



CDMP Overview

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2006 DAMA International Professional Award Winner**

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What is the CDMP?

- Certified Data Management Professional
- Professional Designation Awarded by DAMA International & the ICCP

What is the ICCP?

- Institute for Certification of Computing Professionals
- Establishes recognized professional standards within the information systems and information technology industry
- Tests comprehension and knowledge of stringent industry fundamentals, not of product specific awareness
- Independent certification organization that offers vendor & product-neutral exams
- Handles DAMA International exam administration



Career Path for Data Management?

- 2006 Survey of DAMA Professionals revealed:
 - An “elusive” profession
 - Most came into the profession mid-career
 - Backgrounds and prior experiences are very diverse
 - Most learned “on the job” (no formal training)

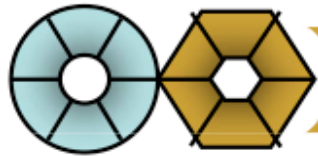
Characteristics of a Profession

- Registration of fitness to practice via voluntary certification
 - Certified Data Management Professional (CDMP)
 - Synergy between DAMA deliverables
 - Exam outlines input for DAMA-DMBOK and Curriculum Framework
- Availability of continuing education
 - Enterprise Data World, local DAMA chapter meetings, etc. Plus recertification or professional development requirement for CDMP – starts after you get your CDMP.
- Specific code of ethics
 - DAMA has code of ethics for board officers. Also when you take CDMP exams, you sign the ICCP code of ethics as well.
- Notable members of the profession
 - Data Management Hall of Fame
(<http://www.dama.org/i4a/pages/index.cfm?pageid=3372>)

Characteristics of a Profession

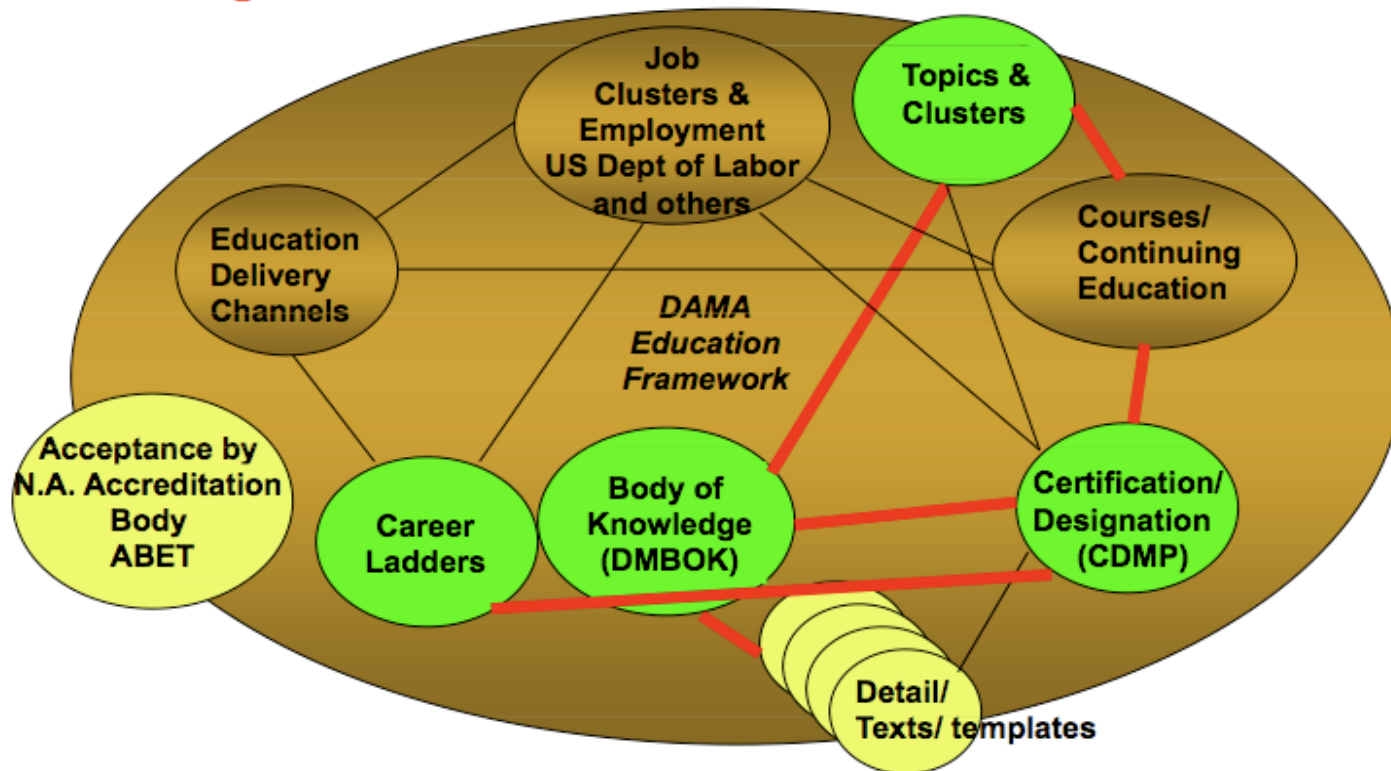
- A profession is defined as an occupational calling (vocation) requiring specialized knowledge and skills or the body of persons engaged in that vocation.
- Professional society
 - DAMA International and Chapters
- Publication of a body of knowledge
 - DAMA-DMBOK
- A professional degree or curriculum
 - Data Management Curriculum Framework for Post Secondary Institutions
(<http://www.dama.org/i4a/pages/index.cfm?pageid=3413>)

A Road Map for the Profession...



