

CA Internet Marketing Team Gets “Lean and Mean” Using CA ERwin®



Business Impact Summary

Business:

CA, the world’s leading independent IT management software company, helps customers optimize IT for better business results. The Internet Marketing team at CA is tasked with managing all of CA’s external websites worldwide.

Challenge:

When Larry Walker, CA’s VP of Internet Marketing, and Kevin Terry, CA Web Information Manager, joined CA in 2001, their first assignment was to convert ca.com into a dynamic, database-driven website.

Solution:

It became very apparent that the CA ERwin® Modeling products would be the perfect solution to manage the vast quantities of data and the complex relationships between the various data elements. They chose CA ERwin® Data Modeler and CA ERwin® Model Manager as their tools to design this new, dynamic ca.com.

Result:

As Larry Walker says “ERwin has helped us be lean and mean!” With the tools in place, the team is easily able to manage a large quantity of data with a minimum of staff and resources.

Customer Profile

Organization: CA

Industry: Software

Employees: Approximately
13,000



“We knew that in order to properly manage this new site, there was no question that we needed to use a modeling tool right from the beginning.”

Larry Walker
Vice President of Internet
Marketing at CA

Business

Managing the World’s Leading Independent IT Management Software Company’s Worldwide Web

CA is the world’s leading independent IT management software company and helps customers optimize IT for better business results. CA’s Enterprise IT Management solutions for mainframe and distributed computing enable Lean IT – empowering organizations to more effectively govern, manage and secure their IT operations.

The Internet Marketing team at CA is tasked with managing all of CA’s external websites. The team works very closely with the entire CA organization to display CA’s global strategies on the web. Their key objectives are to enhance and focus CA’s vision and messaging on the web, communicate and engage users with a compelling web presence, drive CA solutions and offerings via high value website, reinforce the sales process and partner relationships, integrate and leverage other CA Media, establish a consistent, global Internet presence.

Challenge

Preparing the Next Phase of CA.com

When Larry Walker, CA’s VP of Internet Marketing, and Kevin Terry, CA Web Information Manager, joined CA in 2001, their first assignment was to convert CA.com into a dynamic, database-driven website. Both Larry and Kevin brought with them extensive expertise in Internet Marketing and set off to accomplish the task at hand.

After a comprehensive assessment of the data including CA product lines and much more, they realized that they would be dealing with a fairly complex situation. According to Larry, “When you look at the breadth and depth of CA’s product families – just the hierarchy of products alone – and how they work together was enough to make us realize we needed a tool to help us simplify the process. We knew that there were so many relationships that we needed to create and there would be various content types for each product all of which are maintained in several databases. We knew that in order to properly manage this new site, there was no question that we needed to use a modeling tool right from the beginning.”

Plus, as Kevin explained, “I am a very visual person and I need to have visibility into this type of planning. It had been drilled into my head for years that I need to have the methodology behind a project like this. We had to do it the right way – build the model, model the business and go from there.”

“I love that you can import from other databases and have the model built automatically. You don’t have to model from scratch with ERwin.”

Kevin Terry
Web Information Manager at CA

Solution

Designing the Future of CA.com

With the complexity of the data at hand, Larry and Kevin decided to research the various resources available to them. It became very apparent that the CA ERwin® Modeling products would be the perfect solution to manage the vast quantities of data and the complex relationships between the various data elements.

They chose CA ERwin® Data Modeler and CA ERwin® Model Manager as their tools to design this new, dynamic ca.com. Before they loaded data into the database supporting the Content Management System (CMS), they needed to understand what data they had and what the business rules behind the information were.

Starting with a logical data model, the team designed the business rules, requirements, and definitions of the data. In starting with the requirements first, they were able to minimize the number of iterations needed in design – saving time and frustration. And as new data sources were added, they were able to more easily integrate these systems.

Integrating the disparate data sources was not a trivial task, given the size and scope of the worldwide website. The architecture spanned numerous regions across the world, and a wide variety of database platforms—from MS SQL Server, to Oracle, to Ingres, to MySQL, and more. Using CA ERwin’s powerful reverse engineering allowed them to create an inventory of the data at hand, easily visualize the interrelationships between the data in a graphical model, and link these sources with the business requirements that they support. Not only are database table structures maintained as standards, but they are also able to standardize and automate triggers to control the logic implemented at the database level.

The combination of CA ERwin Data Modeler and CA ERwin Model Manager allows the team to create a common set of standards at both the business and technical level, which saves both time and money when integrating multiple data sources into a single database.

All of the Right Features

There are several features of CA ERwin that make the lives of Kevin Terry and Larry Walker easier.

One of Kevin’s favorite features is reverse engineering. “I love that you can import from other databases and have the model built automatically. You don’t have to model from scratch with ERwin. We use reverse engineering to obtain the model of the tables in order to understand what data will be fed from other systems or applications. Whenever we receive data, we try to mirror the table structure even if our tables are in SQL and the others are in Oracle. We generally try to model the databases with the same column names and structure it as best as we can, so it’s nice and easy to bring in that original model to convert and deploy it in our SQL Server model. It is helpful for the developer to have a pre-established model so he/she can see the columns and relationships within the content.”

Another key feature is the auto-generation of triggers via templates. Whenever they build new tables, they have it auto-generate their triggers.

The actual visual models themselves are a great feature for the team, as well. As mentioned previously, Kevin is a very visual person and he loves that he can look and see exactly what they have. It makes it easier to keep consistency and they can see when new tables are created.

According to Kevin, "Another neat feature about CA ERwin Data Modeler is the logical versus physical model. We have built a physical model that mirrors our content management system. We use the logical model to simplify the backend complexity." CA ERwin's powerful design layer architecture allows models to create a single enterprise logical model that designs the business layer which be linked with multiple physical instances. For example, a physical model for SQL Server, another for Oracle, and yet another for Ingres, can all be rationalized with this single enterprise view of the company's information.

**"ERwin has helped us
be lean and mean!"**

Larry Walker
Vice President of Internet
Marketing at CA

Result

Lean and Mean!

The CA Internet Marketing Team has experienced significant benefits from using CA ERwin products to model and manage CA.com. By starting the project with a robust database design at both the logical and physical layer, they were able to ensure that the entire project ran smoothly from the outset. Not only was the CMS database created and implemented more quickly, but maintenance was easier as well, allowing them to run the site with minimal resources. As Larry Walker says "ERwin has helped us be lean and mean!"

Additionally, the tools provide them the ability to make changes quickly and efficiently. Content on CA.com needs to change daily and having the databases and the models help them keep track of where things are used. As Larry explains, "We can make decisions quickly if a change is requested and we can effortlessly see what needs to be done by using the model. We always start by looking at the model and then we look at the tables to figure out how to make the change. We can easily see if we can reuse an existing asset, or whether we need to start from scratch."

When the team is tasked with significant architectural changes, the models save them significant time and prevent costly errors. The team can review changes with developers **before** they are made in the database. By doing it the right way and modeling a change upfront, they can decide how to go about the project. This saves them re-work and mistakes down the road.

To learn more about how your company can benefit from CA ERwin products, visit ERwin.com.

