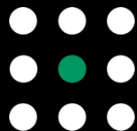


DATA
ANALYTICS
CONGRES
2025



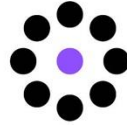
Prof. dr. Bas van Gils
Erik Fransen MSc

DAMA Nederland

**Als het niet waard is om het goed
te doen, doe het dan niet: een
introductie op datamanagement
met DAMA DMBOK**



DATA & INSIGHTS NETWORK



*“In an increasingly digital world,
you have to put the people first”*

Professional roles

Strategy Alliance : managing partner

DAMA Netherlands: board member

Antwerp Management School: professor

Expertise

Business Transformation

Enterprise Architecture

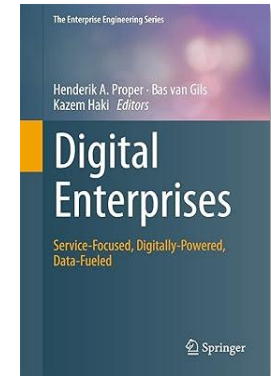
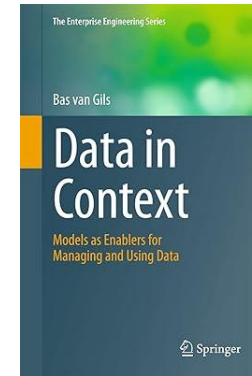
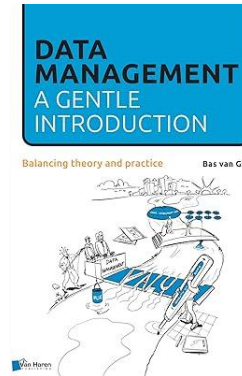
Enterprise Data Management

Prof. dr. Bas van Gils

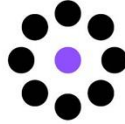
M +31 (0)6 48432088

E bas.vangils@strategy-alliance.com

IN <https://www.linkedin.com/in/basvg/>



DATA & INSIGHTS NETWORK



Professional roles

Connected Data Group & Connected Data Academy:
founder, trainer and ambassador

DAMA Netherlands: board member

University of Applied Sciences Utrecht: instructor
Applied AI

Expertise

Data Governance and Data Management

Artificial Intelligence

Data Virtualization

Erik Fransen MSc

M +31 (0)6 15944476

E secretary@dama-nl.org

IN <https://www.linkedin.com/in/erikfransen/>



“Data Governance and Data Management are the cornerstones of Artificial Intelligence”

DATA & INSIGHTS NETWORK



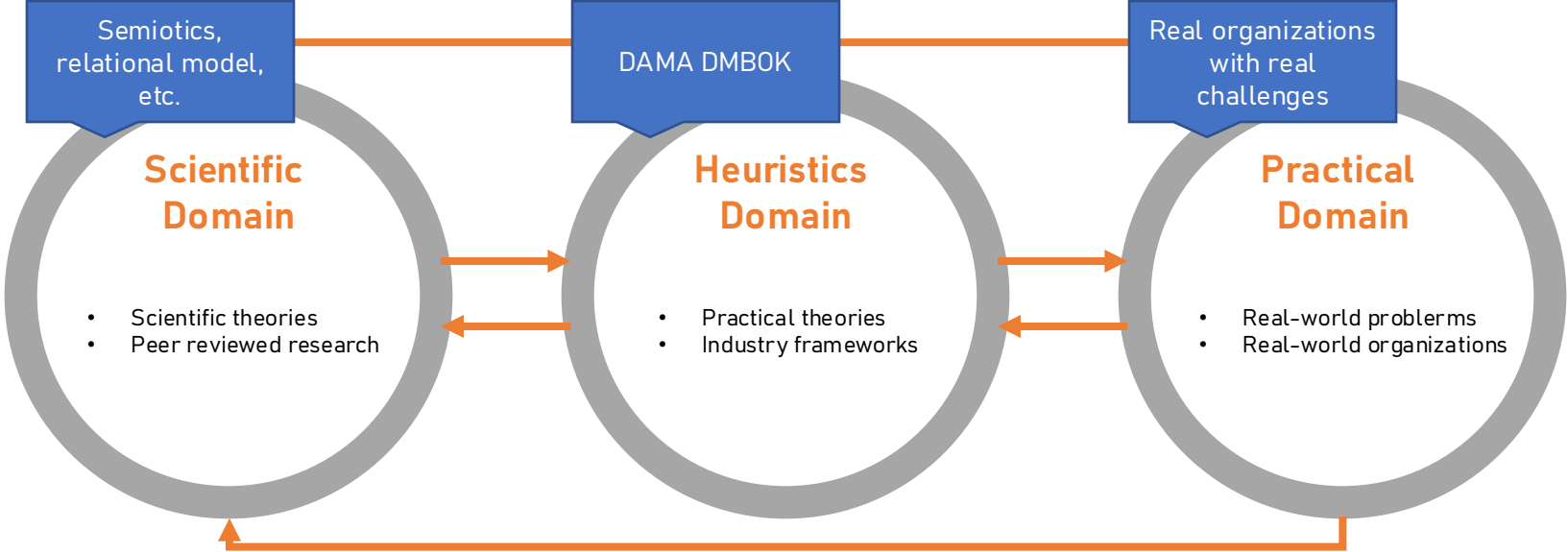
- Lead the community
- Develop and maintain DMBOK
- Manage the CDMP program