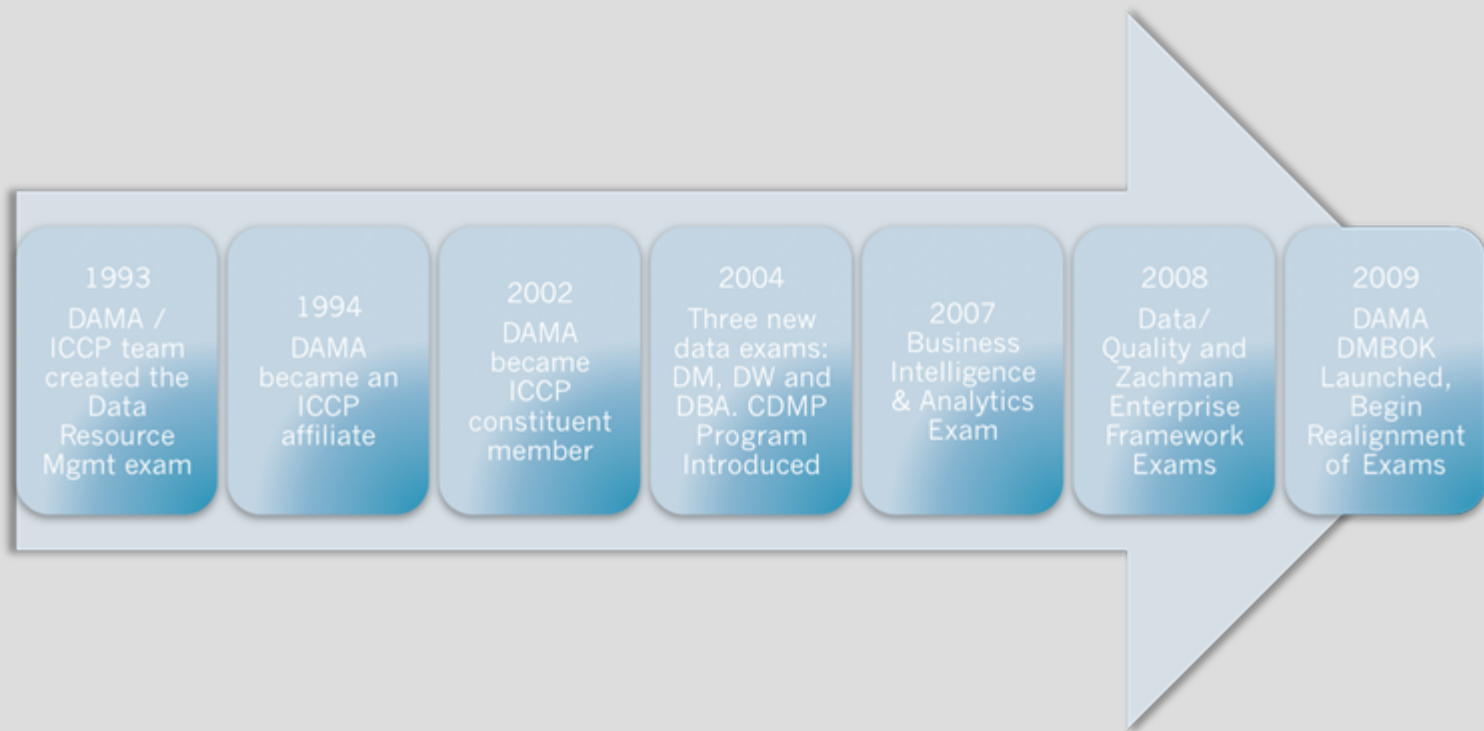
The DAMA Education Framework

Influencing Professionalism



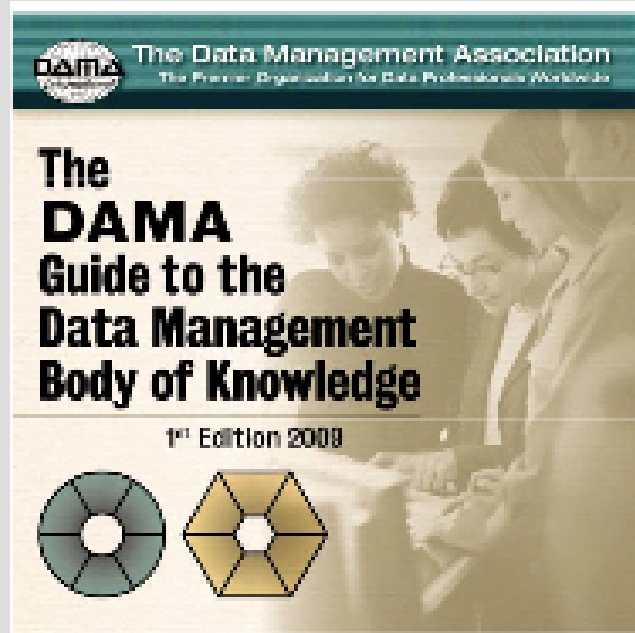
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DAMA I Certification History



