Data Modeling in a Coordinated Data Management Environment: The Key to Business Agility in the Era of Evolving Data

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Today’s Presenters

**Shawn Rogers, VP of Research, EMA**

Shawn has more than 19 years of hands-on IT experience, with a focus on Internet-enabled technology. In 2004 he co-founded the BeyeNETWORK and held the position of Executive VP and Editorial Director. Shawn guided the company's international growth strategy and helped the BeyeNETWORK grow to 18 Web sites around the world, making it the largest and most read community covering the business intelligence, data warehousing, performance management and data integration space.

**John Myers, Senior Analyst, EMA**

John has over 10 years of experience working in areas related to business analytics in professional services consulting and product development roles. Additionally, John helps organizations solve their business analytics problems, whether they relate to operational platforms – such as customer care or billing – or applied analytical applications – such as revenue assurance or fraud management.
Agenda

— Disruptive Forces and Business Agility
— Hybrid Data Ecosystem
— Maturity Model for Model and Metadata Management
— Coordinated Data Management Environment
— Collaboration and Agility
— Takeaways and Summary
Disruptive Forces and Business Agility
Disruptive Forces in Data Management: Changing the Speed of Business
Faster Business Requires Business Agility
Hybrid Data Ecosystem
Hybrid Data Ecosystem: Structured Data Schemas Still Dominate
Hybrid Data Ecosystem: New Data Sources

- Wide Column
- Key-Value
- Multi-dimensional map
- Document data store
Hybrid Data Ecosystem: Increasing Importance of Data in Organizations

Data Management Use Cases

— Operational Processing
— Analytical
— Exploratory
— Operational Analytics
Maturity Model for Model and Metadata Management
Data Model and Metadata Management Maturity Model

Level 1: Siloed Metadata Documentation
Level 2: Robust data models with business and technical metadata
Level 3: Model repository
Level 4: Model-driven metadata exchange with collaborative integration
Level 5: Fully automated discovery of metadata and integration
Level 1: Siloed Model Documentation
Level 2: Models with both Business and Technical Metadata

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Level 3: Repository for Models and Metadata
Level 4: Collaborative Metadata Exchange
Level 5: Automated Database Discovery and Model Integration
Coordinated Data Management Environment
Coordinated Data Management Environment: Defined

- Description of business definitions common across departments
- Definition of structured/relational data models, whether they be operational systems (e.g. customer care, point of sale or billing); analytical platforms (e.g. data visualization, reporting or advanced analytics) or data integration tools (e.g. extract, transform and load – ETL)
- Mapping of new datasets from relational (e.g. acquired inventory control system or new customer relationship management platform) or multi-structured sources (e.g. sensor log repository or social media environment) to the existing definitions in operational or analytical systems
- Collaborative communication layer to coordinate efforts between disparate stakeholders
- Flexible output formats for search and export to enable distribution of information and designs
Collaboration and Agility
Data Management Practices

— Data Governance
— Data Stewards
— Data Quality
— Consistency and Trust
Takeaways
EMA Perspective

— Speed of Business is Changing
— Business Agility is how you keep up
— Using an CDME is one key way to enable Business Agility
  – Communicates across departments
  – Coordinates across platforms
  – Maps new data sources to existing models
  – Maps existing models to new applications
CA ERwin 9.5 embodies many of the qualities of the CDME

- Model Repository
- Multi-structured data support for Big Data initiatives
- Collaboration between stakeholders
- Role-based information presentation

CA ERwin’s leadership in terms of data models recognized by other organizations including:

- Casewise
- BI Ready
Thank You – Questions?

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