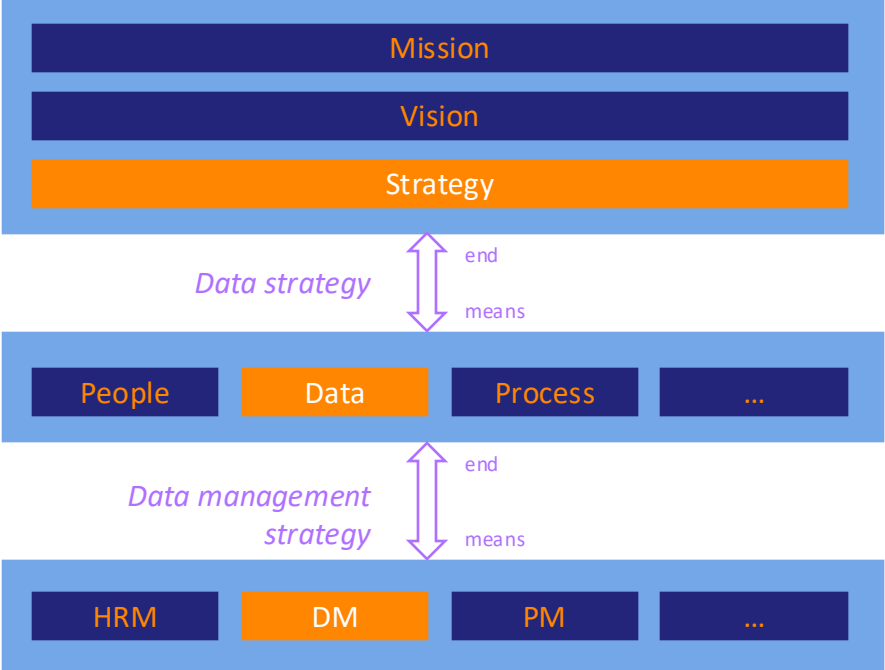


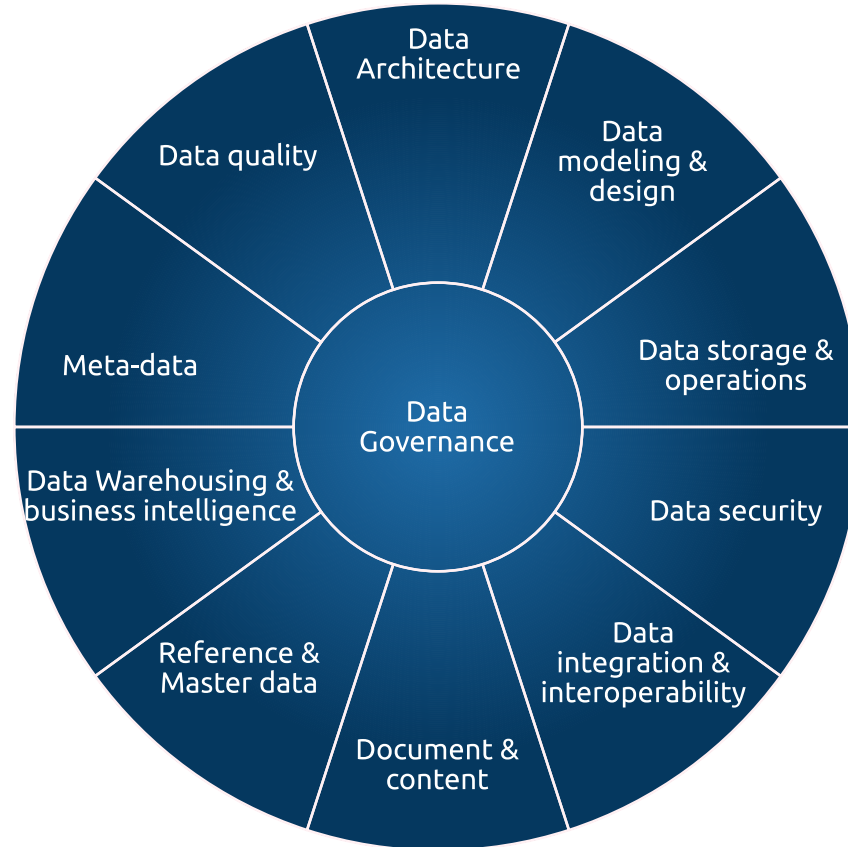
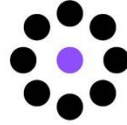
etc.

