

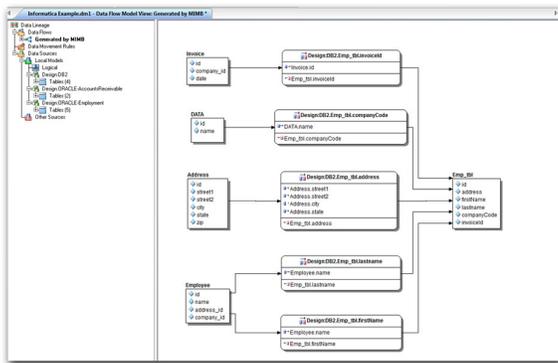


# Data Lineage for ER/Studio®

Graphically Understand and Interactively Explore Data Lineage



Data Lineage for ER/Studio gives data management professionals and business users essential insight to the extracts, transformations, and loads of complex enterprise data. Data governance and organizational compliance is supported with detailed metadata management for risk reduction and data discrepancy isolation. Labor-intensive data quality-related research can be achieved in a fraction of the time.



## Leverage metadata across BI applications, major ETL environments and other metadata repositories

*ER/Studio Data Lineage 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

## Beat back government regulations with rich data lineage

*Accurate, timely, and relevant data is at the heart of the marketing services we provide our customers. By standardizing on ER/Studio Data Lineage for enterprise model management, we are assured of the consistency we need. All systems, whether reverse engineered or built from scratch, are designed using ER/Studio. Its rich documentation and data lineage functionality allow us to track database schema changes and helps us meet Sarbanes Oxley requirements.*

- Mark Peterson, Senior Database Analyst, Valassis

## The Challenge of Data Quality Management

Technical and business users must utilize multiple sources of data in order to make more complex and higher value decisions. This makes the sources, transformations, and movements of that data more difficult to track. Meanwhile, an average of 25 percent data growth across companies makes the tracking challenge even more daunting. Despite the difficulties, organization must do a better job of leveraging enterprise data as an asset to remain competitive—all the while complying with business standards and mandatory regulations. Data management professionals face three distinct

challenges:

- Time-efficient tools and processes to easily document ETL workflows
- A more demanding business customer that expects instant answers to data queries
- An ability to collaborate and communicate essential data quality documentation throughout an organization

If effective data lineage is out of reach, there can be bigger penalties to pay. The repercussions of doing nothing can ripple throughout an entire organization.

**Understanding sources, targets, and transformations of enterprise data is a fundamental requirement for any organization to achieve viable data quality.**

**Data Lineage offers visibility into multiple ETL platforms reducing problem isolation time while minimizing information loss.**

Fortune 100 organizations derive significant benefits from Data Lineage with sophisticated visual data lineage capabilities. Many organizations have more than one ETL tool deployed. The ability to **layer a single data modeling solution** over multiple ETL tools, allows massive data volumes, from diverse sources, to be accessible at every level, including design, production and transformation. Data Lineage imports from ETL tools such as

Informatica PowerCenter, IBM DataStage, Microsoft SSIS, Oracle ODI and OWB, SAP Business Objects Data Integrator and Microsoft Excel.

Data Lineage automatically imports complex and challenging ETL transformations as a visual diagram. These diagrams can be stored in, and made available from ER/Studio's Repository. And making **visual data lineage** accessible from ER/Studio Team Server gives customers the ability to document, report and search across all imported and documented ETL transformations from a single source. Labor-intensive documentation tasks disappear.

**Data governance** reporting gets so much easier. And the ability to quickly and more accurately interpret large volumes of data becomes a reality.

First, display data lineage from a **single view** across multiple Extract-Transform-Load (ETL) / Data Integration (DI) products. Next, reduce **tribal knowledge** by providing an easy to use, centralized, usable documentation of both database systems and data flow processes that connect these systems. Third, set up practices to **monitor compliance** of existing ETL processes to mapping specifications defined directly in or imported into ER/Studio. Lastly, **improve collaboration and requirements formalization** between Business Analysts and ETL Development to easily answer the difficult and time consuming question: "Where does this data come from?" for data from ETL/DI data flow processes.

Features	
Data Lineage	Visualize source-target mapping and sourcing rules designed in an external Extract-Transform-Load (ETL) tool or Data Integration (DI) tool
Impact Analysis	Determine impact of changes in a model to the related data flow processes
Reporting	Simple, easy to use report creation for most major ETL/DI products with report formats for varying levels of user interactivity
Mapping Requirements Summarization	Summarize data lineage for different user needs with table level lineage of ETL/DI data flow and document column level data flow
ETL/DI Tool Integration	Import mapping requirements information to the lineage model from most of the leading ETL and DI tools

### Benefits

- Multi-ETL platform environment visibility
- Reduce the risk of untraceable data
- Obtain compliance reports
- Minimize the effort and expense of data management
- Reduce problem isolation time

**"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." - Idea Integration**

**Ready to learn more about Data Lineage for ER/Studio? - Contact us at 1-888-233-2224 or [sales@embarcadero.com](mailto:sales@embarcadero.com)**

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