

## DCAM Dest Desta Management and Analytics

# **Best Practices for Data Management and Analytics**

Developed by EDM Council members, **DCAM®** – **the Data Management Capability Assessment Model** – is the cross-industry, standard best practice framework for data management and advanced analytics. The prime goal for such initiatives is to ensure end-users have confidence that the information they are using for business decision-making precisely represents the original source of the data – without the need for transformation or manual reconciliation.

### **DCAM Use Cases**

DCAM defines the strategic, organizational, technological and operational capabilities to establish and sustain a mature data management and analytics function. It enables digital transformation, advanced analytics and generative AI initiatives, while incorporating principles of data ethics.

### Establish New and Improve Existing Data Management & Advanced Analytics Initiatives

Use DCAM as a foundation to establish a comprehensive data management and analytics management initiative. The framework is also used to identify gaps and improve best practices within existing capabilities.

#### **Benchmark to Industry Progress**

Access the EDM Council industry benchmark results to measure progress against industry peers. This supports continued investments and helps provide a roadmap towards comprehensive best practices implementation.

#### Data Excellence Program

With DCAM at its core, the EDM Council's Data Excellence Program recognizes organizations who demonstrate ongoing commitment to continually advancing their data management program and ensuring trust in data across the enterprise. DCAM is adopted by member firms cross-industry and regulators around the world:

- •• Financial Services
- Life Sciences
- Telecom
- .... Manufacturing
- •• Automotive
- ... Real Estate
- Retail
- ..... Distribution
- .... Data Vendors
- ..... Technology & Consulting
- ••• Academia
- ...... Government & Regulators



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#### DCAM - The Data Management Capability Assessment Model



Business & Data Architecture – The design, definition, management, implementation and maintenance of information.

> **Data Management Program** & Funding – Organizes and embeds data management into the operational framework of the organization with a sustainable funding model.

#### Data Strategy & Business Case

 The blueprint to evaluate, define, plan, measure and execute a successful data management initiative aligned with overall business objectives.

Analytics Management – Formalizes analytics best practices through seven capabilities and over 30 subcapabilities, targeting areas such as model management, ethical use of data and model scalability.

#### **DCAM Training & Certification**

EDM Council provides DCAM training and internationally recognized certification for data management and advanced analytics best practices.

- Open online training Instructor-led, live, virtual 2-day courses on the core of DCAM as well as how to use the model for assessments and audits
- **Corporate courses** DCAM training for your firm led by EDM Council experts to build expertise and deepen understanding of the industry standard framework.
- eLearning EDM Council has partnered with eLearning Curve to deliver a wide range of self-paced DCAM and other data management programs – 50+ courses, 200+ hours of education materials and seven tracks.

#### **ABOUT EDM COUNCIL**

EDM Council is the leading global trade association that provides best practices, standards and education to data and business professionals in our data-driven world. The 350+ global member organizations and over 25,000 professionals are represented cross-industry.

Data & Technology Architecture – Aligns the architectural requirements of the business process, data and technology across the organization, enabling innovation through AI, ML, and other advanced analytics.

Data Quality Management – Establishes the approach to ensure that data content is fit-for-purpose to support business and strategic goals.

Data Governance – Establishes the operating model, lines of authority and rules of engagement to implement data management and advanced analytics initiatives in alignment with all data controls – including privacy, data subject rights and data ethics.

> Data Control Environment – Executes the data management operational requirements of data architecture, data quality and data governance to a defined set of data.

#### **DCAM Digital Tools and Online Support**

Access a range of optional services and training to efficiently implement the methodology and best practices.

- Digital Knowledge Models Data privacy, risk and other policies and regulations
- DCAM Knowledge Portal Digitally accessible best practices and templates available for members
- Data Glossary Common language for data and analytics best practice and for driving data literacy for your team
- Survey Tools Optional, approved third-party tools to automate surveys and assessments
- DCAM User Group Online collaboration with other users via EDMConnect

#### DCAM Authorized Partners (DAP)

Gain the support, expertise and experience of 30+ third-party firms such as consultants, data services and vendors for your DCAM assessments and implementations. Benefits include:

- Independent DCAM evaluation Provides confidence when standing up to regulators and compliance
- Local training Get dedicated training from certified experts, anywhere in the world
- Advisory support Complete your DCAM assessment, then gain expertise to advance your firm's data management and analytics programs



US Main Office: +1 918 237 6802 info@edmcouncil.org | www.EDMCouncil.org

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