- Support for the local community
- Develop content with our working groups
- Events (DAMA drinks, DAMA-NL day)





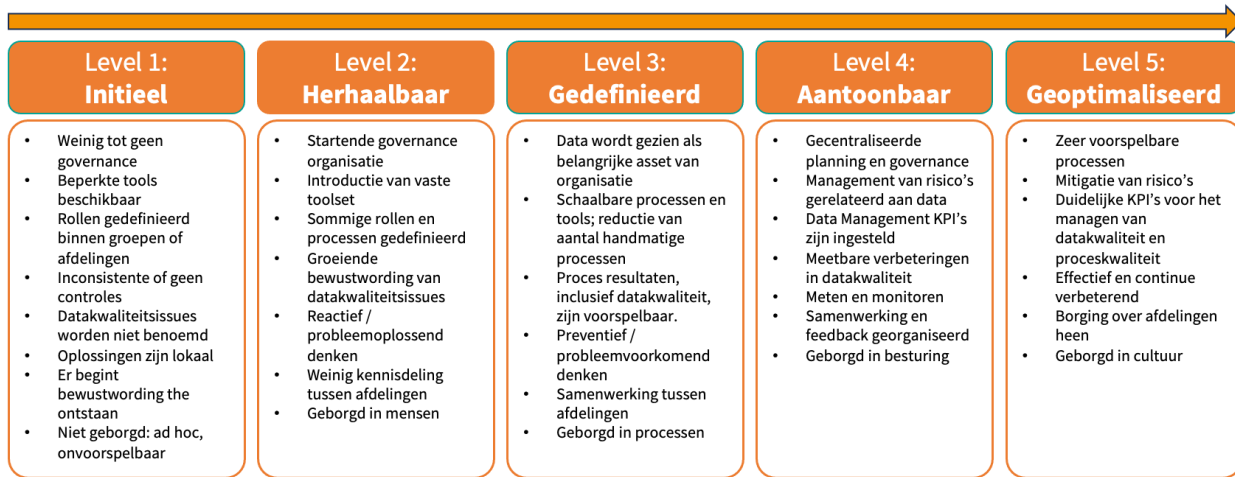






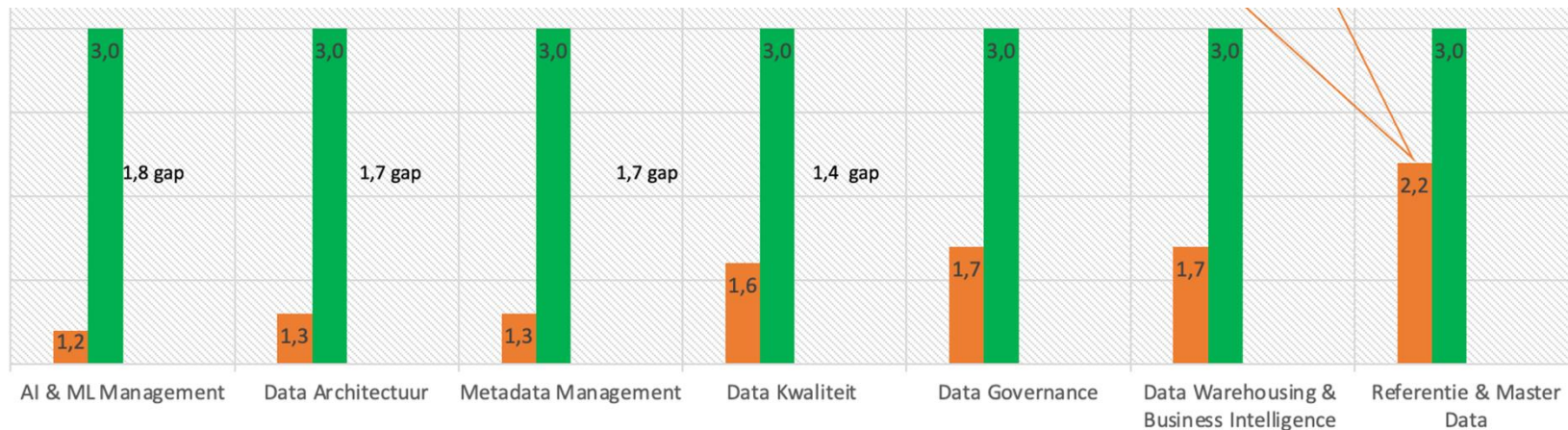
DAMA DMBOK Maturity Scan: case 1: BI at local government

