

# THE IDMA INSIDER

JANUARY 2022

## FROM THE IDMA DESK

*Best wishes for a happy, healthy 2022!*

*As we enter the third year of the pandemic, there have been many lessons learned both personally and professionally. Everything we do has to be done differently, at least to an extent, and in many cases entirely. We have had to pivot, sometimes in a minute, to adjust, succeed, thrive. Here is a suggestion from the IDMA Desk for a professional change to consider.*

*A recent NY Times column referred to “exercise snacks”, short bits of regular exercise that can add up to big results. Apply the same concept to your IDMA membership. Take a few minutes every day or even just every week to visit the IDMA website or our Twitter, LinkedIn groups. See the latest from IDMA, see what the conversations are about, a regular “IDMA snack”.*



**AIMEE SILIATO, FIDM  
VP OF MARKETING, IDMA**

*With pandemic challenges, there is no better time to connect with like-minded professionals, expand your professional network, learn. With IDMA, it is simple, rewarding and focused on the data management community. A small-time commitment that is a big learning opportunity.*

*Pick up a copy of the IDMA textbook, Introduction to Data Management Functions and Tools. Read a few pages. Whether or not you are on a path to IDMA certification, there is important, relevant content to learn from. Contribute to The IDMA Insider. Tell us about your pandemic pivots. Volunteer to review a chapter of one of the upcoming new textbooks. No need for start-to-finish involvement.*

*To begin here is an IDMA snack for today. On February 16th we look forward to hosting another successful lunch and learn live webinar session, Becoming an Effective Data Storyteller for Insurance Professionals. Take a look at the session information to see if it is fit for you.*

*I invite you to make the most of your membership in IDMA. Connect, succeed, grow with us in 2022 and beyond!*



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## WHAT IS A DATA MODERNIZATION STRATEGY, AND WHY DO I NEED ONE?

BY DAVID LOSHIN  
PRESIDENT, KNOWLEDGE INTEGRITY, INC.

The emergence of cloud computing coupled with lowered barriers to taking advantage of high-performance computing through the availability of open-source tools has inspired many data architects to explore ways of modernizing the enterprise data environment.



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## DIFFERENCES BETWEEN DATA MANAGEMENT AND DATA GOVERNANCE

BY SOFIA WILTON  
JOURNALIST, LAKE B2B



A common misconception among c-level executives is that governance and management of data is the same thing other than in capital letters.

Yet, there are some crucial differences between these two terms that should be understood before working on a project or implementing a program.

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## BIG DATA, BUSINESS INTELLIGENCE, AND THE ROLE OF DATA MANAGERS

BY FAROUK YASSINE, EXECUTIVE DIRECTOR, IDMA

When we read many of the current data publications, we are almost certain to see references to Big Data, BI, and AI. Handling AI, Big Data, Data Mining, Big Data & BI Tools, and Big Data as a Valuable Resource are but a few of the topics we see in the age of data disruption and digital transformation. Although these make good reading material as you drink your morning coffee, it is easy to lose sight of how it all impacts us as data management professionals.



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## A MESSAGE TO TODAY AND TOMORROW'S INSURANCE DATA MANAGERS

BY BARRY DEVLIN  
BI ANALYST AND CONSULTANT, AUTHOR AND SPEAKER, 9SIGHT CONSULTING



Understanding data and information, as well as learning how to support the design, development, and delivery of information-centric systems should be the main driver of a Data Manager.

Mastering the architectural, technological, and methodological principles, approaches, and best practices—most of which apply across many industries—will stand you in good stead over the coming decades of information systems implementation, irrespective of advances in technology.

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## GUIDEPOSTS

BY TOM NOWAK  
PRINCIPAL, STRATEGY CONVERSATIONS LLC

Those of us who work in the technology space generally, and specifically in the insurance and data management dimensions of that space, have been inundated with articles and white papers on Artificial Intelligence (AI). According to McKinsey, no aspect of an organization's digital landscape will be left untouched by the impact of AI on business processes and decision support.

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# RESOLUTIONS

New to the insurance industry?

Looking to improve your data management knowledge?

Check out the IDMA Certification program.



## CURRICULUM NEWS

Now, with a click of a button you can take this on-demand, online training course online.

IDMA 201 is the first, out of four courses, towards earning your Associate Insurance Data Management (AIDM®) designation, offered through the IDMA.

