

Sybase® PowerDesigner® for Better BI and Information Architecture

PRODUCT BROCHURE



Sybase PowerDesigner for Better BI and Information Architecture

PowerDesigner is the industry's leading modeling tool that offers a model-driven approach to improve business intelligence and Information Architecture. Data governance, business intelligence, integration and consolidation efforts benefit from metadata management using PowerDesigner because it establishes a 360 degree view of key information assets. PowerDesigner's Link & Sync enterprise-wide impact analysis reduces time, risk and cost associated with changes throughout your information architecture.

COMMON FEATURES

- **Ease of Use:** Modern interface aligns with Windows version 7 to streamline effective communication throughout the enterprise.
- **Requirements Management:** Detailed requirements analysis linked to all models for traceability. Import and synchronization with Microsoft Word places the business users directly into the analysis and design lifecycle.
- **Document Generation:** Wizard driven list, multi-model document and fully hyperlinked web reporting provides any non-modeling user secure controlled access to metadata. This fosters greater communication among all members of the project team.
- **Impact Analysis:** Models are fully integrated using unique Link & Sync technology. This integration ties all models types together for complete enterprise-wide or project-wide impact analysis. Impact analysis streamlines communication and collaboration to dramatically increase the entire organization's responsiveness to change.
- **Information Mapping:** Drag-and-drop mapping editor allows for easy, fast and accurate dependency documentation. Simply drag to or from any supported source to target model pair and create comprehensive mapping definitions used in data dictionary definitions, impact analysis and warehouse ETL documentation.
- **Open Support:** All major RDBMS platforms are supported together in one tool. With over 80 RDBMS definitions supported, PowerDesigner leads with the most comprehensive and complete support.
- **Customizable:** Highly customizable interface makes common tasks easy, while empowering advanced users rapid access to all features. Optimizes productivity by controlling everything from the user interface to the way PowerDesigner manages modeling tasks and generates code.
- **Metadata Sharing:** PowerDesigner's Portal ensures all users have full thin client access to all authorized (by role-based security) metadata including graphics and full element definitions and descriptions. With the Portal Composer license, users also have the ability to make edits to certain metadata directly through the web interface. This allows for greater participation among a broader community fostering a more collaborative atmosphere.
- **Enterprise Repository:** A fully integrated design-time repository, hosted by popular relational databases. As a highly scalable centralized metadata management facility, the enterprise Repository offers capabilities like: Role-based security on models and sub-models, version control, configuration management, version compare, impact analysis and comprehensive search capabilities. Repository notifications ensure all users have the latest metadata available and take appropriate actions based on changes committed to the server. PowerDesigner's Enterprise Repository provides a 360 degree view of key information assets for a 'single version of the truth'.
- **Enterprise Glossary:** Define business terms and categories, complete with aliases to fully align data models with the business language. Enforces management of naming conventions throughout all models. This enforces consistent naming standards, business language alignment and supports data stewardship and governance efforts.

POWERDESIGNER BENEFITS

The Market Leader – PowerDesigner's proven commitment to innovations in Data, Information and Business Modeling make it the safe choice for all modeling environments. PowerDesigner is a standard in many organizations worldwide.

Graphical ease of use –

PowerDesigner's highly customizable user interface makes common tasks easy while empowering advanced users rapid access to all features.

Align business and IT – PowerDesigner facilitates Business and IT alignment and team collaboration through its unique Link & Sync technology by creating connections between requirements, business language and data models.

Improve team productivity –

PowerDesigner provides all modelers the ideal team-sharing environment with the only complete and secure metadata repository for all modeling types.

Document existing systems –

PowerDesigner fosters greater enterprise collaboration through flexible wizard driven document and web-based reporting.

