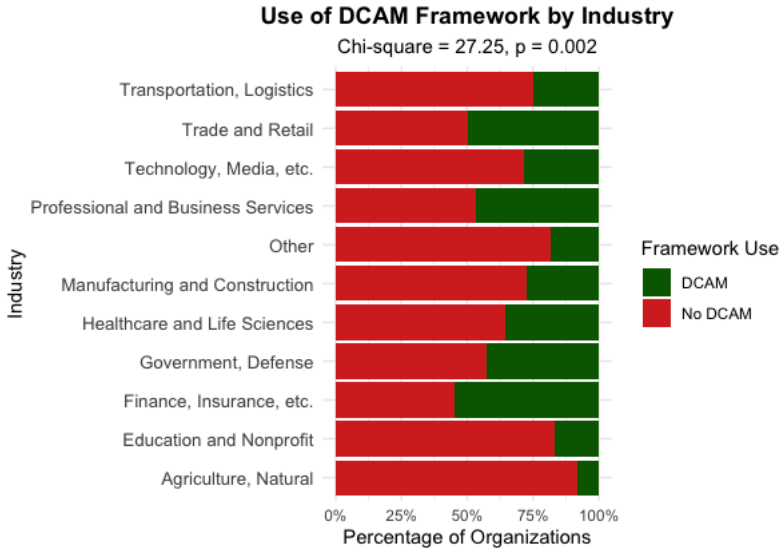
Source : Mazzarella, Anthony J. III. "Preliminary findings on data management frameworks." Personal Communication. 7 Apr. 2025. https://medium.com/my-column-has-nulls/understanding-data-governance-framework-adoption-across-industries-preliminary-findings-fabebd0dbf72

RESEARCH INSIGHTS – ANTHONY J MAZZARELLA III



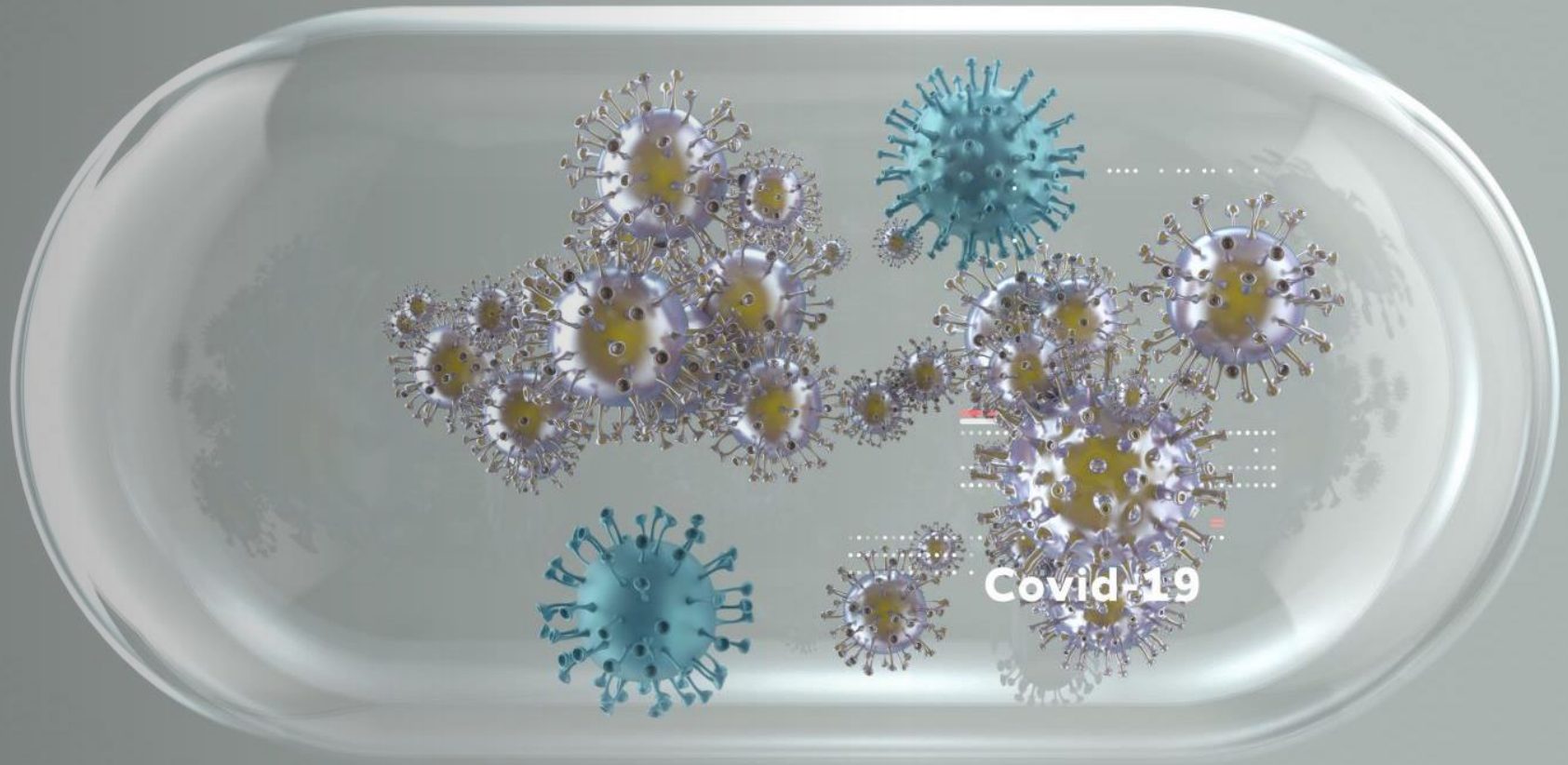






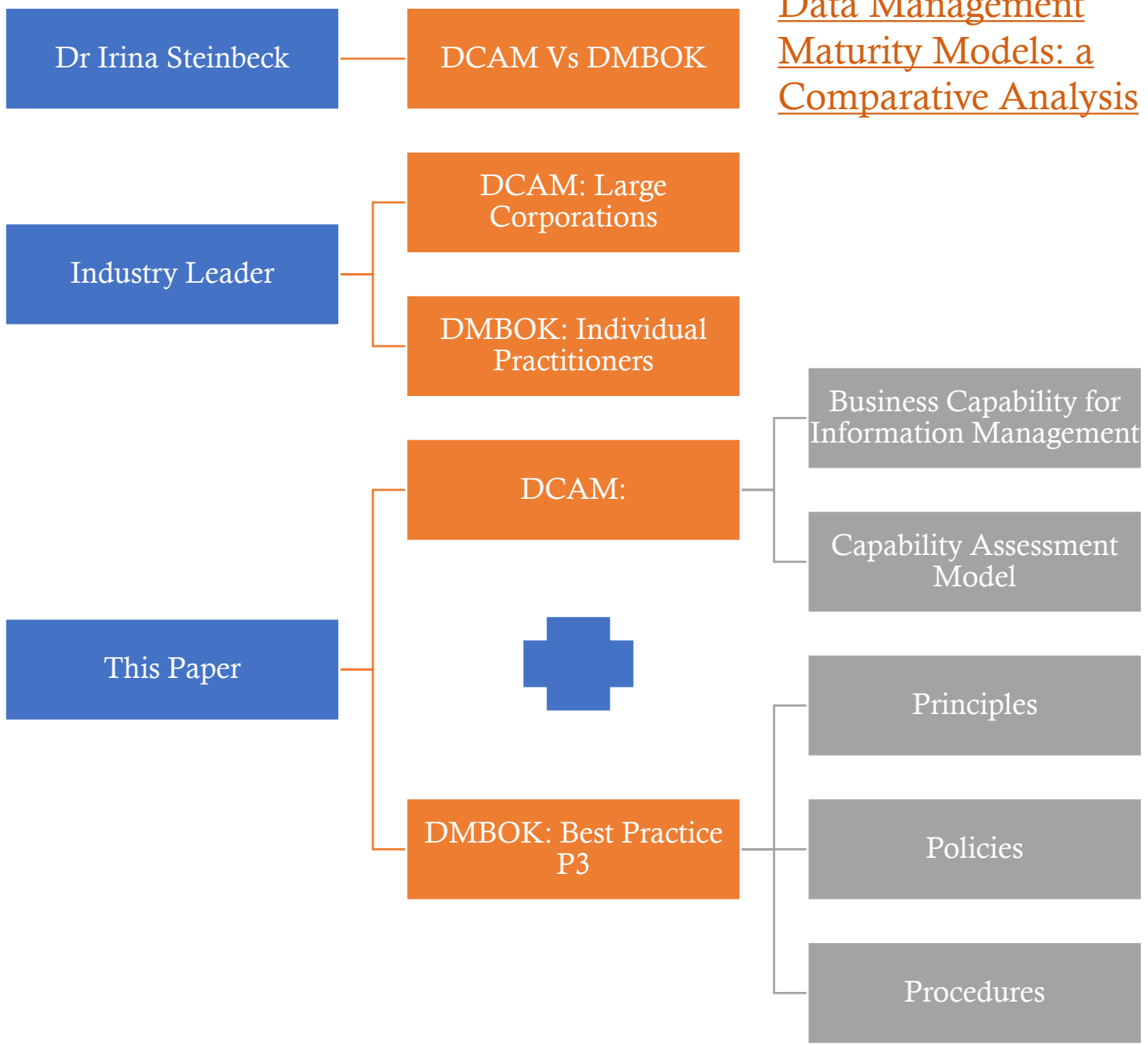
Source : Mazzarella, Anthony J. III. "Preliminary findings on data management frameworks." Personal Communication. 7 Apr. 2025.

