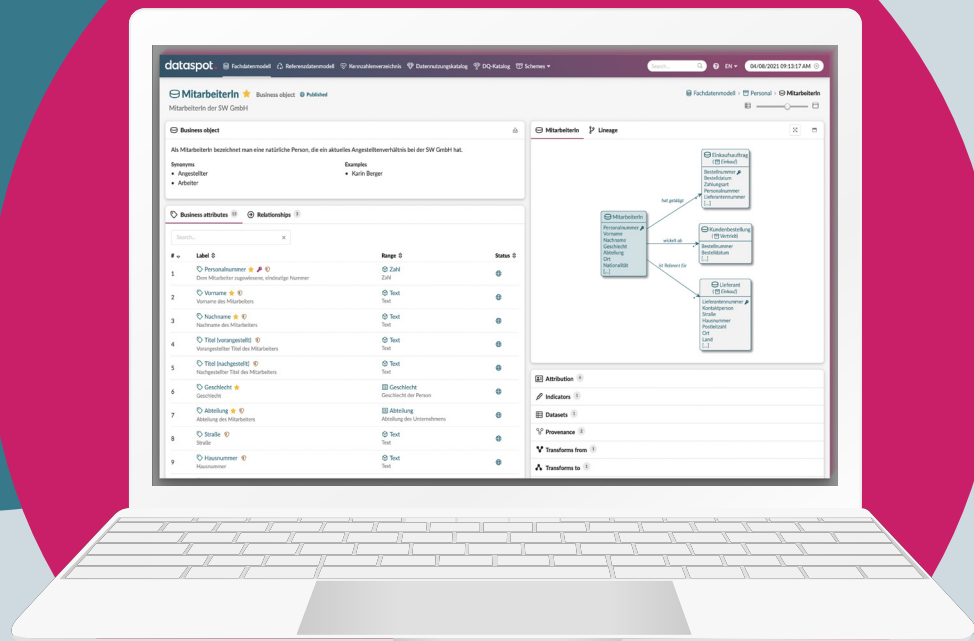




Bootcamp Data Excellence (DX)



OBJECTIVES / CONTENTS /
DIDACTICS

dataspot.

BE DATA EXCELLENT.

DATA EXCELLENCE (DX) COMPETENCE FROM PRACTICE FOR PRACTICE

The structure of data competence is essential for the successful implementation of Data Excellence in every company. In specialized literature it is in this context often spoken of as Data Literacy.

Essentially, this concept is about building competences concerning analysis, technology and cooperation in the whole community.

You don't have to be a specialist for the use of data and analytics in all categories, but fundamental knowledge is needed for an overall smooth work process in every business.

You can acquire this user knowledge in the DX-Bootcamp, along with Data-Pioneers from other companies.

THE DX-BOOTCAMP

1. Top priority of the bootcamp is to communicate a holistic understanding of appropriate data handling in the company - from strategy to concrete data use and their technical implementations.
2. The Online-Bootcamp builds on the DX-Framework, which was developed based on numerous **dataspot**-Best-Practice-Projects.
3. We are focusing on the business view over data. In the singular modules, together we figure out the requirements, procedure models and Use Cases for a sustainable use of data in business.
4. The concrete application of learnings in your own company varies concerning the maturity level of said company, and therefore function.

HOLISTIC LEARNING OBJECTIVES

The graduates understand in a holistic context, that ...

- ... Data portrays a central Company Value and need to be managed with equal intensity to the other core-assets thereof.
- ... Data is the foundation of innovations and optimizations in the company.
- ... Data need to be managed from a business point of view, and the management/business owners carry crucial responsibility for the governance of such.
- ... the handling of data needs to be implemented in a complete Framework (from the culture to the IT-implementation) to guarantee sustainability and realize the use.



*„The Data Excellence-Bootcamp showed me an optimal selection from the world of data management. With the matters of easy to grasp Online-Sessions, I was taught the basics and internalized the knowledge due to practical exercises in the Metadata Management Software **dataspot**.“*