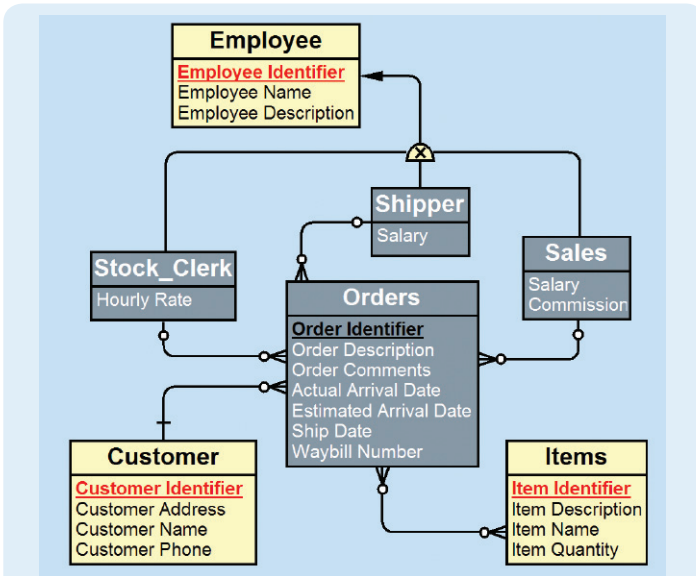
Open support – PowerDesigner improves the understanding of heterogeneous systems by supporting all leading XML, database and process language standards within a single tool and framework.

Highly customizable – PowerDesigner can be easily "programmed" to enforce corporate or regulatory standards and practices through embedded VB Scripting, a fully scriptable interface, customizable metamodel and fully documented API.

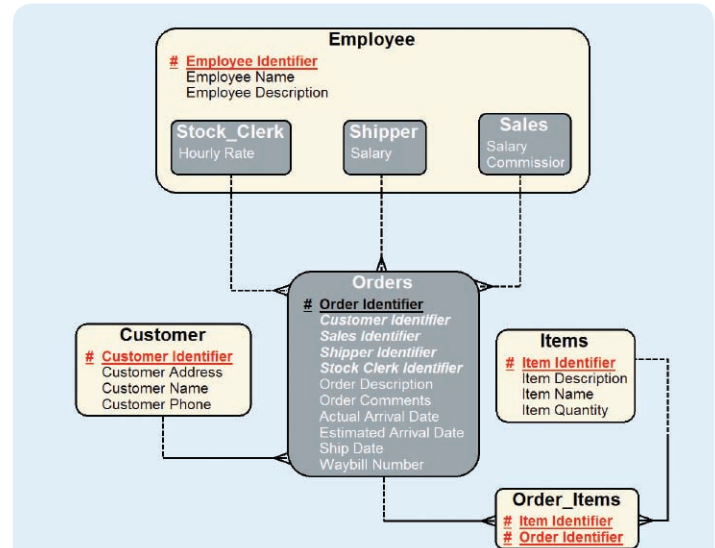
Reduce the impact of change

Multi-model impact analysis reduces the time & cost when implementing changes throughout the enterprise. Integration of all requirements, analysis models, business models and data models provides a comprehensive understanding of the changes.

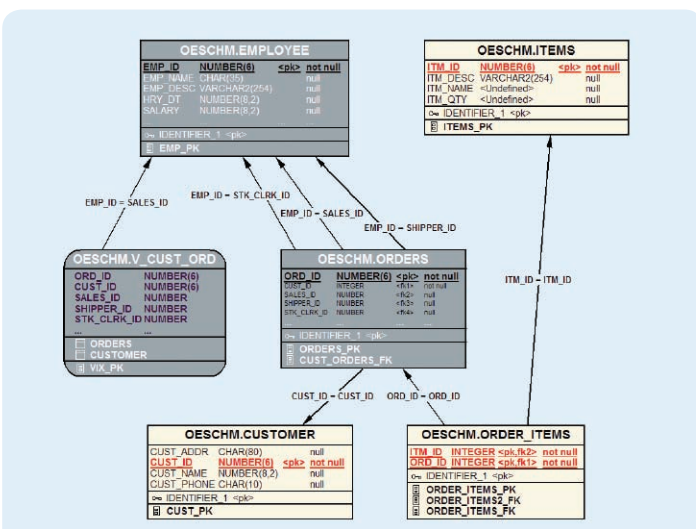
MODELING TECHNIQUES



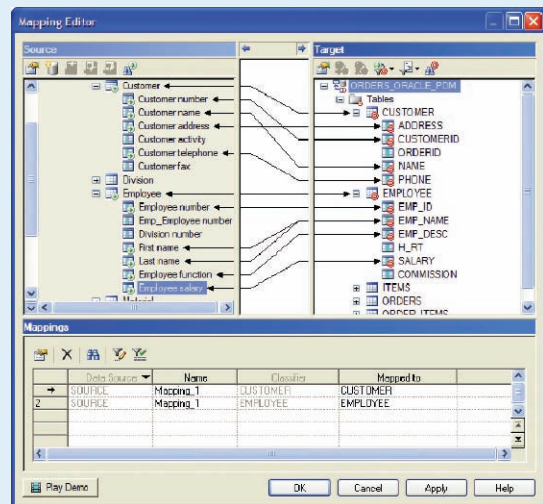
Conceptual Data Modeling: Conceptual data models based on Information Engineering (IE), Barker or IDEF 1/x notation provide a database and technology independent business representation of data concepts and core relationships. Conceptual data models iteratively generate into one or more logical and physical data models based on desired levels of abstraction and approaches to information architecture from a common business view.