MISCONCEPTIONS

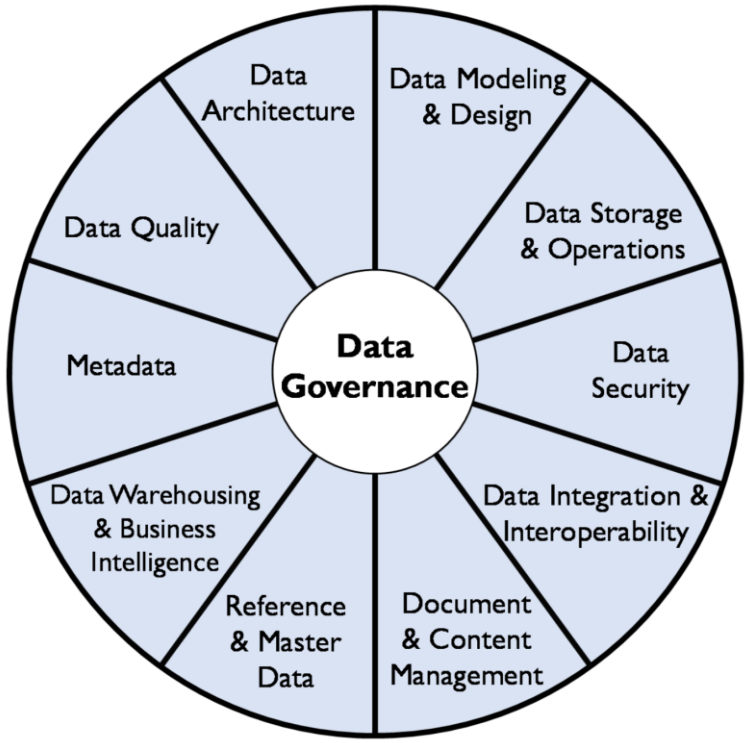


Data Management Frameworks

DIFFERENT VIEWS OF THE POSITION OF THE FRAMEWORKS



WHEEL VS FRISBEE COMPARISON



VS

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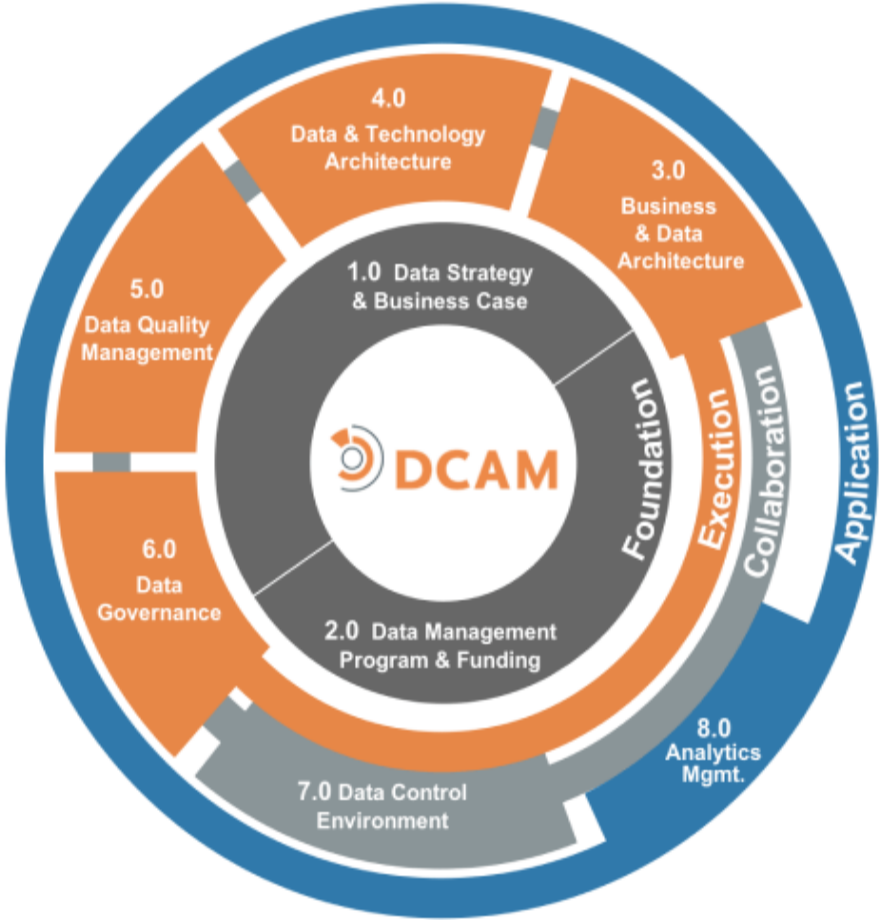
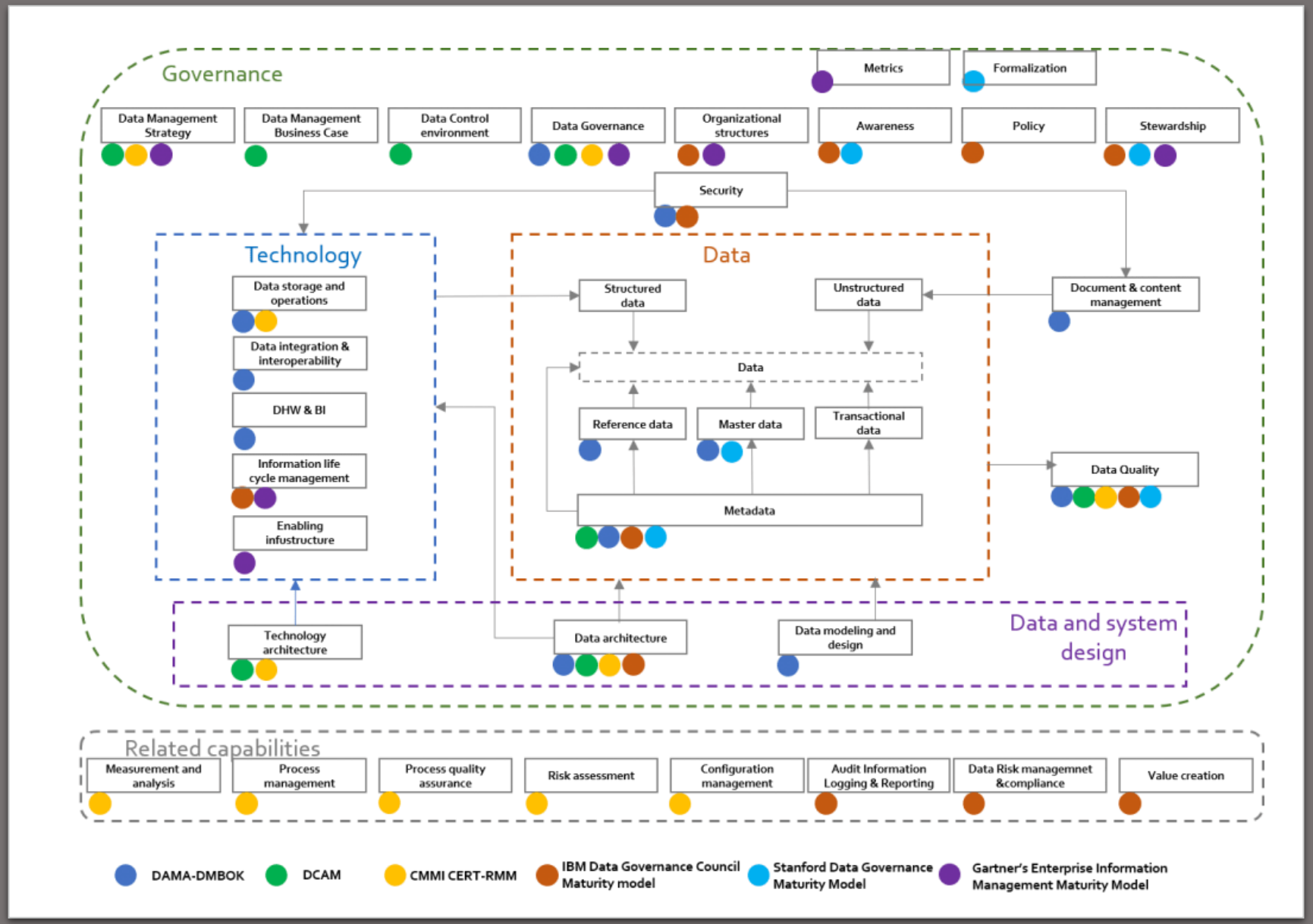
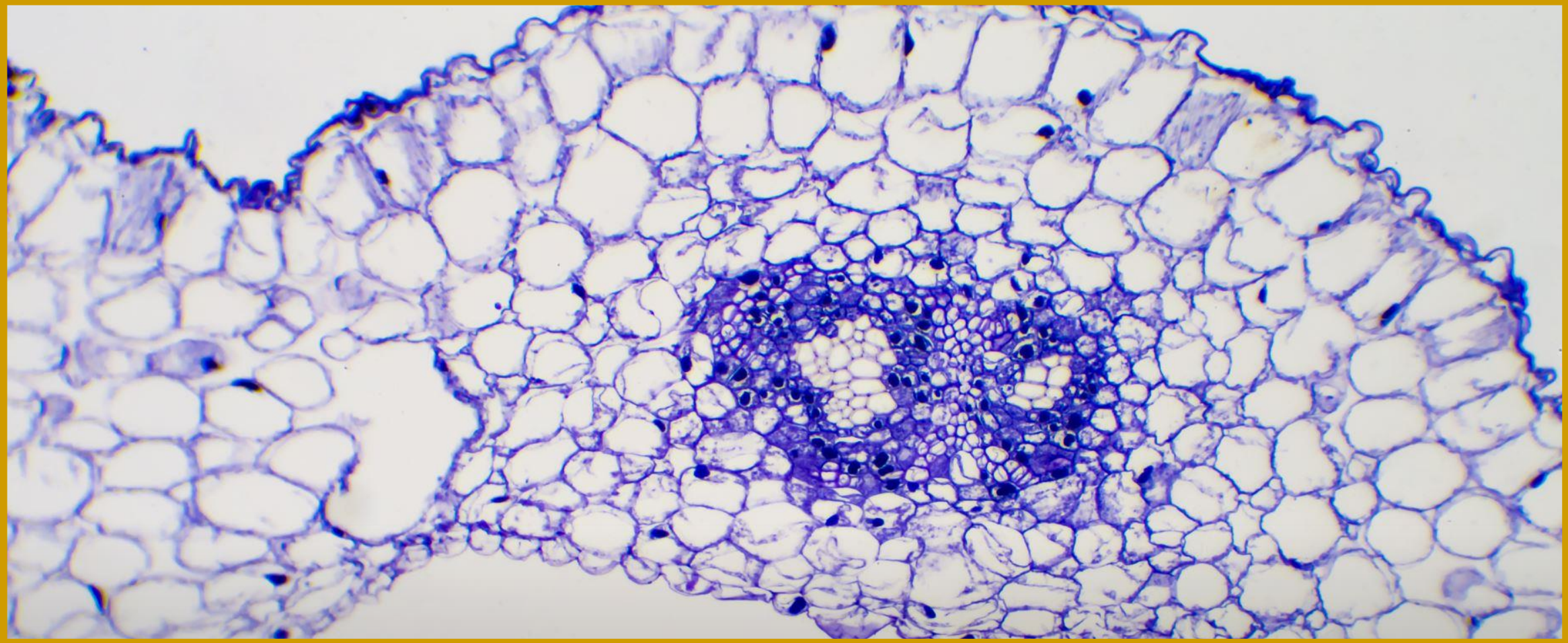




Dimensions & Characteristics

WHAT

- Dimensions & Components
- Measurement Scale
- Statement of Work
- Assessments
  - Maturity
  - Culture
  - Change
  - Risk



CLARIFICATION

Roles & Purposes

ONE-LINE DEFINITION

Discipline: A Field of Study

Body Of Knowledge: A Detailed Collection of Concepts & Practices within a Discipline (DMBOK)

Dimension: A Key Aspect of a Discipline.

Capability: The Power to DO something (Data Management)

Capability Assessment: A review of our Effectiveness & Sustainability of "Doing Something" (DCAM)

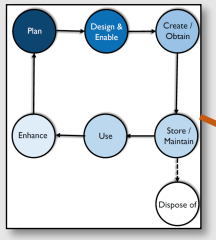
Maturity: A method for ranking practices for handling data (Gartner, TDWI)

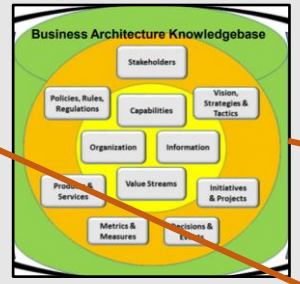
Artefact: A Data Management deliverable created by a Process, used as Evidence of Process Maturity

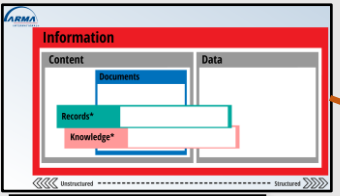
Scorecard: A method of scoring the appropriateness of the artefact

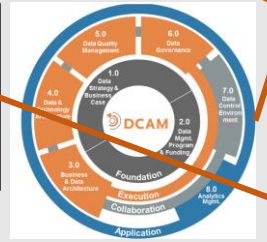
SIPOC: Complete description of the process, checks & people to create the artefact

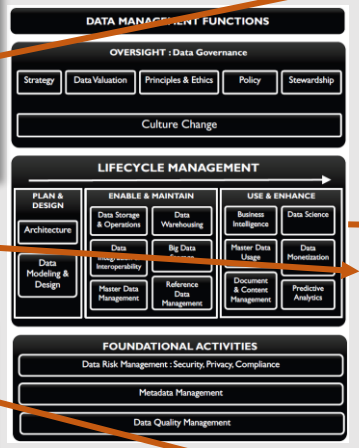
Regulation: ensuring compliance with a legal framework.

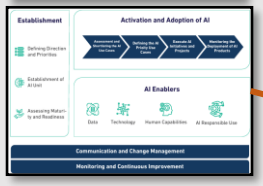


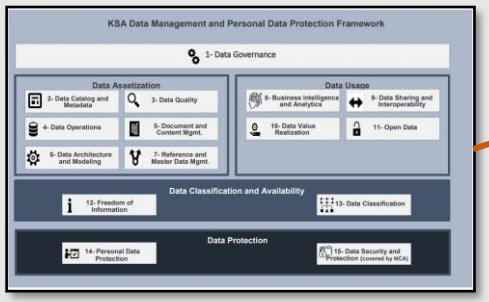












Bringing it ALL Together

Assessment

DM
Capability
DCAM

Data
Maturity
TDWI
NDI
Gartner
DMM

Software
Engineering
CMM

Body Of Knowledge

- Stakeholder
- Value Proposition
- Value Stream
- Capability
- Information Concept
- Business Process
- Discipline
- Dimension
- Best Practice
- Policy
- Implementation Framework
- Procedure
- Standard
- Artefact
- Scorecard
- Assurance
- Guideline
- Technology

BIZBOK
DMBOK
ARMA
DSBOK, DLBOK
SWEBOK

Regulation (Standard)

