



Jaap Franse



Mark van der Veen

GLOBAL DIGITAL COLLABORATION · GENEVA

Architecting for Interoperability

*Setting a Data Strategy for Propositions in the Digital
Ecosystem*

Day 2 · 09:00 – 09:50 · Room L

Jaap Franse

Managing Director, Systemation |
DAMA NL Data Strategy workgroup member

Mark van der Veen

President DAMA NL

Agenda of this session

- **Meeting your hosts**
- **The need for Datamanagement and what DAMA (NL) is**
- **What the Data Management Body of Knowledge (DMBoK) is**
- **Architecting your data for interoperability**
- **Datastrategy as a best practice**
- **Q&A**

Fields of Expertise

Two routes into Dutch data management — and where they overlap

Jaap Franse

Founder & Managing Director, Systemation
Data management, integration & automation



- Entrepreneurship & building a consultancy
- Vendor partnerships & exclusive licensing
- Application & system integration
- Business process management
- Workload automation
- Strategic ICT advisory

COMMON GROUND

Data management as a discipline

Turning strategy into execution

Governance, process & data quality

Data as a source of business value

Building the Dutch data community

- Enterprise & domain architecture
- Digital change with human adoption at its core
- Data literacy programmes at scale (2,000+ FTE)
- Data education: DMBOK v2 in Dutch curricula
- Insurance & pensions — 25 years at NN
- Innovation platforms & sector collaboration

Mark van der Veen

Vice President Educational Services, DAMA NL
Digital change leader — architecture, people & value



Data is like energy

- Data is like energy for a digital economy and society

Energy and thus Data needs to:

- Be created
- Be delivered
- Be maintained
- Be governed



Why Datamanagement?



As a practice to adress logistical challenges that Data brings with it

Why Datamanagement?



