

# Getting Data Literacy Right – Where do you start?



Rosemary M. Amato, CMA

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**Brad Hamilton**

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**Hamilton Accounting Services LLC**

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**IMA Technology Solutions & Practices  
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# Featured Presenter

**Rosemary M. Amato, CMA**  
CEO  
Romarat Consultancy



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# Learning Objectives

1. Explain what data governance is all about.
2. Recognize the need for “quick wins” in a data strategy project.
3. Identify potential “watch out” and warning signals when you are in the midst of a data implementation.

Let's get started

# Agenda

1. Introduction
2. Fundamentals of Data Literacy
3. Two different data journeys
4. The need for Data Governance
5. Conclusion
6. Key take away

*Companies that haven't started a data strategy journey may be struggling to play catch-up on the fundamentals of data literacy.*

*Depending on the industry, company, and approach, the journey to this solution can begin at various points along the spectrum of data management models.*

*The key to success is data governance.*

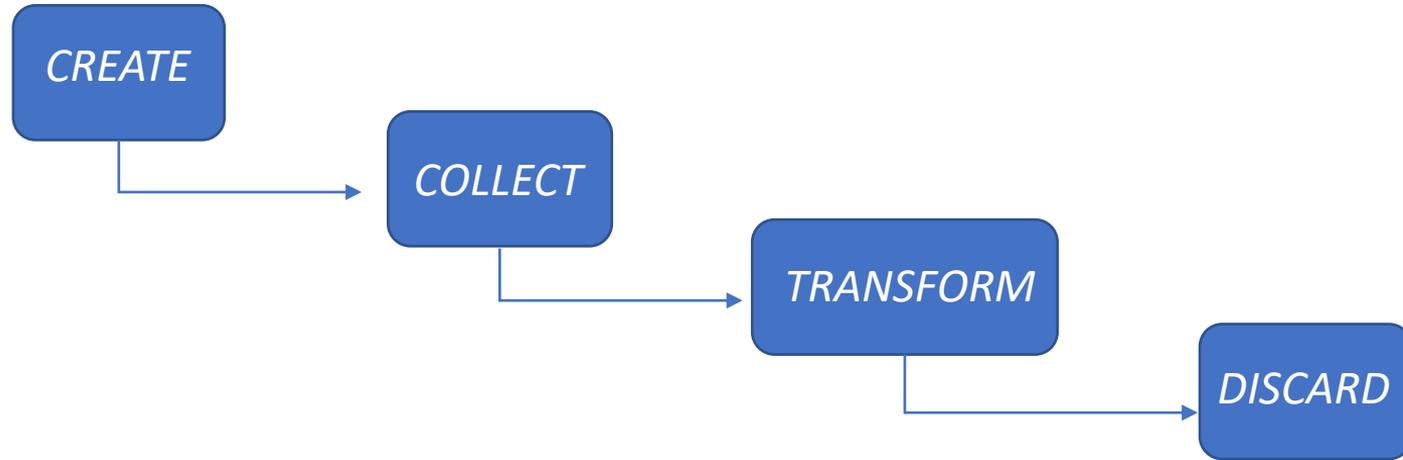
# You too can become data literate

1. You play an integral role in setting the data strategy and determining how data governance is handled in your company.
2. You're the person using the data to provide insights to your stakeholders.



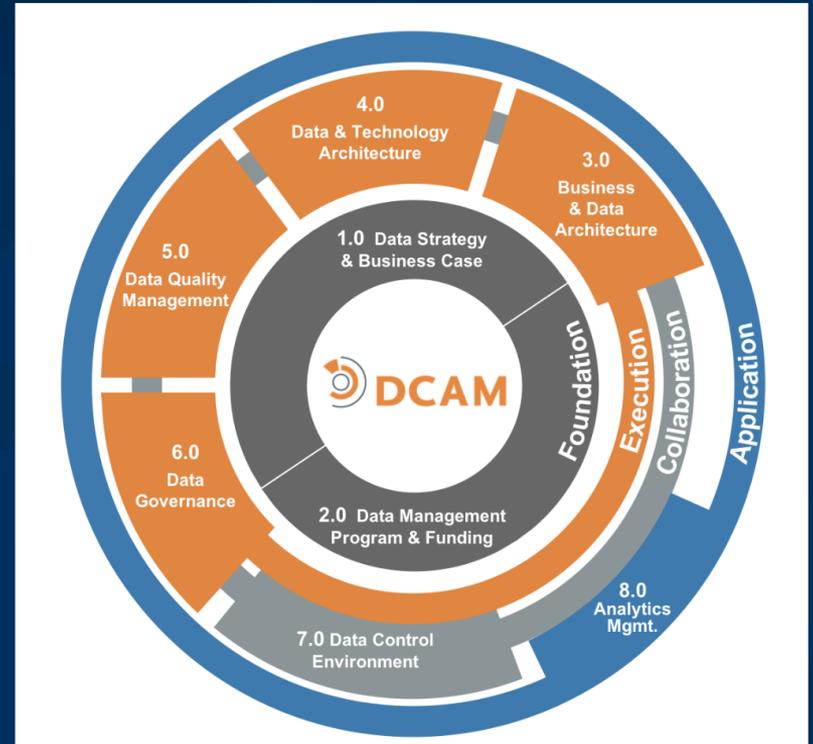
# Fundamentals of Data Literacy

# The fundamentals



# DCAM model

1. <https://www.edmcportal.org/>
2. Data Management Capability Assessment Model
3. <https://edmcouncil.org/page/exploringdcam>



“ *Regulations will continue to be forced upon us, and we need to use data to combat it.*

*Rosemary Amato, CMA*

## Poll Question 1:

Is Data Governance a component of a data management framework?