NORA
TOGAF
NDMO
BCBS239
NAA
NCAR
PCI-DS
GDPR
POPIA
ISO
8000-61
11179
15489
38505
55000
NIST
AI RMF

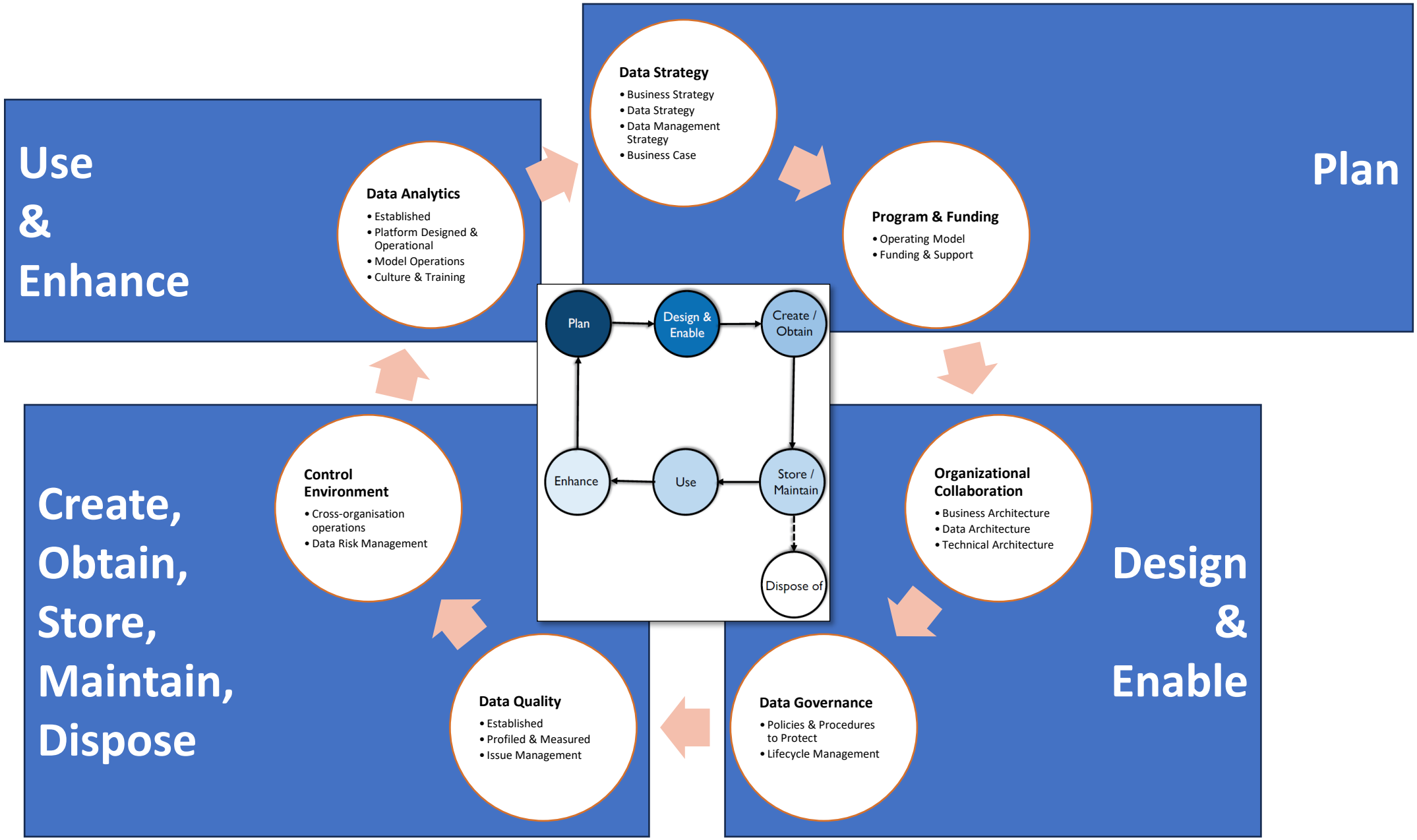
Industry Reference Model

Business Arch
Health
Finance
Manufacturing
Higher Ed.
Government
IBM FSDM, UDM

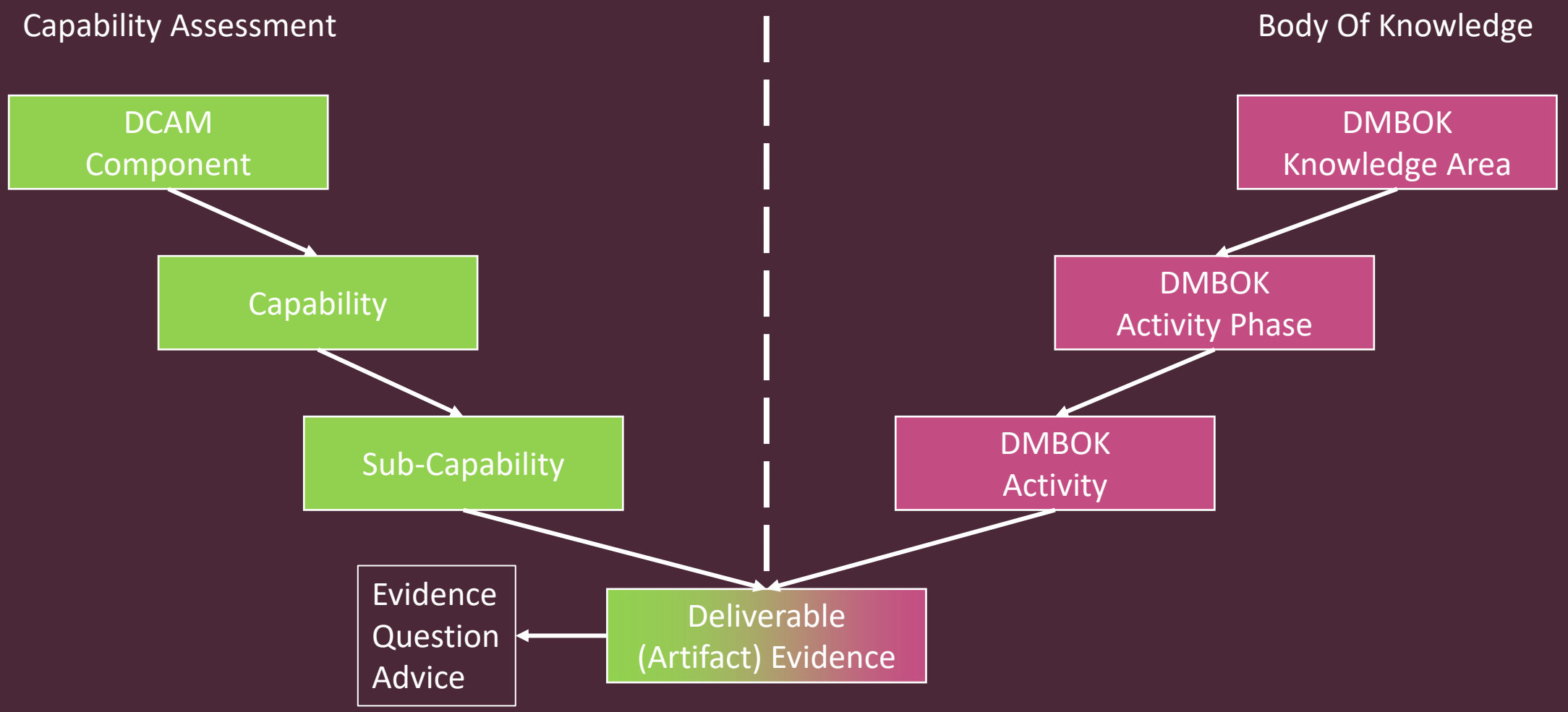
COMBINED BENEFITS

YES & YES

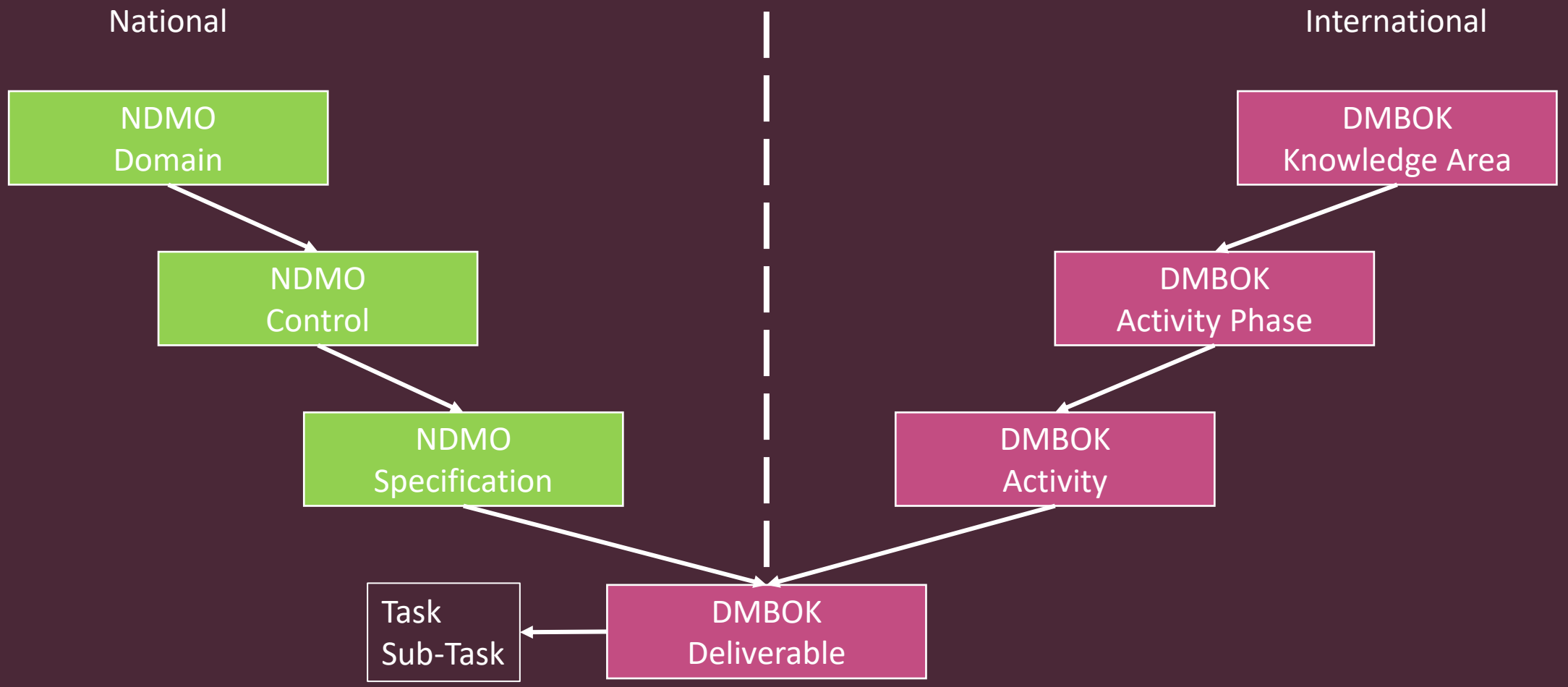
DCAM Lifecycle Approach



DCAM & DMBOK Mapping



NDMO & DMBOK Mapping



Truth Before Meaning

AI & DATA MANAGEMENT

Recipe for AI Disaster

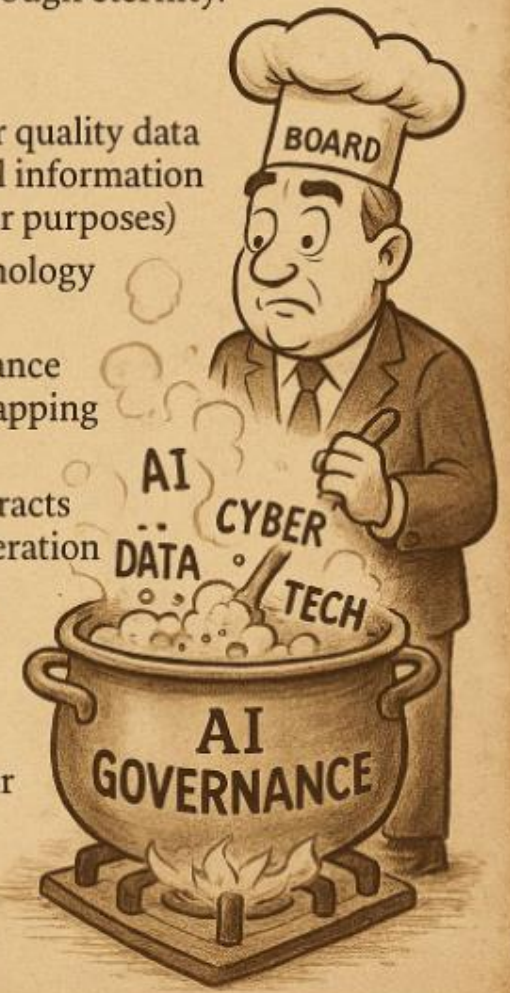
A scrumptious AI calamity that will reverberate through eternity.

Ingredients:

- 2 terabytes of poor quality data including personal information (collected for other purposes)
- 1 inadequate technology stack
- 4 separate governance regimes (tip: overlapping for best taste!)
- 2 template IT contracts with no AI consideration
- 1 CEO who wants "AI - now!"

