



Data Management Maturity Assessment

Operational inefficiencies, unreliable reporting, customer dissatisfaction or compliance issues often have roots in insufficient data management. Also, the implementation of advanced analytics and embracing new digital trends force companies to constantly rework their data management model.

What is Data Management Maturity Assessment (DMMA)?

DMMA is a tool designed by KPMG’s Data Management Center of Excellence to provide a quick review of a company’s data management maturity status. DMMA shows what could be improved and sets the foundation for further development, improving your data management in the most beneficial way.

DMMA is a flexible tool which can be conducted on-site or remotely.

What are the benefits of DMMA?

The assessment provides a comprehensive view of the maturity of your data management. Supported by advanced

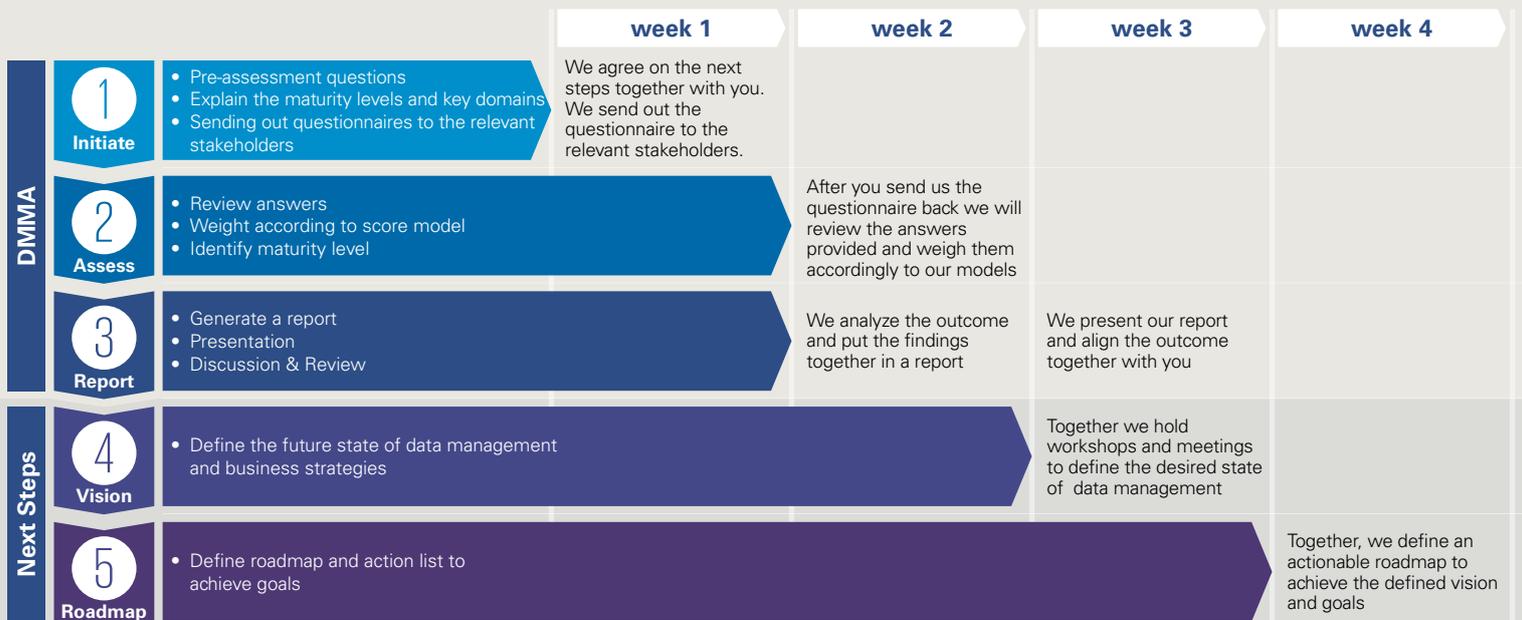
analytics tools we provide observations, insights and high-level recommendations regarding your data management maturity in a short amount of time.

KPMG’s DMMA has been designed to assist your C-Level management in properly addressing data management questions. DMMA offers a cost-efficient way to quickly determine the level of data management maturity with a self-assessment. Our methodology contains a clearly outlined questionnaire that can be tailored to the specific needs of your organization. It is a perfect start to shape the desired future state of your data management and to define an actionable roadmap for data management optimization.

A holistic view provided by the DMMA tool

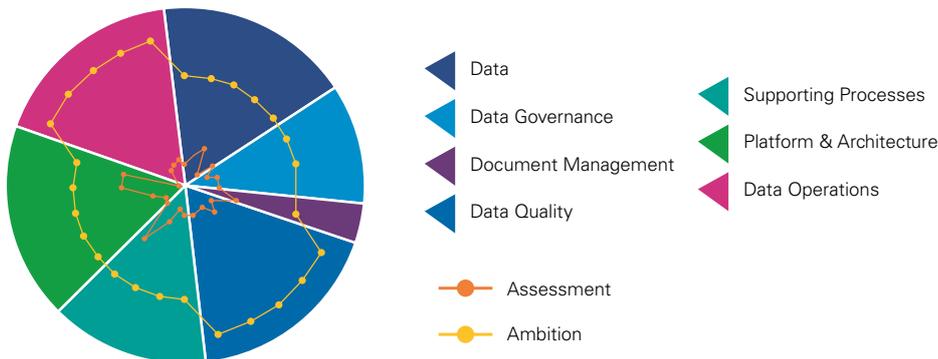
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|--|---|--|---|---|--|
| Data Strategy & Governance Determines the strategy behind data and puts the right structure and policies into place | Data Architecture & Modeling Creates a reusable landscape of data architecture components | Metadata Manages various metadata types across applications, processes and reports with a centralized approach | Data Quality Ensures data is fit for its intended purpose by focusing on completeness, accuracy, consistency and timeliness of data | Master & Reference Data Creates a single version of truth across the organization | Data Operations Operationally manages data from acquisition, through usage to disposal |
| Document & Content Management Standardizes the organization and storage of content (primarily documents) across the organization | Data Integration & Interoperability Makes sure data is shared, integrated and universally used across organizational divisions/applications | Data Security Ensures proper authentication, authorization, monitoring and auditing of data | Business Intelligence Transforms data into information to support analysis and decision making | Advanced Analytics Uses advanced techniques to model and predict future behavior | What’s your next level? |

Our approach to deploying DMMA



What we deliver

You will receive a report on your current data management that increases the awareness and understanding of your practices within your organization. We will also provide high-level recommendations to increase the maturity of your data management roadmap.



Our assistance and guidance will allow you to envision your desired future state of data management and define an actionable roadmap.

Five levels of maturity – which one are you?



Chaotic



Reactive



Defined



Proactive



Predictive

Why KPMG?

We serve our clients in building solutions for data management excellence that allows them to derive value from data. Our strategy offerings are based on standardized methodologies and tools that KPMG has developed and successfully implemented worldwide. Our team consists of specialists who enable our clients with better practices, skills and insights.

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