Maria Mann

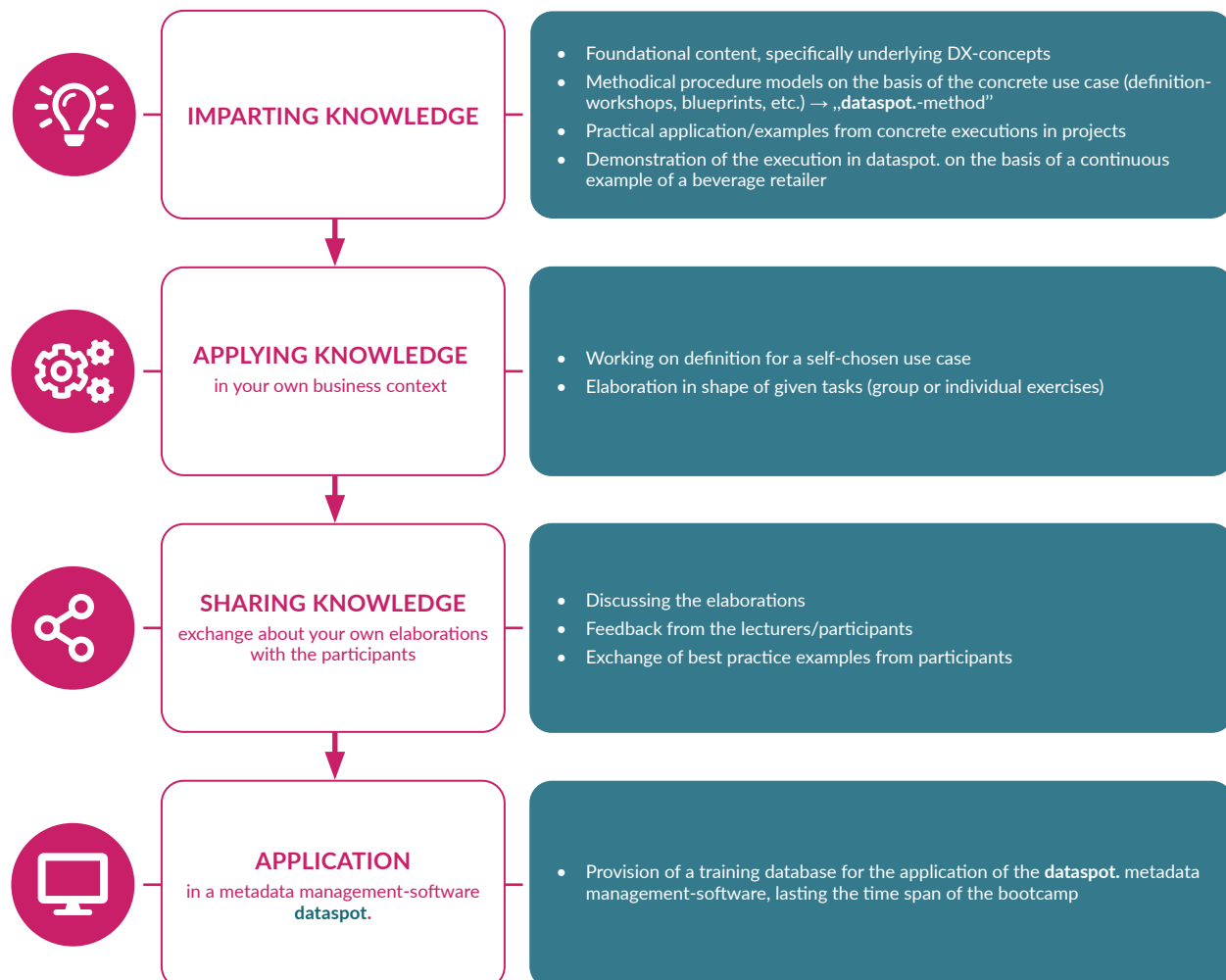
Project- and Product Management Digital Solutions
APA-OTS original text service GmbH.

FUNCTION-RELATED GOALS

The graduates understand in their own organisational context ...

- ... the outcome of DX, derived from the impact of the company strategy.
- ... the design levels of Data Excellence on the basis of the Framework.
- ... the required definition effort for the implementation of DX.
- ... the required Key-Player for the execution of DX.
- ... the to be installed organizational principles/Data Governance Policy.

DIDACTICS



LEARNING CONTENT AND TARGET LEVELS.

STEERING AND USING DATA WITH **datapot.**

The requirements on data and their organization are getting more complex and faster changing. Therefore, a comprehensive data management and the introduction of a company-wide, stringent Data Governance is needed.

For this challenge, we developed the Data Excellence Framework, whose execution creates an added value for the Line of Business with clear data as well as clear responsibilities.



VIEWING DATA STRATEGICALLY

You will learn how to establish a common vision, which gets operationalized in program planning. The derivation of goals out of the corporate strategy and the meaning of such in daily business is the main focus. In addition, outcome measurement and the elaboration of KPI's are part of this module. Assessment and maturity model are starting points for a data journey that gets brought attention to just like the strong Business-Top-Down approach to create a Business Data Architecture.

- What is Data Governance, Data Excellence?
- What is Metadata?
- What lies behind the Data Excellence Framework?
- What does a Data Excellence vision look like?
- What strategic goals does it need?
- How do you develop a data strategy?
- How can you efficiently measure the success of Data Excellence?
- Which data is in Scope at Data Excellence?
- How is business portrayed in terms of data?



UNDERSTANDING DATA

On the basis of a case example, you will learn what a professional data model is and how it is designed and created. After completion of the module, you'll understand how a complete, correct, and understandable portrayal of data via a business data model that consists of business properties, attributes and relationships is created.

- What is a business data model and what do I need it for?
- How do I create a business data model for the data of my LoB?
- How do you capture business data in the metadata management software **dataspot**?
- Which added value does the business data model offer in the organization?



TAKING RESPONSIBILITY FOR DATA

In this module, you will receive detailed insights into the structure of the standard Data Excellence Organization, which role profiles and committees are needed, and which tasks are taken over. The definition of the areas of responsibility, the content of the Data Governance Policy and the associated processes will also be covered.