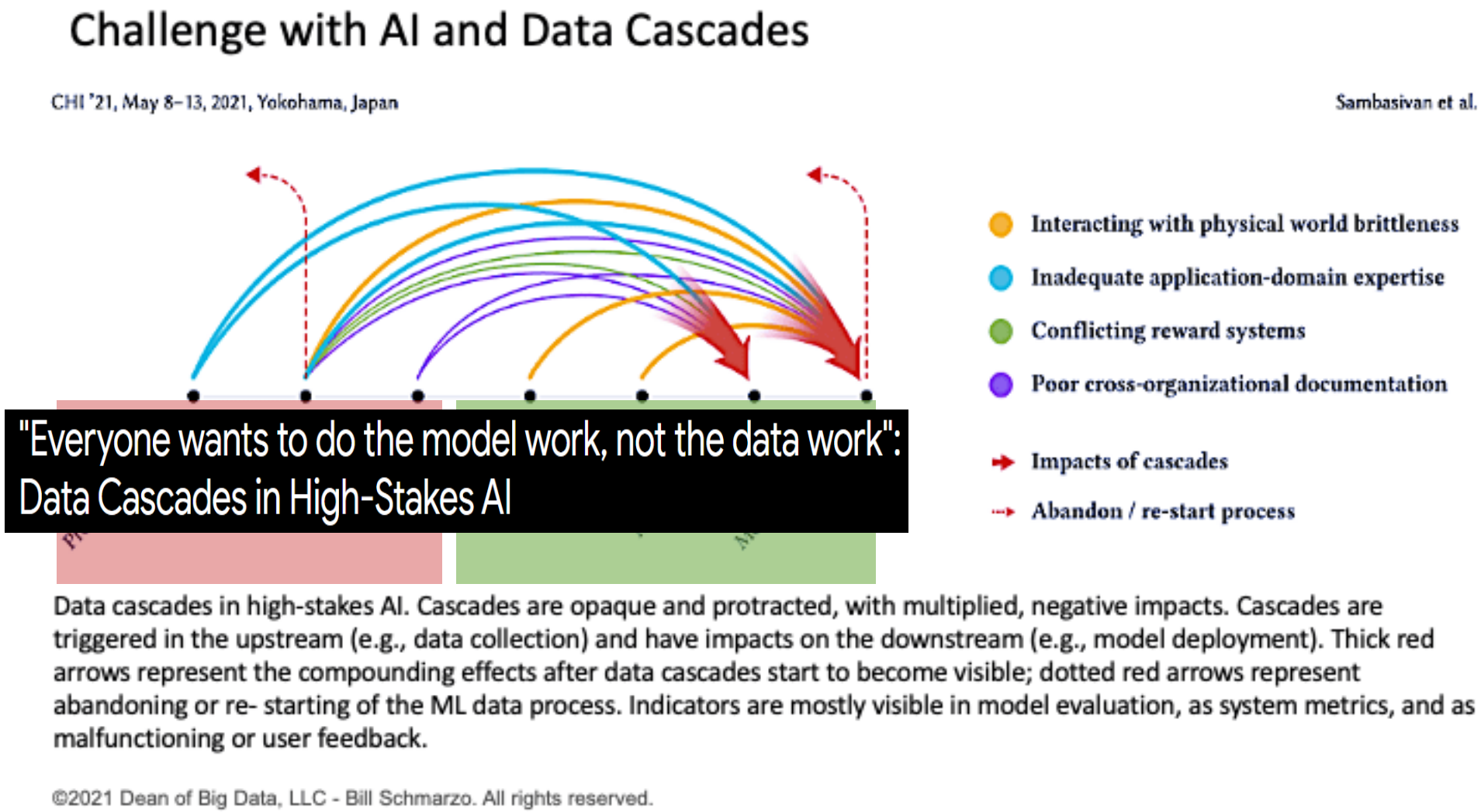
Method:

Let everyone do their own thing and – good luck!



Used with permission James Patto

CHALLENGE WITH AI & DATA CASCADES

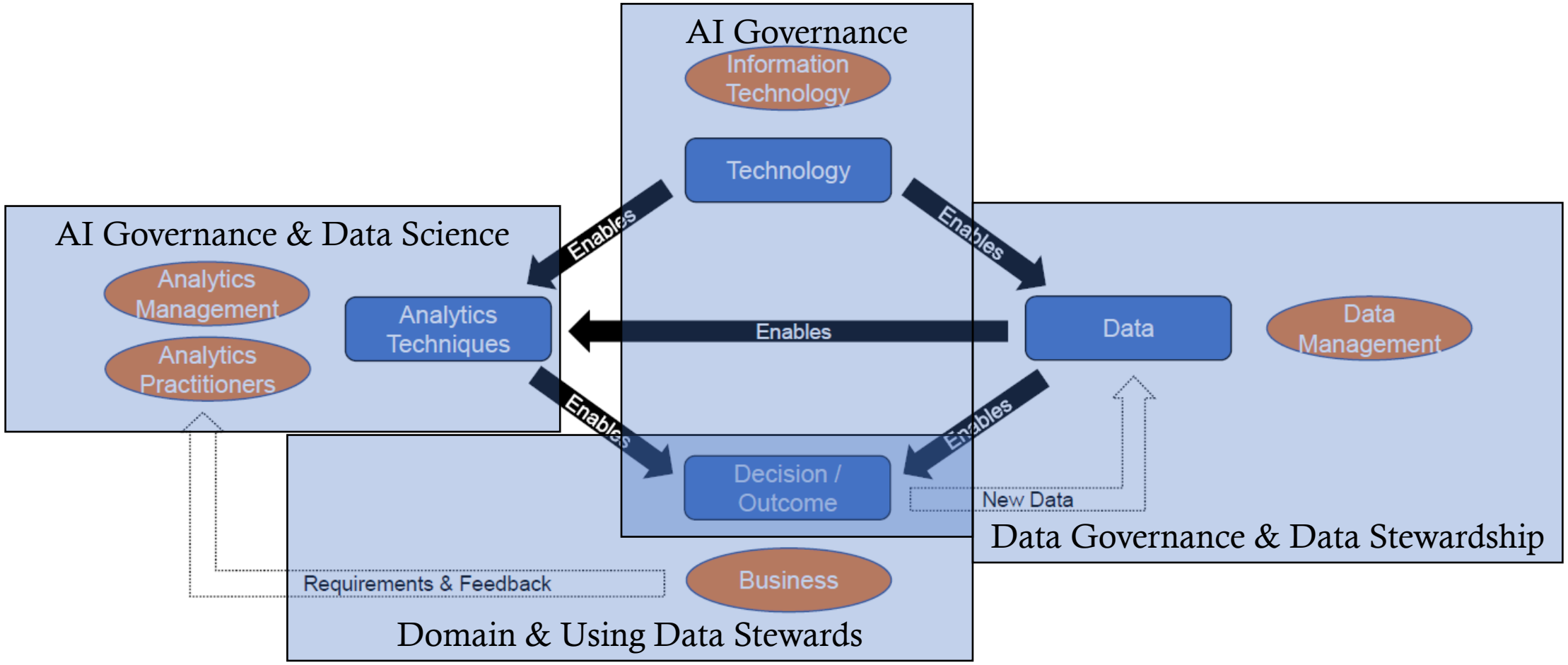


Data cascades in high-stakes AI. Cascades are opaque and protracted, with multiplied, negative impacts. Cascades are triggered in the upstream (e.g., data collection) and have impacts on the downstream (e.g., model deployment). Thick red arrows represent the compounding effects after data cascades start to become visible; dotted red arrows represent abandoning or re- starting of the ML data process. Indicators are mostly visible in model evaluation, as system metrics, and as malfunctioning or user feedback.

Andrew Ng Launches A Campaign For Data-Centric AI

"Everyone wants to do the model work, not the data work": Data Cascades in High-Stakes AI

THE INTERACTION

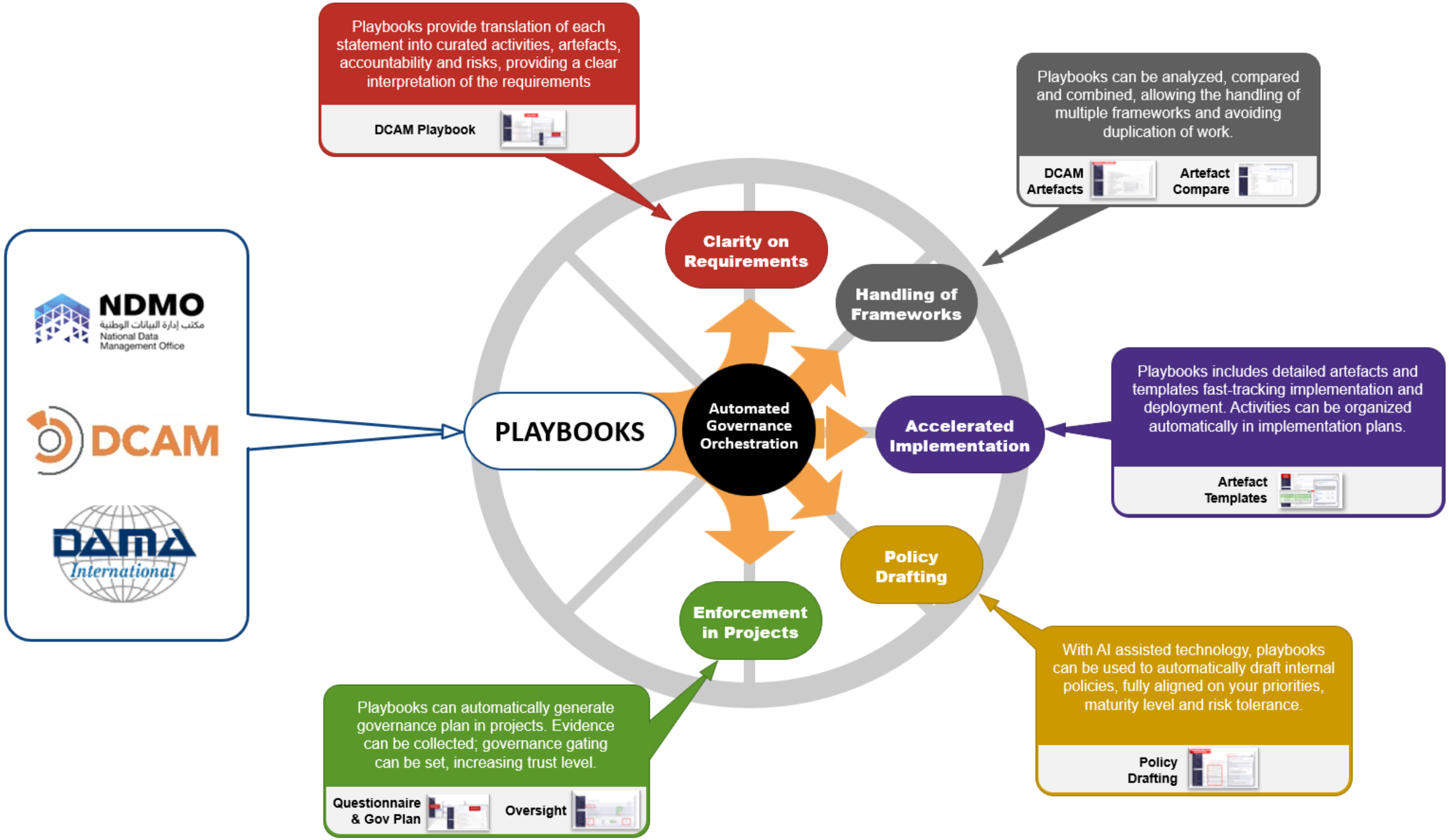


An effective Analytics Management function needs to bind together the interests and activities of these key stakeholders

ORCHESTRATION

Data Governance Framework Alignment

(Semantic & Canonical)


Playbooks provide translation of each statement into curated activities, artefacts, accountability and risks, providing a clear interpretation of the requirements
DCAM Playbook
Playbooks can be analyzed, compared and combined, allowing the handling of multiple frameworks and avoiding duplication of work.
DCAM Artefacts
Artefact Compare
NDMO
مكتب إدارة البيانات الوطنية
National Data Management Office
DCAM
DAMA International
PLAYBOOKS
Automated Governance Orchestration
Clarity on Requirements
Handling of Frameworks
Accelerated Implementation
Policy Drafting
Enforcement in Projects
Playbooks includes detailed artefacts and templates fast-tracking implementation and deployment. Activities can be organized automatically in implementation plans.
Artefact Templates
With AI assisted technology, playbooks can be used to automatically draft internal policies, fully aligned on your priorities, maturity level and risk tolerance.
Policy Drafting
Playbooks can automatically generate governance plan in projects. Evidence can be collected; governance gating can be set, increasing trust level.
Questionnaire & Gov Plan
Oversight

CALL TO ACTION

Data Management Frameworks

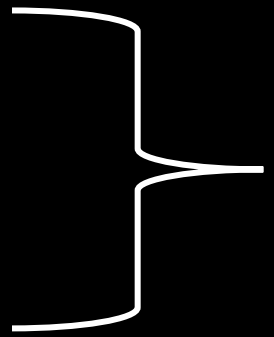
ACTION 1: ELEVATE DATA MANAGEMENT

DATA MANAGEMENT = MOST IMPORTANT BUSINESS DISCIPLINE

Can you convince your business?

