

erwin® Data Modeler

At a Glance

erwin Data Modeler is the industry-leading data modeling solution that enables organizations to discover, design, visualize, standardize and deploy enterprise data through an intuitive, graphical facility built on industry standards and best practices. erwin Data Modeler combines a business and technical view of data assets through integrated conceptual, logical and physical models to provide a detailed foundation for collaboration between data stakeholders across the enterprise. erwin Data Modeler enables organizations to lower data management costs, optimize innovation and mitigate the risks associated with complex data driven initiatives by breaking down technology and organizational silos, deploying reusable design and analysis standards and governing the data modeling and definition process.

KEY BENEFITS/RESULTS

- Master hybrid data architectures and infrastructure to accelerate data centric innovation
- Increase data quality and consistency to reduce analysis, development and maintenance costs
- Enable enterprise “data fluency” to optimize stakeholder collaboration and accountability in the data management process

KEY FEATURES

- Any² modeling and visualization support for enterprise data – Any Data, Stored Anywhere
- Automated model and schemageneration
- Rigorous standards definition and deployment
- Model and database compare and synchronization
- Model publication and metadata reporting
- Model integration and metadata exchange with adjacent data management tools and infrastructure
- Centralized model management and modeler collaboration services

Business Challenges: As organizations strive for data-centricity and a data driven approach to business, they look for new ways of innovating, capturing relevant data streams and turning into actionable information. With innovation often comes disruption. Big Data and Cloud based data are the new disruptors currently impacting the data management space. The early promise of these new technologies and deployment methods causing a complete transformation of how we approach the storage and management of data has given way to a more pragmatic approach that endeavors to harmonize traditional database platforms with new data sources in a hybrid data architecture. Successful data management is all about mastering your enterprise data assets and effectively promoting that mastery to ensure data fluency and confidence in enterprise data across the business. To this end, organizations strive to deliver an agile and effective data management approach that promotes increased strategic data usage while mitigating the risks inherent in this kind of business transformation.

Solution Overview:

erwin Data Modeler (Standard Edition) helps organizations manage their hybrid data infrastructure with the following key features:

- **Visualization of Complex Data Structures:** Automatically generate data models, providing a simple, graphical display to visualize a wide range of enterprise sources through a single interface.
- **Database Design Generation:** Create database designs directly from visual models, increasing efficiency and reducing errors.
- **Standards Definition:** Help increase quality and efficiency with reusable standards support including model templates, domains, automation macros, naming standards and datatype standards.
- **Reporting and Publication:** The Report Designer’s intuitive point-and-click interface can create PDF, HTML and text- based reports for both diagrams and metadata.
- **Model and Database Comparison:** The Complete Compare facility automates bidirectional synchronization of models, scripts and databases; compares one item with the other; displays any differences and permits selective updates, generating ALTER scripts when necessary.
- **Integration and Metadata Exchange with Other Tools:** Integrate erwin models with other projects and tools with import to and export from a wide variety of sources, including BI and analytics tools, Big Data platforms, MDM hubs, data integration and other modeling solutions.

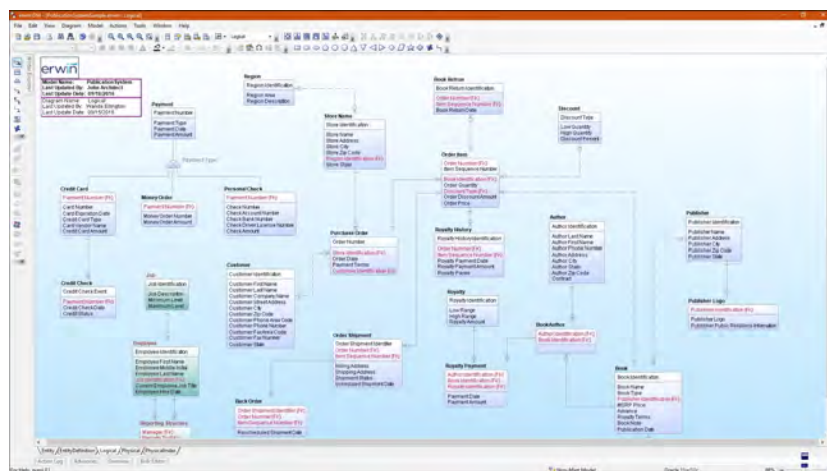
erwin Data Modeler (Workgroup Edition) extends these data modeling capabilities with the following model management and modeler collaboration services:

- **Centralized model management repository:** Organizations can store and provision data models and standards templates in

a shared repository to enable managed access, collaboration and cross model analysis, governing their data modeling practices and processes.

- **Collaborative modeling with conflict resolution:** Team members can work together more efficiently via concurrent model access with optional model locking, multi-user collision resolution and independent modelmerge.
- **Change management and audit capabilities:** Controlling and tracking changes is critical to maintaining quality, consistency and audit compliance. Specific features include: change impact analysis, version management and undo/ redo capability over the life span of a model.
- **User permission and model security management:** Control of model assets can be managed via user profiles and security settings, including authentication via Lightweight Directory Access Protocol (LDAP).

erwin Data Modeler allows you to manage a wide range of complex data structures in an intuitive, easy-to-use graphical interface.



- **Web-based model and repository administration:** An intuitive, web-based console allows administrators to manage marts, models, users, profiles, permissions, locks sessions/ connections and more.

erwin Data Modeler (Navigator Edition) helps organizations collaborate with read only access for a wide range of roles in the organization using the following key features:

- **Visualization and navigation of data models:** Data models can be easily viewed in a secure, read-only environment, providing a simple, graphical display to visualize complex database structures and business definitions to a wide range of roles across the organization. **Change impact analysis:** Users can view and test the impact of changes to data models in a secure, read-only environment, before changes are rolled out in production.
- **Enterprise-wide view of data assets:** With access to the Workgroup Edition model repository, Navigator Edition users can obtain a central view of all enterprise data assets
- **Reporting and publication:** The Report Designer's intuitive point-and-click interface can create PDF, HTML and text-based reports for both diagrams and metadata.

Critical Differentiators: erwin Data Modeler increases productivity by providing an easy-to-use graphical environment that automates many complex and time-consuming tasks to enable effective database design, standardization, deployment and maintenance. Erwin data models provide a visual, contextually rich foundation that empowers data stakeholders across the enterprise, enhancing communication, collaboration and accountability while increasing both efficiency and data quality.

erwin Data Modeler helps organizations break down the data management silos that naturally occur when new technology or new deployment models are adopted. By delivering a model driven foundation that supports Any² data – Any Data, Stored Anywhere, we enable organizations to take a unified approach, harmonizing platform inconsistencies and delivering a single source of the truth for enterprise business data.

Related Products/Solutions:

- **erwin Data Modeler Standard Edition:** conceptual, logical, physical and dimensional model creation and deployment
- **erwin Data Modeler Workgroup Edition:** repository based data modeler collaboration and model lifecycle management
- **erwin Data Modeler Navigator Edition:** read-only access for data model discovery and analysis
- **erwin Web Portal:** web-based collaboration platform to share models and metadata with stakeholders
- **erwin Data Governance:** web-based collaboration platform to share models and metadata with stakeholders and author and integrate data governance architectures and constructs
- **erwin Safyr Option for ERP:** metadata management and model creation for ERP and Cloud applications

For more information, please visit www.erwin.com

erwin, Inc. is the market-leading data modeling solution provider that helps organizations promote strong data governance and derive maximum value from their data-driven initiatives. For both traditional and "big data" sources, erwin® Data Modeling provides a collaborative data modeling environment to define, standardize, integrate, and clarify enterprise data assets through an intuitive, graphical interface. erwin is the industry leader with an active customer base of over 50,000 end users in more than 50 countries.