Timeline Graphic by Eva Smith

Published in 2009

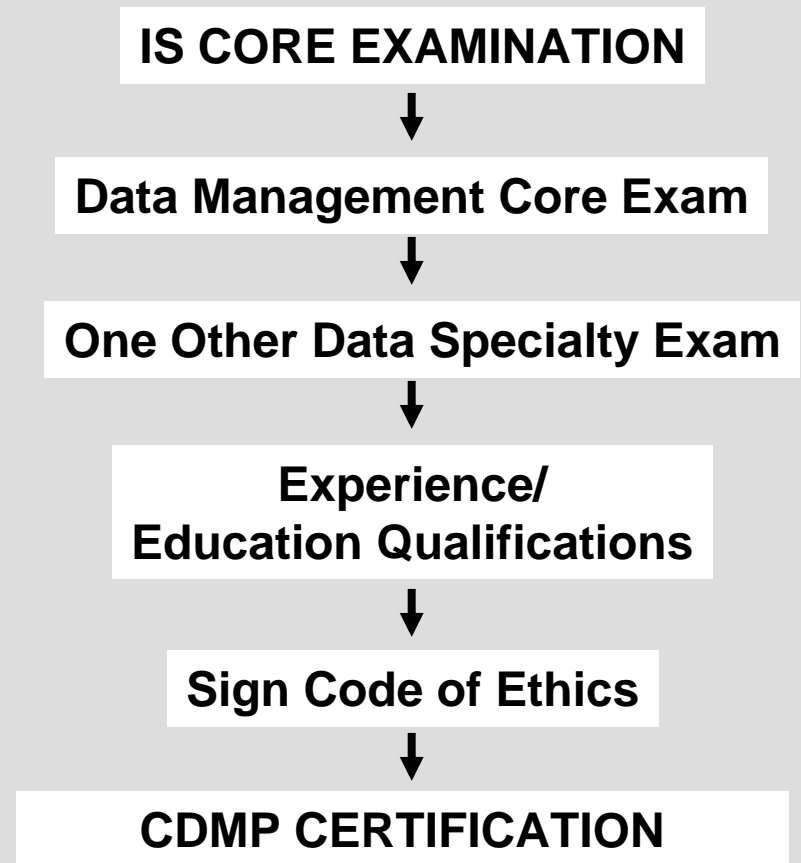


Available on CD (searchable) and in paper copy through Amazon.com

<http://www.dama.org/i4a/pages/index.cfm?pageid=3364>

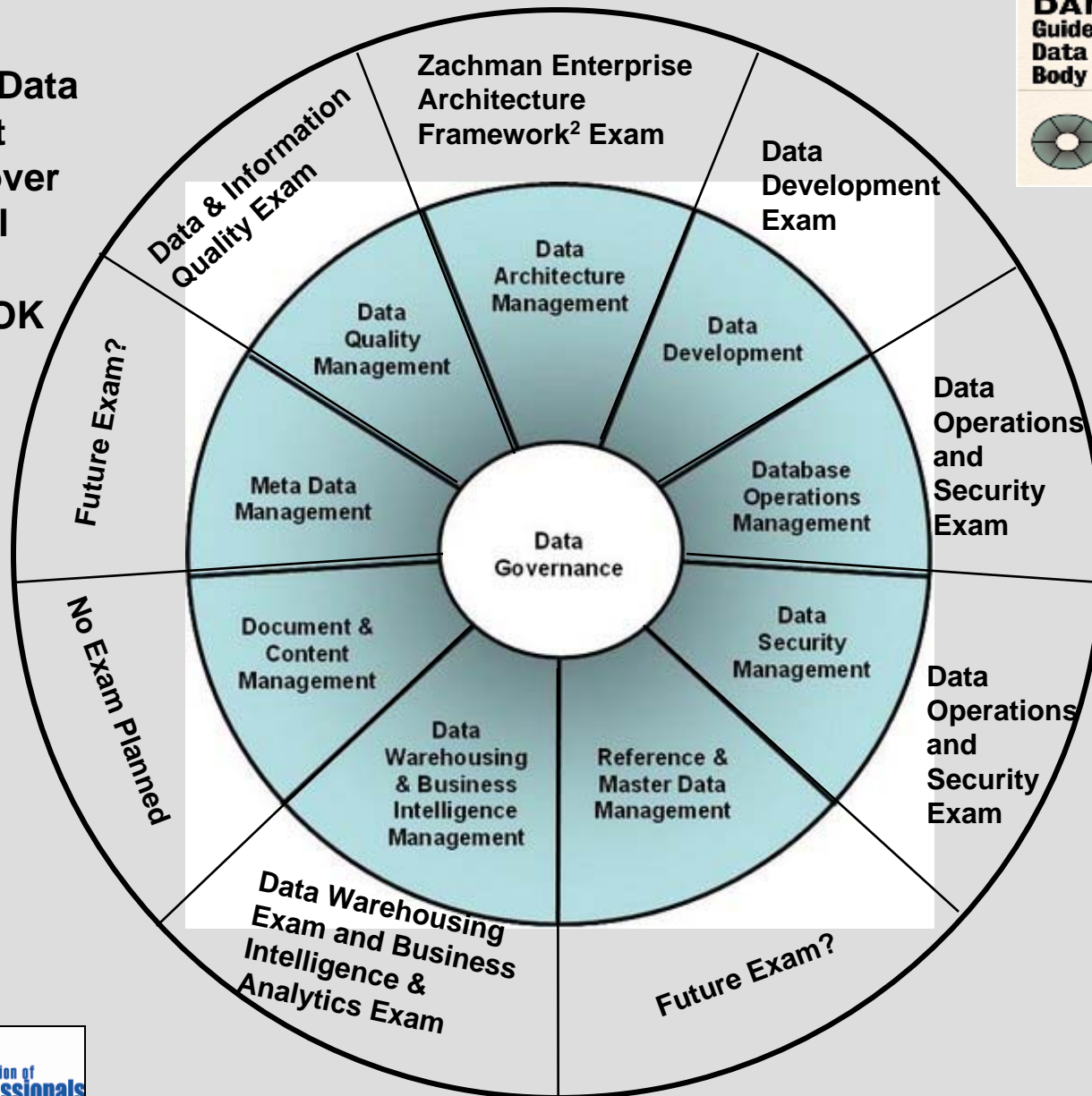
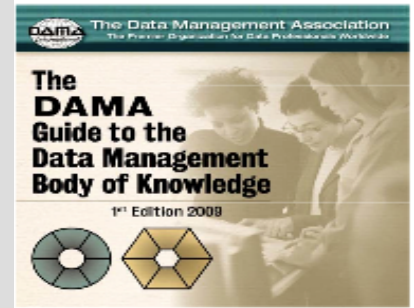
Obtaining the CDMP in 2010

- Fill out application (www.dama.org or www.iccp.org)
- Pass the IS Core Exam (mandatory)
Pass the Data Management Core Exam (mandatory) (beta)
- One Specialty Exam may be taken from:
 - Data Development (beta)
 - Data Warehousing
 - Business Intelligence & Analytics
 - Data Operations & Security (beta)
 - Data & Information Quality
 - Zachman Enterprise Architecture Framework²
- Meet the Experience & Education qualifications
- Sign the ICCP Code of Ethics



NEW CDMP Specialty Exam Alignment to

The revised Data Management Exam will cover all functional areas of the DAMA-DMBOK



How Many Exams?

