



KATIE HERNANDEZ
TEAM LEAD, INDUSTRY RELATIONS
AND ENGAGEMENT, IDMA

FROM THE IDMA DESK

From acquisition of new data types, through the changing attributes of metadata, to integration of enterprise data strategies with business process design initiatives, and expectations of meeting the increased demand for quality data to enable analytics, the role of data management continues to expand. The impacts of these changes are generating the need for enhanced governance models and comprehensive best practices to respond to the challenges in aligning data strategies with business strategies to deliver a better bottom line. How do data management professionals stay current on these issues and challenges?

For almost 40 years, the IDMA has stayed true to its mission statement in increasing the level of professionalism and knowledge of the insurance data management profession through education and peer to peer networking. Members find the Association an invaluable resource for education, member networking and knowledge sharing. Professional friendships and meaningful support networks are formed at our interactive local and national meetings and through participation on our committees.

We welcome insurance data management and business intelligence participation from wherever it may exist in your organization. Our members come from regulatory reporting, actuarial, claims, underwriting, information technology, finance, marketing, and many other areas within their firms.

The IDMA programs are dedicated to supporting our industry's data managers and keeping them current on emerging technologies and data management issues. As a member, you can benefit from access to conference presentations through our website, complimentary attendance to our regional chapter meetings, discounted registration fees to IDMA annual conferences and other industry events, and access to webinars, whitepapers, and publications throughout the year. Add to that the ongoing access to your member peers for questions, networking, and career support through our social media platforms, especially the IDMA LinkedIn group.

IDMA is a vibrant organization serving the insurance industry and with your help we hope to continue our mantra to CONNECT, SUCCEED and GROW!



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AGILITY AND PRINCIPLED ENTREPRENEURIAL LEADERSHIP

BY TOM NOWAK
PRINCIPAL, STRATEGY CONVERSATIONS LLC

“The quick and the dead.’ No, this is not a movie review of a 1995 western starring Sharon Stone. Nor is an essay on a verse from Shakespeare’s Hamlet. Nor a commentary on the King James Bible. It is, however, a discussion about judgement, and in particular about failure and how to avoid it, because as Matta and Ashkenas observe (Harvard Business Review; Why Good Projects Fail Anyway, September 2003), “big projects fail at an astonishing rate’. They suggest that multiple teams, working in parallel with little collaboration, will not converge toward the intended goals and results.



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DATA DEMOCRATIZATION AND DATA CONSUMER ENABLEMENT PART 2: DATA ACCESSIBILITY AND CONSUMER ENABLEMENT

BY DAVID LOSHIN
PRESIDENT, KNOWLEDGE INTEGRITY, INC.

In our previous article about data democratization, published in the June 2022 edition of the IDMA monthly newsletter, The Insider, we described different data consumer personas and noted that the members of each of these communities have different expectations for data accessibility. At the same time, access must be modulated in the context of what information each persona is allowed to use and under what circumstances those privileges are granted. Understanding these challenges informs the data modernization strategy and directs architectural decisions ensuring that data consumers needs are accommodated.

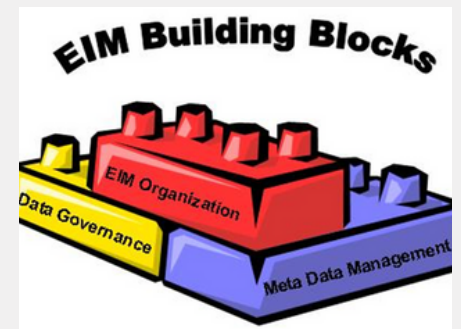
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DATA GOVERNANCE BUILDING BLOCKS

BY DR. DAVID P. MARCO, FELLOW IIM, CBIP, CDP
PRESIDENT, EWSOLUTIONS

To have a successful Enterprise Information Management (EIM) and data management program, companies must ensure that they are properly executing the fundamental building blocks of these initiatives. The basic building blocks of EIM are Metadata Management, Data Governance, and the EIM Organization.



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THREE NEW DATA RESPONSIBILITIES FOR TODAY'S MANAGERS

BY JANE CROFTS
FOUNDER, DATA TO THE PEOPLE

As Harvard Business Review has reported, only about a third of workers, at least in America, are interested in becoming managers. Most are perfectly happy remaining in their professional domain expertise. Even among those who aspire to management, I’m sure that many are hesitant about the HR, fiscal and budgetary responsibilities that come with this role.

Yet what we are seeing coming to life in the middle management zone of organizations is that there is yet another new responsibility that managers must adopt – a data responsibility.

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Jim Gianelos
Vectra Corp

ANSWER TO JULY 2022 TRIVIA

The nail was at the same height — trees grow from the top!

INSURANCE DATA MANAGEMENT ASSOCIATION
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TRIVIA (WIN \$25)

How many companies formed a consortium to found IDMA in 1983? Were there 10, 13, or 17 founding members?

Submit your answer to 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 – September 2022 issue.



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