

Visualize the Power of Your Data

Top 10 Reasons to Select CA ERwin[®] Modeling

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Introduction

CA ERwin has been the name trusted in data modeling for over twenty years. There is good reason why CA ERwin has grown to be the leading data modeling tool in the market today—*we get the hard stuff right*. With experience working with the majority of the Forbes Global 2000, as well as government organizations and thousands of companies in diverse industries worldwide, CA ERwin understands the needs of the data management professional. Combining powerful drawing, navigation, and layout tools with enterprise-class data management functionality giving you the flexibility of a drawing tool with the power of a best of breed data modeling solution. From enterprise data standards, to flexibility and customization, to true data model governance, see why more organizations trust their data to CA ERwin than any other solution.

1. Advanced Visualization & Diagramming

CA ERwin understands that “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 to its latest r8 release—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.

2. 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.

Top 10 Reasons to Select CA ERwin® Modeling

1. Advanced Visualization & Diagramming
2. Customization, Flexibility & Automation
3. Integration & Open Architecture
4. Extensive Compare & Merge Functionality
5. Enterprise Standards & Reuse
6. True Data Model Governance
7. Flexible Reporting and Publication
8. Repository-Based Collaboration
9. Data Profiling Integration
10. Extensive User Community and Ecosystem

"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

3. Integration & Open Architecture

As the leading data modeling solution on the market, CA ERwin Modeling knows 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 industry standard 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:

- **FREE Metadata Integration Tools:** CA ERwin Modeling is the only modeling tool to offer FREE, Out of the Box integration for over 70 tools (MDM, BI, ETL, other modeling tools, etc.)
- **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:** As the leader in the market, there are many industry standards models and data interchange options that have been developed by third parties to integrate with CA ERwin Modeling.

"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.

I enjoy working with the ERwin suite of products because they are integrated and work with all databases seamlessly. They integrate easily with Microsoft Visual Studio, Crystal Reports and allow generating PDF files. Data Profiler and Saphir options allow me to deliver my MDM projects with consistently high quality and significantly less cost.

- Dr. Sanjay Shirude, President, Social Solutions Com Inc

"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)

4. Extensive Compare and Merge Functionality

CA ERwin Data Modeler's unrivaled single pass, flexible target and semantically "live" Complete Compare is comprehensive yet easy to use. This results in greater efficiency and effectiveness, higher productivity and more accurate modeling solutions. CA ERwin Data Modeler's powerful Complete Compare automates complete 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

5. 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 Modeling solutions offer the most comprehensive and customizable functionality for enterprise standards and reuse of any data modeling solution in the market today. Specifically:

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- **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.
- **Model Templates:** create a starting point for new models containing reusable objects such as: Domains, Naming standards, Formatting options, etc. Templates provide standardization and Reuse, and speed up the development and maintenance of models/databases.

6. 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.

7. Flexible Reporting and Publication

You get a **FREE copy of SAP Business Objects' Crystal Reports** with every license of ERwin Data Modeler! This reporting capability using SAP Business Objects' Crystal Reports and ODBC access to ERwin metadata combines best-of-breed reporting with best-of-breed modeling—a strong combination. With these tools, information assets stored in CA ERwin can be published to many stakeholders and projects within the organization.

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

"Our biggest business benefit has been the documenting and publishing of metadata to our end users."

- Nikitas Gogos, Data Architect, AmeriCredit Corp.

8. Repository-Based Collaboration

To be effective, a collaborative model management solution must provide rigorous services and control without impacting the productivity of individual modelers. CA ERwin Data Modeler, coupled with CA ERwin Model Manager 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.

9. Data Profiling Integration

CA ERwin Modeling is the only solution to offer data profiling and cross-system analysis combined with data modeling and analysis—a process known as Data Discovery. CA ERwin Data Profiler allows you to compare real-world instance data with your model design.

Cross-system profiling capabilities allow you to compare the quality and accuracy of your data between heterogeneous systems, including legacy systems. For undocumented legacy systems, CA ERwin Data Profiler can infer primary and foreign keys based on data patterns, allow you to choose the best fit based on your data, and export these newly-discovered structures into CA ERwin Data Modeler.

CA ERwin Data Modeler provides strong metadata integration from other data models and data sources, in addition to strong ERwin

"Data Discovery solutions need to support data quality and complement data modeling so they can support business intelligence, data migration, data archival and data governance. By adding CA Data Profiler to its CA ERwin Data Modeling Suite, CA is responding to these requirements and is the clear leader in Data Discovery among data modelling vendors."


*- Philip Howard, Research Director,
Data Management at Bloor Research*

Data Profiler integration, essential to creating or capturing business rules. CA ERwin Data Profiler installs promptly and runs multi-table, multi-source composite key analytics in an excellent price/performance way. Integration of the metadata capability of ERwin Data Modeler, for example, allows very rapid, agile BI development in SQL Server 2008, SSIS 2008, and SSAS 2008 across the Data Source Views.

- Blair Myers, Senior Data Architect and Consultant to the Michigan Economic Development Corporation

10. Extensive User Community & Ecosystem

More customers use CA ERwin Data Modeler than any other tool on the market today. See it for yourself—check the job postings for data architecture and data modeling positions and you'll 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. This Community hosts both in-person meetings as well as hosting regular webcast with industry renowned guest speakers. 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.



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