EDM Association

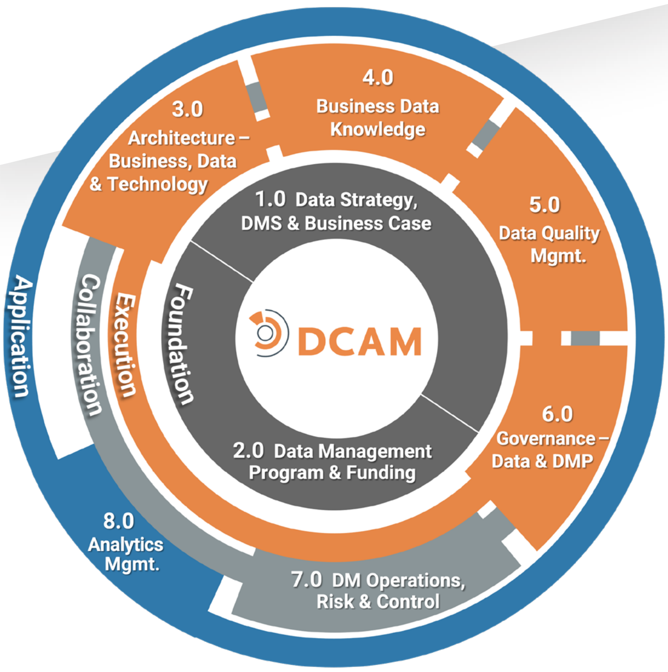
Case Study

Standard Bank advances data management maturity with DCAM, outperforming benchmarks and strengthening foundations for scale.

Summary

Standard Bank applied the EDM Association's DCAM framework, supported by **Ortecha** as an Authorised Partner to establish an objective, enterprise-wide view of data management maturity across the organisation. The assessment confirmed progress above industry benchmarks and translated insights into prioritised uplift actions, strengthening trusted data foundations, scaling analytics, and enabling client-focused growth and regulatory confidence.

Standard Bank



DCAM - The Data Management Capability Assessment Model

Business Challenge

The DCAM assessment was undertaken to establish a consistent, enterprise wide understanding of Standard Bank's data management maturity so the bank could reduce risk, improve trust in data, and confidently scale analytics and AI. By applying an industry standard framework, Standard Bank sought a single, objective view of its data management maturity across business units. This enabled leadership to identify gaps, benchmark performance, and prioritise investment decisions. The assessment also provided a clear, coordinated roadmap to strengthen governance, data quality, architecture, and operating models in support of business growth and regulatory confidence.

The EDM Association solution for Standard Bank

The EDM Association provided a globally recognised, industry-standard framework that enabled the bank to assess data management maturity consistently across diverse business units. DCAM gave Standard Bank a common language and objective yardstick to evaluate how well data strategy, governance, quality, architecture, controls, and analytics were embedded into business-as-usual operations, rather than relying on fragmented or function-specific assessments. With Ortecha's support, this allowed the bank to benchmark itself internally and against industry peers, identify material gaps that posed risk or limited value realisation, and translate assessment outcomes into prioritised, business-aligned upliftment roadmaps that support regulatory confidence, trusted data, and the scalable use of analytics and AI.

Furthermore, Standard Bank is a founding participant of the Data Excellence Program, demonstrating their organisational commitment to continuous advancement, as evidenced in reaching the program's Gold level.

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

The DCAM assessment proved highly valuable to Standard Bank by strengthening organisational awareness of the importance of AI-ready, trusted data and reinforcing the need for targeted investment to unlock its value. This is further underscored by Standard Bank's recognition in the Evident AI Index, where it is ranked as the most AI-mature bank in South Africa and second across the Middle East and Africa, reflecting its strong progress in embedding AI capabilities at scale. Participants of the assessment also highlighted the benefit of an independent external assessor, which introduced objective challenge and enhanced the credibility of the outcomes.

As noted by Ortecha, "It's wonderful to see the progress Standard Bank have made—it's clear they're a customer-focused, forward-thinking group with a clear vision, and the drive and determination to make that vision real" (Sean Russell, Ortecha). This sentiment is echoed internally by a Standard Bank colleague, with the partnership approach recognised as a key enabler of progress: "Working with Ortecha feels like a true partnership, building on each engagement to drive meaningful progress on our data & AI programmes."

As a result, the bank is better positioned to realise tangible business value — including improved data trust, faster and more informed decision making, and more consistent governance across Corporate & Investment Banking (CIB). Strengths in Analytics Management and the Data Control Environment are driving operational efficiency, while progress in Data Quality, Governance, and Architecture reduces risk and rework, supporting sustainable growth and improved client experience.

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