By the end of this course, you will be able to: · Define data management; · Describe the functions of data management professionals; · Argue the business case for data management; and · Recall concepts and tools used by data management professionals.

If you are interested in trying a FREE module of the course, reach out to us at [team@idma.org](mailto:team@idma.org).

Also, visit our [site](#) to learn more about this course and other educational offerings that support our data management professionals.



TO MODULE 1

### INTRODUCTION TO DATA AND INFORMATION GOVERNANCE

Differentiate between data governance and information governance, and describe the activities necessary to achieve effective data governance.

INTERESTED?  
EMAIL: [INFO@IDMA.ORG](mailto:INFO@IDMA.ORG)



## CONGRATS TO THE DECEMBER 2021 TRIVIA WINNERS!

Sharon Herner,  
Chubb Insurance

ANSWER TO DECEMBER 2021 TRIVIA  
There are no stairs. A Bungalow has only one floor.

INSURANCE DATA MANAGEMENT ASSOCIATION  
WWW.IDMA.ORG

### TRIVIA (WIN \$25)

**A father, son and grandson are walking in the park. A man approaches them and asks for their age. The father replies, "My son is as many weeks old as my grandson is in days, and my grandson is as many months old as I am in years. We are all 100 years old together." How old were each?**

**Submit your answer to [team@idma.org](mailto:team@idma.org).**

A \$25 Amazon.com gift card prize will be awarded to the randomly-drawn person among the five who solve the question correctly. You may only guess one time. The correct answer and winner's name will be published in next newsletter issue - February 2022 issue.



INSURANCE DATA MANAGEMENT ASSOCIATION  
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# IDMA 2022 ANNUAL CONFERENCE

*Announcing  
New Dates!* →

## SEPTEMBER 18TH -20TH

**Fueling Data Management and  
Digital Transformation -  
Embracing Innovative Technologies**  
**Orlando, Florida**

Call for Sessions Opens in March

### CALENDAR OF EVENTS

#### **WEBINARS (*Free and Open to the Public*)**

**Feb. 16, 2022** - Pictures with Data: Creating Valuable Data Visualizations for Insurance Professionals **Registration Open**

#### **INDUSTRY PARTNER EVENTS**

**Jan. 25-27, 2022** - Data Now Program (DNP)—Your Source for Data Reporting Education (NCCI) **Registration Open & Free**

#### **IDMA 2022 ANNUAL CONFERENCE**

**New Date - September 18-20, 2022** - Fueling Data Management and Digital Transformation - Embracing Innovative Technologies Orlando, Florida (**Click to Learn More**)

# CALL FOR PANELISTS - MONTHLY LUNCH & LEARN WEBINAR SERIES

## Share Your Expertise!

IDMA and DataManagementU.com jointly host a monthly panel session (free and open to the public) on various topics in data management, business analysis, analytics, etc. – usually with an insurance focus. We are looking for panelists for these sessions. Becoming a panelist does not require any preparation or development of material, just sufficient knowledge of the topic and a willingness to participate and share your expertise.



- Challenges and Solutions to Data Governance for Data Protection
- Adopting a Data Ethics Approach – Value, Issues, Solutions
- Data Management Revitalization for 21st Century Insurance Organizations
- Data Storytelling and its Value for Insurance Organizations
- Data Literacy for Insurance Professionals – What is it and how to improve it
- Insurance Data Privacy and Data Protection Challenges and Best Practices
- Data Quality Challenges and Solutions for Insurance Organizations
- Digital Transformation for More Agile Insurance Organizations
- Data Catalogs and Empowering Business with the “Right” Data
- How and Why to Adopt AI, Machine Learning for an Insurance Company
- Business Value, Challenges, and Opportunities with Self-Service Data in Insurance
- Annual Professional Development for Insurance Data Management Professionals

Please let [team@idma.org](mailto:team@idma.org) know:

- 1) Are you a candidate panelist for one, or a few, of these topics – or for another topic (please suggest a topic)?
- 2) What month(s) would you be available to serve as a panelist (third Wednesday of each month at 12 noon eastern for one hour)?
- 3) Is there another potential panelist you would recommend for one of these topics or another related topic?

In your response, please send a short biography including your LinkedIn profile URL. The team will review your responses and contact you.

Share this with your colleagues and your communities. Thanks for your continued support!

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