

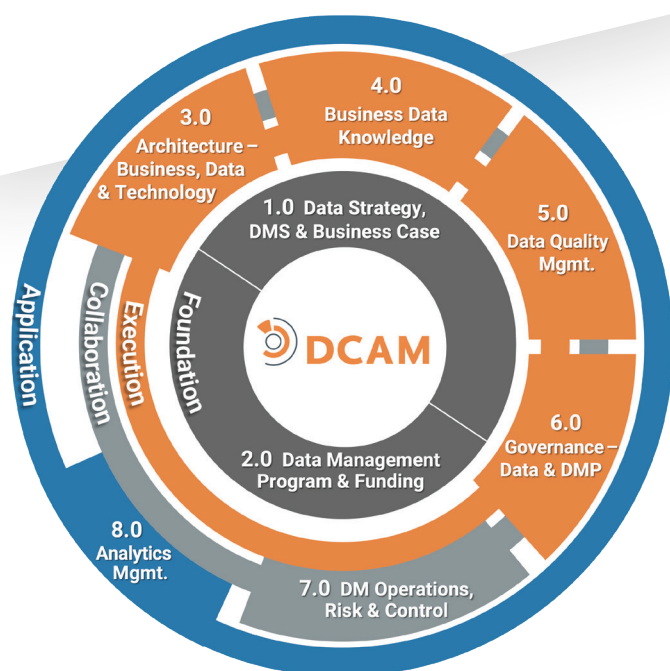


Case Study

Nationwide Building Society accelerates its Data Governance Maturity journey with achievements in DCAM™ and the Data Excellence Program

Summary

Since 2023, Nationwide has made measurable strides in strengthening data as a critical business asset, achieving a DCAM™ score in-line with the UK Financial Services average in 2025. Participation in the Data Excellence Program has ensured Nationwide data is not only fit-for-purpose but is a strategic asset in supporting customer needs.



DCAM - The Data Management Capability Assessment Model



Business Challenge

As Nationwide began its DCAM journey, it recognised the need to take a more deliberate, enterprise-wide approach to data management. Initial assessments identified opportunities to strengthen data management capabilities across critical domains, including clearer ownership of key data roles and stronger capabilities in metadata, lineage and data quality. For an organisation of Nationwide's scale and ambition, strengthening data management was essential—not only to meet regulatory obligations, but to unlock greater business value and enable future innovation. High quality, available and reuseable data remains a core enabler of our business strategy.

The EDM Association solution for Nationwide

Working closely with colleagues, their Data Excellence Program partner Accenture and the EDM Association, Nationwide used the DCAM framework as both a diagnostic and delivery accelerator. Maturity assessments provided a clear, objective view of current capability, while the framework shaped a practical roadmap aligned to Nationwide's Enterprise Data Strategy, AI ambitions and measurable outcomes. By adopting recognised best practice processes and applying them consistently across the organisation—supported by targeted use of data management technologies and leading industry framework—Nationwide strengthened alignment between data, regulation, and emerging business priorities, enabling more reliable delivery and responsible innovation at scale.



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

- **Meaningful maturity gains delivered** across key business domains, embedding consistent data management practices and providing clearer visibility of strengths, gaps and priority improvement areas strongly linked to business value.
- **Organisational capability embedded** through data literacy training and structured DCAM education for key data role holders, strengthening shared understanding, accountability and confidence in data assets.
- **Industry recognition achieved** as Nationwide became *the first UK Financial Services company* to earn the EDM Association's Data Excellence Program Gold badge, evidencing sustained progress and an enduring commitment to treating data as a core strategic asset.



For more information about this case study, DCAM™ or the Data Excellence Program,
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