- Three Examinations
- All exams: 90 minutes, 110 multiple choice questions each
- Exam content
 - 100 experience based randomized multiply choice questions (scored)
 - Plus 10 beta multiply choice randomized questions (not scored)
- Pass Exams at 70% or better for Mastery Level
- 50%-69% for Practitioner Level

CDMP Requirements

- Experience & Education
 - 48 months experience
 - 24 months for Practitioner level
 - Substitute up to 24 months of the experience requirement with appropriate undergraduate or graduate degree
- Three-year recertification cycle

One Specialty Exam Substitution

- Examples include:

| | |
|---|---|
| Certified Insurance Data Manager (CIDM) | IBM Certified Database Administrator |
| IBM Certified Advanced DBA | IBM Certified Solutions Expert |
| Microsoft Certified Master-SQL Server 2008 (replaces Microsoft Certified Database Administrator) | Teradata Certified Professional |
| Oracle Certified Professional | Oracle Database Administrator |

- These programs are pre-qualified to substitute for one specialty exam. Others may qualify.
- Substitute certificates are acceptable as long as the certificate is current, i.e. has not expired.

ICCP Performance Profile

| Content Description | Number Of Items | Your Score | PERFORMANCE PROFILE | | | | | | |
|------------------------------|-----------------|------------|---------------------|------------|-------|---|---|---|---|
| | | | Status | Percentile | 1 | 2 | 5 | 7 | 9 |
| Systems Development | 100 | 77 | Pass | 85 | | | | | |
| 1. Systems Analysis | 39 | 33 | | 94 | ***** | | | | |
| 1.1 General System Theory | 4 | 3 | | | | | | | |
| 1.2 Preliminary Studies | 10 | 9 | | | | | | | |
| 1.3 Problem Definition | 5 | 5 | | | | | | | |
| 1.4 Data Gathering/Analysis | 10 | 8 | | | | | | | |
| 1.5 System Requirements | 10 | 8 | | | | | | | |
| 2. Systems Design & Imp'n | 52 | 38 | | 80 | ***** | | | | |
| 2.1 Alternative Sys. Design | 5 | 5 | | | | | | | |
| 2.2 Logical Design | 10 | 9 | | | | | | | |
| 2.3 Detailed System Design | 17 | 10 | | | | | | | |
| 2.4 Privacy/Sec'y/Controls | 8 | 8 | | | | | | | |
| 2.5 System Implementation | 7 | 1 | | | | | | | |
| 2.6 System Eval'n and Mtce. | 5 | 5 | | | | | | | |
| 3. Systems Analyst as Prof'l | 9 | 6 | | 41 | ***** | | | | |
| 3.1 Organizational Roles | 3 | 2 | | | | | | | |
| 3.2 Interpersonal Roles | 2 | 2 | | | | | | | |
| 3.3 Communication Skills | 2 | 0 | | | | | | | |
| 3.4 Ident. Key Individuals | 2 | 2 | | | | | | | |

Exam Prep & Study Materials

- ICCP offers Sponsored Review Courses through chapters or companies
- CDMP Exam Study Guide and exam review course available through ICCP office (office@iccp.org)
 - DAMA study materials are part of Data Management and Data Warehousing self-study packages sold by ICCP
 - DAMA Data Management Exam Study Guide
 - DAMA Data Warehousing Exam Study Guide
 - Sample exams are available at <http://www.iccp.org.iccpnew/sampletests.html>
 - Exam outlines at <http://www.iccp.org/iccpnew/outlines.html>
- DAMA-DMBOK

Study Options through ICCP

- Self-Study packages
 - Fees: Contact the ICCP office or <http://www.iccp.org/iccpnew/materials.html>
- 12 Week Online Courses NOW available online through the ICCP office
 - Information Systems Core
 - Systems Development
 - Data Management .
- Coming in 2ndQ 2010 - Data Warehousing
- Please contact office@iccp.org to register or use 1-800-843-8227 to call the office register and pay for the course.
 - Fees: (self study packages are cheaper – contact the ICCP office)
 - US\$595 for 12 week tutor supported course
 - US\$695 for 12 week tutor supported course includes one examination (savings of \$150).
 - Equivalency for a 3 credit university course

How do I take exams?