We streven er naar adviezen en besluiten te onderbouwen met feiten en deze niet alleen te baseren op gevoel. Hiervoor zetten we onder andere trends om in geavanceerde analyses en voorspellingen. Dit brengt de gehele organisatie naar een effectievere en transparantere bedrijfsvoering.



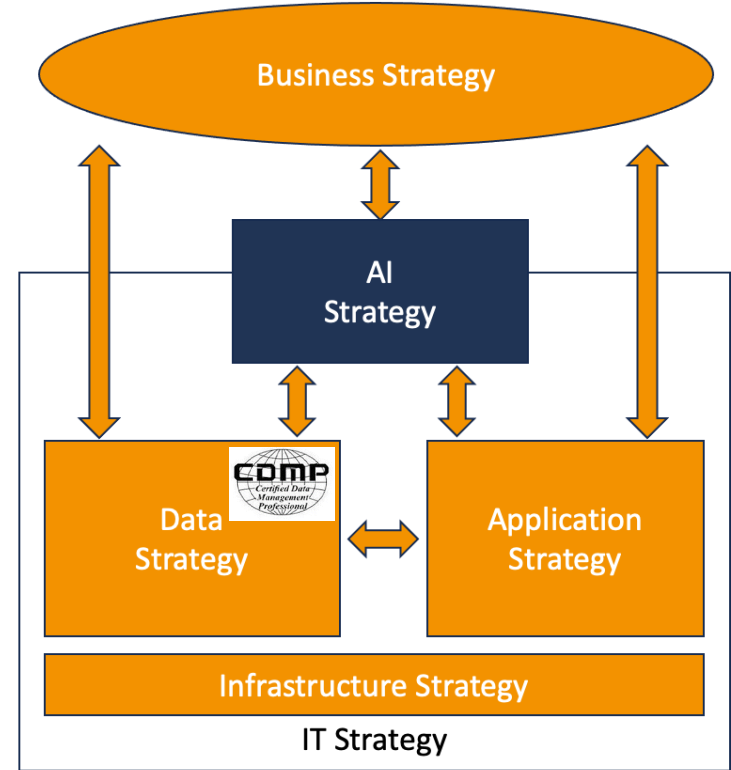
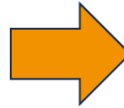
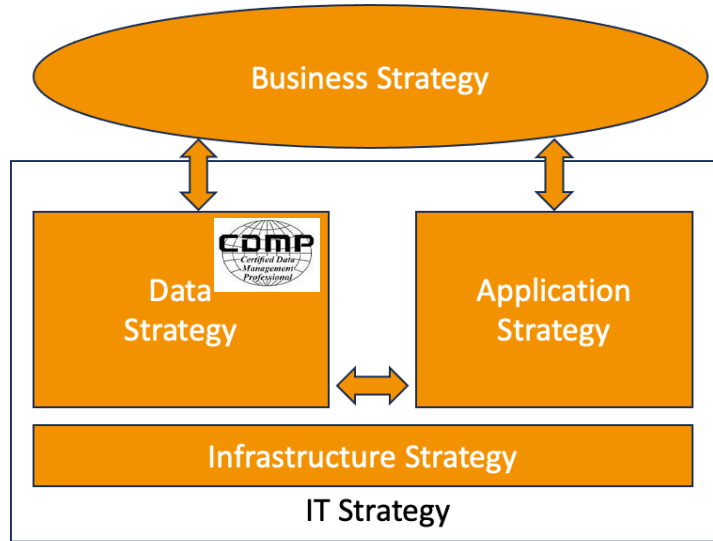


