



Visualize the Power of Your Data

Top 10 Reasons to Select CA ERwin® Modeling

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Introduction

As a trusted name in data modeling for over twenty years, CA ERwin® understands the needs of the data management professional. There is good reason the majority of the Forbes Global 2000, as well as government organizations and thousands of companies in diverse industries worldwide, trust their enterprise data assets to CA ERwin — *we get the hard stuff right*. From enterprise data standards, to flexibility and customization, to true data model governance, to web-based publication and reporting, see why organizations trust CA ERwin to visualize the power of their data: both on-premise and in the Cloud.

1. Flexible Publication & Reporting: via the Web or Desktop

ERwin provides a variety of ways to share information with multiple roles across the organization. The powerful new CA ERwin® Web Portal provides a simple, customizable, web-based interface that allows both business and technical users across the organization to easily visualize the important metadata information that is stored in CA ERwin® Data Modeler. While only certain users will want to view or create data models, many more users need access to the information in those models, but would like this information presented in an intuitive and easily-accessible way. The CA ERwin Web Portal allows easy access to information via the web, with a variety of presentation and search formats to cater to a wide range of user types in the organization.

For robust and scalable enterprise reporting, every copy of CA ERwin Data Modeler is embedded with a copy of SAP Business Objects' Crystal Reports. Customers can use out-of-the-box reports, or create their own using the full report development environment provided with Crystal Reports. For customers who use other reporting tools, a generic ODBC interface is available which provide an easy way to query ERwin metadata from a variety of tools and interfaces.

"Our biggest business benefit has been the documenting and publishing of metadata to our end users."
- Nikitas Gogos, Data Architect, AmeriCredit Corp.

Being able to pump data into the popular Crystal reporting tool is a big bonus, as is the ability to share data with third-party business intelligence tools from Oracle, Cognos and SAP. The product also lets users access, publish and share information in the common ODBC format used by many popular products.

- Shubi Kamerkar, Sr. Enterprise Data Architect, United Health Care

2. Managing Both On-Premise and Cloud Databases

Many organizations are faced with the decision to move data to the Cloud, with the advent of new database technologies such as Microsoft SQL Azure. Along with the benefits that Cloud implementations bring, however, come concerns about security, privacy, the learning curve for new technologies, and loss of control over data. With a data modeling tool such as CA ERwin Data Modeler, you can decide which data to move to the Cloud, and which to maintain on-premise, using a data model as a

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1. Flexible Publication & Reporting: via the Web or Desktop
2. Managing Both On-Premise and Cloud Databases
3. Personalization, Flexibility & Automation
4. Integration & Open Architecture
5. Advanced Visualization for Large Volumes of Data
6. Extensive Compare and Merge Functionality
7. Enterprise Standards & Reuse
8. True Data Model Governance
9. Repository-Based Collaboration
10. Extensive User Community & Ecosystem

“roadmap” for your data infrastructure. Once data is migrated to the Cloud, you can use the same familiar data modeling paradigm for Cloud-based data as for your on-premise data using CA ERwin Data Modeler. With CA ERwin Data Modeler, you can have a single visual interface providing a centralized view of all data sources—both on-premise and in the Cloud.

As organizations make business-critical decisions regarding management of data assets, CA ERwin Data Modeler creates a visual blueprint of their data structures, greatly simplifying the decision of which data to move to a cloud environment, and which data to manage on-premise.¹

-Shawn Rogers, vice president of research at Enterprise Management Associates (EMA)

3. Personalization, Flexibility & Automation

CA ERwin Modeling provides a completely customizable solution so that you can personalize your environment to suit your company's individual needs—making your job easier and more efficient. From fully customizable database definition language (DDL) templates on the back-end to custom display themes and reporting on the front-end, CA ERwin Modeling allows you to create a work environment suited to your needs. Specific functionality includes:

- **Display Themes:** Display Themes allow you to create reusable formatting themes for reuse among teams and projects—adding a common look and feel to cross-model efforts. You can customize colors, fonts, backgrounds, borders, and more to give your data modeling diagramming the flexibility of a drawing tool, without sacrificing data modeling functionality.
- **Forward Engineering Templates:** allow complete customization of the DDL for forward-engineering databases. From formatting to syntax, you have the power to modify every aspect of the DDL that is created using these flexible and reusable templates.
- **User-Defined Properties (UDPs):** give the flexibility to add custom properties to model objects, such as data stewards, document attachments, and more.
- **Custom Data Types:** allow you to modify the way data types are mapped for specific DBMS data types, and to create custom, reusable standards across your organization.
- **Diagrams:** provide a mechanism for customizing how models are shown for various user groups—hiding or showing levels of detail as appropriate to the audience (e.g. business vs. technical).
- **Macro Language:** provide triggers and stored procedures you can tailor to your business needs.
- **API:** automates common tasks and facilitates integration with other applications.

“What I like best about ERwin is how it makes much of my job easier and allows me to customize how I do my work. Between the API and the Forward Engineering Templates, I can customize my output to what the other groups within my company are expecting and they don't have to change things to accommodate me.”

- Craig Boyd, Senior Data Modeler, Citigroup

4. Integration & Open Architecture

The CA ERwin Modeling team understands that customers want to be able to choose the best of breed solution while still being able to integrate with the wide variety of other tools and solutions in their environment. A benefit of being the market share leader in data modeling is that many applications have developed interfaces themselves to integrate with CA ERwin Modeling products. In addition, CA ERwin Modeling provides a wide variety of integration options out of the box, as well as an open architecture to allow customization and integration with other tools. Specifically:

¹EMA, “CA Technologies Launches CA ERwin Data Modeler r8 with New Features and Functionality”,

- **FREE Metadata Integration Tools:** CA ERwin Modeling provides FREE, Out of the Box integration for over 120 tools (MDM, BI, ETL, other modeling tools, etc.) as part of the CA ERwin Data Modeler product offering.
- **API:** facilitates programmatic integration with other tools
- **ODBC Interface for Custom Reporting:** provides a simple mechanism to filter, format, select, manage and publish specific metadata information — on any object from any model in your environment.
- **Industry Integration:** Since CA ERwin is so commonly used in data management environments, there are many industry standards models and data interchange options that have been developed by third parties to integrate with CA ERwin Modeling.

“When CA enhanced ERwin adding the Meta-Integration bridges for model import and export, it gave us the ability to send models to and receive models from other software that we desperately needed to communicate with. As a result we gained a great deal of productivity in our work as well as a huge improvement in management’s regard of the ERwin product.”

- Steve McMahon, VP of Modeling Global User Community (GUC)

5. Advanced Visualization for Large Volumes of Data

“A picture is worth a thousand words”. Especially when you’re presenting to a business or non-technical audience, look-and-feel is important. This is why CA ERwin Data Modeler has added powerful drawing, navigation, and layout tools—giving you the flexibility of a drawing tool with the power you’ve grown to expect from the CA ERwin Data Modeling solutions.

As data volumes continue to grow, data models in today’s organizations can grow to include hundreds or even thousands of database objects. As a data professional, you are continually challenged with managing the organization of large and growing amounts of data. CA ERwin Data Modeler offers a number of features to help with the management, layout, and display of large quantities of data objects including: Diagram Overview Window for easy navigation, full-page drawing palette, auto-layout options, and more.

I am extremely impressed with the visualization enhancements in the new CA ERwin Data Modeler r8. The autolayout options are great for organizing my model diagram—especially the fact that I can select a subset of objects to layout. I also think that the on-demand UI functionality is a great improvement where I get a full screen to manage large volumes of database objects.

