

THE IDMA INSIDER

JANUARY 2023

FROM THE IDMA DESK



**BY ANNE MARIE SMITH, PH.D.,
CDMP, CBIP, ARM
IDMA BOARD MEMBER,
EXECUTIVE EDITOR OF
DATAMANAGEMENTU.COM**

Best wishes for a happy, productive, and engaging 2023!

In its 40+ years of existence, IDMA has always striven to provide excellent educational opportunities and professional development opportunities to the insurance data management industry. Through its rigorous courses and examinations, IDMA certifies the knowledge of data managers in a variety of topics, including data governance, data quality, data architecture and more. Are you looking to advance your career in insurance data management? Visit www.idma.org and review the collection of certification programs, on-demand learning sessions, and study materials. Experts in each area of data management have designed the courses and passing one or more of the examinations can validate your competence and confirm your advancement in the field.

Are you looking for more professional development opportunities? IDMA holds many online seminars throughout the year, and registration for each is as close as www.idma.org/events/training-workshops/. IDMA and DMU are hosting a joint virtual one day seminar [Tools and Solutions to Support Effective Data Management](#) on June 14. Call for speakers and sponsors are open through March 31st. Share your expertise and data stories and help shape our agenda!

As the Executive Editor of DataManagementU.com, I am honored to be a moderator for the periodic (FREE) Lunch-and-Learn webinars hosted jointly by IDMA and DMU. Check out the schedule at www.idma.org/events/other-sponsored-events/ and register to receive notice of each new session. Expert panelists answer questions on topics such as “Challenges of Master Data Management (MDM) for Insurance Organizations” and “Telling Your Data Story More Effectively”. The webinars are interactive and full of information; they are also entertaining!

Finally, as a fellow data management professional in insurance, I strongly urge you to attend the annual IDMA Conference this year (October 22-24, in Philadelphia, PA) – Call for sessions coming out in March. It is a wonderful event, full of professional development and learning experiences, and it has the advantage of in-person networking with fellow data management practitioners and recognized experts. The camaraderie is as valuable as the learning; it is a great reunion of friends and colleagues. www.idma.org/events/annual-conference/. I recommend bookmarking each link included here and finding time in your busy schedule to attend one or more of these events, I hope you will participate in the educational and professional development activities that are so important to each of us in this “information and knowledge age”. Connect, Succeed, and Grow!

Anne Marie Smith



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FIVE DATA TRENDS TO WATCH IN 2023

BY SADIE ST. LAWRENCE
FOUNDER AND CEO, WOMEN IN DATA

At this time of the year, you may be feeling deluged by trend lists, especially the ones that give you 15 or 20 trends to digest and track. When I was assembling my list of the big data trends to watch in 2023, I wanted to target no more than five and have a sound theory behind each one.

Where I ended up was a core theme and trend, which made it easy to branch off into four related ideas. I've also added some strategic ideas that data leaders can consider in response to these trends.



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DATA QUALITY, UTILITY, USABILITY, AND OBSERVABILITY

BY DAVID LOSHIN
PRESIDENT, KNOWLEDGE INTEGRITY, INC.

Three factors influence significant changes in attitudes about data quality -

- Increased data volumes and variety: In the early days of reporting and business intelligence, organizations focused on extracting and integrating data from their own internal systems to feed their analytics objectives. As corporate data environments have spread outside the on-premises data center, organizations are able to acquire and ingest a wider variety of data sources. Some of those data sources come from within the enterprise while other data sources are acquired from Software-as-a-Service providers, trading partners, as well as open data feeds.

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DATA EMPATHY, TRANSLATION, AND BETTER CULTURE: THREE REASONS TO BE A DATA LEADER

BY ALLEN HILLERY
CO-FOUNDER, BE DATA LIT

When I think of a data leader, I don't imagine it as a role that falls on one person, structurally speaking. I believe data leadership starts with the CEO. This doesn't mean the CEO has to have roots in a data or analytical field, but that leader should know about data.

I also believe that a data leader ought to be pretty much any leader, because in today's organizations a leader should be as in tune to the power of data as possible.



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HOW TO APPROACH SUCCESSFUL DATA GOVERNANCE INITIATIVES

BY JOSH TAPLEY
VICE PRESIDENT, ENTERPRISE DATA & ANALYTICS, COMCAST

Think of approaching data governance effort as you might work on a craft project with your kids. If you clean up the mess as you go along, everyone gets a job to do, and you end up in a much better state of mind. If you leave all the clean-up to the end, it may all fall to you and completely overwhelm you.

In data governance, the more you set and define your targets for documentation upfront, the easier it will be. In addition, you'll make better decisions as you go, versus ending the process and realizing, "Yeah, I guess we should have locked that down."

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IDMA-DMU SEMINAR 2023
JUNE 14TH | VIRTUAL



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events.bizzabo.com/IDMA-DMUVirtualSeminar



CALENDAR OF EVENTS

UPCOMING WEBINARS (FREE AND OPEN TO THE PUBLIC)

February 8, 2023 - Ask the Experts: A Guide to Becoming Data-Driven (Registration Open)

March 15, 2023 - What is a Data Modernization Strategy, and Why do I Need One? (Registration Open)

IDMA-DMU SEMINAR 2023

June 14, 2023 | VIRTUAL - *Tools and Solutions to Support Effective Data Management*
(Call For Speakers and Sponsors - Submissions Open)



**AND THE
WINNER IS...**

**CONGRATS TO THE
DECEMBER 2022
TRIVIA WINNER!**

Kevin Hobbs
State Auto Insurance
Companies

ANSWER TO DECEMBER 2022 TRIVIA

Don works in a butcher shop, so he weighs meat.

INSURANCE DATA MANAGEMENT ASSOCIATION
WWW.IDMA.ORG

TRIVIA (WIN \$25)

95 CIDMs were asked what type of insurance data they liked out of metadata, zone-rated territories, and packed fields. Their answers were:

4 like metadata; 80 like zone-rated territories; 2 like only packed fields; 23 like zone-rated territories and packed fields; 51 like zone-rated territories and metadata; 34 like only zone-rated territories and metadata; and 10 like only metadata and packed fields.

How many CIDMs like all three types of insurance data?

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 – February 2023 issue.

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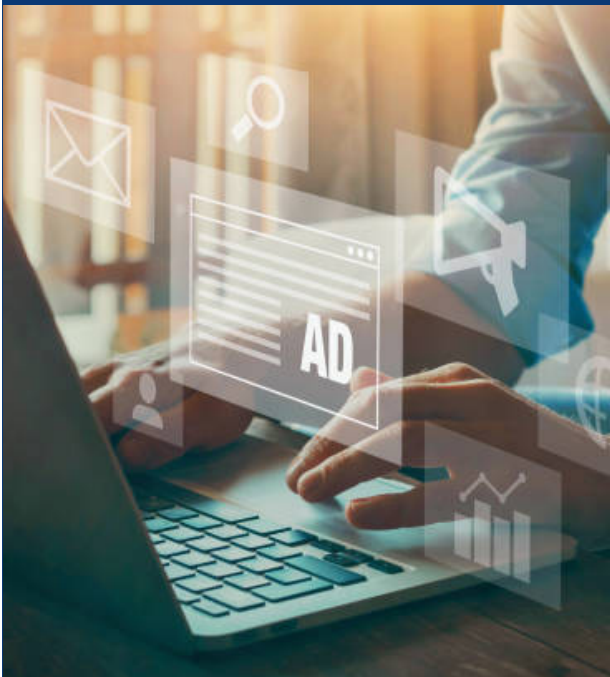
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