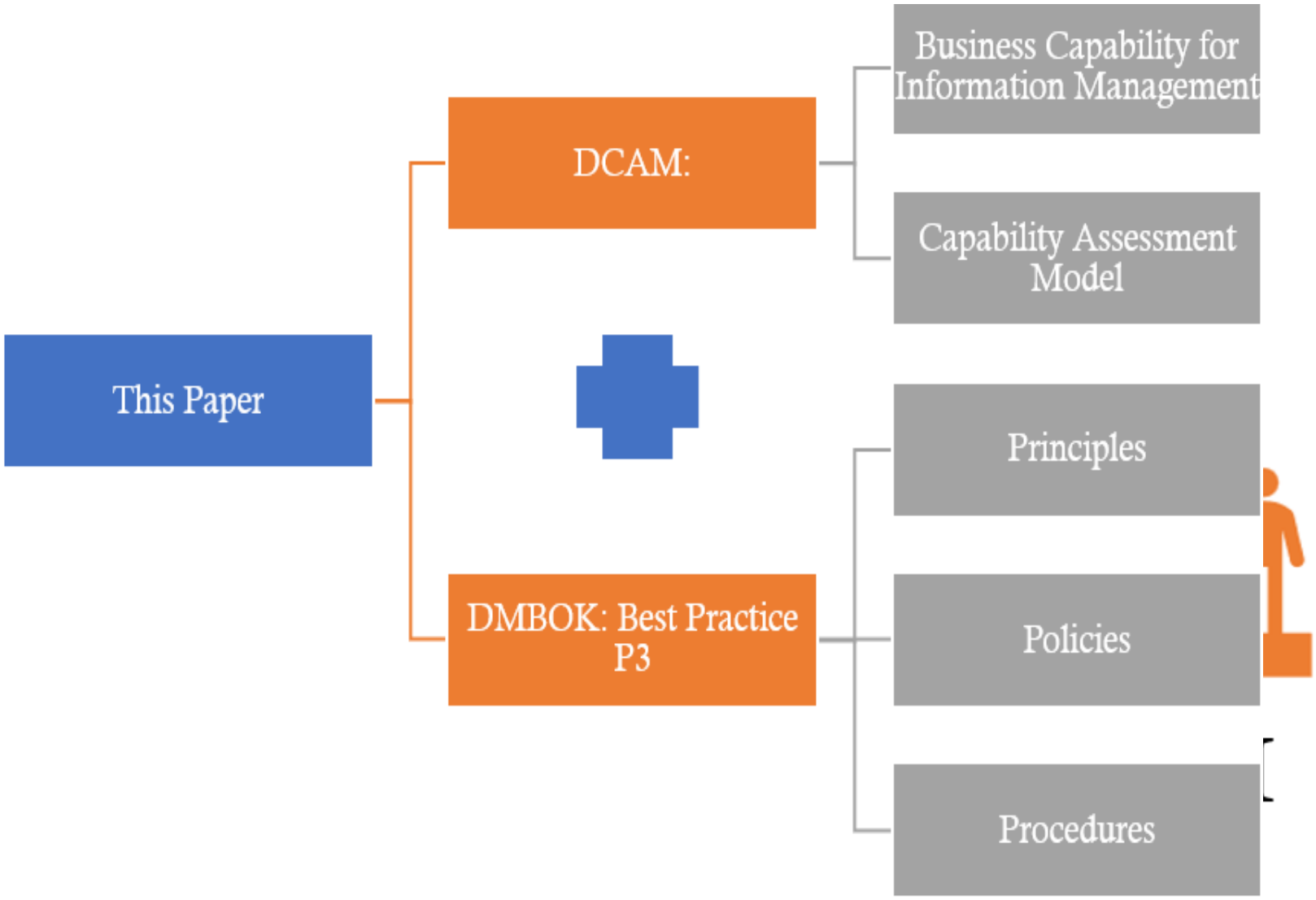
If not, why not?

If so, how did you do it?



Use DCAM to WIN this FIGHT

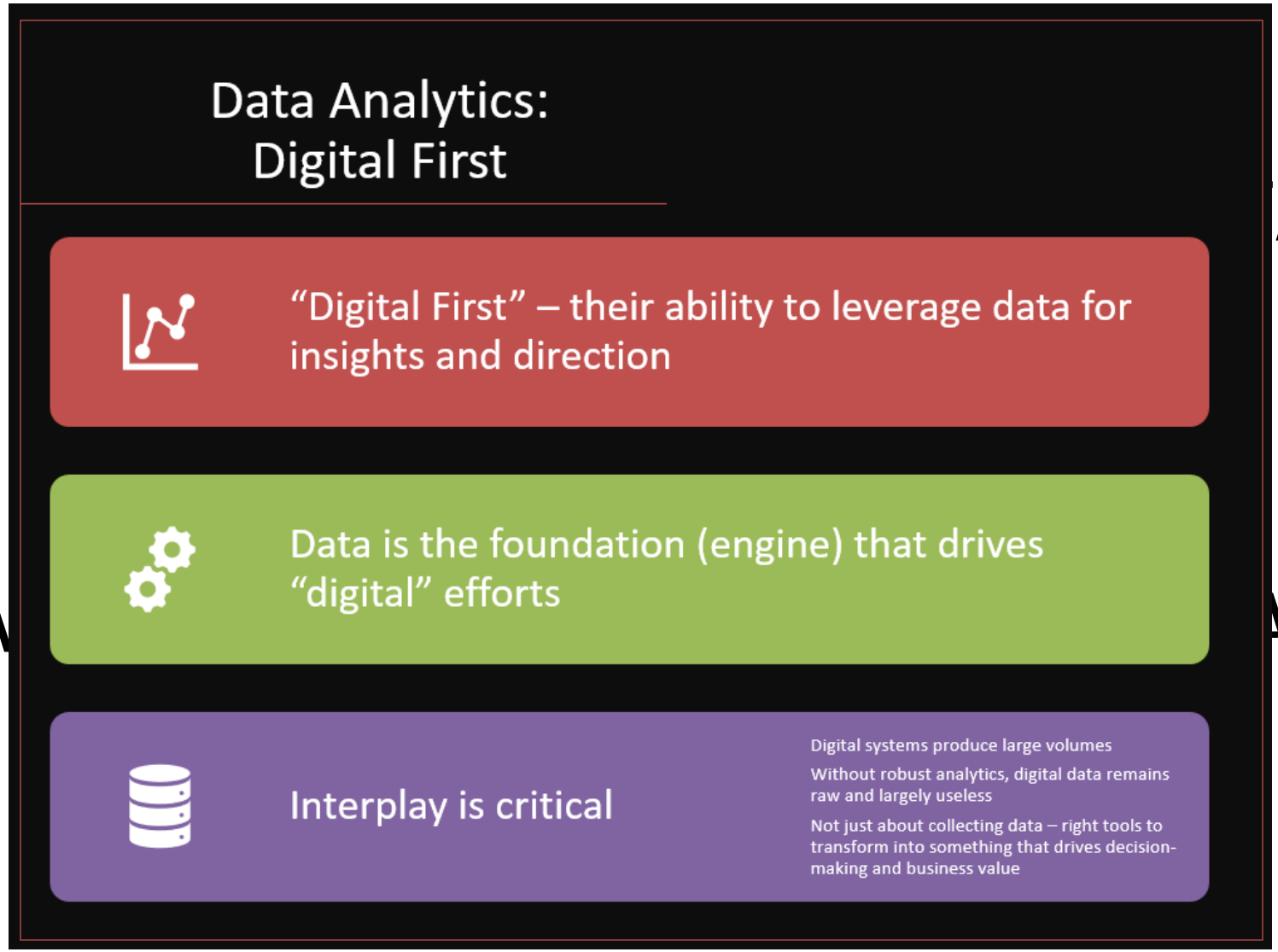
ACTION 2: STRONGER TOGETHER



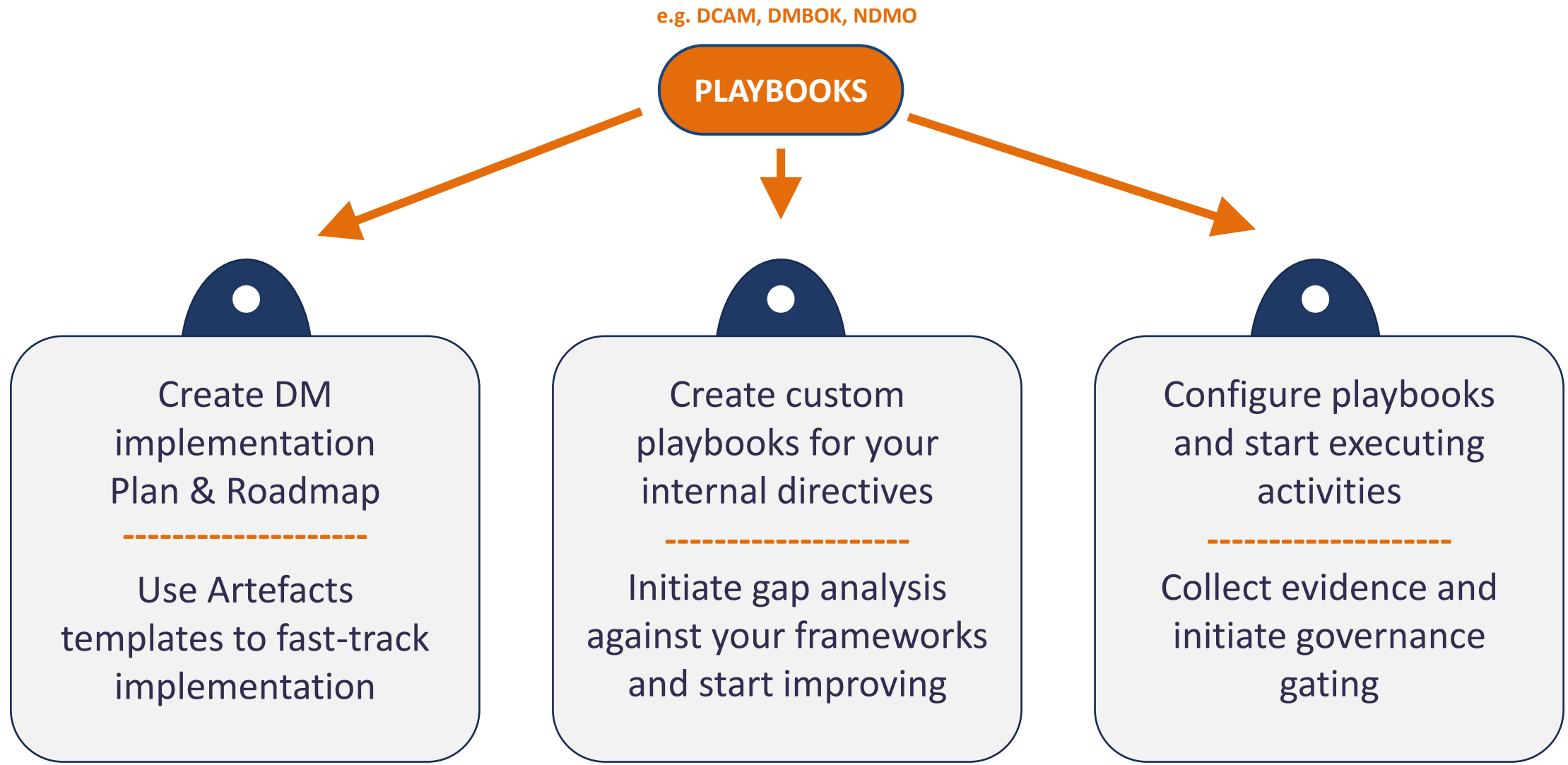
ACTION 3: THERE IS ONLY ONE DATA GOVERNANCE

O A

ONE DA ALYTICS



ACTION 4: START ORCHESTRATION NOW



THANK YOU

Q&A

1. ABSTRACT EXEC SUMMARY

Abstract: The rapid advancements in Large Language Models and Generative AI have heightened expectations for delivering high-quality, reliable, and ethical data solutions. However, a common misconception persists that the Data Management Body of Knowledge (DMBOK®2) from DAMA and the Data Capability Assessment Model (DCAM) from Enterprise Data Management Council are interchangeable and competing frameworks.

Objectives:

- **Dispel Misconceptions**:
- **Clarify Roles and Purposes**:
- **Highlight Integration Benefits**:
- **Focus on Generative AI including provide practical Insights**:

Bonus Content:

- **Quick introduction to Orchestration of these Frameworks in Prodago**

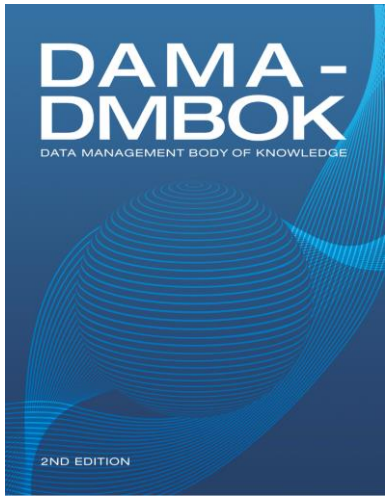
Are the EDM Council & DAMA competing organizations?

CoPilot says… Not exactly!

- The **EDM Council** and **DAMA** (Data Management Association) are not competing organizations; rather, they serve complementary purposes in the realm of data management.
- While some might perceive them as overlapping, they actually address different aspects of data management. In fact, there are discussions and events that highlight how these frameworks can be integrated to enhance data management practices, especially in areas like AI and analytics.

