

Success Story



ER/Studio

ORGANIZATION

Idea Integration



APPLICATION

Enterprise Data Management

TOOLS

ER/Studio®

CHALLENGES

- Needs effective, repeatable delivery of high-quality software solutions
- Effectively manage data with a range of business objectives in mind
- Sophisticated data warehouse solutions require extensive modeling, including data lineage

RESULTS

- Enhanced visibility into customers' existing assets
- Effective communication of models across the enterprise
- Enhanced data integration and accuracy by tracing of data origins

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— Joe Salvatore, Idea Integration

Idea Integration is a professional IT consulting and systems integration firm specializing in application development, digital data management, business intelligence, infrastructure, and security, and interactive marketing. With experience spanning two decades and locations across the U.S., Idea Integration delivers targeted, powerful solutions to meet clients' business challenges. Idea Integration has the breadth of clients and experience to deliver and implement large-scale applications and solutions as a strong mid-market company. Idea Integration also possesses the backing of the professional resources and collective commitment of the MPS Group, a Fortune 1000 billion-dollar services firm.

CHALLENGE

To successfully deliver results, Idea Integration needs to properly understand a client's existing database requirements is paramount to delivering successful results. The common denominator with all clients projects, regardless of the application, is the underlying data and the need to effectively manage it with a range of business objectives in mind—revenue generation, cost reduction, increased operational efficiency, etc. For Idea Integration, the effective and repeatable delivery of high-quality software solutions requires effortless data modeling and physical database generation. And Idea Integration's development of sophisticated data warehouse solutions requires extensive modeling that includes data lineage documentation.

SOLUTION

To address their existing database requirements for clients, Idea Integration selected ER/Studio, Embarcadero's unique model-driven data architecture and database design solution to

give them the ability to discover, document, and reuse data assets. ER/Studio also provided the availability to track data lineage in addition to security management and capacity planning functionality. This multi-platform solution provides a complete environment for analyzing, designing, creating, and managing data assets over the long term, allowing them to be used and repurposed for new applications.

BENEFITS

Enhanced Visibility into Customers' Existing Data Assets

As data volumes grow and environments become more complex, Idea Integration's clients are finding it increasingly difficult to leverage their data to address the needs of their business. ER/Studio provides an easy-to-use visual medium to document, understand, and publish information about data assets so that they can be harnessed to support these objectives. Idea uses the powerful reverse-engineering, compare/merge and forward-engineering capabilities to deliver well-documented and well-understood databases. Using industry standard notations, data modelers can create an information hub by importing, analyzing, and repurposing metadata from data sources such as business intelligence applications, ETL environments, XML documents, and other modeling solutions. Accurately representing many similar data structures with ease, ER/Studio's highly-readable visual format enhances communication across job functions, from business analysts to application developers, helping to share information on standards/definitions and promoting consistency and reuse.

Effective Communication of Models Across The Enterprise

ER/Studio brings clarity to models and to complex business rule enforcement. The multilevel design layers allow for the accurate visualization of data, which promotes communication between business and technical users. Streamlined navigational aids, diagram layout utilities, and powerful report publishing functions simplify the communication of designs within and beyond the data modeling group. The HTML and Word documentation produced was leveraged to provide Idea's clients with professional documentation. Furthermore, the ability to use ER/Studio's automation macros helped to produce standardized models by enforcing these standards through application event triggers. ER/Studio makes it easier to understand and communicate the current state of data throughout the enterprise, maintains corporate standards, and encourages appropriate data usage. Bringing all metadata into a central repository helps the transfer of knowledge among stakeholders, and allows users to easily see relationships and business rules that relate to their data.

Improved Data Consistency for Higher Quality Applications

Idea Integration relies on accurate and relevant data in order to build the applications that its clients need to drive their business' forward. Knowledge workers can spend significant amounts of time looking through data sources, researching what information means, and find that it is not being used appropriately, with multiple versions and inconsistency come inefficiencies in time and other valuable resources. ER/Studio helps data architects define and reuse common data elements and modeling components across projects to establish standards in their modeling

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practices. By enforcing standards, and being able to analyze and document data elements, corporations can better understand and utilize their data, reduce redundancy, and build consistency. Ultimately this builds quality into designs, the databases generated, and the applications that run on these databases, as it automatically enforces sound database design principles.

Enhanced Data Integration and Accuracy by Tracing of Data Origins

Idea Integration cites ER/Studio's Data Lineage and Data Movement Rules utilities as extremely valuable in helping them understand the many complex source-to-target mappings among decision-support systems, ERP databases and transaction processing databases. With a clear understanding of where data originated and where it is used, their customers can be assured that they know what their data actually means and how it can best be leveraged. ER/Studio's data lineage functionality provides data professionals with the ability to document how data flows through the organization. Attachments also allow organizations to append specific information to their models to enhance documentation. "The availability of data lineage tracking and documentation is vastly superior to all the other solutions we reviewed," said Joe Salvatore, business intelligence technical lead for Idea Integration.

Security Management

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CONCLUSION

By using ER/Studio, Idea Integration is able to better support the data management needs of its clients with increased visibility, consistency, and integration that address their database requirements via data lineage tracking and documentation with additional security management and capacity planning functionality. This solution provided a complete environment for helping build quality database design and clarifying complex data design problems through visually clear 'blueprints,' for analyzing, creating, and maintaining database applications. Idea Integration named security management and capacity planning functionality as clear differentiators for ER/Studio. Additional benefits were realized while using the capacity planning features that can forecast storage requirements of newly implemented or existing database systems. These capabilities greatly enhanced Idea Integration's ability to better plan what resources were required for their solutions.

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