



Why Is Measurement of Data Management Maturity (DMM)SM So Important?

Because Organizations Live or Die by
the Quality of Their Data





Data Management Maturity (DMM)SM

Capturing data is only the first step. Making the most of it takes the right capabilities, processes, and strategy.

The accelerating influx of information in today's business landscape further challenges what is already a complex endeavor—building, optimizing, and controlling an organization's data assets to ensure timeliness, quality, shareability and fitness for business purposes. Achieving these goals is critical to agile business operations and fruitful data analytics, resulting in precisely targeted business decisions.

If you are struggling with a disorganized or dispirited data management program or have challenges engaging the lines of business and sustaining their support, then addressing the maturity of your data management practices is a high priority. You also know that data management is an issue that has ramifications across the entire organization and creates major challenges for the data management executive:

- » How do I get my arms around the problem?
- » How do I define and plan the high priority initiatives?
- » How do I achieve commitment to build and sustain a successful data management program?
- » How do I educate and inform my multi-leveled audiences?



What Would Help?

- » A common terminology
- » Shared understanding among stakeholders
- » A sound, clear path to increasing capabilities
- » A real solution for achieving the elusive alignment and agreement between the business and information technology

Most data management solutions prescribe how organizations must solve a problem, so the solution is often one-size-fits-all, rather than optimized for your organization. The best approach is to discover exactly what your organization needs to do to achieve robust capabilities in data management disciplines.

By applying a structured and standard framework of practices, organizations can create their own customized roadmap to data management that builds on their unique strengths.

When these practices are combined with a well-organized, collaborative method for conducting objective evaluations, an organization can quickly and accurately assess their capabilities across the data management program.