Are the DCAM & DMBoK competing frameworks?
(CoPilot)

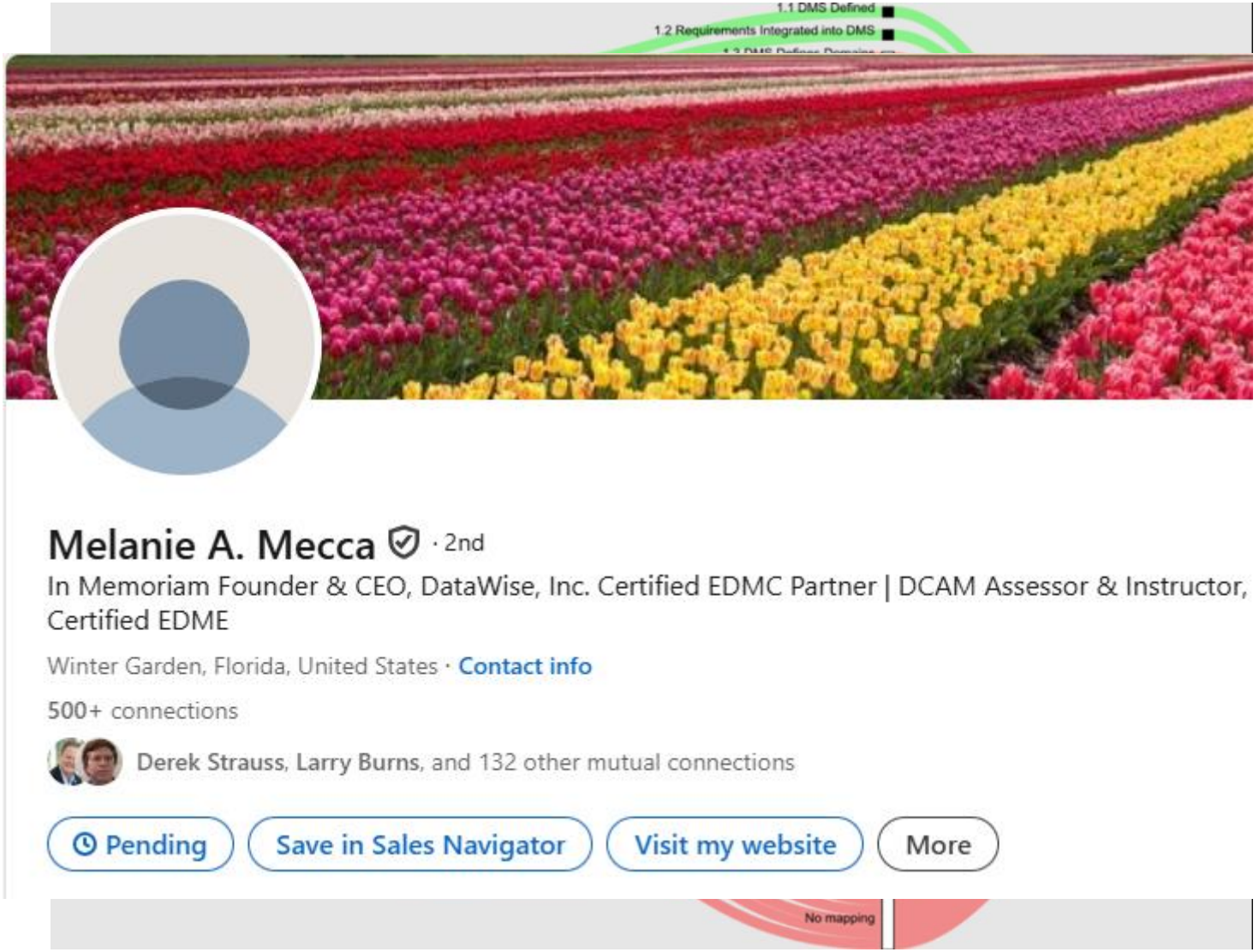
DCAM



CoPilot says… Not at all!

- The DCAM and DMBOK are **complementary, rather than competing frameworks**. They have different purposes and work together effectively in shaping robust data management practices.
- Organizations often use DCAM to identify improvement areas and then rely on the DMBOK to guide how those improvements should be implemented.
    - Think of DCAM as diagnosing the "health" of an organization's data systems, while DMBOK acts as the manual for prescribing and executing effective treatments

CMMI DMM TO DCAM MAPPING



Comments:

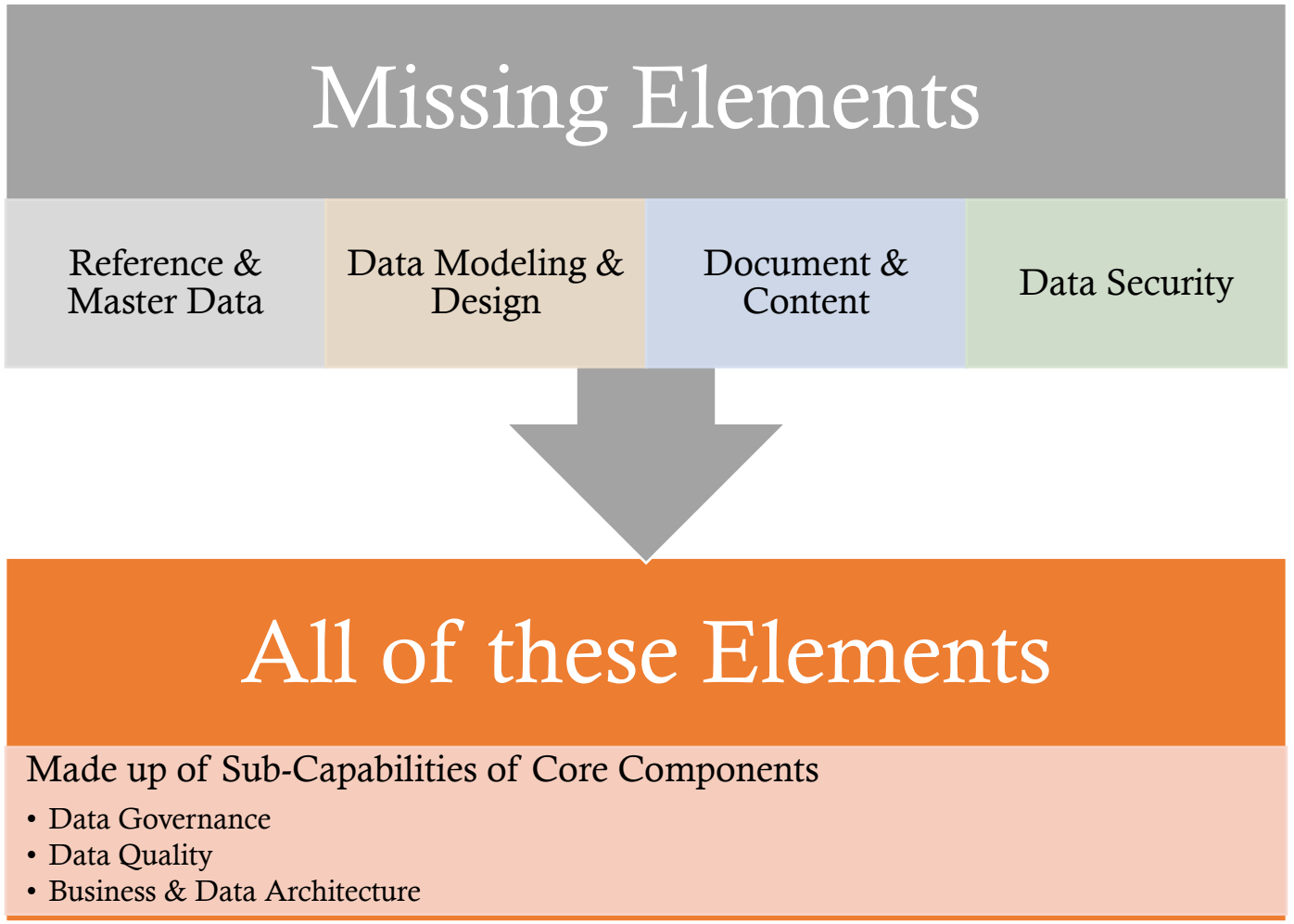
1. CMM has been discontinued
2. Structural Approach
    1. DMM – Scope-based Yardstick
    2. DCAM – lifecycle approach
3. Content Differences
    1. Specific areas are covered by one model but not the other
    2. Reflecting different emphasis

if you have a need to develop a detailed comparison and the time to get into the weeds, I recommend starting with the work products (artifacts) mentioned in both models. I say this because for the most part, they concur – Policies, Processes, Standards. (There aren't too many options for passing through the needle's eye, after all).

Data Professional Introspective: Capability Maturity Model Comparison – TDAN.com

DCAM: MISSING ELEMENTS

"Oh, they are technical elements"



DMBOK: MISSING ELEMENTS

Missing Elements

Data Management Strategy	Business Case	Data Control Environment	Technology Architecture

All of these Elements

Made up of different Knowledge Areas

- Data Governance: Business Case, Data Management Strategy (Grouping of KA Strategies)
- Data Architecture: Technology Architecture, KA Architecture Models (Metadata, Reference & Master)

DMBOK CHAPTER 15 – DATA MANAGEMENT MATURITY ASSESSMENT – SECTION 1.3.3 PAGE 507

"A data management maturity assessment framework is segmented into discrete data management topics. Framework focus and content vary depending on whether they have a general or industry-specific focus. However, most address subjects that can be mapped to DAMA-DMBOK Knowledge Areas. The examples below are intended to illustrate the range of Capability Maturity Models that have been developed in the data management space. Many vendors have developed their own models. Organisations should evaluate several models before choosing a vendor or before developing their own framework."

NOTE: DAMA DMBoK does not promote itself as an assessment framework (i.e. instrument) and recommends Organizations to select a tool (i.e. instrument) which is right for them or developing their own framework. Multiple vendors are listed including EDM Council.

SOME CLARIFICATION

DMBOK

Why: Addresses Business Drivers and Objectives behind DM

- Explains why certain practices are necessary (Essential Concepts)

What: Outlines Key Functions & Activities

DCAM

Framework to assess the capabilities required to establish, enable, and sustain effective data management

Clarification

DMBOK does not delve deeply into the specific processes or detailed steps

Serves as a guide for understanding the scope & importance of DM Disciplines

DMBOK & DCAM POSITIONING: PRACTICE & CAPABILITY ASSESSMENTS

DMBOK

Simple (Quick & Cheap) for Initial Assessment of Best Practice Ranking

Not a long-term WINNER

DCAM

Authoritative Source of Data Management Capability Benchmarks

Helps you build & Define Data Management as a Business Capability

- Not just an IT Practice

4. HIGHLIGHT INTEGRATION BENEFITS:

- DCAM is dealing with Business Capabilities
  - DCAM is targeted executive level for important capability to deliver business value
  - Value Proposition to Stakeholders
  - DCAM enables business architecture to assess maturity of Business Capability
- DMBOK is dealing with the DM disciplines and Best Practice
  - Implementation Frameworks
  - Principles, Policies, Procedures
  - Operating Model

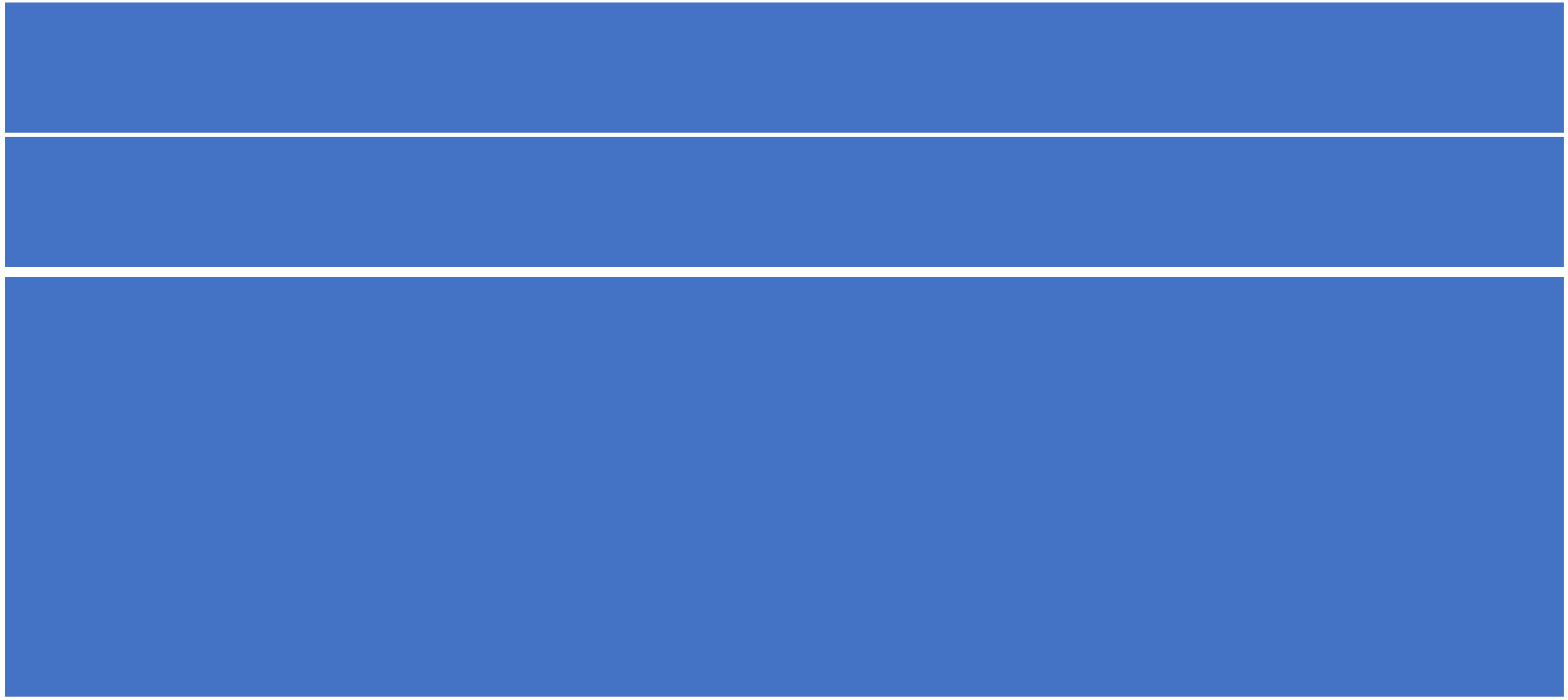
HERE'S HOW TO THINK ABOUT THE TWO FRAMEWORKS IN THE CONTEXT OF DEVELOPING AND EXECUTING A DATA STRATEGY