- Robby Robinson, Bay Area Enterprise Modeling User-Group

6. Extensive Compare and Merge Functionality

CA ERwin Data Modeler’s single pass, flexible target and semantically “live” Complete Compare is comprehensive yet easy to use. These features are designed to result in greater efficiency and effectiveness, higher productivity and more accurate modeling solutions. CA ERwin Data Modeler’s powerful Complete Compare automates bidirectional synchronization of models, scripts and databases – not just models. It compares one item with the other, displays the differences and permits modelers to select which differences are moved and in which direction. If model changes are moved to a database, CA ERwin DM can automatically generate a database ALTER script, if desired.

“What I like about ERwin: Working with complex data marts with numerous dimensional keys, I have found that ERwin has helped to reduce the rate of design and deployment errors and increased the ease of validation. The Complete Compare is worth twice the price!”

- Kenneth Osmond, Sr. Application Architect, CIBC Mellon

7. Enterprise Standards & Reuse

As a data management professional, you know that enforcing enterprise data standards is a balancing act – combining strong enforcement with the flexibility to integrate with existing implementations. CA ERwin offers comprehensive and customizable functionality for enterprise standards and reuse -- including naming standards, data type standards, model templates, and more. These standards and reusable objects help reduce maintenance development costs, while at the same time increasing data quality in your organization. Specific features include:

- **Naming Standards:** allow modelers to expand abbreviated physical names into full-word, business-friendly logical names in a reverse engineered model (and vice-versa), with a full range of options for class words, prime words, modifiers, and more.
- **Data Type Standards:** provide the ability to create user-defined data types and mapping information to convert logical & physical data types for converting models from the logical to physical layer, or for converting physical models from one DBMS to another.
- **Active Model Templates:** create a starting point for new models containing reusable objects such as: Domains, Naming standards, Formatting options, etc. Templates enable standardization and reuse, and speed up the development and maintenance of models/databases.

8. True Data Model Governance

Would you trust a database without a transaction log with rollback? Don't trust a modeling tool without one. CA ERwin Data Modeler's Action Log offers full, multi-level undo/redo functionality enabling you to reverse a single transaction, multiple transactions, and even a group of transactions that happened several steps back. Other modeling tools limit undo/redo to a single step! CA ERwin understands that a real-world modeling environment has a number of unknowns, and gives you the full flexibility to control the reversibility of your actions.

9. Repository-Based Collaboration

To be effective, a collaborative model management solution must provide rigorous services and control without impacting the productivity of individual modelers. The CA ERwin Data Modeler Workgroup Edition contains the services necessary to create and manage an effective and successful enterprise-level data modeling environment. Services such as version control, access management, sub-modeling, cross-model impact analysis and reporting, conflict resolution and model change management deliver increased modeler productivity and independence while providing a platform for overall control and reuse.

10. Extensive User Community & Ecosystem

CA ERwin Data Modeler the worldwide market share leader in data modeling tools, according to IDC². See it for yourself—check the job postings for data architecture and data modeling positions and you'll see CA ERwin Data Modeling skills listed as a requirement again and again. CA ERwin Modeling has a rich and vibrant community worldwide of data modeling experts, who actively share their knowledge and expertise through the ERwin User Community, which has over 2,500 user group members worldwide. The Online Community at ERwin.com offers a way to share both knowledge and camaraderie through, web-based discussion forums, expert blogs, user-submitted best practices, and even a photo album library. ERwin has over 20 years of experience in data modeling -- why trust your data to anyone else?

"In my circles and perhaps the industry, ERwin is the Data Modeling tool of choice. Data Modelers who use ERwin are fiercely loyal and the first question often asked of consultants considering new assignments is, "Are you using ERwin?" Clearly ERwin's loyal following is related to its capacities, such as forward and backward engineering of the many databases it supports, and why other tools engage ERwin with reverence. Yes engage, almost every other data modeling program will import ERwin models. How is that for confirmation?"

- Francine Adams, CDMP, CBIP, Director, Silotech Group Inc.

²February 2011 IDC, ²"Worldwide Modeling and Architecture Tools 2011-2015 Forecast and 2010 Vendor Shares," Document No. 229399, August 2011



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