



## Market-Leading Product

CA ERwin® Data Modeler leads the Data Modeling market (\$120 Million<sup>1</sup>) with 39% market share based on internal analysis of available revenues. We have been in the market for 20 years, and we continue to see year-over-year growth. As a result of this expansion, we are able to re-invest a significant amount in new product R&D and new product features and offerings.

## Focus on Data Modeling

CA ERwin understands that data modeling is at the heart of your data-focused initiatives, and has kept its core focus on data modeling in its 20 years on the market. Other vendors tout data modeling as a side product of application development, enterprise architecture, or application modeling. CA sees things the other way around—data modeling is our focus, and we provide you with a rich set of tools and best-practices to support data modeling.

## Integration

To facilitate data modeling becoming the ‘hub’ of your data management efforts, CA ERwin provides bi-directional metadata exchange with a wide variety Database platforms, MDM hubs, Data Integration tools, Business Intelligence tools, Metadata Repositories, other Modeling tools, etc. CA ERwin’s robust API facilitates programmatic integration so that you can create custom integration with your applications developed in-house.

## Data Profiling

CA ERwin Data Profiler is a new offering that allows you to compare real-world instance data with your model design. Cross-system profiling capabilities allow to you 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.

## Reporting

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

## 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

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<sup>1</sup> IDC



management deliver increased modeler productivity and independence while providing a recognized platform for overall control and reuse. The Action Log is a key feature in assisting users to assess the impact of change (or planned change) and helps to document what changes are made to models.

## Customization

CA knows that your organization is unique. To this end, CA ERwin Data Modeler allows the modeler to create and modify the way DDL is created via powerful and easy-to-use templates—so that you can create custom DDL to meet your own specific requirements. Naming standards can also be created and customized for your unique organizational standards and normalize the way objects are named throughout the organization. Subject areas allow you to organize model information in alignment with your individual model structure or organizational hierarchy.

## Complete Compare

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.

## Rich User Community

- CA ERwin Modeling has an expansive **User Group Community** with over 900 users worldwide and over 20 active local user groups in the US, Europe, and Asia. Regular webcasts and in-person meetings are held with industry-leading speakers. For more information, visit:  
<http://causergroups.ca.com/usergroups/UserGroupHome.aspx?ID=397>
- Our **Online Forums** host rich discussions around the ERwin Modeling Products and Best Practices. You can join the discussion at: <http://caforums.ca.com/ca/board?board.id=CAERwin>

## Award-winning solutions

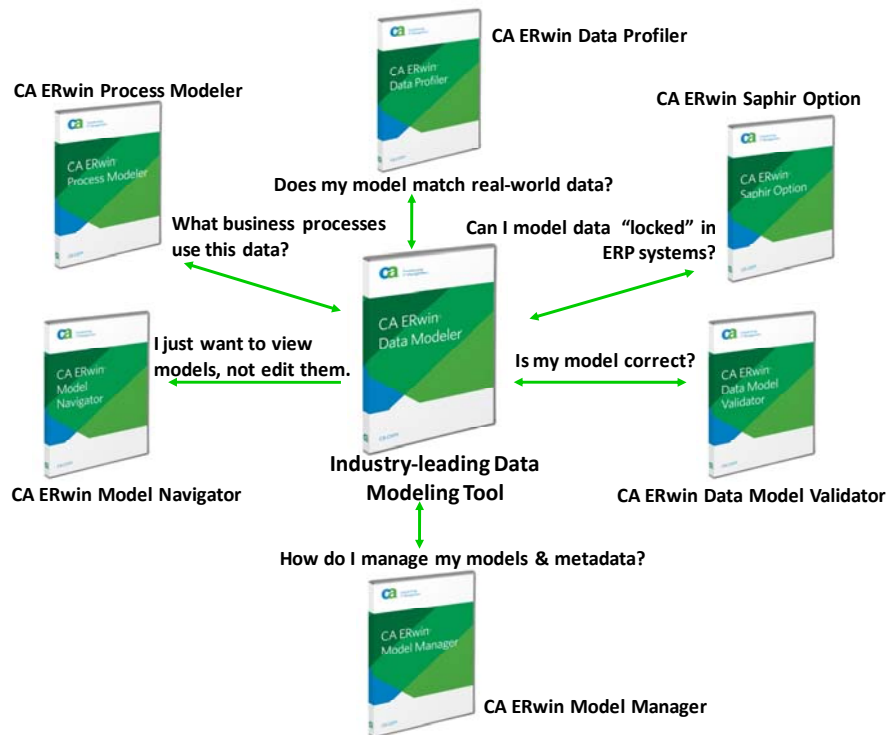
- CA ERwin Data Modeler is the winner of the **2008 Visual Studio Readers' Choice Award** for design and modeling tools.
- CA ERwin Data Modeler is the winner of the 2007 Riding the Crest Award from Programmers' Paradise for the **most-often selected tool by customers** in the Database Design/Modeling and Database Deployment and Migration categories.
- CA ERwin Data Profiler's underlying technology solution was voted **Most Innovative MDM Technology** at the TDWI Master Data Management Insight Conference in 2008



## Robust Modeling Family of Products

In addition to the core **ERwin Data Modeler** product, CA offers several other products in the ERwin Modeling Family to help manage and understand your data infrastructure:

- **CA ERwin Data Profiler:** *New product* for data profiling and cross-system analysis.
- **CA ERwin Model Manager:** Multi-user collaboration and model management
- **CA ERwin Process Modeler:** Link business processes with their associated data assets.
- **CA ERwin Model Validator:** Check the structural integrity of the models.
- **CA ERwin Model Navigator:** Read-only access for a wide range of non-modeling users
- **CA ERwin Saphir Option:** Understand the structure and meaning of ERP System data.



**CA ERwin Modeling:  
At the Center of Your Data Management Initiatives**

**For more information on ERwin Modeling Resources in your Region, visit:  
[ca.com/contact/rmdm](http://ca.com/contact/rmdm)**