As specialist professions to resolve challenges that Data brings with it



DAMA: a worldwide network of Data management volunteers



<https://www.dama.org/>



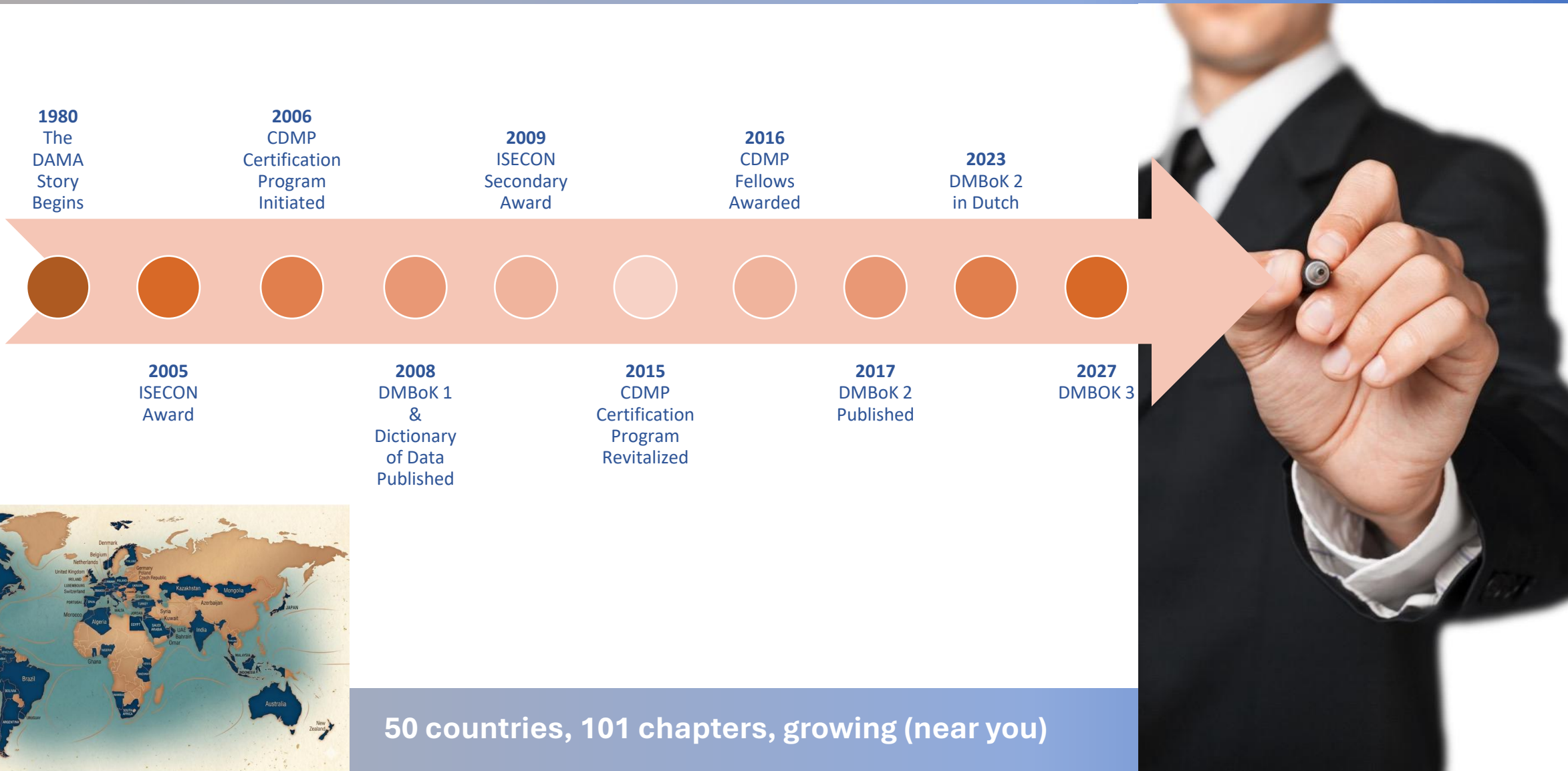
<https://www.dama-nl.org/>



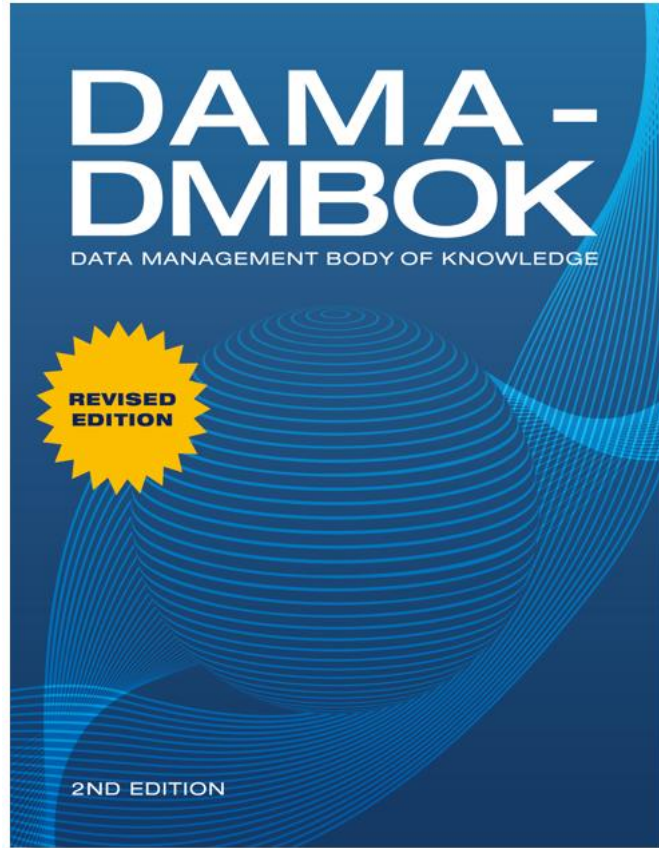
**The worldwide community of
Data management Professionals**



DAMA milestones since 1980

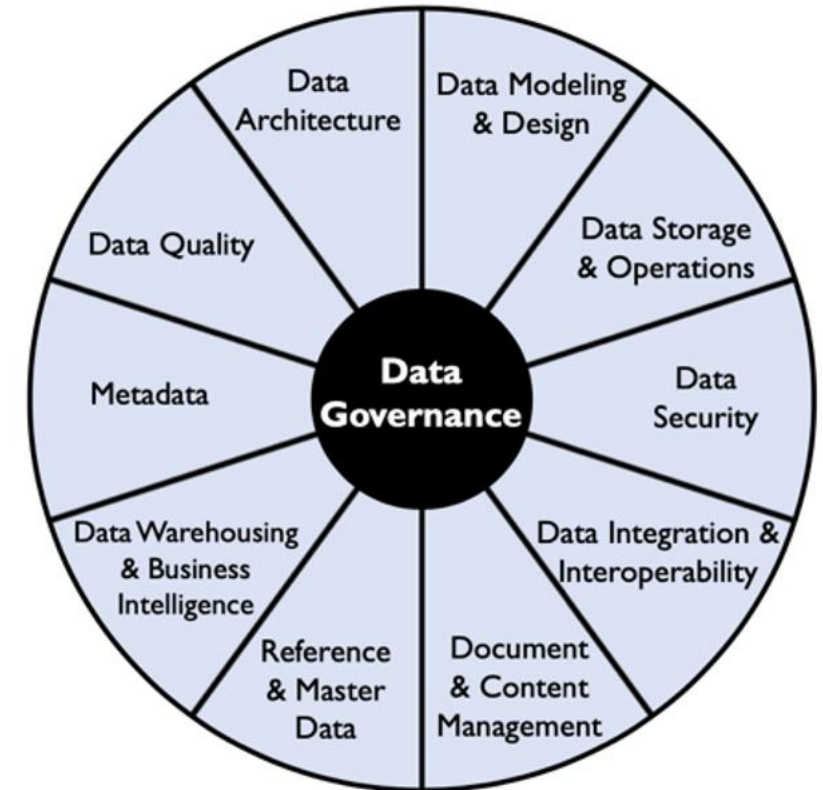


50 countries, 101 chapters, growing (near you)



The DAMA DMBOK is an authoritative and globally recognized resource that serves as a guidebook for Datamanagement professionals.

