WHY DATA MODELING IS A
SMART INVESTMENT

Every IT organization is under pressure. And data is at the center of it all. IT teams need to deliver development projects faster and cheaper. And they need to do this within regulatory boundaries. Analytics projects need to deliver well-defined, relevant data of acceptable quality.

Data architecture supported by enterprise-scale data modeling provides tangible economic benefits. The value of data modeling is dramatic, but when coupled with data governance it's essential.

SIX KEY BENEFITS OF DATA MODELING ARE:

1. REDUCE RISK:
Remove ambiguity by improving the communication between business and IT stakeholders using intuitive diagrams to better define data requirements.

2. SAVE TIME & MONEY:
Reliably and repeatably transform requirements into designs and then on to deployable code to speed up development.

3. ENABLE GROWTH:
Ensure that new data requirements are well documented and traceable through modifications to manage and control change.

4. REDUCE COMPLEXITY:
Be able to determine what data you have and where it is located, in simple views. Easily document existing data assets.

5. IMPROVED GOVERNANCE:
Define and apply rules from data governance teams to data assets during their creation to achieve built-in governance.

6. IMPROVE CONSISTENCY:
Create standard definitions of data to drive reuse and improve interoperability. Connect architecture, governance and analytics for a common data ecosystem.

ER/Studio now tightly integrates with Collibra to form a unified data ecosystem. You can

- Seed your business glossary from your enterprise logical data model
- Map Collibra business terms to data models
- Publish your data models directly to the Collibra data catalog

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