	EDM Council / DCAM Data Management Capability Assessment Model	DAMA / DMBoK Data Management Body of Knowledge
Audience	**Enterprise**	**Practitioners**
Pages	**60**	**600**
Goals	**Guide, Define and Measure**	**Capable Execution**
Origins of Capabilities	**Developed by Industry**	**Technical Professionals**
Approach	**Capability Measurement**	**Practitioner Knowledge Base**
Complementary tools	**DMBoK**	**DCAM**

DATA MANAGEMENT = MOST IMPORTANT BUSINESS DISCIPLINE

A. AI – Most Powerful Business Discipline of Our Generation
   - Ability to continuously learn & create new sources of operational value

[Why Data Management is Today's Most Important Business Discipline - DataScienceCentral.com]



DCAM: ANALYTICS MANAGEMENT CAPABILITIES

8.0 ANALYTICS MANAGEMENT

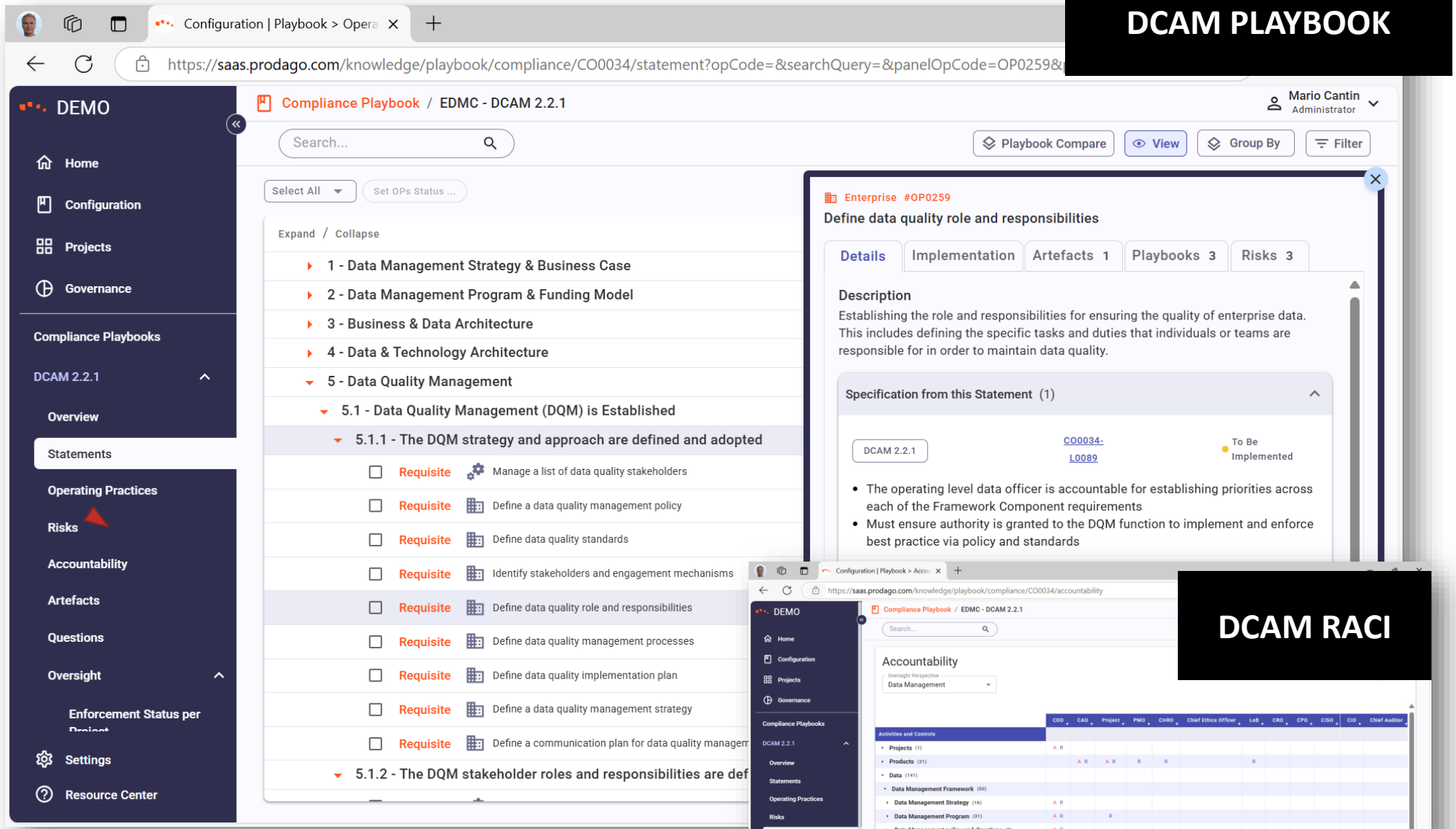
CONCLUSION

- High-level DMBoK + DCAM mapping referenced in this presentation is available on request.
- We would advise that developing an in-house Data Management Maturity Assessment instrument is possible based on content in DAMA DMBOK Chapter 15; however, it is not sustainable.
- There are global communities for DAMA at Chapter level across the world. With over 60 chapters across the Globe, we would strongly consider Practitioners join their local chapter.
- The insights from Tony Mazzarella's research study indicate that we have a long way to go to bring deployment of these frameworks closer together at an Organizational level.
- We have significant opportunities ahead of us for both the DAMA and EDMC communities.
- We need to mobilise our practitioner networks Globally and Locally. Our data practitioner communities become better and stronger when we work together.

DCAM PLAYBOOK

Clarity on Requirements

Playbooks provide translation of each statement into curated activities, artefacts, accountability and risks, providing a clear interpretation of the requirements

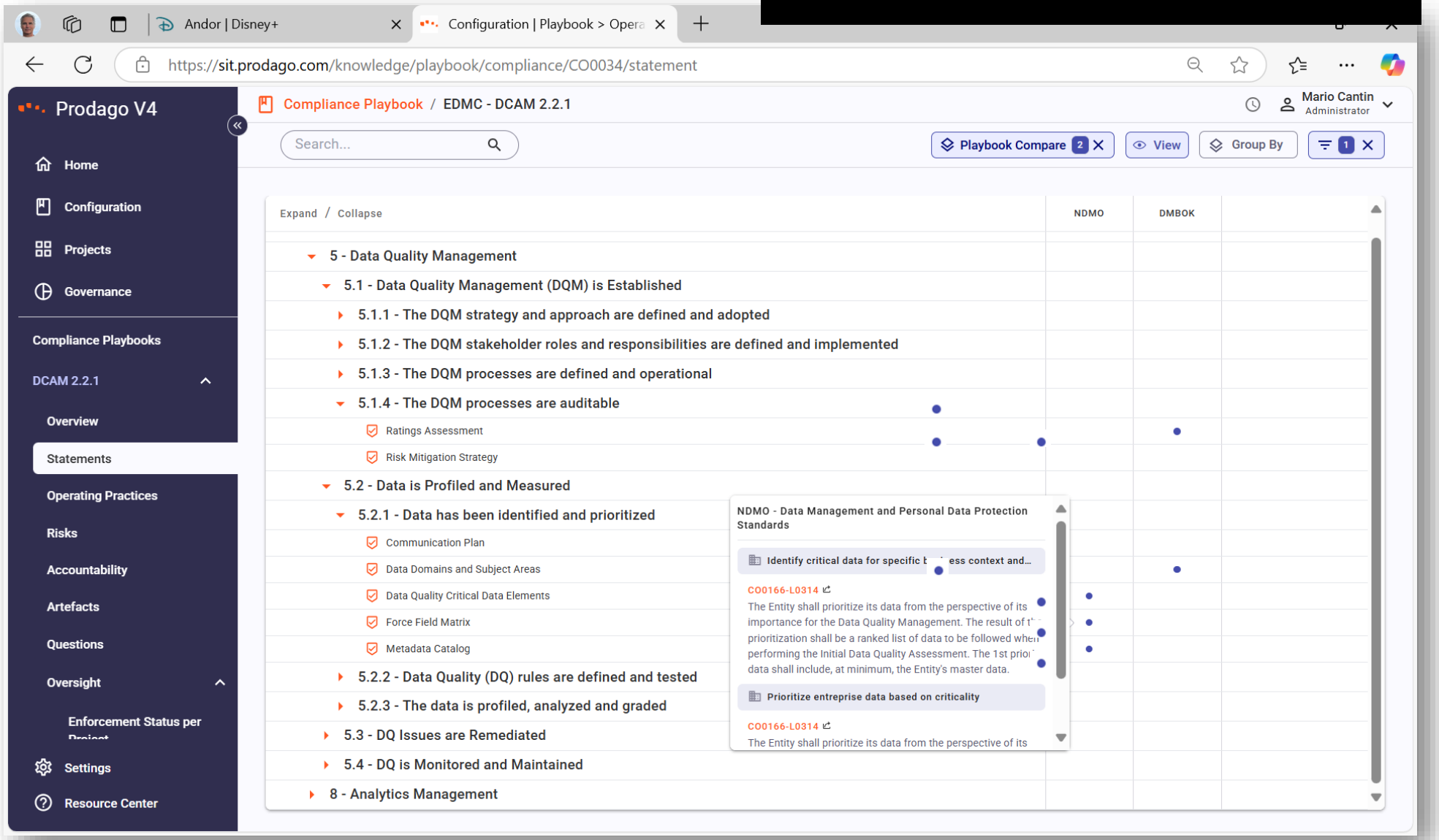


DCAM RACI

DCAM Artefacts vs. DMBOK & NDMO

Handling of Frameworks

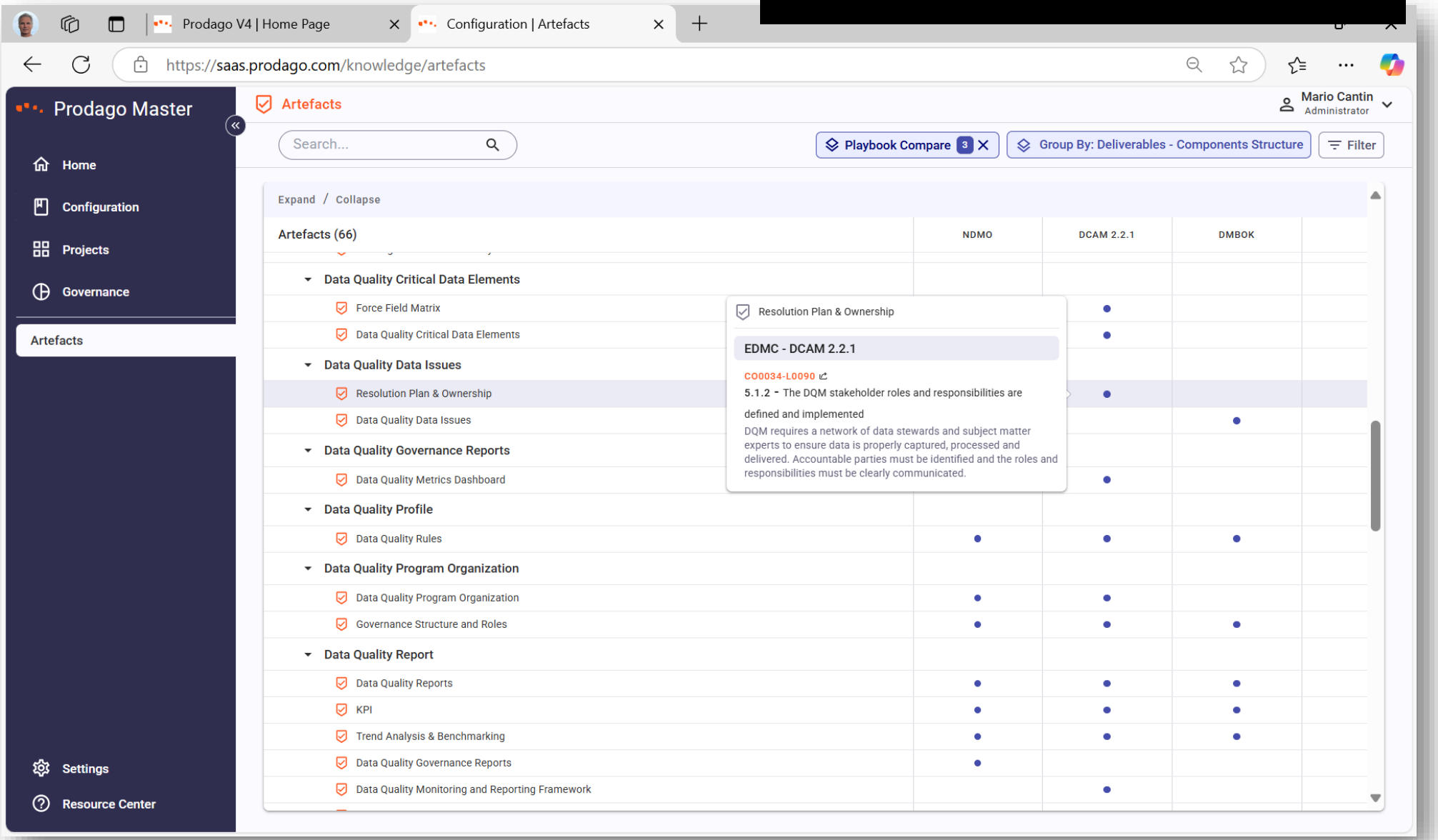
Playbooks can be analyzed, compared and combined, allowing the handling of multiple frameworks and avoiding duplication of work.



