

# CMMI<sup>®</sup> DATA

## Battlecard

### Value Proposition

Helps organizations build, improve, and measure their enterprise data management function and staff.

### Target Audience

Organizations that want to harness the power of data for their business.

#### Audience Pain Points:

- Disparate silos
- No formal process or clear strategy
- Lack of leadership support
- Little confidence in data integrity

### Key Benefits

- Improve decision-making
- Improve efficiency and reduce costs
- Improve data confidence
- Increase effectiveness of data governance programs

### Relation to Government Mandates, Standards and Methodologies

- Local/regional standards
- ISO 8000: series (Data Quality, Governance, etc.)

### Practice Areas

- **Data Management:** Maximizes operational efficiency by prioritizing critical data activities to meet performance needs.
- **Data Quality:** Maximizes the value and accuracy of data for effective business operations and consistent decision-making.

### Differentiators

- With its open architecture, CMMI not only works well and easily integrates with other standards and frameworks, it enables them to be more useful and effective for building capability and improving performance
- The CMMI has been and continues to be applicable to a broad range of organizations, domains, technologies, or contexts.

### Why Adopt Multiple Domains?

- Multiple domains in a single appraisal event will yield cost and resource savings.
- Provides the opportunity to look beyond a single domain to where there is overlap in the Organizational Unit's (OUs) processes to add continuous improvement value and identify the opportunity for further process integration.
- Enables appraisal teams to more easily understand and see how processes are performed in the OUs, projects, and organizational support functions (OSFs).
- Model scope with multiple domains reflect how work is performed across industries, geographies and OUs.