

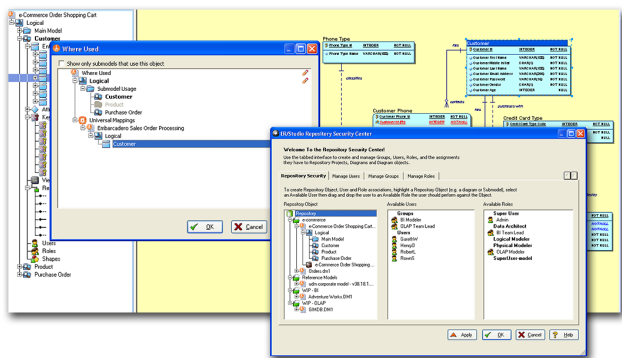


# ER/Studio® Enterprise

The most comprehensive and powerful data modeling and architecture solution for data professionals



With many organizations seeing a significant increase in data, more diverse data, and data that requires more frequent updating, it's clear that the role of data management professionals is becoming much more complex. Fortunately, ER/Studio Enterprise sets a new standard for data management that empowers users to easily share, document and publish models and metadata to distributed teams.



### Keeping Pace with Data Volume, Velocity, and Variance

*"It's exciting that we finally have the tools to keep pace with the data warehousing technology we've had in place all along. Our modeling capabilities are in lockstep with our database now."* - Kelly Carrigan, Vice President of Data Warehousing and Infrastructure at Catalina Marketing

### Improving Data Visibility and Quality for Business Processes

*"It's the only toolset that I've seen that really gives you that composite view of what an organization's data looks like so you can gain real traction in data governance. It's not just a technical modeling tool; it's a really good business tool as well."* - Ron Huizenga, President/CEO at Astron Technologies, Inc.

## The Challenge of Managing and Utilizing Enterprise Data

Physically capturing data is challenging. Making sense of the new data, interpreting it correctly, and making it available to decision makers by a specific time poses three distinct challenges for data management professionals:

- Improving and managing data quality
- Leveraging enterprise data as an organizational asset
- Clearly and effectively communicating data throughout an organization

According to a 2011 study by Artemis Ventures, poor data quality costs the US economy around \$3.1 trillion per year. Several industry reports estimate the cost of poor quality data at 15% to 20% of corporations' operating revenue. It is estimated that **25 percent of all data in Fortune 1000 companies remains inaccurate**. IT professionals must improve the data quality and consistency to get the full value of their data so that it can be trusted by decision makers.

Those organizations that can make even incremental improvements to the accurate and effective use of large volumes of data, will see significant benefits.

**There is a continuing and urgent requirement to improve the quality and consistency of data that evolves into essential organizational information.**

A recent study by the University of Texas found that if the median Fortune 1000 company could increase its data usability by just 10 percent, revenues could grow by \$2 billion a year.

Now business and technical users—in any size of organization—can confident that high value and complex decisions are based on a common understanding of the same data. They can be rest assured that interpretations of data from myriad sources will be consistent across a large enterprise.

**ER/Studio Enterprise allows data management professionals to document, interpret, and fully take control of their enterprise data environment.**

With a well-earned reputation for balancing powerful features with ease-of-use, ER/Studio gives data modelers and data architects the capabilities needed to analyze, document, and share essential metadata. ER/Studio gives visibility into existing data assets while reducing re-creation and redundancy.

When an organization can interpret data accurately, and share and re-use data faster, the quality of business decision-making improves. Empowered with easy-to-use features for communicating and sharing essential data and definitions, ER/Studio users find it easier and faster to successfully draw high value conclusions. ER/Studio gives data management professionals the metadata foundation to quickly respond to business process demands, reducing the risk of

non-compliance, while delivering greater, more actionable insight.

ER/Studio Enterprise builds even further on its support of strategic enterprise systems including **Teradata**, **Netezza**, **Greenplum**, the **Hadoop** Big Data platform and mobile databases giving organizations an interpretative and collaborative enterprise advantage leveraging their data residing in diverse locations from data centers to mobile platforms.

CONNECT metadata management allows the creation of better business and data definitions through collaboration and social capabilities that incorporates business policies into daily workflows with contextual alerts and tips.

CONNECT	
Social Enterprise Collaboration	Apply enterprise collaboration features such as activity and discussion streams, notifications and ability to follow and like
Inline Definitions	View definitions for registered data elements or business terms in integrated data access tools and internal webpages
Semantic Mapping	Relate business terms to critical data elements including tables, columns, entities and attributes
Enterprise Glossary	Import or create a standards-based central repository of glossaries comprising business terms
Centralized Reporting	More than 20 out-of-the-box reports and a reporting wizard for ad hoc reports that can be exported to several formats and shared
Data Source Registry	Single searchable registry of all available created or imported data sources
Business Architect	
Conceptual Model Creation	Supports high-level conceptual modeling using elements such as subject areas, business entities, interactions, and relationships
Process Model Creation	Support for straightforward process modeling that uses standard elements such as sequences, tasks, swim lanes, start events, and gateways

**Embarcadero Technologies is dedicated to helping data management professionals achieve increasingly complex tasks quickly, and with greater ease.**

ER/Studio Enterprise delivers superior organization of data models by correlating physical and logical mappings, and provides enhanced metadata and traceability features supported by visual documentation. ER/Studio provides extensive navigation features and allows business users the ability to browse, search and report on model metadata, streamlining communication and collaboration.

**“ER/Studio has saved me many, many hours of time. I can rely on it. There is no competition.”**  
**American Heart Association**

ER/Studio Data Architect	
Universal Mappings	Map between and within conceptual, logical and physical model objects to view upstream or downstream
“Where Used” Analysis	Display mapping between conceptual and logical models and their implementations across physical designs
Visual Data Lineage	Visually document source/target mapping and sourcing rules for data movement across systems
Round-trip Database Support	Round-trip database support for forward and reverse engineering
Advanced Compare and Merge	Enable advanced, bidirectional comparisons and merges of model and database structures
Repository	
Concurrent Model and Object Access	Allows real-time collaboration between modelers working on data models down to the model object level
Reviewing Changes and Resolving User Conflict	Conflict resolution through simple and intelligent interfaces to walk users through the discovery of differences
Version Management	Manages the individual histories of models and model objects to ensure incremental comparison between, and rollback to, desired diagrams
Component Sharing and Reuse	Pre-defined Enterprise Data Dictionary eliminates data redundancy and enforces data element standards
Security Center Groups	Streamline security administration with local or LDAP groups improving productivity and reducing errors
Software Architect	
Model Driven Architecture and Standards	Supports Unified Modeling Language™ (UML® 2.0), XML Metadata Interchange (XMI®), Query/Views/Transformations (QVT) and Object Constraint Language (OCL)
Model Patterns	Powerful re-use facilities to jumpstart projects through predefined patterns

## Benefits

- Standardize data modeling practices and promote reuse
- Improve communication with business users
- Improve accuracy of and quality of data and metadata
- Reduce compliance from months to minutes
- Create and collaborate on an enterprise glossary

For database professionals, ask us about DBArtisan, the essential heterogeneous tool kit for Oracle, SQL Server, DB2, and Sybase.