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.
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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Our approach to deploying DMMA

<table>
<thead>
<tr>
<th>DMMA</th>
<th>Next Steps</th>
<th>What we deliver</th>
<th>Five levels of maturity – which one are you?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Initiate</strong></td>
<td><strong>1. Vision</strong></td>
<td>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.</td>
<td>Chaotic</td>
</tr>
<tr>
<td><strong>2. Assess</strong></td>
<td><strong>2. Report</strong></td>
<td>Together we hold workshops and meetings to define the desired state of data management.</td>
<td>Reactive</td>
</tr>
<tr>
<td><strong>3. Report</strong></td>
<td><strong>3. Roadmap</strong></td>
<td>Together, we define an actionable roadmap to achieve the defined vision and goals.</td>
<td>Defined</td>
</tr>
<tr>
<td><strong>4. Vision</strong></td>
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<td>Our assistance and guidance will allow you to envision your desired future state of data management and define an actionable roadmap.</td>
<td>Proactive</td>
</tr>
<tr>
<td><strong>5. Roadmap</strong></td>
<td><strong>5. Vision</strong></td>
<td>Five levels of maturity – which one are you?</td>
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</tr>
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Data
- Data Governance
- Document Management
- Data Quality

Supporting Processes
- Platform & Architecture
- Data Operations

Assessment

Ambition

Data Management Maturity Assessment (DMMA)

Week 1
- Pre-assessment questions
- Explain the maturity levels and key domains
- Sending out questionnaires to the relevant stakeholders

Week 2
- Review answers
- Weight according to score model
- Identify maturity level
- Sending out the questionnaire to the relevant stakeholders

Week 3
- Generate a report
- Presentation
- Discussion & Review
- We analyze the outcome and put the findings together in a report

Week 4
- Define the future state of data management and business strategies
- We present our report and align the outcome together with you
- Together, we define an actionable roadmap to achieve the defined vision and goals

Roadmap

1. Initiate
2. Assess
3. Report
4. Vision
5. Roadmap

Next Steps

1. Vision
2. Report
3. Roadmap

What we deliver

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<td>Define roadmap and action list to achieve goals</td>
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<td>Explain the maturity levels and key domains</td>
<td>Weight according to score model</td>
<td>Presentation</td>
<td>We agree on the next steps together with you. We send out the questionnaire to the relevant stakeholders.</td>
<td></td>
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<td>Sending out questionnaires to the relevant stakeholders</td>
<td>Identify maturity level</td>
<td>Discussion &amp; Review</td>
<td>After you send us the questionnaire back we will review the answers provided and weigh them accordingly to our models</td>
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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.

Five levels of maturity – which one are you?

- Chaotic
- Reactive
- Defined
- Proactive
- Predictive

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