EDM COUNCIL ELEARNING

PARTNERSHIP WITH ELEARNINGCURVE

FIBO
Financial Industry Business Ontology

ENTERPRISE DATA MANAGEMENT
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DCAM
Data Management Capability Assessment Model

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The Need for Professional Education:

Data is the
New Currency

In today's information-rich economy,
<u>everyone</u> must be responsible for
the proper curation of data

The only practical solution is a
systemic employee education,
training and certification
program targeting various roles
in data stewardship, governance,
data quality and business
intelligence – and beyond!

EDUCATION IN THE VIRTUAL WORKPLACE

Leveraging eLearning is the most comprehensive and cost effective way to educate your staff

Educating staff in data management, in the 'virtual workplace', is challenging and expensive

Strategic eLearning Requirements

Comprehensive

Must target various roles in DQ/DG/DS/BI, both in business and IT, and at various levels of depth.

Scalable

Must meet the needs across the organization, in all locations, and on the ongoing basis (continued education and training of new employees).

Flexible

Must address busy schedule and limited availability of employees, needs to minimize disruption to the regular duties.

Practical

Must teach "how-to" solutions and not just academic theories.

Consistent

Must ensure that everyone receives uniform training and thus, "speaks the same language".

Effective

Must provide high information comprehension rate and include feedback loop through testing to ensure that time and money are well-spent.

Motivating

Must offer employee motivation to succeed. A common solution is to offer industry-accepted certifications for employee development and recognition.

Cost-Effective

Given large scale of the program, the per-employee cost must be managed effectively.

EDM COUNCIL PARTNERSHIP WITH ELEARNINGCURVE ("ELC")

- Strategic partnership to deliver comprehensive eLearning training, education and certification programs, with corporate & enterprise solutions for EDM Council Members

- EDMC offers ELC eLearning Training & Certification - covering 8 data management professional certifications at significant savings for EDMC members
  - Corporate & Enterprise Packages are for EDMC members and contracted directly with ELC

- ELC to produce EDMC eLearning courses – to include DCAM, Best Practices, Data Management Principles, & FIBO courses
  - ELC and EDMC partnering on development and production of courses
  - Partnership accelerates time to market for EDMC courses and assures high quality delivery and certification with a trusted experienced eLearning partner
  - First DCAM Framework Certification course under development and scheduled for availability Q2 2020 with additional EDMC courses planned for 2020
  - EDMC Members can early register now online for the DCAM course

EDUCATION TRACKS & CERTIFICATION PROGRAMS

eLearningCurve offers about 50 online courses, 200+ hours of education material, from fundamentals to advanced topics. The courses are split into 8 Information Management tracks and support 2 robust professional certification programs

Certification Programs
Certified Information Management Professional (CIMP)
Certified Data Steward (CDS)

Information Management Track Curricula	
IM Foundations	Data Integration
Data Quality	Master Data Management
Data Governance	Data Modeling & Metadata
Data Stewardship	BI & Analytics

eLearningCurve Course Catalog

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Courses are 3 to 6 hours long and cover fundamentals to advanced topics
Each course is accompanied by a certification exam

