**CMMI Institute**

# Data Management Maturity (DMM)^SM model
## Frequently Asked Questions (FAQs)

CMMI® Institute is proud to announce the Data Management Maturity (DMM)^SM model to enable organizations to improve data management practices across the full spectrum of their business. The DMM^SM model, a unique comprehensive reference model for fundamental data management disciplines, provides organizations with a standard set of best practices to assess capabilities, strengthen the data management program, and develop a custom roadmap for improvements which aligns with business goals.

## How will the DMM^SM model benefit my organization?
When DMM-based process improvements are implemented, organizations can realize significant benefits such as controlling costs through the use of reliable and accurate data, mitigating risk, and increasing transparency and data access for more strategic and informed business decisions.

The DMM model helps organizations to build a common terminology and shared understanding of how their data assets need to be managed.  Its successive capability levels provide a clear path for improvement in 25 process areas reflecting all the fundamental disciplines of data management.  By providing a structured and standard framework of practices, the DMM can be leveraged by organizations to build their own roadmap to data management maturity. The DMM helps organizations become more proficient in their management of critical data assets, boosts support for tactical and strategic initiatives, and provides a consistent and comparable benchmark to gauge progress over time.

## What key benefits does DMM^SM provide?
The DMM helps organizations raise the maturity and performance of their data management programs by:
- Creating a shared vision
- Pinpointing areas of strengths to be leveraged and gaps to be remediated;
- Facilitating a unified data management strategy (goals and roadmap for the program)
- Strengthening data governance (collaboration, sustained engagement, compliance)
- Clarifying roles for all stakeholders within each discipline (data quality, metadata management, etc.)
- Increasing business engagement to work toward clean and accurate data (trusted and accessible)
- Building transparency (Where is your data? What condition is it in? How are you managing it?).

## What types of organizations should use DMM?
The companies that are already using the DMM are wide-ranging—including those from the IT, Aerospace, Financial and Government sectors.   All industries, types, and sizes of organizations can benefit from the DMM; if you value your data assets and are seeking to launch or enhance your data management program, the DMM is for you.

## When will the DMM model be available?
The Data Management Maturity (DMM) portfolio includes the DMM model and a full complement of services. The model is available beginning in August 2014.  Training courses and elearning will be available beginning in late 2014 and certification in early 2015.

## What services will support the DMM model?
A full ecosystem of supporting services will be available to all organizations and professionals and includes:

- **The DMM model,** which is the only reference model of its kind, and is available now.  The model provides organizations with a standard set of best practices to build a unique roadmap aligning data management strategy with individual business goals.

- **DMM Assessment**:  A proven method for an organization to navigate and achieve maximum value from the DMM.  We facilitate a comprehensive evaluation of your capabilities against the DMM

benchmark, led by a certified Enterprise Data Management Expert (EDME)$^{SM}$.  When used in conjunction with the DMM model, this method allows an organization to quickly evaluate its current state of data management maturity relative to key goals, zero in on tactical improvements, and achieve actionable strategic plans for its data management program.

- **Partner Program:**  Your organization can become a DMM$^{SM}$ Partner, which will set you on the measurement-driven path to engage key stakeholders in the process of evaluating your organization's capabilities together.   Many organizations have already signed up to become DMM$^{SM}$ Partners and are starting their journey to data management maturity.  They did this by joining the CMMI® Institute Partner program, which is powered by a community of more than 400 partner organizations that are guiding businesses in the successful use of the CMMI® models, including the DMM$^{SM}$ model. The DMM model will be included as part of the CMMI Institute Partner program to help partners evaluate and implement data management practices for organizations around the world.  Learn more about the program or become a Partner today.

- **Training and Certification:** A full suite of successive training classes, providing a certification path, will be available for data management professionals in early 2015.   This program provides data management experts the ability to facilitate assessments against the DMM model and assist in implementing data management best practices.  Qualification for the Enterprise Data Management Expert (EDME) $^{SM}$ certification is equally achievable by those who have line of business backgrounds as well as those working in the IT/data management space.  Join our DMM email list.

## Why is CMMI® Institute addressing enterprise data management?

With the accelerating influx of information in today's business landscape, the over 10,000 organizations that CMMI Institute supports—from across industries and geographies—wanted a better way to build, optimize and control their data assets to ensure timeliness, quality, share-ability and fitness for business purposes.  Based on the confidence CMMI has built over the last 20 years as a proven approach to performance improvement and as the gold standard of excellence in software and systems development, CMMI Institute's clients asked us to address enterprise data management and the DMM was born.

## Who has been involved in creating the DMM model?

Over the last three and a half years, the DMM model was developed via collaboration among data management experts and representatives from lines of business that rely on data.  As champions of the DMM model, our sponsor organizations—including Booz Allen Hamilton, Lockheed Martin, Microsoft Corporation and Kingland Systems—provided key insight into their data management needs that helped shape the model.

The DMM model has benefitted from the contributions of more than 50 contributing authors and has been peer reviewed by over 70 data management and CMMI experts from multiple industries.  To ensure the practical business applicability of the DMM, CMMI Institute piloted its use with organizations to evaluate their capabilities. Early adopter organizations include Microsoft, Fannie Mae, the Federal Reserve System Statistics Function, Ontario Teachers' Pension Plan and Freddie Mac.  They all reported significant benefits from the use of the DMM model, including the ability to galvanize organizational change by identifying and implementing collaborative actionable initiatives.

## How can I learn more about the DMM model?

Visit our DMM web pages to learn more about what the DMM can offer your organization.  You can read about the value of implementing the model in your organization by reading the Data Management Maturity (DMM)$^{SM}$ white paper.

## How can I implement DMM in my organization?

There are many ways to get started using DMM in your organization—conduct a DMM Assessment, use the model, become a DMM Partner which certifies you to assess data management maturity in your own organization, get your team certified, and take DMM courses.

Visit our DMM information and resources page to learn more and join our email list to receive important updates.