Developed by the Datamanagement Association (DAMA) it provides a comprehensive framework of knowledge areas and associated activities within the realm of Data Management



DAMA-DMBOK2 Data Management Framework

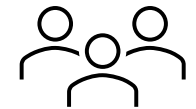
Copyright © 2017 by DAMA International

***“If you are taking part in a digital ecosystem,
you should architect for interoperability of data,
for that one should have a datastrategy.”***

For the next fifty minutes: we will capture your views, share our understanding and approach how data strategy can enhance your organisation, in achieving success in a digital (wallet) ecosystem.

This is an interactive session — about a quarter of the time is yours.

1. **Bridge Technology & Data Governance:** Connect decentralized technologies (such as SSI and smart contracts) with structured data management disciplines across providers, suppliers, and end-users.
2. **Implement Data-as-an-Asset & Data Products:** Design reusable, compliant, and domain-owned data products tailored for interoperable business wallets.
3. **Navigate Ecosystem Drivers:** Balance offensive drivers (seamless, cross-entity value exchange) with defensive drivers (data security, ethics, and regulatory compliance).
4. **Deploy an Actionable Strategy Roadmap:** Apply a structured lifecycle—from context analysis and target operating model definition to iterative governance—to ensure long-term ecosystem viability.



All of you



“Importance of metadata shouldn’t be underestimated”

1. When I came to collect my access badge on the 31st of August

Registration
M – R

1. When we collected Jaap his badge the day after on the 1st of September

Registration
M – R
FIRST NAME

Booth 1 A - E	a	5 letters
	b	
	c	
	d	
	e	
Booth 2 F - L	f	7 letters
	g	
	h	
	i	
	j	
	k	
	l	
Booth 3 M - R	m	6 letters
	n	
	o	
	p	
	q	
	r	
Booth 4 S - Z	s	7 letters
	t	
	v	
	w	
	x	
	y	
	z	

“Data can assist in optimizing your capacity”



“why this pattern, when it was known how many of each letter are coming to the conference?”

“There is a ton of questions about data to be answered when we build the technology of the future”

1. Who owns this data?

2. What quality dimensions have been agreed to measure?

EUDI / Business Wallet - Smart Contract Data Architecture

Use Case: Automated Onboarding for All-Risk Car Insurance (VW ID.4)

Consumer Interface

EUDI Wallet (Citizen ID / Driving License)

Corporate Client Interface

Business Wallet (BV Logistics NL / Corporate Identity)

Transaction Data Payload Elements (Transmitted via Smart Contract Session)

1. Identity & Authority

- Corporate ID: Reg #87654321
- Signing Authority: Verified
- Legal Rep: Chief Executive

2. Risk Profile & Vehicle

- Plate: XX-123-X (VW ID.4)
- Market Value: €52,450
- Claim-Free Years: 8 (70% Disc.)

3. Privacy & Compliance

- Age 24+ Check: Eligible (ZKP=True)
- Creditworthiness: Approved
- Data Minimization: Active

4. Contract & Financials

- Monthly Premium: €64.50
- SEPA Mandate ID: NL99ZZ2001
- Policy Type: All-Risk Cover

Automated Underwriting Engine (Blockchain Smart Contract Execution)

[VERIFY] IF (ZKP_Age == True) AND (Claims_History == 0) --> APPROVE UNDERWRITING RISK
[PROCESS] Lock Monthly Premium at €64.50 --> Bind Cryptographic SEPA Mandate
[EXECUTE] Issue Policy ID #2026-9874 --> Activate Immediate Insurance Coverage On-Chain

3. Where is metadata stored on the various transactions?

4. What is the data retention policy and on which data?



13 verzonden antwoorden

Im involved in or aware of datamanagement requirements

De QR scannen of de koppeling gebruiken om deel te nemen



<https://forms.cloud.microsoft/e/mLsTyUayZq>

Koppeling kopiëren



Treemap

Bar



1 van 5



Thank you for
capturing your
opinion on data

related to the
creation,
implementation
and running of
digital (wallet)
eco systems

1. I'm involved in or aware of datamanagement requirements
2. Are you managing data requirements, or is it maybe a blind spot?
3. We have assigned Data Governance roles to data assets
4. We have standards for Data Quality dimensions to be measured
5. These are challenges I have or foresee regarding data

Thank you for
capturing your
opinion on data

related to the
creation,
implementation
and running of
digital (wallet)
eco systems

13 verzonden antwoorden

Im involved in or aware of datamanagement requirements

84%
Yes

8%
No, but I don't
have to

8%
No

Thank you for
capturing your
opinion on data

related to the
creation,
implementation
and running of
digital (wallet)
eco systems