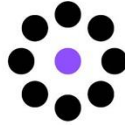
DAMA DMBOK Maturity Scan: case 1: BI at local government





DAMA DMBOK & Strategy: case 2: Data & AI alignment





DAMA DMBOK & Governance: case 3: Strategic, Tactical & Operational level



Data Governance
Enable Data Governance
(e.g. data catalog, data steward / ownership)



Operational
Product to meet Operational data
requirements
(e.g. process monitoring)



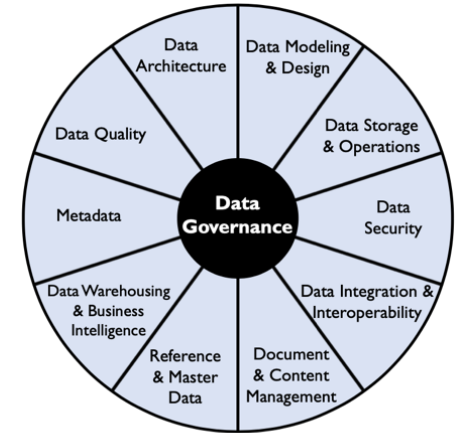
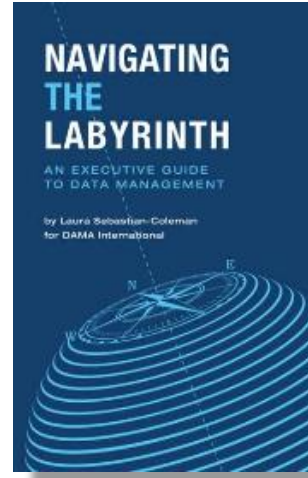
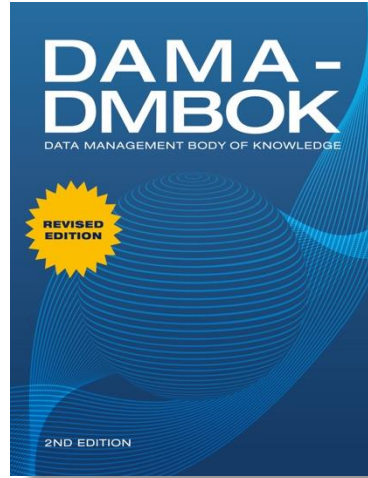
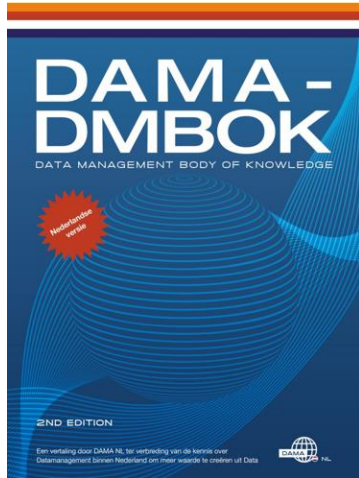
Tactical / Strategic
Product to meet Structured data requirements
(e.g. DWH/ Datamart, Semantic layer – Data market)



Advanced Analytics
Analytical data platform and data lake
(use cases focused on improving manufacturing processes)



DAMA DMBOK resources



DAMA-DMBOK2 Data Management Framework

Copyright © 2017 by DAMA International

DAMA Talks – DAMA Drinks – DAMA Events
DAMA NL
info@dama-nl.org



dama-nl.org

dama-nl.org/vrienden



Steun DAMA NL en Jezelf



- Wordt Vriend van DAMA NL:
 - Individueel – 75 Euro per jaar, meedoen met werkgroepen, kortingen op events
 - Corporate – 500 Euro per jaar, 5 personen meedoen met werkgroepen, kortingen op events, carrousel van Vrienden en webpagina op dama-nl.org
 - Student – 20 Euro per jaar, meedoen met werkgroepen, kortingen op events
- Doe kennis op en deel kennis en breid je network uit, doe mee met werkgroepen, kom naar events, laat van je horen!
- Blijf op de hoogte van de nieuwste inzichten, LinkedIn Community, LinkedIn Bedrijfspagina en onze website: <https://dama-nl.org>



DAMA NL Dag 2026



- <https://dama-nl-dag-2026.eventbrite.nl>
- 15 September 2026
- Kaartverkoop is gestart!
- Laat weten wat jullie graag willen zien en horen



Maar je kunt nu ook al bestellen
als je wilt natuurlijk

DATA
ANALYTICS
CONGRES
2025

