



# DATA CROSSROADS

YOUR PARTNER  
IN DATA  
MANAGEMENT

Services  
2025



# OUR PROFILE.

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With over 15 years of experience, we specialize in data management (DM) and governance. We help businesses establish or enhance governance frameworks across critical data management capabilities, primarily focusing on business and data architecture, data quality, and metadata management - the cornerstones of any successful data-driven initiative.

Beyond our data management expertise, we excel in project management and business control, bringing a comprehensive approach to every project.

Our knowledge isn't just theoretical. We deliver practical solutions through on-site and online consulting, coaching, and training services—driving real, measurable results for our clients.

## SERVING GLOBAL LEADERS IN DATA MANAGEMENT

Our clients include large and medium-sized international companies across the globe.

We tailor our services to meet the needs of key professional groups:

**Data Management Executives and Managers:** Strategic guidance for leaders driving data initiatives.

**Advanced Data Management Professionals and Consultants:** Expert support to refine and expand capabilities.

**Data Management Newcomers:** Comprehensive training to build foundational knowledge.

**Business Executives and Program/Project Managers:** Integrated solutions to align data and AI strategies with business objectives.

## THOUGHT LEADERS IN DATA MANAGEMENT

Our proven methodologies are featured in several renowned books, including:

- The Data Management Toolkit: A Step-by-Step Implementation Guide for the Pioneers of Data Management
- Data Lineage from a Business Perspective
- The 'Orange' Data Management Framework: Design, Implementation, and Measurement of Maturity and Performance. A Practitioner's Guide
- The Data Management Toolkit 2.0: An Advanced Step-by-Step Guide for Implementing a Governance Framework
- Harmonizing Governance Frameworks for Data and AI Management

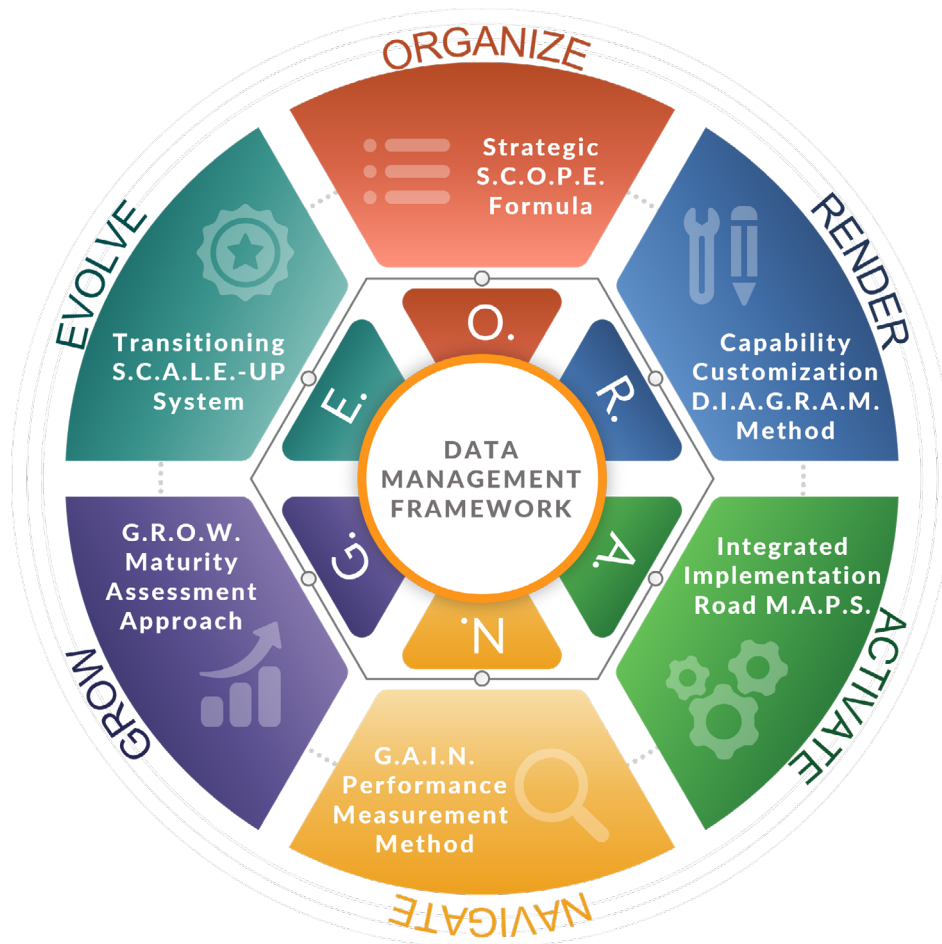
To further share our expertise, we offer comprehensive online training programs through our DC Academy, empowering professionals worldwide to excel in data management.

