

CA ERwin Data Modeler r8 Marketing & Sales Guide



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Word Descriptions

25 Word Description

CA ERwin Data Modeling r8 is an industry-leading data modeling solution that provides a simple, visual interface to manage your complex data environment.

50 Word Description

CA ERwin Data Modeling r8 is an industry-leading data modeling solution that provides a powerful way to visualize data from multiple sources across the organization, increasing efficiency through reuse and standards, while at the same time increasing data quality and providing a unified view of strategic data assets.

100 Word Description

CA ERwin Data Modeling r8 is an industry-leading data modeling solution that provides a powerful way to visualize data from multiple sources across the organization, increasing efficiency through reuse and standards, while at the same time increasing data quality and providing a unified view of strategic data assets.

With the ability to build personalized visual displays, CA ERwin facilitates communication between multiple stakeholders in the organization. Data professionals use CA ERwin to design and optimize database systems on multiple platforms. Business users can align business requirements to database implementations, streamlining the development process and reducing costly errors and redesign.

What's New in r8?

CA ERwin Data Modeling r8 consists of the following core themes.

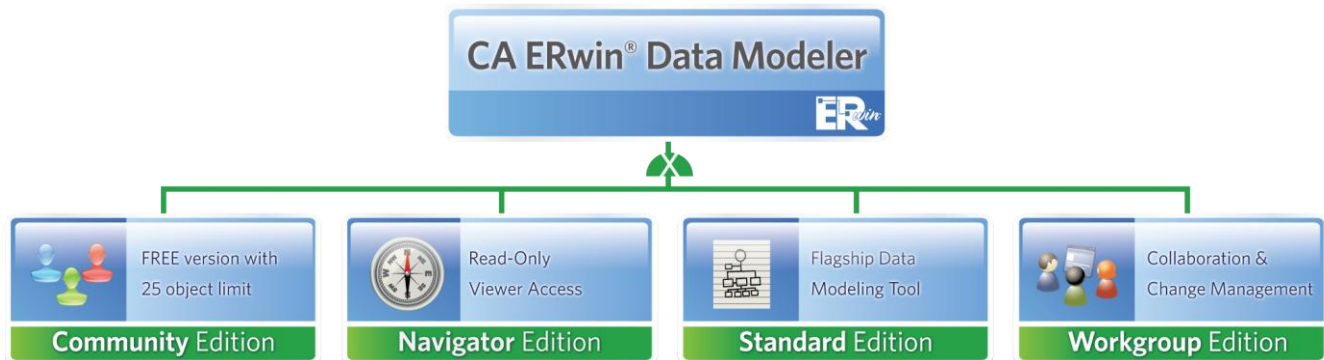
- **Visualization:** The Flexibility of a Drawing Tool – in a Powerful Data Modeling Tool
- **Personalization:** “My ERwin, My Way”– design your own workspace
- **Managing Data Complexity:** Visualize High Volumes of Data in a Single Visual Interface

Key Features of this release include:

Feature	Message
“One Click” Auto Layout for Model Diagrams	Don’t waste valuable time drawing and re-drawing your models to make them readable. CA ERwin’s Auto Layout feature can do it for you with a single click .
Maximized Drawing Palette with On-Demand UI	The ability to invoke toolbars and editors on-demand saves valuable drawing space—giving you a full screen to work with

Model Display Themes and Formatting Options	<ul style="list-style-type: none"> • New model formatting options allow to you customize colors, fonts, backgrounds, borders, and more to give your data modeling diagramming the flexibility of a drawing tool, without sacrificing data modeling functionality. • 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.
Diagram Overview Window	<ul style="list-style-type: none"> • “Birds-eye” navigation for large models, with the ability to easily zoom in on specific areas of the diagram
Precision Line Drawing	<ul style="list-style-type: none"> • New relationship line drawing functions provide smart object placement, as well as the ability to add custom bend points
Universal Bulk Editor	<ul style="list-style-type: none"> • Cross-object, multi-instance metadata updates in a single, spreadsheet-style interface. • <i>(For existing customers)</i> New improved version of Data Browser. It allows for bulk updates, exports to Excel, metadata queries, etc. using a more modern, spreadsheet-like approach. This is the evolution of the Data Browser in r8, which will be removed in this release.
Spell Checker	<ul style="list-style-type: none"> • Definitions and Metadata are the crux of your data model, especially when dealing with your business audience. It’s hard enough to generate these definitions—make sure they’re spelled right!!
Crystal Reports Embedded for Enterprise-Wide Reporting	<ul style="list-style-type: none"> • CA ERwin’s Crystal Reports integration allows you to create reports directly from ERwin DM—it’s directly integrated into product’s interface. • Integration with your Model Marts allows Enterprise-wide reporting for Impact Analysis, Where-Used Reporting, and Cross-Model Queries • Model Diagrams are integrated with text-based reports, including the “picture” of your model with the metadata.
Updated Support for the DB2 Platform	<ul style="list-style-type: none"> • Updated support for DB2 z/OS and LUW v9.x to include key features such as Partitioning support, Global Temporary Table support, MDC support, Compression, Nicknames, column “Labels”, Query Optimization syntax, “Include” column syntax, “Enforced/Not Enforced” check constraint syntax, XML datatypes and more.

