Data Modeling + Data Mapping = Fast, High-Quality Data Pipeline to Fuel Real Results

Sandhill

erwin®
the data governance company

erwin Data Modeler (DM) provides visibility, context and control of data sources across the enterprise. Customers use data models to tame "data at rest" for business use, governance and technical management of databases of all types. But once an organization understands what data it has and how it's structured, it needs answers to these other critical questions: Where did it come from? Did it change along the journey? Where does it go from here? Taming "data in motion" or how data moves throughout technical and business data architectures is key for true visibility, context and control of **all** data assets.

Managing data in motion has been a difficult, time-consuming task that involves mapping source elements to the data model, defining the required transformations, and/or providing the same for downstream targets. Historically, it either has been outsourced to ETL/ELT developers who often create a siloed, technical infrastructure opaque to the business, or business-friendly mappings have been kept in an assortment of unwieldy spreadsheets difficult to consolidate and reuse much less capable of accommodating new requirements.

Introducing **erwin Mapping Manager (MM)**, a metadata-driven framework for automated data mapping and code generation that eliminates manual work and costly errors. **Key features include:**

> **What if you could help customers combine their data at rest and data in motion to create an efficient, accurate and real-time data pipeline including lineage?** Then they can spend their time finding the data they need and using it to produce meaningful business outcomes.

- Single, unified platform to efficiently transform and move data in alignment with business requirements
- Metadata catalog to automatically harvest any data from anywhere
- Upstream and downstream data lineage
- Versioning with comparison features
- Impact analysis
- Easy import of legacy mappings, plus share and reuse mappings and transformations

Plug-ins for:

- > Code automation to forward- and reverse-engineer ETL, ELT, procedural and other data movement code (e.g., Data Vault)

- > Automation and integration across the design lifecycle, from requirements through testing and deployment

- > Integration with business glossaries complete with data policies and rules

- > Business stakeholder use and collaboration

Earn more with erwin Data Governance

For a limited time, we are offering an additional incentive to select partners who sell erwin DG products between now and June 30, 2019. Please contact your Channel Account Manager for details and eligibility requirements.

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