



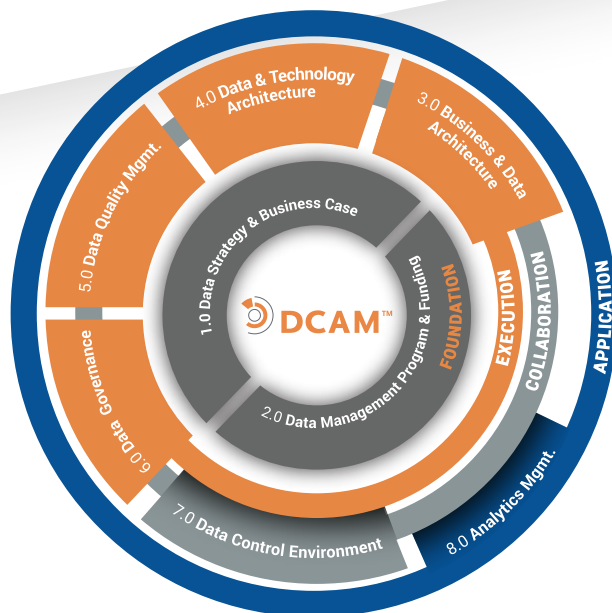
## Case Study

# Standard Bank aligns data management enterprise-wide with DCAM

**Breaks down silos between business, data, and technology**

## Summary

Standard Bank has adopted the EDM Council's DCAM® (Data Management Capability Assessment Model), a framework designed to enhance data management processes and nurture a data-centric culture. This is significantly improving the utilization of data analytics, transforming the client experience, and driving sustainable value for the business. Standard Bank is also striving toward recognition as a world-class data management leader through its engagement in the EDM Council's Data Excellence program.



DCAM - The Data Management Capability Assessment Model



**Standard Bank**

## Business Challenge

Standard Bank recognized the essential value of data as a critical asset, that, if not well managed, would undermine its mission of being Africa-focused, client-led, and digitally enabled. The bank operates across multiple regions, each with distinct regulatory requirements plus challenges due to organisational silos between data and technology. These silos impeded the bank's ability to leverage data for better internal decision-making, deliver outstanding client experiences, and accelerate digital innovation.



## The DCAM solution

Standard Bank uses DCAM to create a standardized approach to measure data management capabilities and facilitate a common language between both data and non-data professionals, including to:

- Ensure analytics and technology implementations align with overall data management strategies.
- Use an evidence-based approach to improve change management outcomes, making data management more relevant and practical for the business and increasing adoption of best practices.
- Develop a roadmap to achieve a digitally enabled and client-centric business model that supports Africa's growth through ethical data use.

Since embarking on the EDM Council's Data Excellence Program, Standard Bank has engaged Ortecha, an EDM Council certified partner, to help validate and refine its journey forward.



## About EDM Council

The EDM Council is a non-profit global association created to advance Data Management best practices, standards and education. The 350+ global member firms and more than 25,000+ professionals of the EDM Council represent its expanding list of industries including financial services, automotive, manufacturing and life sciences along with data vendors, technology companies, consultants, academia and regulators supporting those industries.

## Results

By becoming the first bank in Africa to adopt the DCAM framework, Standard Bank has significantly matured its data management function to support its digital transformation initiatives and commitment to client-centric services. Positive outcomes include:

- Improved collaboration among data, technology, and business units, facilitated by a common language and understanding of integrating business and technology to extract value from data.
- A paradigm shift in perceiving data management and analytics as essential to business operations and compliance, rather than just byproducts.
- Improved alignment among data consumers and providers within the organization, ensuring data interconnectivity and consistency.
- The ability to benchmark against global peers by following objective industry best practices.
- A streamlined path to achieving consistent compliance across all operational regions, aided by a framework that aligns with various regulatory requirements.
- A better understanding among stakeholders of the importance of adequately funding the data management program to fully leverage data as a strategic asset.
- Professional development and advancement by the team's participation in the EDM Council's DCAM-based data management training and certification programs.
- Recognition as a founding participant of the EDM Council's Data Excellence Program.

**For more information about this case study or the DCAM solution, please contact the EDM Council.**

US Main Office : +1 918-237-6802 • [www.edmcouncil.org](http://www.edmcouncil.org) • [info@edmcouncil.org](mailto:info@edmcouncil.org)