

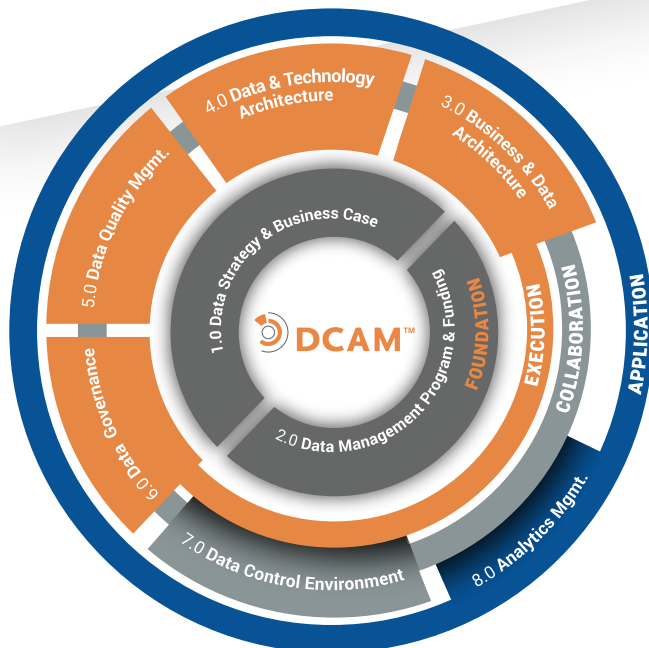


## Case Study

# Fifth Third's multi-year DCAM journey propels them to be a leading bank in data management practices.

## Summary

As part of Fifth Third's data management journey, they have remained committed to mature the enterprise-wide data management and governance capability through DCAM industry leading practices. This diligence and consistency has since reaped many benefits, one of which is becoming a center of excellence for data management as they execute large transformation projects for the benefit of their customers.



DCAM - The Data Management Capability Assessment Model



## Business Challenge

- Data is a key input for all bank processes and transformations. Therefore, having strong data management practices is essential for the success of the bank.
- Navigating the landscape of data management in a large and complex organization is hardly easy, with issues of collaboration, buy-in and adoption being a key challenge for most.
- Furthermore, many companies are finding the number of data issues and opportunities are outpacing data solutions and resources. Prioritization is a key consideration – which data needs are resolved first vs. others.

## The DCAM solution

To measure the strength, effectiveness, and adoption levels of Fifth Third's data management practices, the bank regularly conducts independent DCAM assessments.



These DCAM assessments are one through both quantitative and qualitative means where an authorized independent third party (PwC) is invited to review artifacts and interview staff across the organization to eventually understand the extent of DCAM capabilities developed, identify pain points and evaluate efficacy of ongoing initiatives.

Consistently, Fifth Third has been shown to be an industry leader in DCAM, as evidenced from having DCAM scores well above industry benchmark.



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## Results

The real business value in the DCAM assessment performed is in identifying strengths as well as key areas where efforts would produce meaningful impact for Fifth Third. The results of the various independent DCAM assessments done over the years are as follows.

- Demonstrated that Fifth Third is well ahead of industry peers when it comes to data management practices
- Demonstrated that there has been improvement in DCAM capabilities over the years, with a score uplift for 100% of components, 76% of capabilities and ~55% of sub-capabilities (excludes Analytics component as it was not available in the previous assessment).

## 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.

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

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