13 verzonden antwoorden

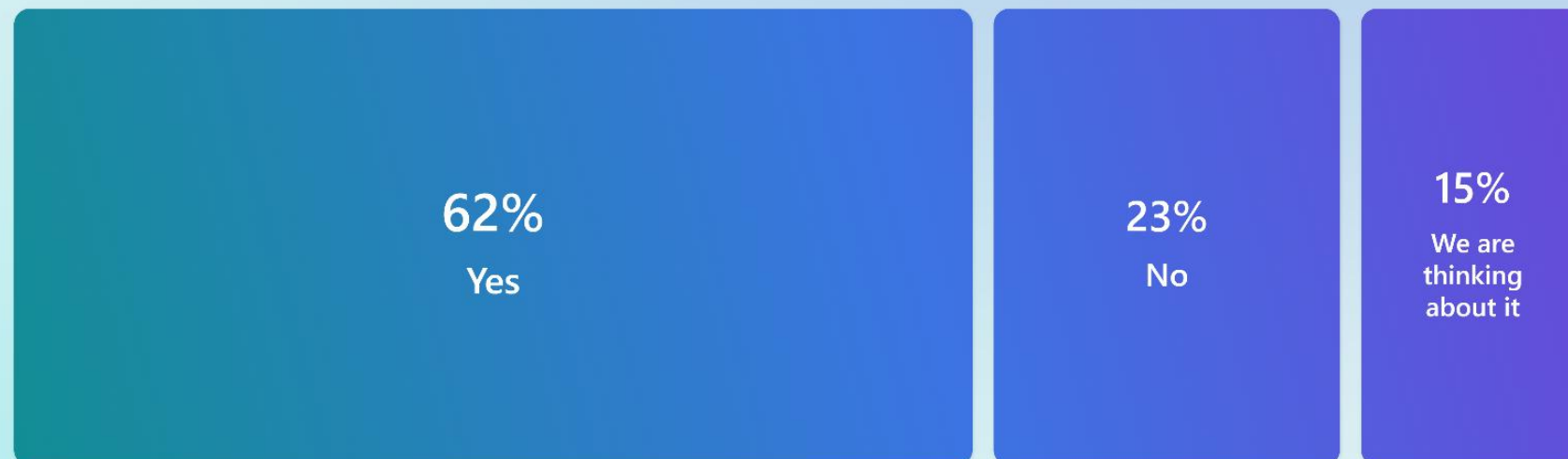
Are you managing data requirements, or is it maybe a blind spot?

62%
Managing

38%
No

13 verzonden antwoorden

We have assigned Data Governance roles to data assets



Thank you for capturing your opinion on data

related to the creation, implementation and running of digital (wallet) eco systems

Thank you for
capturing your
opinion on data

related to the
creation,
implementation
and running of
digital (wallet)
eco systems

13 verzonden antwoorden

We have standards for Data Quality dimensions to be measured

62%
Yes

23%
We are thinking
about it

15%
No

13 verzonden antwoorden

These are challenges I have or foresee regarding data

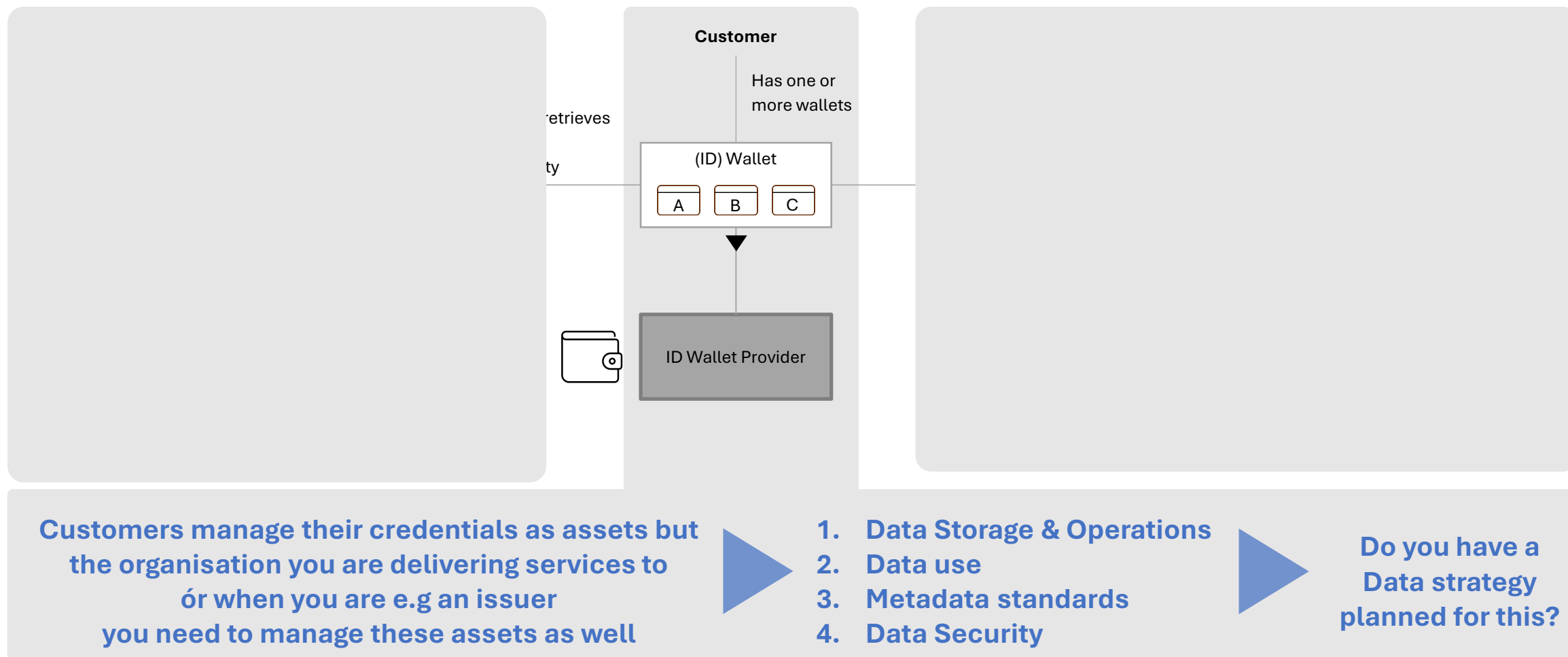
challenges with the standardization company