In addition to the features and functions described above, CA ERwin r8 also introduces a new packaging scheme made up of “Editions” to meet the needs of various audiences. The following graphic summarizes these editions.



Top 5 Reasons to Choose ERwin (Customer)

1. The Flexibility of a Drawing Tool – in a Powerful Data Modeling Tool

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.

2. Visualize High Volumes of Data in an Intuitive Graphical Interface

CA ERwin knows that 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. With CA ERwin Data Modeler r8, we’ve added 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.

3. “Your ERwin, Your Way” -- 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 diagram layout templates and reporting on the front-end, CA ERwin Modeling allows you to create a work environment suited to your needs.

4. Increase Efficiency with 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 -- for naming standards, data type standards, model templates, and more. These standards and reuse help reduce maintenance development costs, while at the same time increasing data quality in your organization.

5. Market Leader in Data Modeling

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. 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.

Top 5 Reasons to Sell ERwin (Partner)

LAR/Volume Partner

- #1 Solution:** As the market leader, CA ERwin Data Modeling provides a solution with positive brand recognition among your customers that, with the latest release r8, offers industry leading graphic combined with robust data management capabilities. This combination lends to ease-of-sale and the opportunity for additional renewal and product sales.
- Easy Cross-Sell with Other Tools:** With support for all of the leading databases in the market, ERwin offers easy cross-sell opportunities with database sales: Oracle, SQL Server, DB2, etc. ERwin also integration with BI, MDM, and other data-related tools for additional cross-sell opportunity. “If you have data, you need a data model.”
- Growing Market:** Data volumes continue to increase, and data-related tool sales will continue to grow in the coming years, according to the majority industry of analysts.
- Fast Sales Cycle:** ERwin’s ease of use and ability to quickly visualize database structures leads to a download-try-buy sales cycle with a fast time to close.
- Rich Partner Community and Resources:** CA provides a wealth of training, collateral, and lead generation activities to help you succeed. CA’s Partner Portal is your one-stop resource for all of the sales, marketing, support and reporting tools you need to be successful. Visit <https://partnerportal.ca.com/> for more information on existing collateral and upcoming training sessions, incentive programs, and webinars.

VAR/SI Partner

- #1 Solution:** As the market leader, CA ERwin Data Modeling provides a solution with positive brand recognition among your customers that, with the latest release r8, offers industry leading graphic combined with robust data management capabilities. This combination lends to ease-of-sale and the opportunity for additional renewal and product sales.
- Rich Cross-Sell and Consulting Opportunities:** CA ERwin Data Modeler provides a rich opportunity for consulting and services. Data modeling is at the core the majority of the data-intensive initiatives that are the priority of most organizations today: business intelligence, data integration, master data management, data governance, etc. “If you have data, you need a data model.”
- Growing Market:** Data volumes continue to increase, and data-related projects will continue to grow in the coming years, according to the majority of industry analysts.
- Integration with Other Tools:** CA ERwin Data Modeling integrates with other tools and solutions such as BI, MDM, ETL, and even other modeling tools so that you can easy incorporate it into your existing projects—creating efficiencies for your customers by sharing core data definitions between tools.
- Industry-Leading Functionality:** As the de facto standard in data modeling, CA ERwin offers more functionality than other tools on the market, now with an even easier to use interface. More customers trust their data CA ERwin Data Modeler than any other tool on the market today.