- Contact ICCP to arrange for a proctor
- Attend an Exam Prep class (in-person or online) <http://www.iccp.org/iccpnew/training.html>
- Find a proctor (a CDMP or CCP holder, educator, testing center) and have them make arrangements with ICCP
 - Proctor must be acceptable to ICCP
 - Proctoring guidelines
<http://www.iccp.org/iccpnew/testing.html>
- Remote proctoring available by appointment through ICCP
 - Need webcam, microphone and ID

Recertification

- **Goals**
 - Maintain professional competence
 - Update existing knowledge and skills
 - Attain new or additional knowledge and skills
- **Guidelines**
 - 3 year cycle
 - Earn 120 approved contact hours of continuing education
 - Post contact hours online at <http://www.iccp.org/cgi-bin/pdform.php>
 - No documentation required unless audited
 - Pay \$75 (CCP, CDMP) or \$125 (TDWI-CBIP-ICCP) per year maintenance fee to ICCP
 - <http://www.iccp.org/iccpnew/recertification.html>
 - Receive Annual Transcript from ICCP

Ways to Earn Professional Development / Recertification Credits

| Activity | Professional Development / Recertification |
|---|--|
| <ul style="list-style-type: none"> * Formal educational institutions | <ul style="list-style-type: none"> * 1 Quarter Hour = 8 credits * 1 Semester Hour = 12 credits * 1 Continuing Education Unit (CEU) = 10 |
| <ul style="list-style-type: none"> * Independent organized programs * Professional society meetings, seminars, conferences | <ul style="list-style-type: none"> * Count time of education program content |
| <ul style="list-style-type: none"> * Teaching, lecturing, presenting * Self-study programs * Published article, book | <ul style="list-style-type: none"> * For each activity category, credit limited to 60 recertification credits / 3 year period |

Ways to Earn Professional Development / Recertification Credits

| Activity | Professional Development / Recertification |
|---|--|
| <ul style="list-style-type: none"> * Sit for other ICCP examinations | <ul style="list-style-type: none"> * Depends on exam score: <ul style="list-style-type: none"> - 70% or higher = 60 credits - 60 - 69% = 30 credits - 50 - 59% = 20 credits - Less than 50 % = 0 credits |
| <ul style="list-style-type: none"> * Hold an executive or administrative role in a professional society * Serve on the ICCP Certification Council / committee * Serve a leadership role in a Business / Computing industry society | <ul style="list-style-type: none"> * For each activity category, credit limited to 60 recertification credits / 3 year period |

Reasons for Certifying



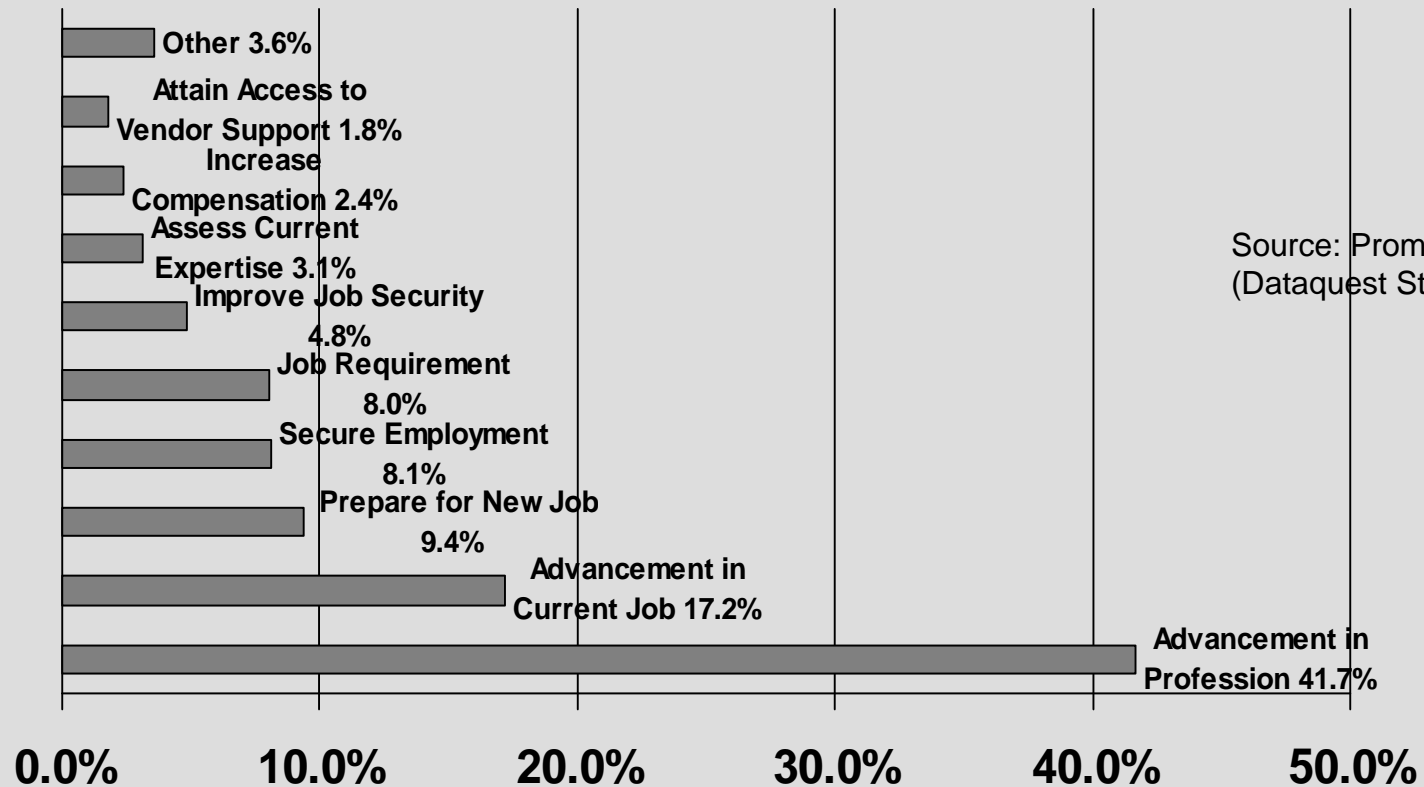
Professionalism

“Certification, in itself, is not a goal, but Professionalism is.”