Analytics-based Enterprise Performance Management	**Data Profiling**	**Fundamentals of Predictive Analytics**
Analytics Fundamentals	**Data Quality Assessment**	**Hadoop Fundamentals**
Best Practices in Data Resource Management	**Data Quality for Data Stewards**	**How to Deploy Data Governance (Part 1 & 2)**
Big Data Fundamentals	**Data Quality Fundamentals**	**Information Management Fundamentals**
Conceptual Data Modeling	**Data Quality Scorecard**	**Introduction to NoSQL**
Crafting the Business Case for Data Quality	**Data Stewardship Core**	**Location Intelligence and GIS**
Curating and Cataloging Data	**Data Stewardship Fundamentals**	**Logical Data Modeling**
Data Governance for Business Leaders	**Data Understanding and Preparation for Data Science**	**Metadata Management for Data Stewards**
Data Governance for Data Stewards	**Data Virtualization**	**MDM for Data Stewards**
Data Governance Fundamentals	**Data Warehousing Fundamentals**	**MDM Fundamentals: Architecture and**
Data Integration Fundamentals & Best Practices	**Diagnostic Analytics Using Statistical Process Control**	**Implementation**
Data Integration Techniques for Designing an ODS	**DW and BI Data Modeling**	**Modernizing Data Governance**
Data Mining Concepts and Techniques	**Ensuring Data Quality in Data Integration**	**Organizing for Data Quality**
Data Mining in R	**Framing and Planning Data Science Projects**	**Prescriptive Analytics Using Simulation Models**
The Data Model Scorecard	**Fundamentals of Business Intelligence**	**Root Cause Analysis**
Data Parsing, Matching and De-Duplication	**Fundamentals of Data Modeling & Metadata**	**Web Analytics**

PROFESSIONAL EDUCATION & CERTIFICATION PROGRESSION

Sample path:

Core Certification

e.g. Certified Data Steward (CDS) or CIMP Data Quality or CIMP Business Intelligence & Analytics

- 30-40 hours eLearning study – 5+ Courses
- Complete in 3-6 months
- Cost: $1,200-$1,800

To earn *CIMP Data Governance* take:
Information Management Fundamentals
Data Governance Fundamentals
Data Quality Fundamentals
Data Stewardship Fundamentals
How to Deploy and Sustain Data Governance

Expert Certification

e.g. CIMP Ex (highest level) after CIMP Core Program, or certification in an adjacent track

- 15-25 hours additional eLearning study
- Completed in 2-4 months
- Cost: $700-$1,000

To earn CIMP in *Data Quality* and *CDS* take:
Data Profiling
Data Quality Assessment
Root Cause Analysis

Continuing Education

Additional courses to learn new area relevant to new responsibilities

- Additional eLearning courses

To learn more about *Data Integration* take:
Data Integration Fundamentals
Ensuring Data Quality in Data Integration
MDM for Data Stewards

eLearning solutions can help train a team cost-effectively, in the same office, or at multiple locations around the world. Our programs offer:

Pricing Models
to work with all training budgets including volume discounts, and additional eLearning services

Progress Reports
so that you can monitor student progress, and properly motivate program participants

License Transfers
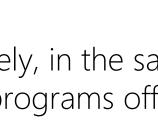allow any unused course licenses to be used for another participant if needed

Flexible Enrollment
so that you can spread the cost over time and better control student progress

Contact the EDM Council for Corporate & Enterprise eLearning Solutions: rrummel@edmcouncil.org

CORPORATE EDUCATION & CERTIFICATION PROGRAMS

Corporate 30	- Includes **30 course licenses** - Supports up to **6 certifications** **1 Web session** with instructor **20% savings** on additional courses	eLearning Investment $10,000 - $ 11,500

Corporate 60	- Includes **60 course licenses** - Supports up to **12 certifications** **2 Web sessions** with instructors **25% savings** on additional courses	eLearning Investment $ 21,000

Corporate 150	- Includes **150 course licenses** - Supports up to **30 certifications** **4 Web sessions** with instructors **30% savings** on additional courses	eLearning Investment $ 50,000

- Corporate 30 actual price is based on EDMC Members receiving 20% off individual courses or 4% additional off certification packages
- Corporate & Enterprise Packages are for EDMC members and contracted directly with ELC