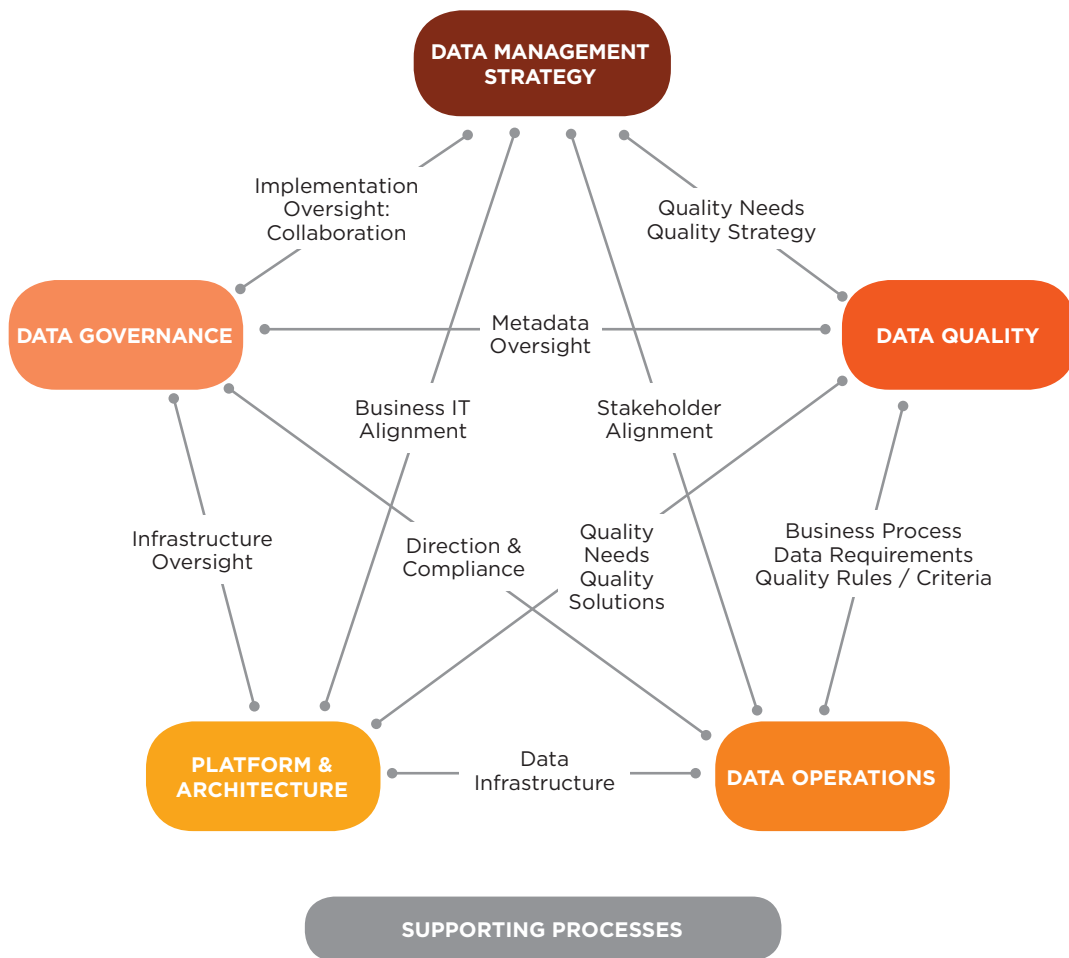


FIGURE 1: ENTERPRISE DATA MANAGEMENT CATEGORIES

FIGURE 2: ENTERPRISE DATA MANAGEMENT PROCESS AREAS

DATA MANAGEMENT STRATEGY
Data Management Strategy
Communications
Data Management Function
Business Case
Funding
DATA GOVERNANCE
Governance Management
Business Glossary
Metadata Management
DATA QUALITY
Data Quality Strategy
Data Profiling
Data Quality Assessment
Data Cleansing
DATA OPERATIONS
Data Requirements Definition
Data Lifecycle Management
Provider Management
PLATFORM & ARCHITECTURE
Architectural Approach
Architectural Standards
Data Management Platform
Data Integration
Historical Data, Archiving & Retention
SUPPORTING PROCESSES
Measurement and Analysis
Process Management
Process Quality Assurance
Risk Management
Configuration Management

By considering how the primary enterprise data management categories (see Figure 1)—strategy, governance, operations, platform and architecture, and data quality—work together to describe an integrated program, organizations can ensure the timeliness, quality, shareability, and fitness for the business purposes of their data. Supporting process areas and infrastructure practices also require attention and add another essential level of controls for effective and repeatable implementation.

The success of your data management program is directly related to the successive levels of functional capability you have implemented (see the 25 specific process areas in Figure 2). Depending upon the complexity of your data and systems, you may want to employ all defined process areas or pinpoint selected areas of focus.

Data Management is not a project; it is a sustained organization-wide program, and more than that, it must become a lifestyle, ingrained in the culture and awareness of the organization. Each enterprise data management process area provides a graduated path for successive improvements. With each successive level, additional capabilities are achieved for currently implemented processes.

“ Even after decades in the business, the broad scope and business focus of the DMM model changed the way I think about data management. ”

-Bob Lambert, Data Architect, ANTHEM, INC

How Can Organizations Accelerate Data Management Maturity?

The organization that employs a proven assessment method can quickly evaluate its current capabilities, identify gaps and needs for improvement, forge a shared vision and purpose, and construct an action plan to address gaps and improve data management processes.

The benefits include fostering a shared vision among stakeholders from multiple lines of business, effective communication of priorities and objectives, gaining broad support, and crafting a set of integrated accomplishments across the organization. Post-assessment, staff members understand their responsibilities, ownership of improvement initiatives is clarified, and buy-in is achieved.

Get Started With A Data Management Maturity Assessment At Your Organization

Did You Know?



87% of global senior managers & executives agree that **BETTER DECISION-MAKING** would improve their organization's financial performance



54% of leaders say that a **BETTER ABILITY TO ANALYZE DATA** would improve decision-making



52% of c-level executives and 44% of other senior executives **HAVE DISMISSED DATA BECAUSE THEY DIDN'T UNDERSTAND IT**

Explore the DMM And See How It Can Benefit Your Organization

Download the DMM Model

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*Capability Maturity Model Integration (CMMI) is a capability improvement framework that guides organizations in high-performance operations. Over 10,000 organizations over the last 20 years have used CMMI to improve their operations to deliver superior business results. It is delivered by CMMI Institute.

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