Dr. Paul M. Pair, ICCP Fellow, 1982



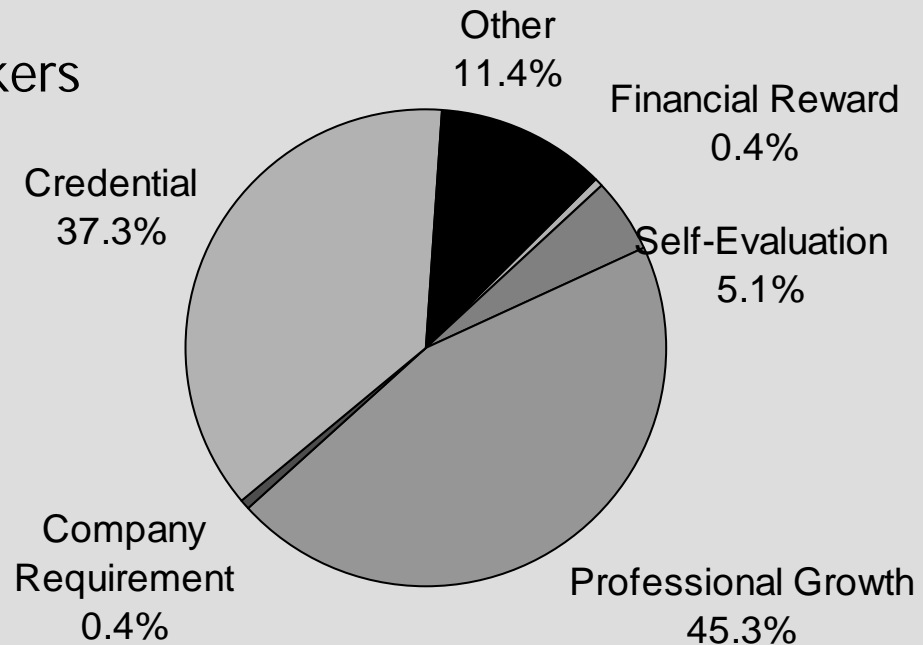
Reasons for Seeking Certification



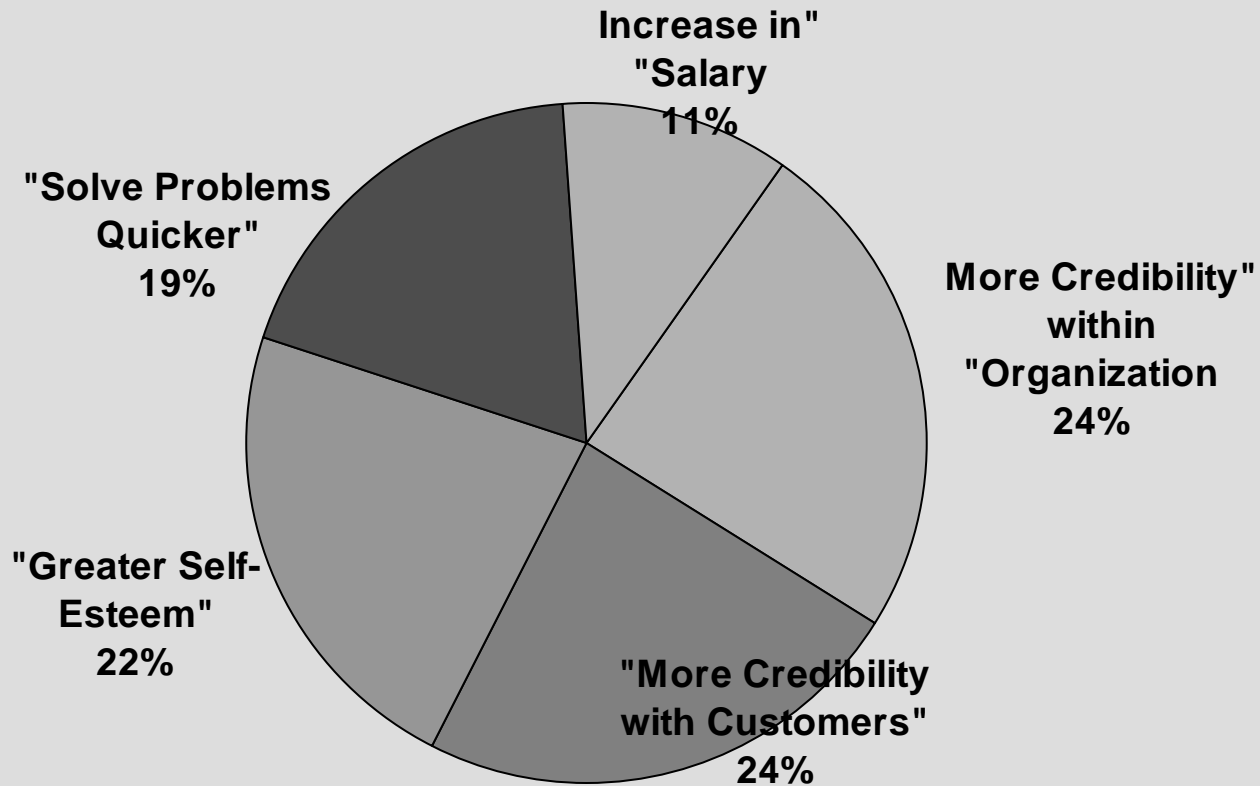
Source: Prometric (Dataquest Study)

Why People Certify

Professional Growth
Consultants
Contractors
Job Hunters
Promotion Seekers
Credentials
Self-Assessment
Professionalism
Challenge



Primary Achievement Resulting from Certification



Career Growth

- Many consulting firms pay bonuses averaging \$5,000 for those who achieve professional certifications
- Large corporations typically reimburse employees for review course, testing, etc. and many provide bonuses from \$100 to \$1,000+
- Government agencies pay for training, exams, provide bonuses, and some give permanent salary increases (up to 15%)
- More job postings are listing CDMPs
- Surveys consistently show that certified individuals
 - earn more than their counterparts and
 - hold more advanced positions