ENTERPRISE EDUCATION & CERTIFICATION PROGRAMS

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Enterprise 300	• Includes **300 course licenses** • Supports up to **60 certifications** • **6 hours of** instructor consulting • **2 "Trends" Webinars** • **35% savings** on additional courses	eLearning Investment $ 95,000
Enterprise 750	• Includes **750 course licenses** • Supports up to **150 certifications** • **15 hours of instructor consulting** • **3 "Trends" Webinars** • **40% savings** on additional courses • Seat on eLearning Advisory Board	eLearning Investment $ 225,000
Enterprise 1500	• Includes **1500 course licenses** • Supports up to **300 certifications** • **35 hours of instructor consulting** • **4 "Trends" Webinars** • **45% savings** on additional courses • Seat on eLearning Advisory Board	eLearning Investment $ 425,000

• Corporate & Enterprise Packages are for EDMC members and contracted directly with ELC

CORPORATE & ENTERPRISE PROGRAM BENEFITS

All-Purpose Course Licenses

Each program includes a set of course licenses which can be used to enroll any students in any courses within 24 months. Students can complete certifications or simply take courses that fit their roles.

Savings on Additional Courses

Significant discounts on purchases of additional course licenses beyond those included in the program allow the EDMC Member to purchase any number of licenses and not just the exact number included in a program.

Web Sessions with Instructors

One-hour live web conference calls with instructors can be used to go beyond the simple Q&A via e-mail included in each course license.

The Enterprise Programs offer EDMC Members these additional services.

Trend Webinars

This one-hour sessions on current topics in information management can be customized to the interests of the EDMC Member

Instructor Consulting

Consulting with an instructor can be delivered remotely or on-site (expenses are paid by the EDMC Member).

A Seat on Advisory Board

The eLearningCurve & EDM Council Advisory Board meets bi-annually to provide strategic guidance on future curriculum development.

eLearningCurve Global Customers

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eLearningCurve has students in almost every country in the world, including many enterprise customers

> **The courses are well laid out, build on each other, and are rich in practical content and advice.**
>
> -- Steve Lutter, CIMP Data Quality, DM and Metadata, IM Foundations, Business Intelligence, Data Governance, MDM, United States

> **It is evident that a thorough and considerable effort has gone into the preparation of this program.**
>
> -- Alfredo Parga O'Sullivan, CIMP Ex Data Quality, Ireland

- Variety of customers from small project teams to large enterprises

- Enterprise customers typically Fortune 500 and Global 1000 companies

> **The ability to take the courses at my own pace and at a time suitable for me was of great help.**
>
> -- Geeta Jegamathi, CIMP Data Quality, India

KEY BENEFITS OF DATA MANAGEMENT eLEARNING

EDMC & eLearningCurve's solutions offer many benefits including:

Comprehensive Curriculum	eLearning Format	Exams and Certification	Return on Investment
45+ courses covering DS/DQ/DG/BI and soon DCAM, from fundamentals to advanced topics, from the world-leading experts, educators, and practitioners, with new courses added frequently	Students can take the courses they need, when they need them, from office or home, at their own pace, and can listen to the material as many times as they need to ensure 100% information comprehension	Certification exams accompany each course and provide feedback loop; Certified Information Management Professional (CIMP) and Certified Data Steward (CDS) certifications are widely accepted in the industry	The cost is 2-3 times less than comparable "live" education, while the information comprehension rate is 2x greater as students can review eLearning material as many times as needed

TO LEARN MORE ABOUT DATA MANAGEMENT eLEARNING

- <u>Availability</u>: All eLearningCurve courses are available to EDMC Members

- <u>Corporate or Enterprise eLearning Certification Programs</u>: contact **Robert Rummel** at rrummel@edmcouncil.org for EDM Council Member Rates

- <u>EDM Council Members Individual Purchase Discounts</u>:
  - EDMC Members get discounts on individual purchases. Use these Savings codes for online purchases:
    - "EDMC"   (10% discount on purchases of individual courses)
    - "EDMCPACK" (4% discount on purchases of education packages)

- <u>More Information</u>:
  - EDMC Web Site: www.edmcouncil.org/elearning
  - <u>Click here for Full Online Course Catalog</u>
  - <u>Click here for Course Packages</u>