Elevator Pitch (Customer)

Nowhere is the problem of managing the complexity in your data environment greater than in *[insert prospect's industry here]*. As the market leader in data modeling for over 20 years, CA ERwin understands how to manage that complexity. Organizations like yours are using CA ERwin Modeling to manage their enterprise data management initiatives – reducing complexity, increasing quality, and reducing maintenance and development costs.

With CA ERwin r8, we've completely redesigned the graphical interface you'll find state of the art graphics and layout options that rival any drawing tool on the market today, while continuing to provide you the core data modeling functionality that has made CA ERwin Data Modeler the name chosen by more Enterprise installations than any other tool on the market today. If you haven't looked at ERwin lately, look again.

Elevator Pitch (Partner)

LAR/Volume Partner

More and more customers are facing data integration challenges, whether as part of mergers and acquisitions, business intelligence reporting initiatives, or master data management (MDM) efforts. CA ERwin Data Modeling r8 helps solve that data integration challenge, and provides you with rich cross-sell opportunities with other data-related products.

As the market leader in data modeling, there is positive brand recognition that provides you an important in-road to database professionals (DBAs, database designers and developers) for high-volume selling opportunities. Our download-try-buy sales cycle leads to fast time to close and high-volume revenue opportunities, and easy cross-sell with other database tools like MS SQL Server, Oracle, etc. "If you have data, you need a data model."

VAR/SI Partner

More and more customers are facing data integration challenges, whether as part of mergers and acquisitions, business intelligence reporting initiatives, or master data management (MDM) efforts. CA ERwin Data Modeling r8 helps solve that data integration challenge, and provides you with rich cross-sell and consulting opportunities.

As the market leader in data modeling, there is positive brand recognition that provides you an important in-road to database professionals (data architects, BI analysts, and DBAs) for high-revenue selling and consulting opportunities. CA ERwin Data Modeling integrates with other tools and solutions such as BI, MDM, ETL, and even other modeling tools so that you can easily incorporate it into your existing projects. With CA ERwin r8, we've added state of the art visualization and personalized displays to facilitate communication between the Business and Technical stakeholders, helping to gain buy-in and support from business sponsors.

Qualifying Questions

1. Do you have complex data environment that's difficult to manage?
 - Is it difficult to see an integrated, standardized view of information?
 - How many databases do you have? On which platforms (Oracle, SQL Server, Teradata)?
 - What if you had a tool to help automate development and maintenance processes?
 - Are you concerned that your manual processes are costing time, money, and quality issues?
 - Would you like the ability to help improve the performance and quality of your databases?

What if you had an enterprise-class data modeling solution that could help you visualize and manage the complexity in your data environment?

2. Are you looking for a data management solution that will help you save time and money?
 - How many databases do you have? On which platforms (Oracle, SQL Server, Access)?
 - How much do you spend each year to upgrade and maintain your current solution?
 - How many staff members do you currently have? Do you need a tool to make their job easier?

What if you had a data management solution that could help you save time and money?

3. Do you need a tool that you can customize to meet your own, individual needs?
 - What if you could customize the tool to match your implementation?
 - Do you have a variety of stakeholders who all want to see information in a different way?
 - Are you concerned that your manual processes are costing time, money, and quality issues?

What if you had a data modeling solution that allowed you to fully customize to meet your needs, but still provided the benefits of automation and consistency?

4. Do you need to integrate with a wide variety of tools: BI, MDM, modeling, Excel, etc.?
 - Would you like the reuse standard definitions across all of these tools?
 - Is information sharing limited by proprietary tool formats?
 - Could you get buy-in from other teams, if you could “translate” information into their solutions?

What if you could automatically share information from other tools from a single, consolidated environment?

Call Script

Remember to keep the dialog conversational. Start by asking them about their project, what they're working on, and they are likely to open up. Often, many of the questions will be answered once the customer starts talking about their project. Avoid making the customer feel like they are being grilled with a checklist of questions.

1. What type of Project are you working on?

- New application development Consolidation Database Maintenance

- | | | |
|---|---|---|
| <input type="checkbox"/> Data Governance/Master Data Management | <input type="checkbox"/> Redundant Data | <input type="checkbox"/> Database Migration |
| <input type="checkbox"/> Data Warehousing/Business Intelligence | <input type="checkbox"/> Merger/ Acquisition | <input type="checkbox"/> Reduce productivity issues |
| <input type="checkbox"/> Control costs of database management | <input type="checkbox"/> Regulatory requirement | <input type="checkbox"/> Data Quality |
| <input type="checkbox"/> Improve quality of database | | |

Why Ask? Scopes the project but, more importantly, gets them to open up and start talking.