- What is the Data Excellence Organization?
- Which roles/committees are involved in the Data Excellence Organization?
- What are the fundamental tasks of the separate positions?
- Which possibilities for the data domain sections are there?
- How does the Data Excellence Organization get rolled out and how does it sustainably stay upright?
- Which added value does the Data Excellence Organization offer the entire Organization?



STRUCTURING DATA

On the basis of a case example you're going to get to know the different categories of data and how to differentiate them. You will learn why reference- and master data have an especially important weight, know the basic tasks of the separate roles concerning the maintenance and publication of master data and understand the additional value of a central reference data management. After completion of this module you will understand how value lists stand in context with other data and what reconciliation tables are.

- What is reference data and for what do I need it?
- How do I define reference data for my faculty?
- How do you capture reference data in the metadata management software **dataspot**?
- Which additional value does the reference data offer to the Organization?
- What is master data?
- What categories of data are there?
- Why does master data have such a special significance?
- What tasks do the separate roles of the Data Excellence Organization have in terms of maintaining and publicizing master data?
- Which added value does professional reference data management offer?

LEARNING CONTENT AND TARGET LEVELS.



PLANNING AND PROTECTING DATA

This is about what Data Excellence requirements management means, which data requirements can appear and what a company-wide requirements management process looks like. Beyond that, we will provide insights to relevant data risks, learn about GDPR requirements and processing records.

- What does Data Excellence requirements management mean in the organization?
- What kinds of data requirements are there?
- What does the DX-requirements management process look like?
- Which data specific risks are companies exposed to?
- Which requirements are there according to GDPR?
- How is the directory of processing records compliant?



OPTIMIZING DATA

Based on a case example, we can see how insufficient data quality can result, and how you define demands regarding data quality. After completion of this module, you can comprehend the elements of data quality management and understand the added value that is created through doing so.

- What is data quality management?
- How is data quality defined?
- How do you capture data quality indicators in the metadata management software?
- Which components does data quality management consist of?
- Which added value does data quality management offer?



CALCULATING DATA

Based on a case example, it is illustrated how to define key figures, and how to derive those from business data. After Completion of this module you will know what dimensions are, how they stand in context with the key figures and will be able to understand their added value.

- What are key measures and what do I need them for?
- What are dimensions and what do I need them for?
- How do you model and capture KPI in the metadata management-Software **dataspot**?
- Which added value do KPI-catalogs offer in the organization?



*„The **dataspot**. Bootcamp in online format demonstrated to me how the complex topic Data Excellence can be executed in a goal oriented and structured way while being pragmatic and interesting in its teaching.“*

Stefan Kleinbölting
Data Glossary Expert
Daniel Swarovski Corporation AG



USING DATA

Here it's all about, what data usage is understood as and what a data catalog is. Besides that, you will understand after which design principles reports in the organization should be created. After completion of this model, you'll know the tasks of the separate roles in the Data Governance Organization in context with data usages and understand the additional value who is created through such.

- What does data usage mean?
- What are the contents of the data usage catalog?
- Which design principles are there for the creation of reports?
- How do you capture data usage in the metadata management-software **dataspot**?
- Which additional value is created through excellent handling of data products?



TRACING DATA

You will occupy yourself with data sources & learn the difference between Golden Source & SPOT (Single point of truth). On the basis of the example you'll learn the definition and portrayal of a business data origin (Data Lineage) and the line to technical origin.

- What is a business lineage and how do I display it?
- Where is the difference to the technical lineage?
- Which definitions concerning data sources are there?
- Why is it important to differentiate between origin and withdrawal points for data?



OFFERING DATA SERVICES

After completion of this module, you'll understand what Data Excellence Services are and how to develop them. The base therefore is the elaboration of a business data architecture, together with the demands to IT-implementations, especially interaction of data warehouse architecture and data lineage.

- What is a business data architecture and why do you need it?
- Who defines the business data architecture?
- Which technical services does the successful execution of data excellence need?
- Why are central technical services necessary?
- Why does it need a DX-service catalog?

..... *Including introduction in the metadata management-software **dataspot**.*

**Be data
excellent.**

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PARTICIPATION FEE

Bootcamp in 10 modules

1.490 € incl. course materials, costs excl. VAT

Attention:

Limited participant number of 15

Official Training Provider

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THE CDXP training for your company!

Our DX Bootcamp contains all the modules of the curriculum and is therefore the ideal basis for preparing employees from the data management and specialist departments in the best possible way for the official CDXP certification.

Why do we need Data Excellence professionals?

Data excellence (DX) goes beyond data governance and means taking all the necessary steps to maximise the value of data in a sustainable way. Dealing with data in an organization requires a different set of skills and in-depth knowledge.

Who can become a Certified Data Excellence Professional (CDXP)?

The certification is aimed at data management professionals and those involved in data governance. It can also be used by professionals from different departments within an organization to demonstrate that they have acquired the necessary foundation for data excellence throughout its lifecycle.

The DX Bootcamp is only a preparation and does not consist of an exam. The CDXP exam is administered by the independent certification body Certible.

All information can be found here: www.certible.com