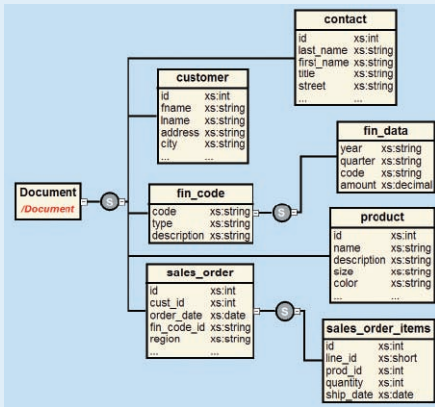
Logical Data Modeling: Logical data models based on Information engineering (IE), Barker or IDEF 1/x notation provide database independent relational structures for use by developers and designers for optimization and understanding. Logical data models can be developed independently or generated from conceptual data models. Logical data models can generate to one or more physical data models.



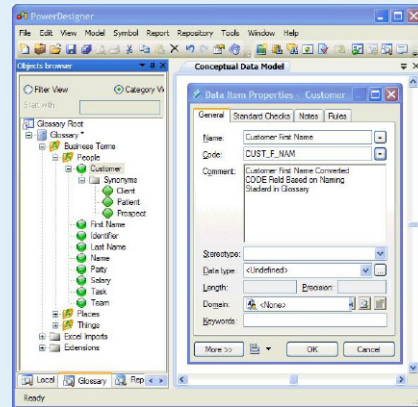
Physical Data Modeling: Physical data models based on Information Engineering (IE) or IDEF 1/x notation document, generate and reverse-engineer structures for over 80 RDBMS (including the latest Oracle, IBM, Microsoft, Sybase, NCR Teradata, MySQL and many more). Support includes all database artifacts and advanced techniques such as Java, XML and Web Services in the database, security modeling, specialized handling of views and more.



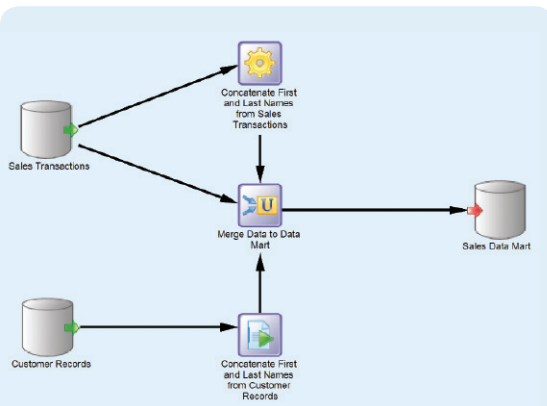
Data Warehouse Modeling: Multidimensional Diagrams document the OLAP environments by representing cubes, facts, dimensions, dimensional hierarchies and queries independent of the physical table structures used to store the warehouse or data mart information. The data mapping editor links source definition, warehouse, mart and reporting environment together. This provides for clear impact analysis and design time change management of the BI environment.



XML Modeling: XML Models support Canonical Data Models and Physical XML structure definitions. The XML Models generate or reverse engineer structures for DTD & schemas. These models are mapped to data models to document XML/Relational mappings as well as for definitions of XML in the database for RDBMS engines that support this concept.



Enterprise Glossary: Centrally managed by the Enterprise Repository, the Enterprise Glossary ensures business terms and definitions are established and consistently managed throughout all models. This enforces consistent naming standards, business language alignment and supports data stewardship and governance efforts. The Enterprise Glossary streamlines the communication process by ensuring everyone is speaking the same 'language'. PowerDesigner's Conceptual model (CDM) has a built in data dictionary feature — when used in parallel with the Enterprise Glossary provides a **true** Data Dictionary.



Data Movement Modeling: A PowerDesigner exclusive, the Data Movement Model (DMM), documents all aspects of information movement. Source data stores, target data stores, multiple transformations, publication and subscription serve to document any ETL, EII or replication process.