# OUR APPROACH.

We deliver results by adhering to fundamental principles:

## READY FOR USE AND FLEXIBLE METHODOLOGY

Our practice is grounded in the O.R.A.N.G.E. Data Management Framework (DMF) —a versatile and adaptable framework designed to meet each customer’s needs and resources. It includes ready-to-use models, methods, and templates, enabling us to deliver predefined outcomes within agreed-upon budgets and timelines.



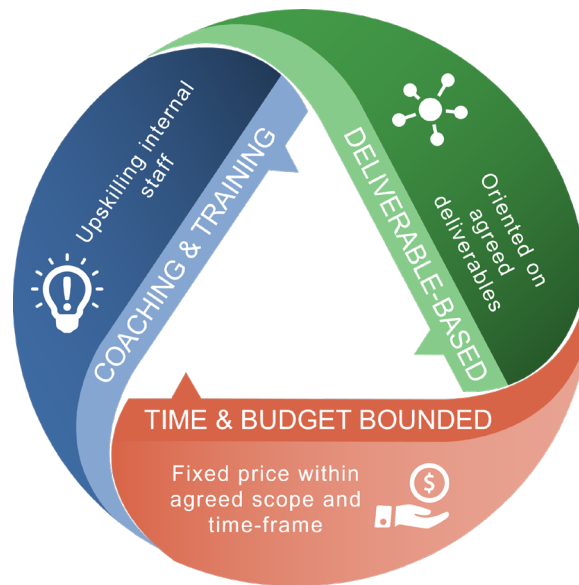
This framework, with its comprehensive models and methods, empowers our customers to achieve the intended outcomes for diverse data-related initiatives.

## COMPREHENSIVE SUPPORT

We provide a tailored combination of consulting, coaching, and training services to help our clients successfully execute “fit-for-purpose” data initiatives.

This approach offers several key benefits:





#### Upskilling Internal Teams:

- **On-the-Job Training:** Equips staff with the skills to continue development independently after project completion.
- **Team Collaboration and Task Distribution:** Promotes teamwork and opens new career opportunities for internal employees.

#### Achieving Predefined Results:

- **Clear Deliverables:** Define outcomes for each sprint (1-2 months).
- **Structured Workflow:** Divide tasks into design and implementation phases.
- **Implementation Support:** Guide the implementation process.

#### Ensuring Timely and Budgeted Delivery:

- **Fixed Pricing:** Offer a set price for a defined duration (3 or 6 months), ensuring predictability and control over costs.

We understand that implementing data initiatives can be complex. That is why we help companies design realistic and feasible implementation strategies tailored to their culture and resources. Our approach prioritizes quick wins and focuses on achieving results within the agreed budget and timeframe.

## BUSINESS BENEFITS

An established governance framework for data management enables organizations to:

**Deliver Business Value:** Optimize business models and data asset management practices while reducing associated costs.

**Enhance Competitiveness:** Improve the experience of data stakeholders, driving greater efficiency and satisfaction.

**Streamline Data Initiatives:** Coordinate the activities of multiple data management sub-capabilities and stakeholders to simplify the execution of data-related initiatives.