data

data with other partners regulatory framework
ecosystems use of AI AI
Rate of change changing visible value
policy border data Yes identity data Misuse
assumptions about interop standardization of data
faster than capacity

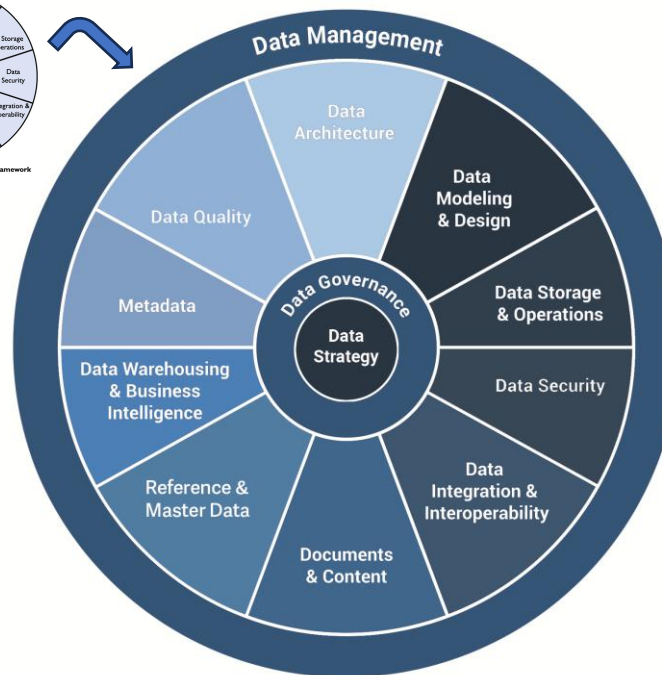
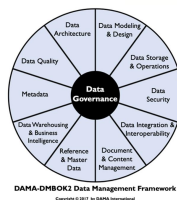
Thank you for
capturing your
opinion on data

related to the
creation,
implementation
and running of
digital (wallet)
eco systems



Definition:

A data strategy is a strategic plan that defines how an organization manages and utilizes data to achieve its objectives



Data Governance

The oversight layer: policy, standards, decision rights and accountability. It decides who may decide, and how data management must operate (Why/Who)

Data Management

The execution layer: the ten DMBOK knowledge areas shown in the wheel — architecture, quality, security, integration and more. The How, delivered day to day, inside the rules governance sets.

Governance decides the rules that data management carries out — the DAMA-DMBOK view.

