

## FROM THE IDMA DESK



**SANDI PERILLO-SIMMONS**  
MEMBER OF THE EXECUTIVE  
TEAM, IDMA

I was listening to a Gartner online seminar recently on the top Data & Analytics trends for 2022. One of these trends was to address the 'Skills and Literacy Shortfall'. To realize the value of data, it is critical for companies to train and upskill their employees more formally and aggressively, not so much on technologies and tools but, on the discipline of good data management. By data management, I mean the typical functions of proper governance of data, stewardship of critical data assets, metadata management, and data quality among others and also data literacy and the role data management plays in the more modern computing environments that leverage artificial intelligence, machine learning, cloud, data fabric and mesh, and digital strategies and solutions. The value of data management has been lifted in organizations and these enterprise competencies are imperative for business transformation. Data Managers and their data management capabilities must be adaptive and easily respond to change as the environment and circumstances change. The best way to do this is through organizational awareness, assessment of current capabilities, continuous education and improvement, and change management.

IDMA has several offerings to help its members address this skills and literacy shortfall and to support an organizational roadmap toward data-driven business transformation. Two that come to mind include:

1. The IDMA Certification Program: IDMA is upgrading their materials to align with the latest Data & Analytics thinking. In fact, I am currently working with Dr. Prashanth Southekal and other industry leaders to help edit his new work for IDMA, "Insurance Data Quality and Trusted Information". This IDMA 204 course textbook will replace the current IDMA 2 course material in the fall of this year and will offer some of the latest insights on data consumption, root cause analysis and continuous improvement, data quality best practices, and relevance to the current business and artificial intelligence landscape.
2. The Insurance Benchmark for Data & Analytics: This powerful tool was created by the Eckerson Group, was customized for the insurance industry with input from industry leaders including myself, and will allow organizations to measure their data & analytics capabilities and benchmark them against industry peers. The assessment is a terrific way to engage team members throughout the organization to not only gain awareness of your companies' practices but to create awareness for others on how the organization can improve their data and analytics capabilities and the role these teammates can play.

IDMA offers the insurance industry and its members the latest insights on many relevant data management topics. I hope you will continue to:

- Educate yourself on these important data topics and
- Grow the data literacy within your organization

via the certification program, use of the assessment tool, publications, webinars, networking events, conferences, and other offerings from IDMA. I am quite sure it will be worth your investment.



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## UNDERSTANDING DATA LITERACY

BY DR. DAVID P. MARCO  
PRESIDENT, EWSOLUTIONS

*Data Literacy is the ability to read, work with, analyze, and argue with data. Much like literacy as a general concept, data literacy focuses on the competencies involved in working with data.* Both workers and organizations need to become data literate. A meager 24% of the global workforce is fully confident in their ability to read, work with, analyze and argue with data.

To compound the challenge, many organizations have so much data they do not know how to use it and when not to use selected data.

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## THE BLOCKCHAIN BUST

BY MARTIN J. FRAPPOLLI, CPCU, FIDM, AIC-M, AIS  
PRINCIPAL, LONGHORN KNOWLEDGE RESOURCES

### Insurers Still Don't Understand Blockchain

About eight years ago, there was a growing blockchain buzz. Those who grasped the mechanics of blockchain and its role as the technology underlying bitcoin saw the potential to disrupt financial exchange systems. And the question naturally follows – can it disrupt insurance transactions too? Before answering that, let's examine how blockchain began with a revolutionary technology for financial transactions.

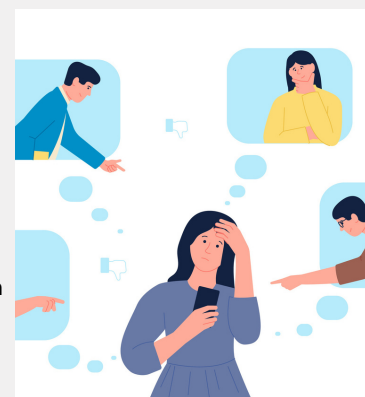
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## DATA MATTERS: GUILT BY ASSOCIATION

BY TOM NOWAK  
PRESIDENT, STRATEGY CONVERSATIONS, LLC

In previous articles we have explored that lack of trust, in society generally, that affects much of our lives and work, and explored ways to build and restore trust. Now let's turn to one of the root causes of the persistent lack of trust: a loss of values. This is evident in the daily news feeds (and "perp-walks") of compliance-related breaches, corporate and individual, and the significant financial impact to organizations, individuals, and markets. And if perception is reality, then as reported in a Bloomberg Opinion on March 23 by Justin Fox, individuals seeking careers in finance – and realistically by association our data management community, since finance is data in motion – are likely to have failed a trust test.

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## CLOUD DATA ORGANIZATION PART 2: CLOUD DATA WAREHOUSES, DATA LAKES, DATA LAKEHOUSES

BY DAVID LOSHIN  
PRESIDENT, KNOWLEDGE INTEGRITY, INC.

In our last article, we looked at storage formats and file formats that were suited to the cloud. This article looks at data management from the perspective of the data consumer or data analyst. We start with a review of the traditional data warehouse architecture as deployed in an on-premises environment. Figure 1 shows the data warehouse population flow from left to right: data sets are extracted from existing (and usually also on-premises) transaction-processing or operational systems. Those data extracts are moved to a separate staging area, where the data sets are subjected to standardization, cleansing, and validation.

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## CURRICULUM NEWS

# COMING SOON

IDMA 202-  
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MANAGEMENT  
AND THE  
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For more information about the  
release of this textbook and study  
guide or to get on the pre-order list,  
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**CONGRATS TO THE  
MARCH 2022  
TRIVIA WINNERS!**

**Tamara Kingston**  
Sentry Insurance

**ANSWER TO MARCH 2022 TRIVIA**

- 1) If spelunkers B and C had helmets of the same color, then spelunker A would immediately announce that her helmet was the other color;
- 2) If spelunkers B and C had different colors, then spelunker A would be silent; that would have been a signal for spelunker B, who would then announce her own color after seeing C with the other color.

INSURANCE DATA MANAGEMENT ASSOCIATION  
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**TRIVIA**  
(WIN \$25)

**At a recent IDMA Chapter meeting, a number of Data Managers are talking about Laura and John while standing in a circle. They are evenly spaced and the eighth Data Manager is directly opposite the 22nd Data Manager. How many Data Managers are there altogether?**

**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 first 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 – May 2022 issue.



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# IDMA 2022 ANNUAL CONFERENCE

SEPTEMBER 18TH - 20TH

## FUELING DATA MANAGEMENT

AND DIGITAL TRANSFORMATION -  
EMBRACING INNOVATIVE TECHNOLOGIES

ORLANDO, FLORIDA

**CALL FOR SPEAKERS**  
SUBMIT YOUR PROPOSAL  
BY MAY 6, 2022

### CALENDAR OF EVENTS

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

**May 18th, 2022** - Data Quality and Trusted Information: Challenges and Best Practices (**Registration Open**)

**June 15th, 2022** - Data Catalogs and Empowering Business with the "Right" Data (**Details Coming soon**)

#### INDUSTRY PARTNER EVENTS

**May 9-11, 2022** - 2022 NCCI Annual Issues Symposium (Orlando, Florida) (**Registration Open**)

#### IDMA 2022 ANNUAL CONFERENCE

##### CALL FOR SPEAKERS

**September 18-20, 2022** - Fueling Data Management and Digital Transformation - Embracing Innovative Technologies Orlando, Florida (**Click to Learn More / Call For Speakers Opens in March**)

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