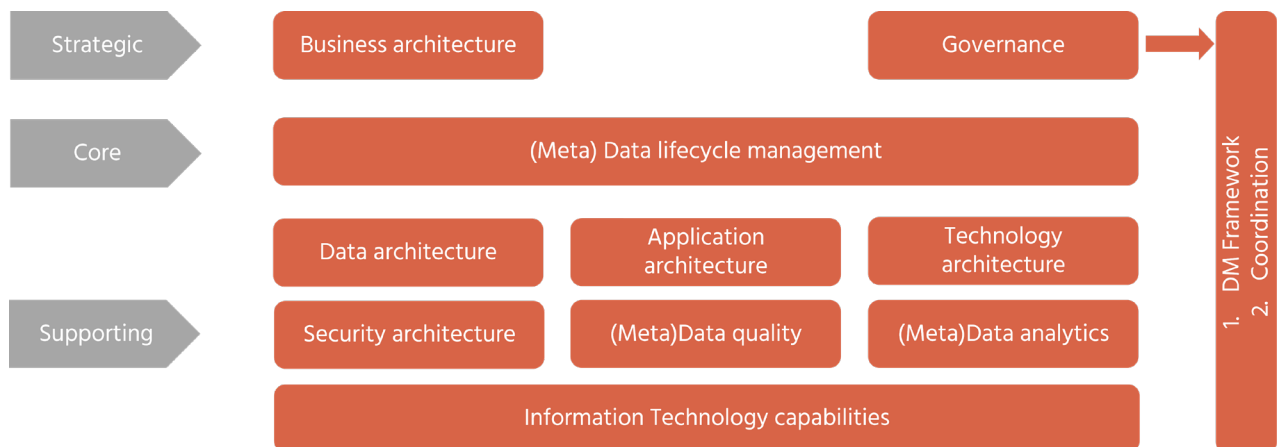


# OUR METHODOLOGY.

## UNDERSTANDING DATA MANAGEMENT

Data management is an organization's ability to safeguard and manage data assets, ensuring they deliver measurable business value.

It is a multifaceted discipline comprised of a set of interrelated lower-level capabilities that work together to maximize the potential of data.



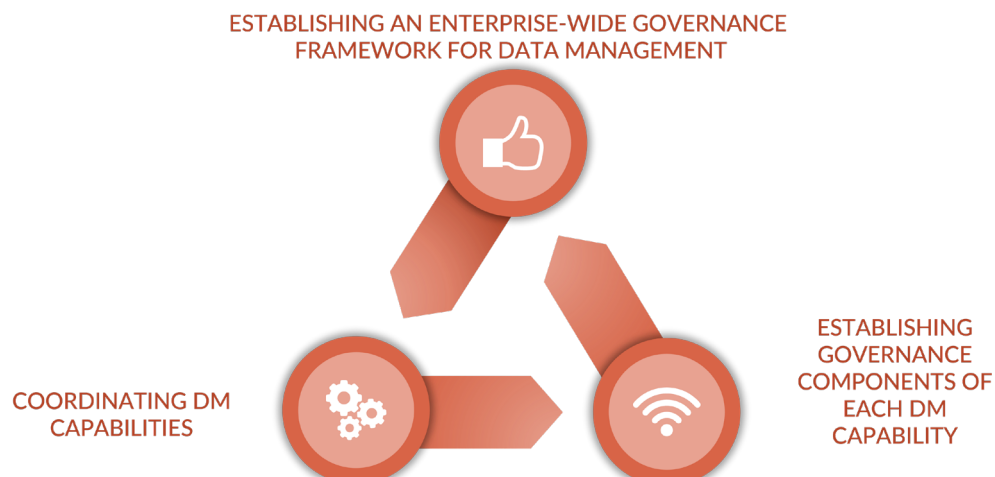
Data lifecycle management is the core capability that delivers value to data stakeholders by transforming raw data into actionable information and insights that drive business value.

Strategic capabilities provide the vision and direction for data management while supporting capabilities ensure the effective execution of the core capabilities.

Data management and its sub-capabilities can be implemented across various organizational levels, with goals and methods tailored to meet the unique needs of each level.

## EXPLORING A GOVERNANCE FRAMEWORK FOR DATA MANAGEMENT

A governance framework comprises a set of models and methods that helps establish data management as a business function, monitor its performance, and coordinate the activities of its sub-capabilities.



The governance framework is designed to achieve three key goals:

**Establishing an Enterprise-Wide Governance Framework for Data Management:** This includes defining the necessary data management (DM) capabilities tailored to the organization's needs, setting up a DM operating model, creating an organizational structure with governing bodies, developing the roles architecture, and implementing enterprise-wide governance processes.

**Establishing Governance Components for Each DM Capability:** Every DM capability requires a governance component to ensure proper operation. This involves developing and implementing regulations, processes, roles, and IT tools.

**Coordinating Activities Across DM Capabilities:** Data management capabilities are highly interdependent, where the output of one often serves as the input for another. The governance framework ensures effective collaboration and controls the mechanisms supporting these dependencies.





# OUR SERVICES.

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## ESTABLISHING OR ADJUSTING A GOVERNANCE FRAMEWORK FOR DATA MANAGEMENT

We help organizations develop new or refine existing governance frameworks by managing the entire lifecycle of required activities. Our approach ensures a structured, sustainable, and adaptable governance framework that aligns with organizational goals and resources while remaining flexible for various data-related initiatives.

The lifecycle of developing and/or adjusting a governance framework includes the following activities:

## SCOPING FEASIBLE DATA INITIATIVES AND DEVELOPING STRATEGIES

An organization needs a well-defined scope for data management initiatives that align with its culture, needs, and resources.