DCAM - DMBOK – NDMO artefacts

Handling of Frameworks

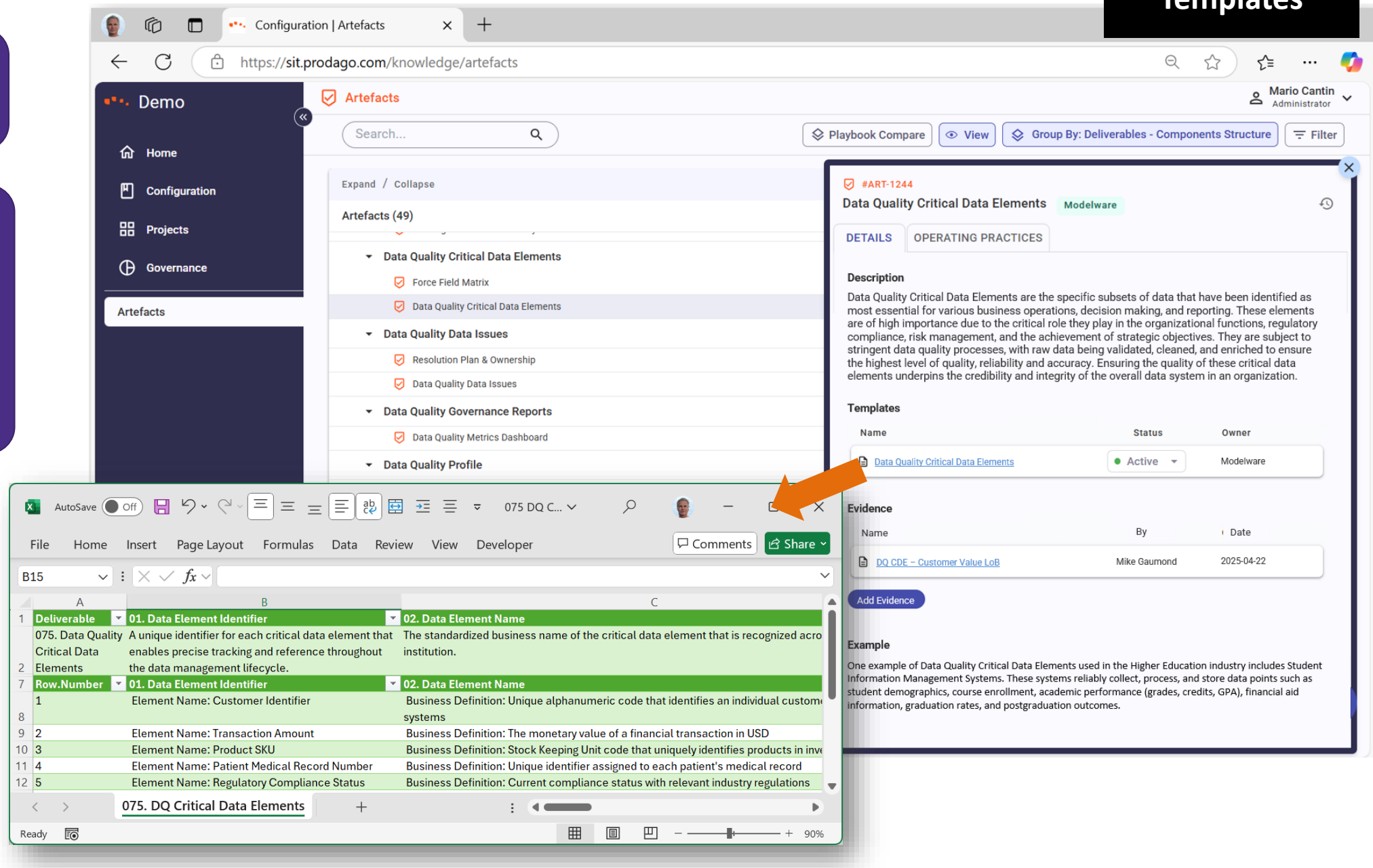
Playbooks can be analyzed, compared and combined, allowing the handling of multiple frameworks and avoiding duplication of work.



Artefact Templates

Accelerated Implementation

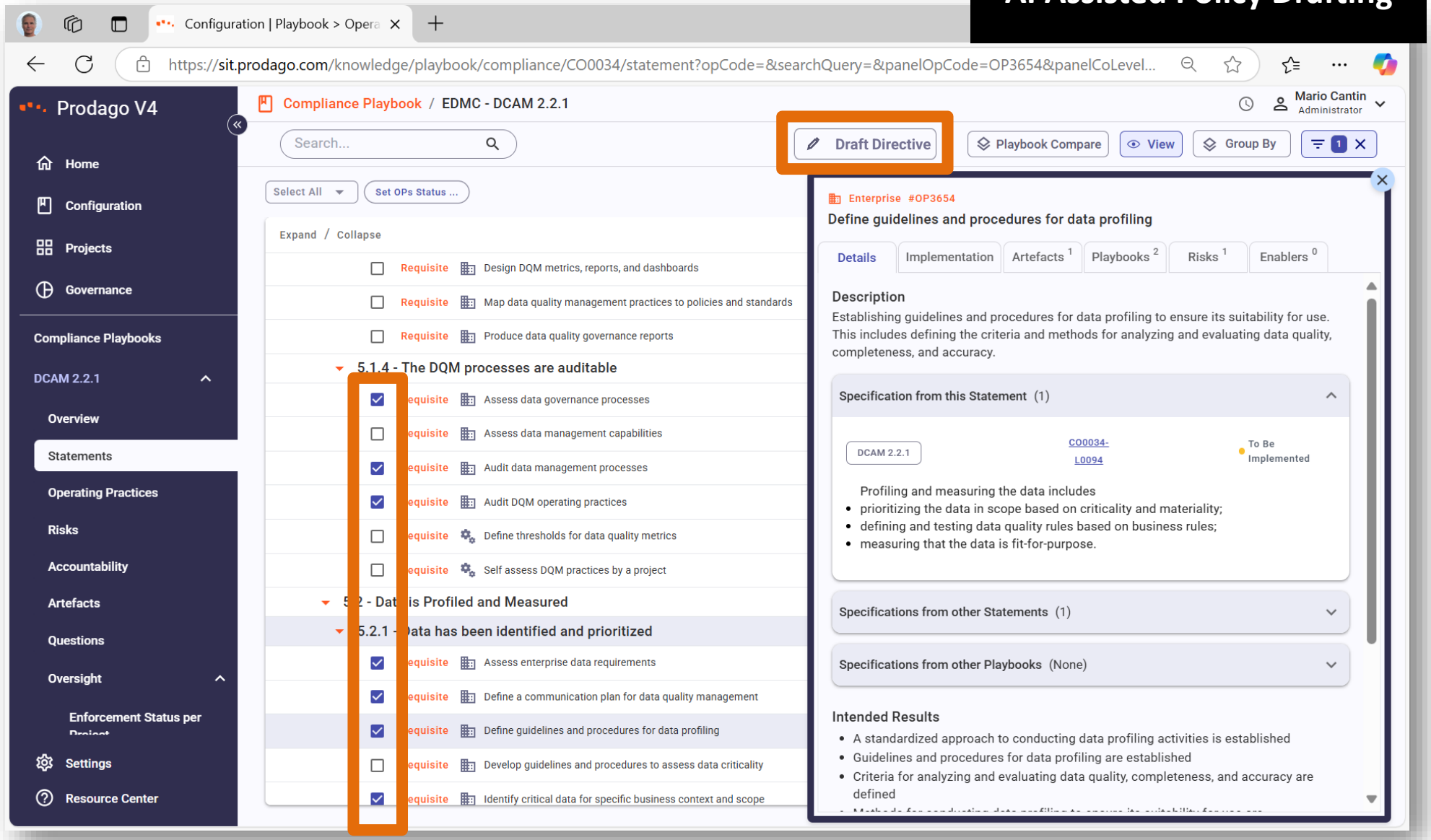
Playbooks includes detailed artefacts and templates fast-tracking implementation and deployment. Activities can be organized automatically in implementation plans.



AI Assisted Policy Drafting

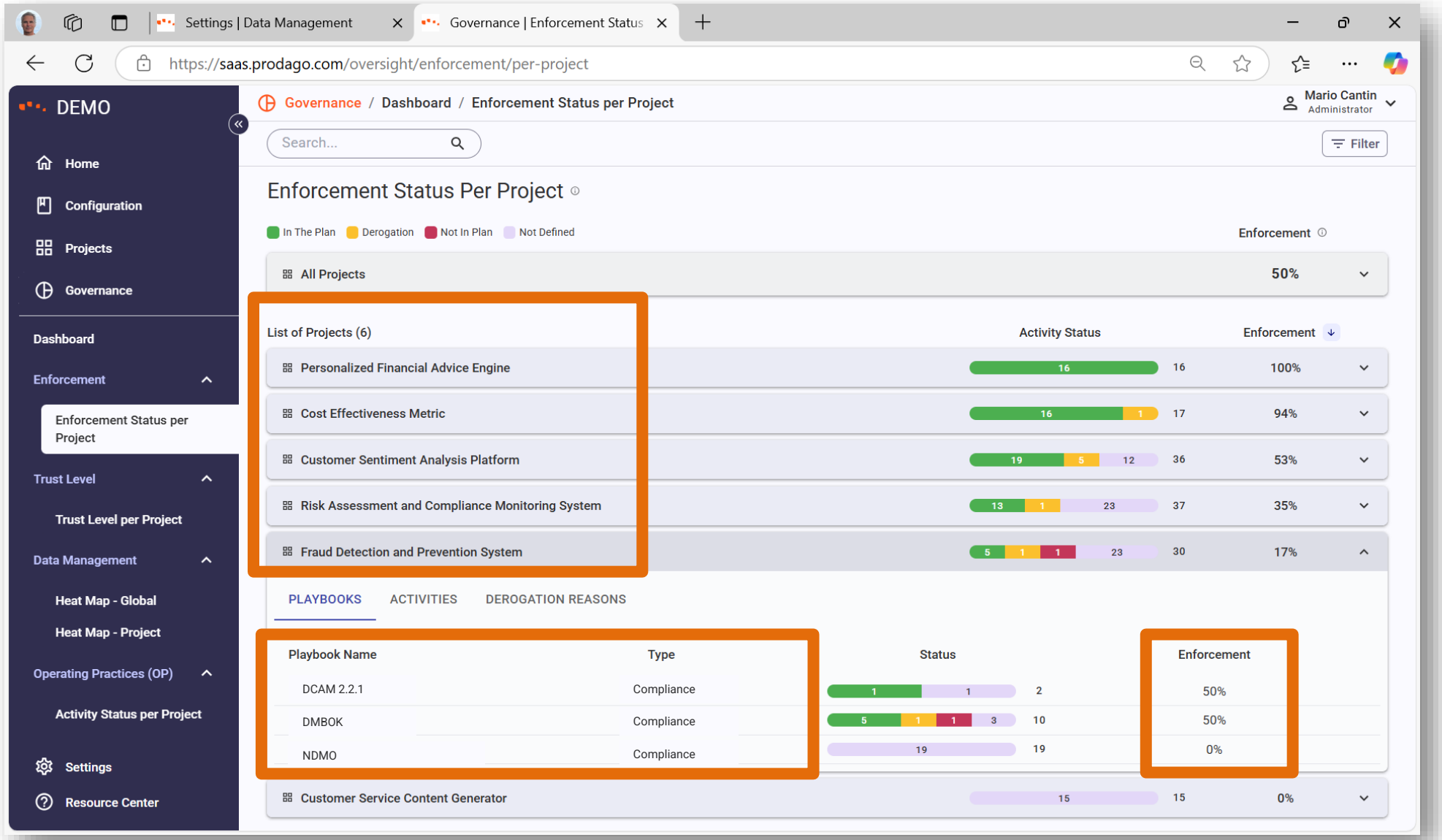
Policy Drafting

With AI assisted technology, playbooks can be used to automatically draft internal policies, fully aligned on your priorities, maturity level and risk tolerance.



Enforcement in Projects

Playbooks can automatically generate governance plan in projects. Evidence can be collected; governance gating can be set, increasing trust level.



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