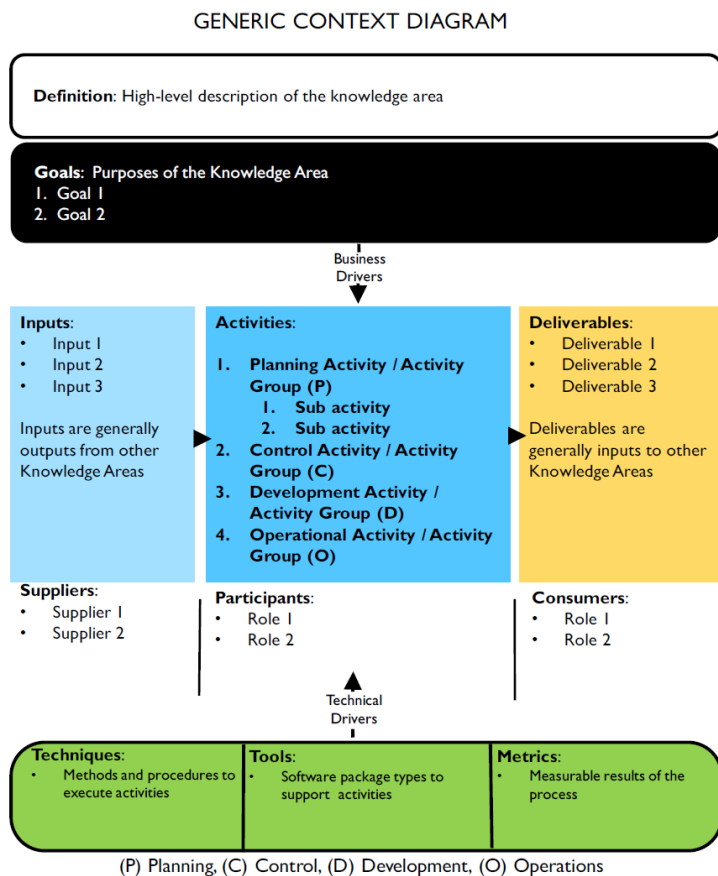
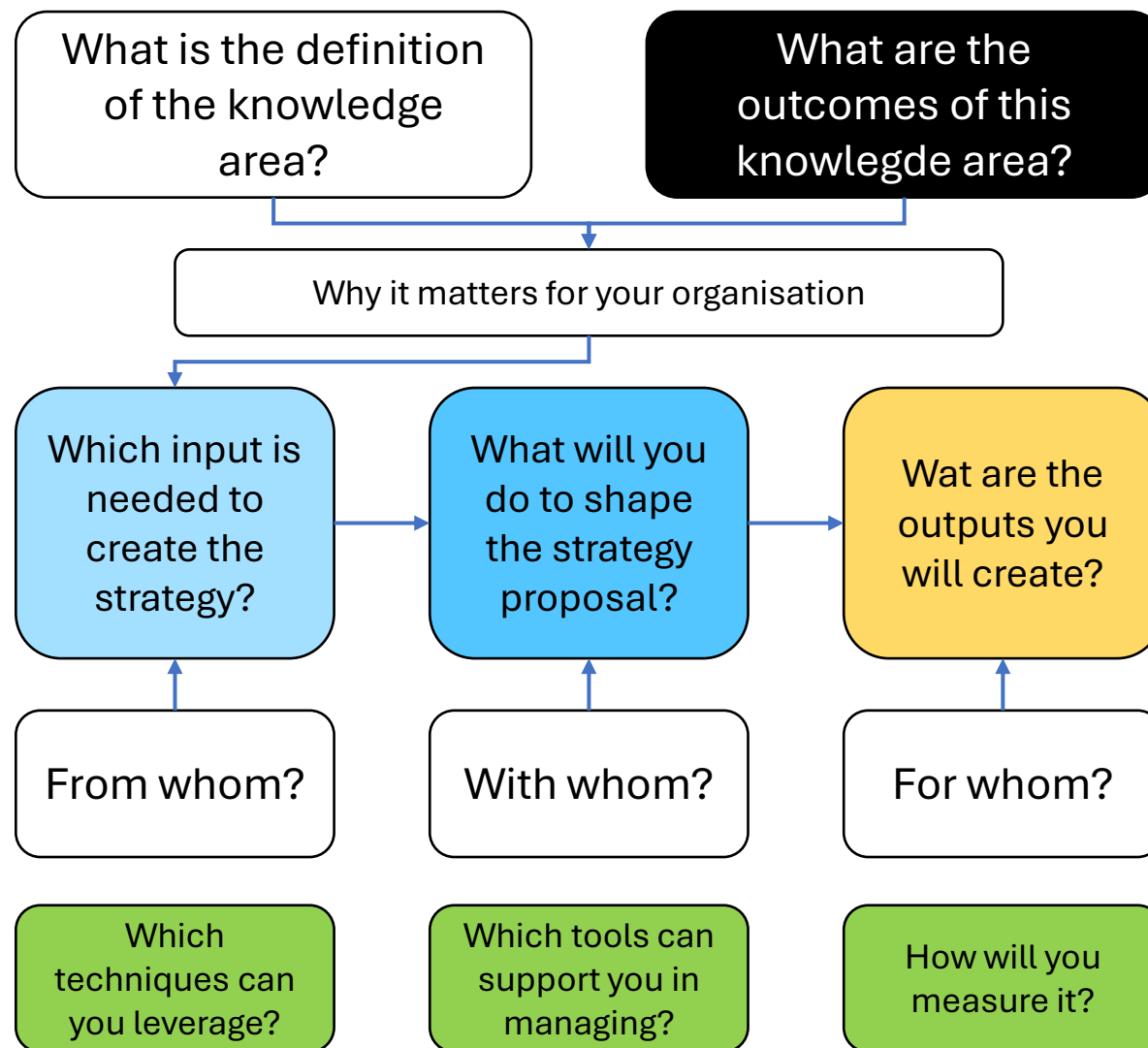


Figure 7 Knowledge Area Context Diagram



2 Data Strategy Context Diagram

The context diagram below provides a structure for creating a data strategy. The mentioned chapters cover key components from this diagram.

Definition (Chapter 1):

A data strategy is a strategic plan that defines how an organisation manages and utilizes data to achieve its objectives.

Data strategy goals (chapter 2.2):

1. Determining where, when and how data supports the organisation strategy
2. Identifying how data contributes to the organization's offensive and defensive drivers.
3. Identifying (existing and new) data initiatives that contribute to organisational objectives.
4. Establishing priorities for data governance
5. Determining ambitions for relevant data management knowledge areas



Business drivers (chapter 2.