### **We deliver:**

- **Defined Scope:** A tailored set of fit-for-purpose data management capabilities.
- **Preliminary Maturity Assessment:** An evaluation of existing capabilities to establish a baseline.

- Action Plan: A feasible plan outlining deliverables, timelines, and shared accountabilities between the customer and Data Crossroad
- Data Strategy and Roadmap: A comprehensive strategy with clear long-term goals and actionable steps.

We leverage the **Strategic S.C.O.P.E. Formula** to ensure initiatives are realistic and deliver results. This formula helps define the data strategy, long-term objectives, detailed plans, and a roadmap for success.

<b>S.</b>	<b>STIMULUS</b>	Answer the question: "Why does your organization need this initiative?"	
<b>C.</b>	<b>CONTRIBUTOR</b>	Define involved business capabilities and find out stakeholders that would support and benefit from this initiative	
<b>O.</b>	<b>OUTLOOK</b>	Make a scope feasible	
<b>P.</b>	<b>PLAN</b>	Set up long-term plans	
<b>E.</b>	<b>ESTABLISHMENT</b>	Establish a business case/ program/ project	

## DESIGNING A GOVERNANCE FRAMEWORK

An organization must develop the governance components for lower-level data management capabilities that fit business goals.








### We deliver:

- Tailored Recommendations: Guidance on the required set of data management capabilities to meet initiative-specific needs.
- Developed Operating Model: A comprehensive DM operating model, including organizational structure, governance bodies, and defined roles.
- Policies and Standards: Defined data management roles, policies, and processes for core sub-capabilities.

Examples of delivered documents:

- Strategic Documents:
  - "A Data Management/Governance Framework"
- Policies:
  - "Data Management Roles," "Data Modeling," "Information Systems Architecture," and "Data Quality"
- Standards:
  - "Data Sharing Agreement," "Data Service Level Agreement," and "Business Glossary"
  - "Information and Data Requirements," "Data Modeling," and "Information Systems Architecture"
  - "Metadata Model" and "Data Lineage"

We utilize the **Customized Capability D.I.A.G.R.A.M. Method** to deliver these outcomes, ensuring a governance framework tailored to your organization's needs.

<b>D.</b>	<b>DATA/OUTPUT</b>	Define core artifacts/deliverables	
<b>I.</b>	<b>INPUT</b>	Identify required input	
<b>A.</b>	<b>ACTION</b>	Design business processes	
<b>G.</b>	<b>GUIDELINE</b>	Define regulations (policies, standards, etc.)	
<b>R.</b>	<b>ROLE</b>	Identify roles and corresponding RACI	
<b>A.</b>	<b>APPLICATION</b>	Define requirements for IT solutions	
<b>M.</b>	<b>MONEY</b>	Ensure other resources, including money	





## DEVELOPING AN INTEGRATED IMPLEMENTATION PLAN

An organization needs a clear and actionable plan to implement a data management initiative within budget and on schedule.

### We deliver:

- Integrated Implementation Plan: A comprehensive roadmap tailored to your initiative.
- Practical Implementation Advice: Guidance on approaches, methods, and planning for successful execution.
- Templates: Ready-to-use templates for data management artifacts and implementation plans.
- Coaching and Training: If needed, support your team during implementation.

Our **Integrated Implementation Road M.A.P.S. Method** offers flexible approaches for implementing core data management capabilities customized to align with your organization's profile, data architecture, and operating model.

<b>M.</b>	<b>METHOD</b>	Identify an implementation method	
<b>A.</b>	<b>APPROACH</b>	Define an approach	
<b>P.</b>	<b>PLAN</b>	Create an integrated implementation plan	
<b>S.</b>	<b>SET OF ARTIFACTS</b>	Deliver a set of integrated artifacts	