Beta Exams

- Offered in order to obtain statistics on questions
- Beta Exams are **Free**
 - Data Management Core (mandatory starting in 2010)
 - Data Development
 - Data Operations & Security
 - Data Warehousing
- Current Data Management and DBA exams will be retired at a future point
 - Still count toward CDMP if started exam process in 2009
- Available until end of June 2010 through DAMA chapters
- You must fill out an application
- If you pass the exam and want to apply it towards the DAMA Certified Data Management Professional (CDMP) designation, there will be a conversion charge of \$195 per exam (regular exam cost is \$285)
- You can convert up to one year after taking beta exam

Chapter Exam Session

- Announce to membership a scheduled 90 minute session after your meeting
 - Room must have table / chairs arrangement and electrical outlets
 - Send out DAMA announcement on beta exams
 - Ask for RSVP on how many people plan to take exams
 - Test candidates must bring their own laptops
 - Exams available for Windows XP, Vista, & 7 in 32-bit and 64-bit versions
 - Does not work with Macs
- Designated exam proctor contacts the ICCP office to obtain exams
- Exams run off USB drive
 - Corporate laptops often have encrypted USB drives. If you do not know the password to un-encrypt files, then another laptop has to be used.
 - Scores are recorded on paper after session
 - Any scratch paper used during exam session will be collected afterwards
 - No Internet connection or cell phone calls allowed
 - Questions are randomized by order of question and distractors

Question Structure

- Stem frames the question
- Four distractors as answer choices
- One best answer
 - Eliminate distractors based on your experience
 - No penalty for guessing
- Capitalized words such as EXCEPT indicate that an answer is desired that is not appropriate

Data Management Core Sample Question

What is NOT a recurring theme in data management functions?

- A) Data stewardship
- B) Data warehousing
- C) Data integration
- D) Data quality

What does the CDMP cost?

#1

| | <u>2010</u> |
|-----------------------------|--------------|
| IS Core (not beta) | \$285 |
| Data Management Core (beta) | \$195 |
| Third Exam (not beta) | <u>\$285</u> |
| Total | USD \$765 |

OR

#2

| | <u>2010</u> |
|-----------------------------|--------------|
| IS Core (not beta) | \$285 |
| Data Management Core (beta) | \$195 |
| Third Exam (beta) | <u>\$195</u> |
| Total | USD \$675 |

Conversion Fees

- Choose one certification to pursue (either CCP or CDMP or CBIP)
- If you qualify for another certificate (i.e. your exams and experience qualify for both programs), conversion fees are
 - CCP (US \$125)
 - CDMP (US \$125)
 - CBIP (US \$300)

Fee for Substitute Exam

- If you are using an approved external exam as a substitute for one specialty exam (CCP or CDMP)
 - Fee is \$125
- Note: Substitute exams are not allowed for CBIP

Questions?

- For CDMP Program Information:
 - Patricia Cupoli, [ICCP Liaison@dama.org](mailto:ICCP.Liaison@dama.org) or
 - Eva Smith, [ICCP Director@dama.org](mailto:ICCP.Director@dama.org)
 - The DAMA website is www.dama.org
- For ICCP Exam Administration:
 - ICCP office at: office@iccp.org or 1-800-843-8227
 - The ICCP website is www.iccp.org
- CDMP Social Networking:
 - Certify-Able Data Professional Blog
 - <http://cdmpcommunity.blogspot.com/>
 - DAMA CDMP Group
 - <http://www.linkedin.com/e/gis/7744437>

IS Core Exam Topics

- | | |
|---|--------------|
| 1.0 Information Technology Skills | (45%) |
| 1.1. Software Development | |
| 1.2. Web Development | |
| 1.3. Database | |
| 1.4. Systems Integration | |
| 2.0 Organizational And Professional Skills | (20%) |
| 2.1. Business Fundamentals | |
| 2.2. Individual and Team Interpersonal Skills | |
| 3.0 Strategic Organizational Systems Development | (35%) |
| 3.1. Organizational Systems Development | |
| 3.2. Project Management | |

Data Management Core Exam Topics

| | |
|--|-------|
| 1.0 Data Management Process | (5%) |
| 1.1 Concepts | |
| 1.2 Data Roles | |
| 2.0 Data Governance Function | (10%) |
| 2.1. Data Management Planning | |
| 2.2 Data Management Control | |
| 3.0 Data Architecture Management Function | (12%) |
| 3.1 Architecture Overview | |
| 3.2 Enterprise Architecture Types & Techniques | |
| 4.0 Data Development Function | (12%) |
| 4.1 Analyzing Information Requirements | |
| 4.2 Data Model Components | |
| 5.0 Data Operations Management Function | (8%) |
| 5.1 Database Support | |
| 5.2 Data Technology Management | |

(Cont'd)

Data Management Core Exam Topics

| | |
|--|-------|
| 6.0 Data Security Management Function | (8%) |
| 6.1 Data Security Principles | |
| 6.2 Data Security Implementation | |
| 7.0 Reference and Master Data Management Function | (8%) |
| 7.1. Reference Data | |
| 7.2 Master Data Management | |
| 8.0 Data Warehousing & BI Management Function | (12%) |
| 8.1 Data Warehousing | |
| 8.2 Business Intelligence | |
| 9.0 Document and Content Management Function | (5%) |
| 9.1 Document / Records Management | |
| 9.2 Content Management | |
| 10.0 Meta-data Management Function | (5%) |
| 10.1 Meta-data Concepts | |
| 10.2 Meta-data Management Implementation | |
| 11.0 Data Quality Management Function | (15%) |
| 11.1 Data & Information Quality Principles | |
| 11.2 Data & Information Quality Profiling / Assessment / Audit | |
| 11.3 Data & Information Quality Improvement | |