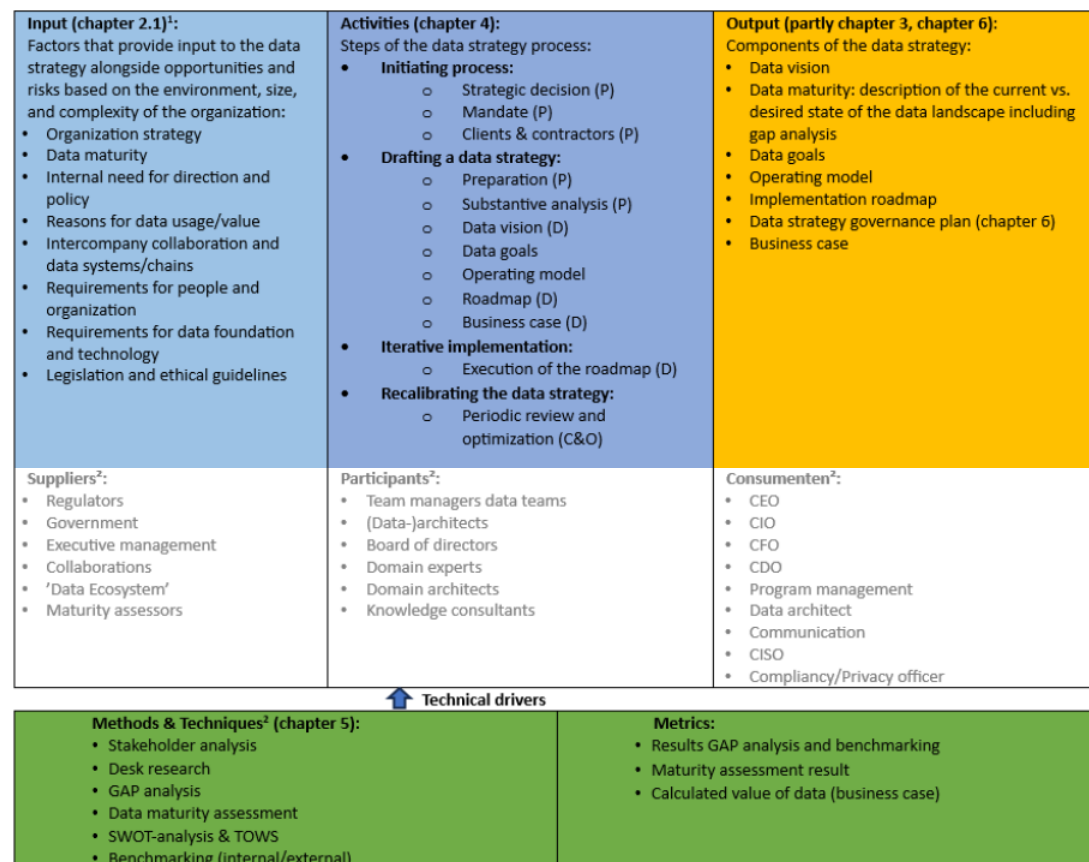


Figure 2: Context diagram: data strategy - (P) Planning, (C) Control, (D) Development, (O) Operations