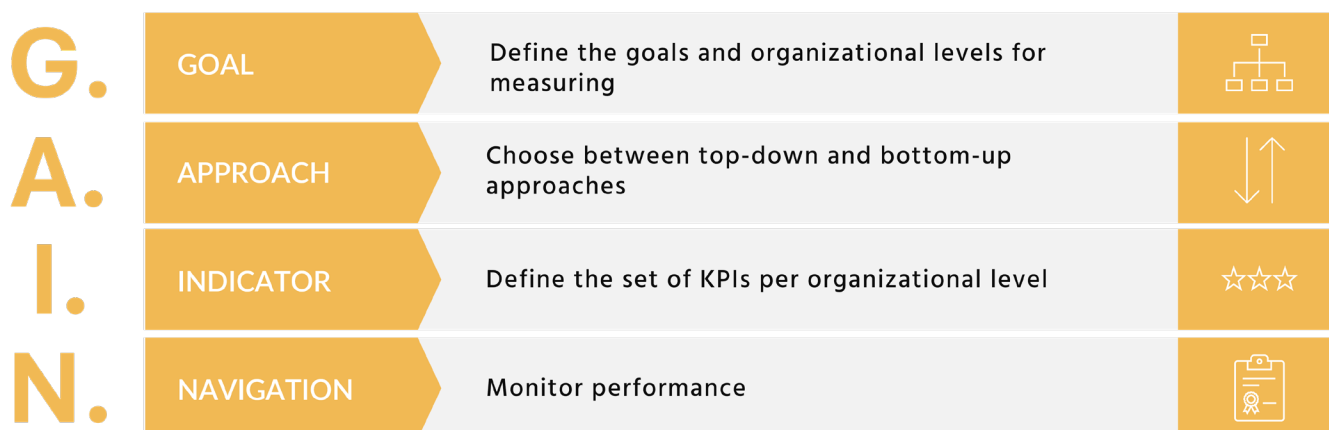
## ESTABLISHING A PERFORMANCE MANAGEMENT AND CONTROL FRAMEWORK SYSTEM

An organization needs a reliable system to measure the effectiveness of its governance framework and specific data management sub-capabilities.

### We deliver:

- Key Performance Indicators (KPIs): A tailored set of KPIs to monitor the performance of core data management capabilities across strategic, tactical, and operational levels.

We utilize the **G.A.I.N. Performance Measurement Method** to design and implement a system that ensures consistent and actionable performance insights.



## PERFORMING A DATA MANAGEMENT MATURITY ASSESSMENT

An organization needs to evaluate the alignment of its data management developments with original plans and identify opportunities for further growth.

A maturity assessment is essential for organizations that aim to:

- Assess Operational Performance: Evaluate the effectiveness of current data management practices.
- Align Capabilities with New Requirements: Identify gaps between existing capabilities and emerging business needs.
- Plan Strategic Actions: Develop targeted plans to achieve new data management goals.
- Benchmark Against Industry Peers: Compare performance with competitors and industry standards.

### We deliver:

- Maturity, an Assessment Methodology and Tool: A specialized Data Crossroads methodology to measure current and target levels across 10 core data management capabilities.

Option 1: Perform a free maturity scan available at

<https://datacrossroads.nl/free-resources/#maturityscan>

Option 2: Perform a detailed data management maturity assessment





We assist organizations by conducting maturity assessments using the O.R.A.N.G.E. (Meta)Data Management Maturity Model. This model evaluates 10 core (meta)data management capabilities and provides a recommended execution plan tailored to the organization's needs.

Option 3: Develop a custom maturity model based on a customer's requirements.



- Gap Analysis and Action Plan: A detailed analysis of discrepancies between current and target maturity levels, accompanied by a proposed action plan.
- Interactive Workshop: A collaborative session to review assessment results and plan next steps.

We leverage the **G.R.O.W. Maturity Measurement Method**, which provides flexible approaches to assess and enhance data management maturity.

<b>G.</b>	<b>GOAL</b>	Define the goal and method	
<b>R.</b>	<b>RANGE</b>	Define maturity levels for “Now” and “To Be” situations at different organizational levels	
<b>O.</b>	<b>OBSERVATION</b>	Perform GAP analysis and benchmarking	
<b>W.</b>	<b>WAY FORWARD</b>	Set up plans for an identified period	

## ESTABLISHING HIGH-ADAPTIVE DATA MANAGEMENT ENVIRONMENT

An organization must stay competitive and establish a management environment that continuously evolves and adapts to new business challenges and requirements.

### We deliver:

- Governance Framework Assessment: Evaluate the suitability of the existing governance framework for new requirements, such as adopting data mesh architecture or transitioning to the cloud.
- Capability Analysis: Identify and analyze the additional data management capabilities required to meet emerging needs.
- Transformation Roadmap: Develop a comprehensive and detailed roadmap and action plans for executing the transformation.

Our **Transitioning S.C.A.L.E.-UP System** ensures these deliverables are tailored to help your organization achieve long-term adaptability and success.