Data Development Exam Topics

| | |
|---|-------|
| 1.0 Data Development Concepts and Technology Types | (17%) |
| 1.1 Concepts | |
| 1.2 Tools and Technology Types | |
| 2.0 Data Analysis and Design | (60%) |
| 2.1. Analyzing Information Requirements | |
| 2.2 Data Model / Design Components | |
| 3.0 Related Data Designs | (7%) |
| 3.1 Information Product Designs | |
| 3.2 Data Access and Data Integration Services Designs | |
| 4.0 Data Model and Design Quality Management | (10%) |
| 4.1 Data Model Design Standards, Versioning and Integration | |
| 4.2 Data Model / Database Design Reviews | |
| 5.0 Data Implementation | (6%) |
| 5.1 Database Development and Testing | |
| 5.2 Database Deployment | |

Data Warehousing Exam Topics

- | | |
|---|-------|
| 1. Data Warehousing Management | (16%) |
| 1.1 Data Warehousing Project | |
| 1.2 Data Warehousing Programs | |
| 1.3 Roles and Responsibilities | |
| 2. Data Warehouse Infrastructure Architectures | (11%) |
| 2.1 Enterprise Architectures for Warehouse Planning | |
| 2.2 Data Warehouse Architectures | |
| 3. Tools and Technology Types | (13%) |
| 3.1 Data Warehousing | |
| 3.2 Business Intelligence | |
| 4. Data Warehousing Analysis | (13%) |
| 4.1 Requirements Analysis | |
| 4.2 Source Data Analysis | |

(Cont'd)

Data Warehousing Exam Topics

- | | |
|--|-------|
| 5. Warehouse Data Modeling and Database Design | (18%) |
| 5.1 Model Types and Components | |
| 5.2 Data Modeling for the Data Warehouse | |
| 6. Data Integration | (13%) |
| 1.1 ETL System Functionality | |
| 1.2 ETL and Alternative Data Integration Development | |
| 7. Other Warehousing Development Activities | (6%) |
| 7.1 Warehouse Applications and Databases | |
| 7.2 Warehousing Training and Documentation | |
| 8. Implementation and Ongoing Activities | (13%) |
| 8.1 Deployment | |
| 8.2 Ongoing Support and Maintenance | |

Business Intelligence & Analytics Exam Topics

| | |
|--|--------------|
| 1.0 Business Intelligence Concepts & Roles | (10%) |
| 1.1 Definitions and Business Drivers | |
| 1.2 Business Intelligence in Organizational Roles | |
| 2.0 Business Management Perspectives | (15%) |
| 2.1 Business concepts principles and guidelines | |
| 2.2 Performance Management | |
| 2.3 Ongoing monitoring and controlling execution | |
| 3.0 Analytics Techniques and Usage | (45%) |
| 3.1 Modeling | |
| 3.2 Business and Data Analysis | |
| 3.3 Data Visualization Techniques | |
| 3.4 Statistics | |
| 3.5 Assessments | |
| 3.6 Measurements and monitoring | |
| 3.7 Decision making | |
| 4.0 Business Intelligence / Decision Support Systems Lifecycle & Technologies | (30%) |
| 4.1 Business Intelligence lifecycle | |
| 4.2 Front end business intelligence technologies | |
| 4.3 Back end tools, applications and technologies | |

Data & Information Quality Exam Topics

- 1.0 Data & Information Quality Concepts, Processes & Roles (20%)
 - 1.1 Concepts and Business Drivers
 - 1.2 Data & Information Quality Organizational Roles
- 2.0 Data & Information Quality Audit Process (30%)
 - 2.1 Data & Information Quality Assessment
 - 2.2 Data Profiling Analysis
- 3.0 Data & Information Quality Remediation (30%)
 - 3.1 Cleanup Methods
 - 3.2 Process Improvement
- 4.0 Ongoing Data & Information Quality Activities (20%)
 - 4.1 Data Certification Process
 - 4.2 Data Governance Framework

Data Operations & Security Exam Topics

- | | |
|--|-------|
| 1. Data Operations Management | (56%) |
| 1.1 Database Support | |
| 1.2 Database Standards | |
| 2. SQL Considerations | (14%) |
| 2.1 SQL Basics | |
| 2.2 DDL – Data Definition Language | |
| 2.3 DML – Data Manipulation Language | |
| 2.4 DCL – Data Control Language | |
| 2.5 Data Dictionary (Systables) | |
| 3. Data Technology Management | (15%) |
| 3.1 Planning, Evaluation and Selection | |
| 3.2 Implementing Data Technology | |
| 4. Data Security Management | (15%) |
| 4.1 Data Security Principles | |
| 4.2 Data Security Implementation | |

Zachman Enterprise Architecture Framework² Exam Topics

- 1.0 Zachman Enterprise Architecture Framework² Concepts & Roles (15%)
 - 1.1 Zachman Framework Concepts
 - 1.2 Zachman Framework Organizational Roles
- 2.0 Planning for Zachman Enterprise Architecture Framework² (18%)
 - 2.1 Initial Enterprise Architecture Effort
 - 2.2 Ongoing Enterprise Architecture Programs / Initiatives
- 3.0 Zachman Framework Models Principles (47%)
 - 3.1 Enterprise Architecture Fundamentals
 - 3.2 Zachman Framework Models
 - 3.3 Zachman Framework Perspectives
- 4.0 Zachman Framework Infrastructure Management (20%)
 - 4.1 Standards and Rules
 - 4.2 Model Management

The Zachman Enterprise Architecture Framework exam is based on the NEW version of the Framework².

For further information on the graphic and standards regarding the new Framework², go to

<http://www.zachmaninternational.com/>.