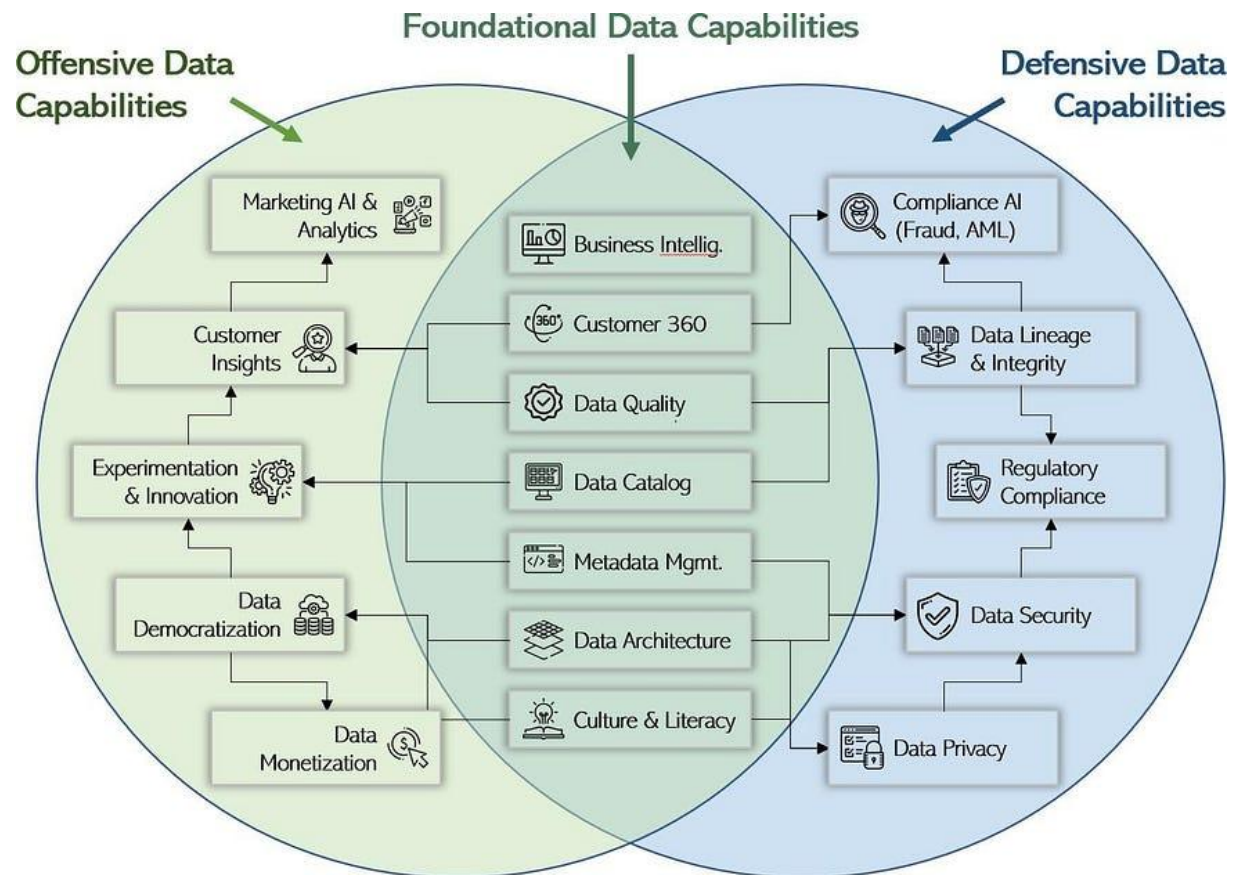
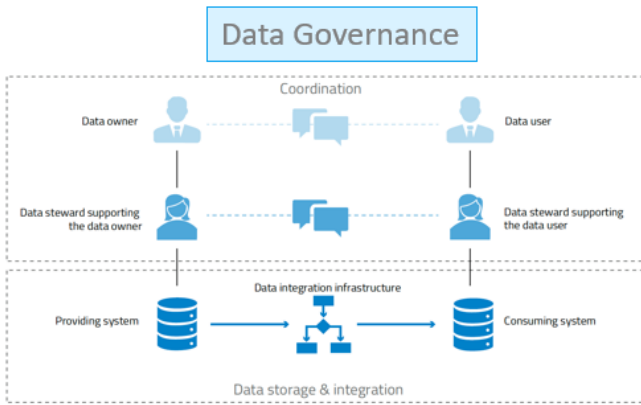
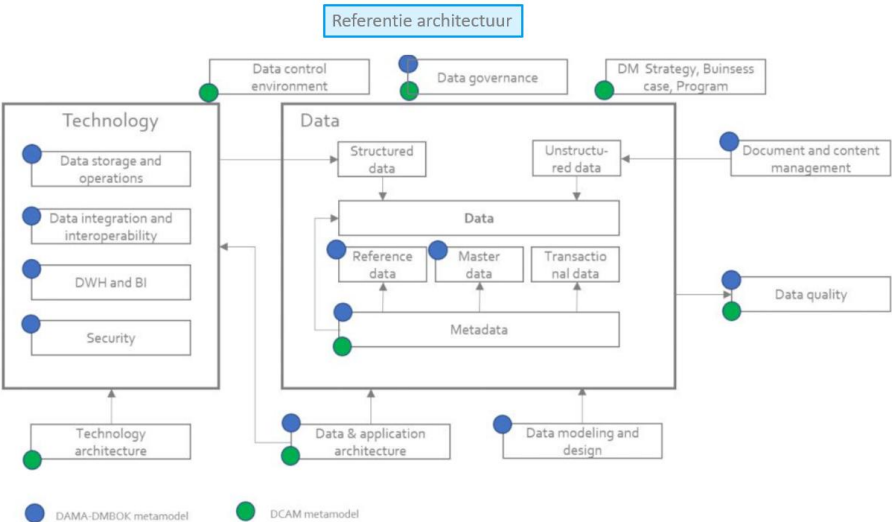
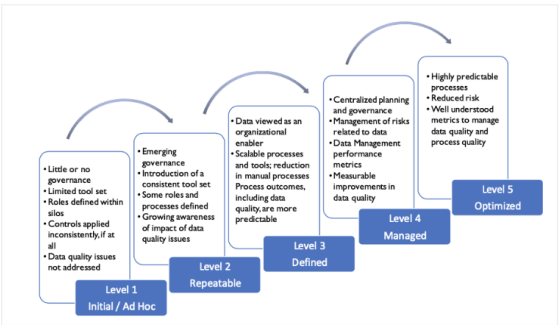




Figure 4. Example data maturity assessment result.



Action plan



Questions, Answers, Feedback





Thank you.



*Let's build a future where data that is flowing through our digital ecosystem is:
created, delivered, maintained and governed with fit for purpose quality but foremost delivering value to the consumers of the system.*

[Contact DAMA NL Data Strategy Workgroup:](#)

Jaap.Franse@systemation.nl
HenkBreunissen@dama-nl.org
education@dama-nl.org

DAMA NL Data Strategy workgroup member
DAMA NL Data Strategy workgroup lead
President DAMA NL



*Data Strategy
CC4.0 download*



Find your chapter