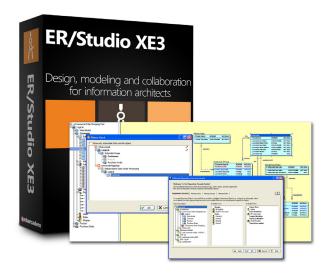




ER Studio® XE3

The fastest and most comprehensive suite for data management professionals.

With many organizations seeing 25% year-on-year data growth, and with data becoming more diverse and updated more frequently, the role of data management professionals is become increasingly busy and complex. ER/Studio XE3 sets a new standard for data management. ER/Studio XE3 empowers data management professionals to easily share, document, and publish models and metadata to distributed teams.



Keeping Pace with Data Volume, Velocity, and Variance

"It's exciting that we finally have the tools to keep pace with the data warehousing technology we've had in place all along. Our modeling capabilities are in lockstep with our database now." - Kelly Carrigan, Vice President of Data Warehousing and Infrastructure at Catalina Marketing

Enhanced Insight for BI, ETL, and Metadata Repositories

"ER/Studio represents a significant value-add in how we see and leverage our data models by giving us much greater interplay between our business intelligence applications, metadata repositories, and other major ETL environments." - John Prout, Senior Oracle DBA, Ambassadors

The Challenge of Managing and Utilizing Enterprise Data

Physically capturing data is one challenge; but the tasks involved in making sense of it, interpreting it correctly, and making it available to decision-makers at the right time, present many additional challenges. Data management professionals face three distinct challenges:

- Improving and managing data quality
- Leveraging enterprise data as an organizational asset
- Clearly and effectively communicating data throughout an organization

According to a Dunn and Bradstreet report, poor data quality costs the U.S. economy **\$600 billion every year**. It is estimated that **25% of all data in Fortune 1000 companies remains inaccurate**. Any IT professional with the word "data" in their job title, will be directly or indirectly impacted by these statistics.

At the same time, those organizations that can make even incremental improvements to the accurate and effective use of large volumes of data, benefit from often significant competitive advantages.

There is a continuing and urgent requirement to improve the quality and consistency of data that evolves into essential organizational information.

How can business and technical users, in any size of organization, be confident that high value and complex decisions are being based on a common understanding of the same data? How can interpretations of data from myriad sources be consistent across a large enterprise?

Data management professionals turn to ER/Studio when they need to document, interpret, and fully take control of their enterprise data environment. With a reputation for balancing powerful features with ease-of-use, ER/Studio gives data modelers and data architects the capabilities needed to analyze, document, and share essential metadata. ER/Studio gives visibility into existing data assets while reducing re-creation and redundancy.

When an organization can acurately interpret data accurately, share, and re-use data faster, the quality of business decision-making improves. Empowered with easy-to-use features for communicating and sharing essential data and definitions, ER/Studio users find it easier and faster to successfully draw high

ER Studio XE3

value conclusions. ER/Studio gives data management professionals the metadata foundation to quickly respond to data governance demands, reducing the risk of non-compliance, while delivering greater, more actionable insight.

And ER/Studio XE3 builds even further on its support of strategic enterprise systems including **Teradata**, **Netezza**, **and Greenplum**, giving organizations an interpretative and collaborative enterprise data advantage. A completely redesigned **Portal** adds new search capabilities. An all-new user interface makes ER/Studio Portal an essential asset for technical and business users alike.

ER/Studio Portal	
Structured Browsing & Navigation	Provide a web-based navigation of the repository diagrams
Technical Reports	Pre-installed for implementation details such as data types, column width, column names, how objects are related, data lineage between models and security classification information
Automatic Data Synchronization	ER/Studio diagrams and objects are synchronized to the Portal on an administrator controlled schedule.
Advanced Searching	Wildcard searching with the ability to limit the search to specific object types
ER/Studio Business Architect	
Conceptual Model Creation	Supports high-level conceptual modeling using elements such as subject areas, business entities, interactions, and relationships
Process Model Creation	Support for straightforward process modeling that uses standard elements such as sequences, tasks, swim lanes, start events, and gateways

Embarcadero Technologies is dedicated to helping data management professionals achieve increasingly complex tasks quickly, and with greater ease.

ER/Studio XE3 delivers superior organization of data models separating physical from logical mappings, and provides enhanced metadata and traceability features supported by visual documentation. ER/Studio provides extensive navigation features and allows business users the ability to browse, search and report on model metadata streamlining communication and collaboration.

ER/Studio Data Architect	
Universal Mappings	Map between and within conceptual, logical and physical model objects to view upstream or downstream
"Where Used" Analysis	Display mapping between conceptual and logical models and their implementations across physical designs
Visual Data Lineage	Visually document source/target mapping and sourcing rules for data movement across systems
Round-trip Database Support	Round-trip database support for forward and reverse engineering
Advanced Compare and Merge	Enable advanced, bidirectional comparisons and merges of model and database structures

ER/Studio Repository			
Concurrent Model and Object Access	Allows real-time collaboration between modelers working on data models down to the model object level		
Reviewing Changes and Resolving User Conflict	Conflict resolution through simple and intelligent interfaces to walk users through the discovery of differences		
Version Management	Manages the individual histories of models and model objects to ensure incremental comparison between, and rollback to, desired diagrams		
Component Sharing and Reuse	Pre-defined Enterprise Data Dictionary that eliminates data redundancy and enforces data element standards		
Security Center Groups	Streamline security administration with local or LDAP groups improving productivity and reducing errors		
ER/Studio Software Archite	ER/Studio Software Architect		
Model Driven Architecture & Standards	Supports Unified Modeling Language ™ (UML ® 2.0), XML Metadata Interchange (XMI ®), Query/Views/Transformations (QVT) and Object Constraint Language (OCL)		
Model Patterns	Powerful re-use facilities to jumpstart projects through predefined patterns.		

Benefits Summary

- Standardize data modeling practices and promote reuse
- Improve communication with business users
- Improve accuracy of data lineage
- Reduce compliance from months to minutes
- Implement enterprise data dictionary

"ER/Studio has saved me many, many hours of time. I can rely on it. There is no competition."

American Heart Association

Ready to learn more about ER/Studio? - Contact us at 1-888-233-2224 or sales@embarcadero.com

For database professionals, ask us about DB PowerStudio, the essential heterogeneous tool kit for Oracle, SQL Server, DB2, and Sybase.