- a. I don't understand what data governance is, but I want to learn more
- b. No – it is not a required component
- c. Yes – it is a component that needs to be address in every company

# Poll Question 1 Results: (Placeholder)

# Two different data journeys

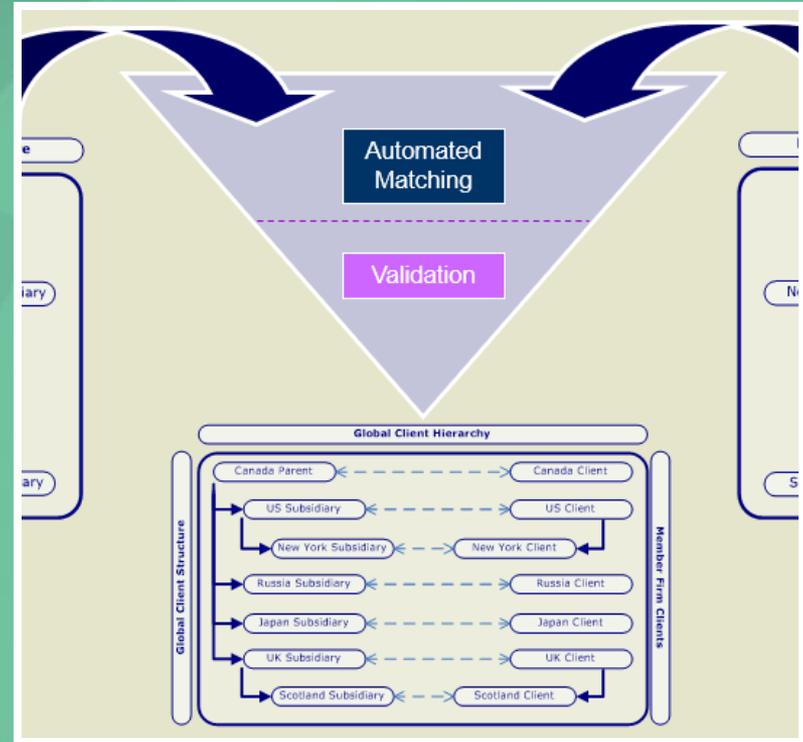
# The professional services firm

1. The need for GLOBAL insight into clients
2. The need for GLOBAL insight into industry performance
3. The need for GLOBAL insight into regional performance
4. The need for data in real-time, not historic



# The challenges

1. Client Hierarchy management – Matching of local clients to the global client hierarchy
2. Taxonomy management – Mapping of local taxonomies to the global standard
3. Security & Access – Authorization to view GCI solutions
4. Data Privacy – DTT standards for data privacy



# Self-service solution

1. Various view were provided to the end-user
2. The solution was available for PC and Tablet



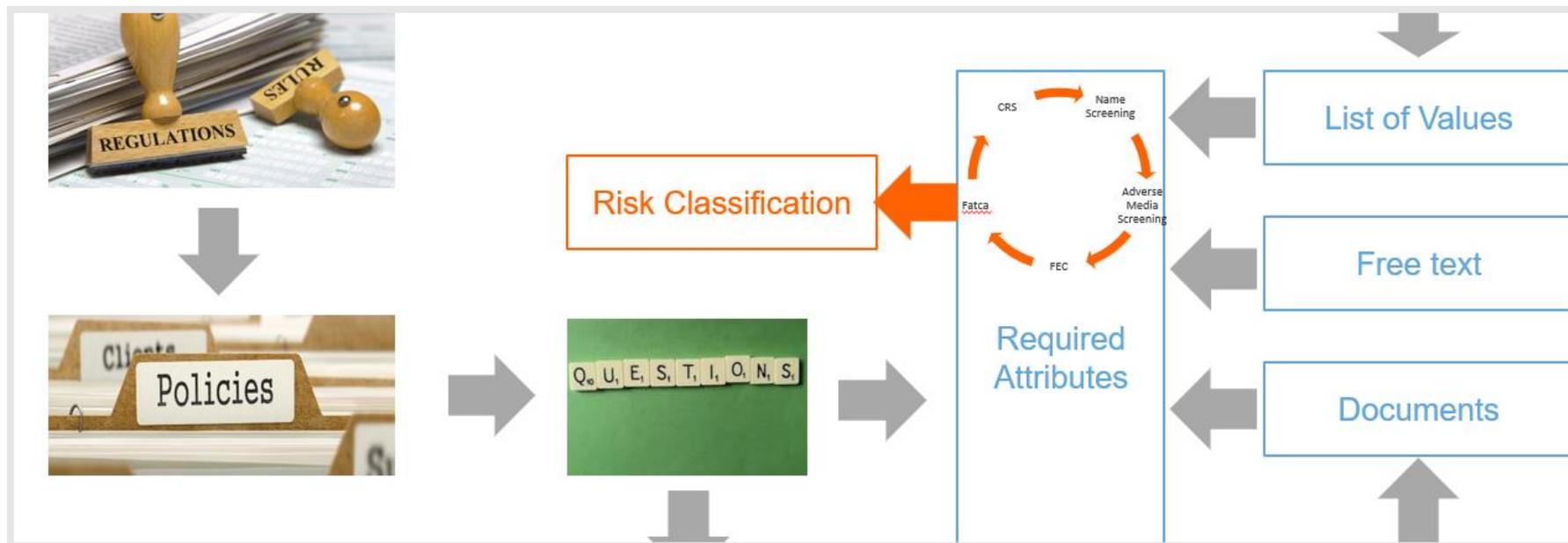
## Poll Question 2:

Are you involved in your company's data journey?

- a. No – not part of the team working on data governance
- b. Yes – part of the team working on data governance
- c. My company has no activities going on with data governance

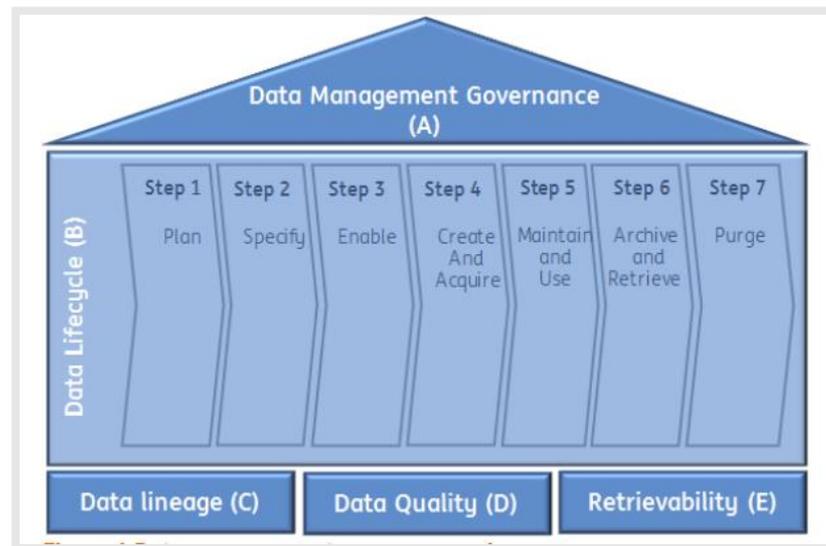
## Poll Question 2 Results: (Placeholder)

# The bank



# Data Management Governance

1. Data Lifecycle
2. Data Lineage
3. Data Quality
4. Retrievability



# The need for Data Governance

# Starting with Data Governance

1. Data Governance may not be the correct starting point for your data management journey.
2. Ask questions:
  - What are your data needs?
  - What do you need to govern?
  - Can you use the data you already have?
3. And most importantly – **WHY** do you need to govern your data?



“ Data Management is the development and execution of plans, policies, practices and projects that acquire, control, protect, deliver and enhance the value of data.

- *the Bank*

## Poll Question 3:

Does your company have Data Governance and Data Management policies in place?

- a. Data Governance only
- b. Data Management only
- c. Data Governance and Data Management
- d. We are just starting our data journey
- e. We have no plans to put Data Governance and/or Data Management in place

## Poll Question 3 Results: (Placeholder)

# Conclusion



## Poll Question 4:

Did you gain enough information today about how you can become data literate?

- a. Yes – I'm ready to promote data literacy in my company
- b. No – I want more and want to continue learning about data literacy
- c. Enough for now. I understand the basics

## Poll Question 4 Results: (Placeholder)

Key take-away

# Key to success – Your involvement

1. Get involved early and help determine which data needs to be managed.
2. Become data literate and help your organization develop a data strategy that delivers successful results and insights that benefit your company and your stakeholders.
3. Don't get bogged down in the data strategy. Just start working with the data.
4. Develop digital solutions to answer your questions.
5. Once you begin, you will see that the data strategy will naturally flow out of your work, and data governance will be easier to tackle because you'll understand the data you have and why you need to govern it.



Thank you!

# Questions and Answers



**Rosemary M. Amato, CMA, CISA, CPA (Inactive)**  
**CEO**  
Romarat Consultancy



**Brad Hamilton, CMA, CPA**  
**Co-Owner**  
Hamilton Accounting Services LLC  
**Member**  
IMA Technology Solutions & Practices Committee

# Thank you!

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