<b>S.</b>	<b>STIMULUS</b>	Assess the achievements and develop a plan for scaling	
<b>C.</b>	<b>CONTRIBUTOR</b>	Establish a feedback loop with stakeholders and grow the network	
<b>A.</b>	<b>OUTLOOK</b>	Adapt existing capabilities and establish new ones	
<b>L.</b>	<b>PLAN</b>	Ensure the robustness of existing infrastructure	
<b>E.</b>	<b>ESTABLISHMENT</b>	Expand the scope of processes and operations	



# BUILDING A BUSINESS CASE FOR METADATA INITIATIVE.

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## WHAT IS METADATA MANAGEMENT?

Metadata management is an organization's ability to manage metadata to enable a data lifecycle and establish a metadata lifecycle.

### Key Concepts in Metadata Management

- **Data Lineage:** Tracks data movements and transformations across pipelines, connecting various levels of abstraction and their relationships.
- **Knowledge Graphs:** Represent interconnected data assets and management artifacts across abstraction levels in a format that humans and machines understand.
- **Metadata Solutions:** Comprehensive IT systems designed to manage an organization's metadata. Core features include lifecycle management, data discovery, lineage tracking, data quality monitoring, and asset catalogs at multiple abstraction levels.
- **Unified Metamodel:** Data lineage and knowledge graphs leverage a shared metamodel that links metadata across four abstraction levels, providing consistency and clarity in managing data assets.

## WHY DOES AN ORGANIZATION NEED METADATA MANAGEMENT?

Metadata management is essential for organizations to:

- **Ensure Regulatory Compliance:** Meet the requirements of regulations and audits efficiently.
- **Support Business and IT Change Initiatives:** Execute transformations and updates effectively.
- **Streamline Data Management Activities:** Enhance the efficiency of data-related processes and operations.

## HOW DO WE SUPPORT OUR CUSTOMERS?

We assist organizations in implementing metadata initiatives using a structured metamodel and proven methodology.

### *Phase 1: Planning a metadata initiative*

To ensure success, an organization needs a feasible scope for a metadata initiative that meets the company's needs and resources.

#### **We deliver:**

- **Business Driver Prioritization:** Guidance on identifying and prioritizing key business drivers for the initiative.
- **Stakeholder Identification:** Support in defining and engaging key stakeholders.
- **Metadata model:** A comprehensive metamodel to structure and guide the initiative.
- **Readiness Assessment:** Evaluation of the company's preparedness for the initiative.
- **Scoping Assistance:** Help define the scope of a data lineage initiative.

## ***Phase 2: Implementing a metadata initiative***

An organization needs to ensure the implementation of the metadata initiative within the planned budget and timelines.

### **We deliver:**

- Developed Functional Requirements: Assistance in creating detailed and actionable functional requirements.
- Approach and Tool Selection: Support identifying the best-suited approaches, methods, and tools for the initiative.

## ***Phase 3: Integrating metadata initiative outputs***

An organization must integrate the initiative's outputs, i.e., data lineage, into "business as usual" operations.

### **We deliver:**

- Validation Techniques: Assistance in developing methods to validate data lineage outcomes.
- Training and Engagement: Support in creating training materials and involving business teams in effectively using data lineage outcomes.





# DATA CROSSROADS ACADEMY.

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We provide a range of online and on-site training opportunities tailored for data and business professionals at all levels.

## TRAINING TOPICS INCLUDE:

- An enterprise-wide governance framework for data and AI management
- Governance frameworks for core data management capabilities:
  - ☐ Enterprise data architecture
  - ☐ Business, data, and application architecture
  - ☐ Data quality
  - ☐ Metadata management
- Data management maturity
- Data management performance systems
- Data lineage and knowledge graphs

## TRAINING FORMATS WE OFFER:

### *Free Online Courses*

- Recorded webinars at your convenience
- Periodic free live masterclasses

### *Recorded Paid Online Courses*

- Several comprehensive programs designed for business and advanced data management professionals
- Cover all the topics listed above and include multiple courses
- Live Custom Online and On-site Paid workshops
- Live online workshops on the topics above
- On-demand, customized workshops to meet an organization's needs

### *Key Benefits:*

- Practice-Oriented: Case studies, exercises, and ready-to-use templates for real-world application.
- Lifetime Access: Enjoy ongoing access to the program and future updates.
- Free Coaching: One-hour coaching session included per course.



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# YOUR PARTNER IN DATA MANAGEMENT

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Schedule a 30-minute strategic session [datacrossroads.nl/free-strategy-session/](https://datacrossroads.nl/free-strategy-session/)

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