2. What are Your Goals for this Project?

- What benefits are you looking to gain by modifying your current environment?
- What productivity issues are currently present?
- Do you have any challenges around information inconsistency you are looking to address?
- Are projects slow to implement because your IT organization does not have a complete understanding of your legacy data sources?

Why Ask? Clarifies their pain points and objectives. Helps you understand what to stress with them later on.

3. What Database Are You Currently Using?

- | | |
|---|----------|
| <input type="checkbox"/> Oracle | version: |
| <input type="checkbox"/> Microsoft SQL Server | version: |
| <input type="checkbox"/> MS Access | version: |
| <input type="checkbox"/> DB2 | version: |
| <input type="checkbox"/> Sybase | version: |
| <input type="checkbox"/> Teradata | version: |
| <input type="checkbox"/> AS/400 | version: |
| <input type="checkbox"/> MySQL | version: |
| <input type="checkbox"/> Other | version: |

Why Ask? ERwin has forward/reverse engineering for all major database platforms.

4. Do you have any other Business Intelligence, ETL Tools, App Dev Tools, or other modeling tools?

- | | | |
|--|--|--|
| <input type="checkbox"/> IBM Cognos BI | <input type="checkbox"/> Microsoft SQL Server Integration Services | <input type="checkbox"/> SAP NetWeaver MDM |
| <input type="checkbox"/> IBM Infosphere Data Architect | <input type="checkbox"/> Microsoft SQL Server Analysis Services | <input type="checkbox"/> SAS |
| <input type="checkbox"/> IBM Rational Rose | <input type="checkbox"/> Oracle Designer | <input type="checkbox"/> Sparx Enterprise Architect |
| <input type="checkbox"/> Informatica PowerCenter (ETL) | <input type="checkbox"/> Oracle Warehouse Builder | <input type="checkbox"/> Sybase PowerDesigner |
| <input type="checkbox"/> Microsoft Office Excel | <input type="checkbox"/> SAP Business Objects | <input type="checkbox"/> Trillium Software Discovery |
| <input type="checkbox"/> Other: _____ | | |

Note: A full list of the supported products is found in the CA ERwin Data Modeler Implementation Guide.
Why Ask? ERwin has FREE metadata bridges with these tools embedded in the product.

5. Are you supporting, implementing or building integrations into any ERP systems?

- | | | |
|---|--|---|
| <input type="checkbox"/> SAP R/3 | <input type="checkbox"/> SAP B/W | <input type="checkbox"/> Oracle PeopleSoft Enterprise |
| <input type="checkbox"/> Oracle JD Edwards Enterprise One | <input type="checkbox"/> Oracle Siebel | <input type="checkbox"/> Oracle eBusiness Suite |

Why Ask? CA ERwin Saphir Option can capture models and metadata from these systems.

6. How is your team organized?

- Are your data modeling efforts managed by a central data architecture team?
- Is the solution supporting a project requirement, departmental/division level requirement or a strategic corporate requirement?
- How many data modelers are working on your team?
- Are there others who need to view the information?

Why Ask? How many licenses are needed? What other products can be recommended (e.g. CA ERwin Data Model Navigator for read-only access)

7. If we meet your technical criteria for this project and future projects, when would you like to implement the solution?

- Immediately, 6 months, 1 year?

Why Ask? Are they wasting our time? What is their purchasing priority?

8. Who are the key players involved in the purchase of the technology?

- Clarify technology reviewers vs. purchasing decision-makers

Why Ask? Make sure you're talking to the right people. Find out who is making the buying decision.

9. Is there a budget allocated to purchase the required software?

- Is there a budget allocated to purchase the required software? Yes No
- *If No:* What is the timeframe for budget allocation?

Why Ask? Make sure they have budget to purchase. Discover the potential size of the deal.

10. Do you have a preferred Reseller?

Why Ask? Point them to the right partner.

11. Next steps

- When would you be interested in receiving a call from one of our skilled ERwin partners to discuss the opportunity in more detail?
- Would you be interested in seeing a demo of the solution? What is a good day/time for you?