



DataManagementU.com Webinar Series

Webinars for enterprise data management, data strategy, data governance, metadata management, master data management, data quality, data architecture, and DW/BI/analytics – hosted by **DataManagementU.com**

Sponsored by **EW Solutions, Inc.** 



<https://www.ewsolutions.com/>





<https://vizle.offnote.co>

Contact us: vizle@offnote.co

This document was generated automatically by **Vizle**

Your **Personal Video Reader Assistant**

Learn from Videos **Faster** and **Smarter**

VIZLE PRO / BIZ

- Convert *entire* videos ^{PDF, PPT}
- *Customize* to retain all essential content
- Include Spoken *Transcripts*
- Customer support

Visit <https://vizle.offnote.co/pricing> to learn more

VIZLE FREE PLAN

- Convert videos *partially* ^{PDF only}
- Slides may be *skipped**
- Usage restrictions
- No Customer support

Visit <https://vizle.offnote.co> to try free

Login to Vizle to unlock more slides*

Developing an Effective Data Management Strategy and Roadmap



DataManagementU.com

Andrea Thomsen, CDMP

<https://www.linkedin.com/in/athomsen>

Vizle

zoom

A Data Management Strategy is a formal vision, mission and set of objectives of what the company intends to accomplish with data management disciplines to realize business outcomes.

- It consists of a documented current state, future state, gap analysis, roadmap and business case.
- It is created through an assessment process and is used for enterprise planning.





Quality deliverables make it easy to understand, digest and keep the strategy effort on time and budget

- Templates for all phases
- Written and visual
- Vary level of detail for audiences

Sample - Enterprise Content Management Roadmap





Maturity models represent a scale for assessing the current level of an organization's capabilities as measured against an industry standard set of definitions. They serve as a basis to help an organization understand what they gain and what business goals are achieved by moving to a higher level of maturity and to set a reasonable target.



Potential Challenges	Approaches to Overcome
Accepting the Current State & Change Resistance	<ul style="list-style-type: none"> • Have a change management professional on the team • Communication, change, education plans • Engage stakeholders
Pressure to deliver and execute projects with improved data mgmt. before the capability exists	<ul style="list-style-type: none"> • Set expectations up front on strategy phase, a need for building the disciplines and operating model following, then executing • Incorporate doable quick wins in the Roadmap
There is buyin on the Data Strategy, but the subsequent funding or allocating people to execute the roadmap flounders	<ul style="list-style-type: none"> • Right-size the roadmap and pace of rollout plans • Have a realistic organizational roadmap • Understand the budgeting cycle at the organization and how headcount is approved and when
Dependencies in the data management functions are not well understood.	<ul style="list-style-type: none"> • Use the Data Management Framework • Introduce concepts and educate along the way

- ✓ Described 8 key foundational elements used to deliver an effective data management strategy and roadmap
- ✓ Discussed ideas for managing through common challenges
- ✓ Shared considerations to get your roadmap and program funded





<https://vizle.offnote.co>

Contact us: vizle@offnote.co

This document was generated automatically by **Vizle**

Your **Personal Video Reader Assistant**

Learn from Videos **Faster** and **Smarter**

VIZLE PRO / BIZ

- Convert *entire* videos ^{PDF, PPT}
- *Customize* to retain all essential content
- Include Spoken *Transcripts*
- Customer support

Visit <https://vizle.offnote.co/pricing> to learn more

VIZLE FREE PLAN

- Convert videos *partially* ^{PDF only}
- Slides may be *skipped**
- Usage restrictions
- No Customer support

Visit <https://vizle.offnote.co> to try free

Login to Vizle to unlock more slides*