



Previews of course books are provided as an opportunity to see the quality of material used at TDWI educational events. The selected pages are representative of the entire course book. These pages cannot be printed.

The previews are intended to help you select the courses that best fit your needs.

TDWI Education

In-Depth Business Intelligence and
Data Warehousing Education

Enterprise Data Modeling for Business Intelligence

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Deploying a Successful Enterprise Data Model

- EDM Overview
- Benefiting from the EDM
- Producing the EDM
- Achieving Success and Avoiding Pitfalls
- Naming Standards
- Model Layout



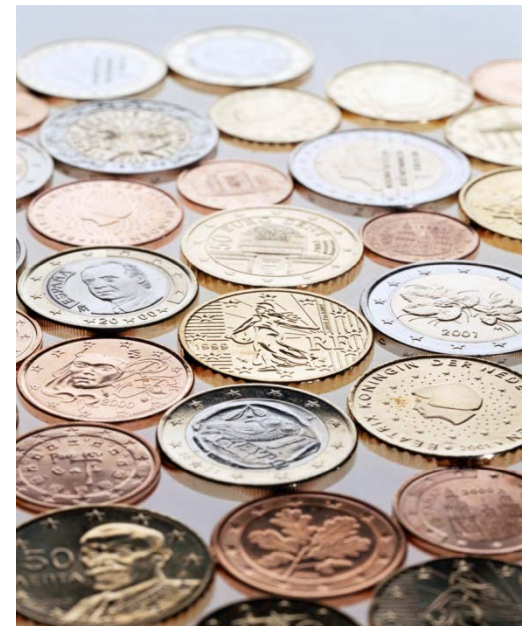
Model scope

- Every model has a defined scope or boundary
- Scope can equal “everything”
 - Map can represent the planet
 - Organization chart the corporation
 - Blueprint a building
 - Data model the entire organization
- A data model that represents the entire organization is an Enterprise Data Model (EDM)



Benefiting from the EDM

- Integration is the key!
- Areas that benefit
 - Enterprise Resource Planning (ERP)
 - Masterdata management
 - Data warehouse
 - Data quality
 - Employee development

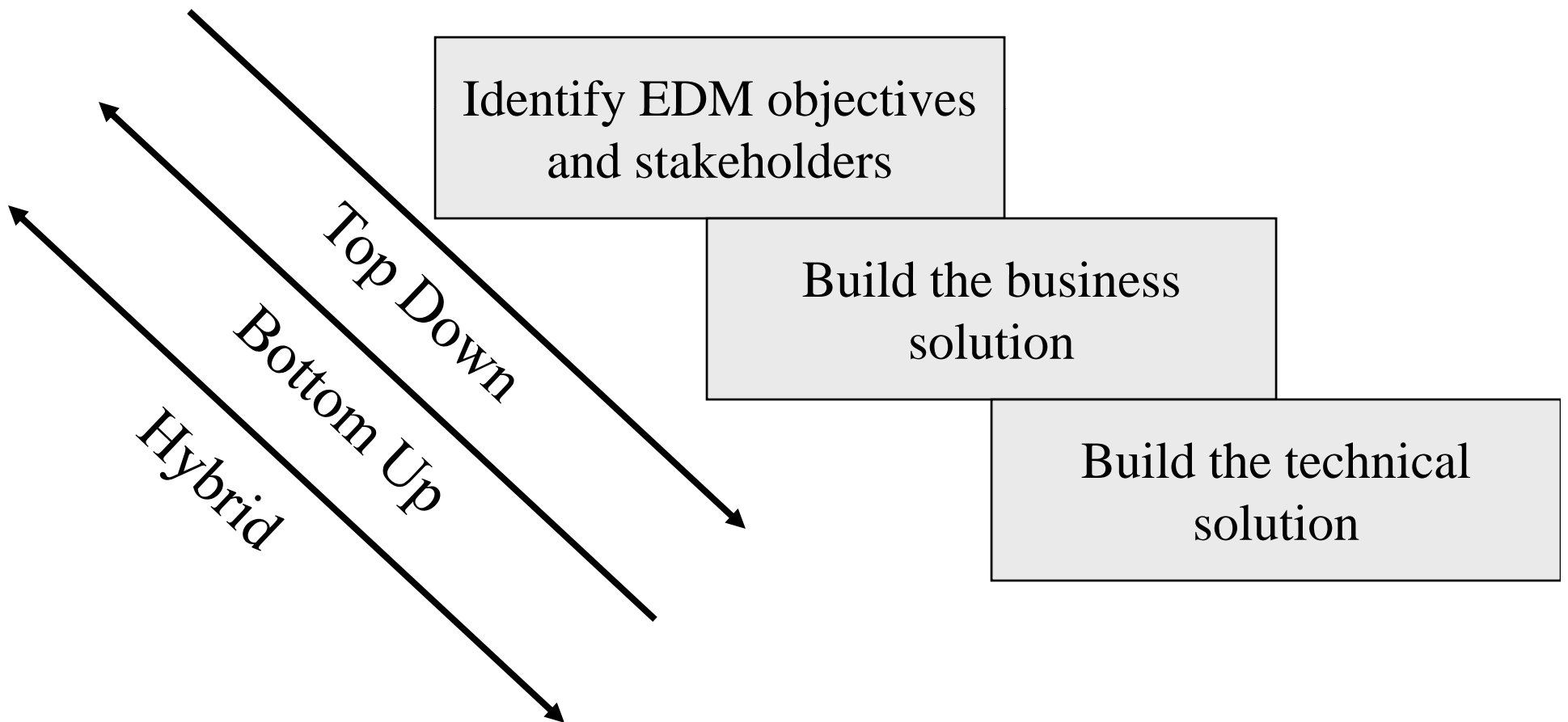


Core activities to producing the EDM

1. Identify EDM objectives and stakeholders
2. Build the business solution
3. Build the technical solution
4. Maintain



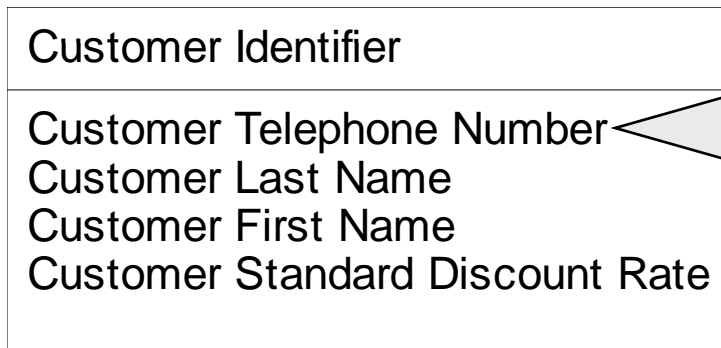
EDM approaches



Techniques for the modeler

Applying naming structure

Customer

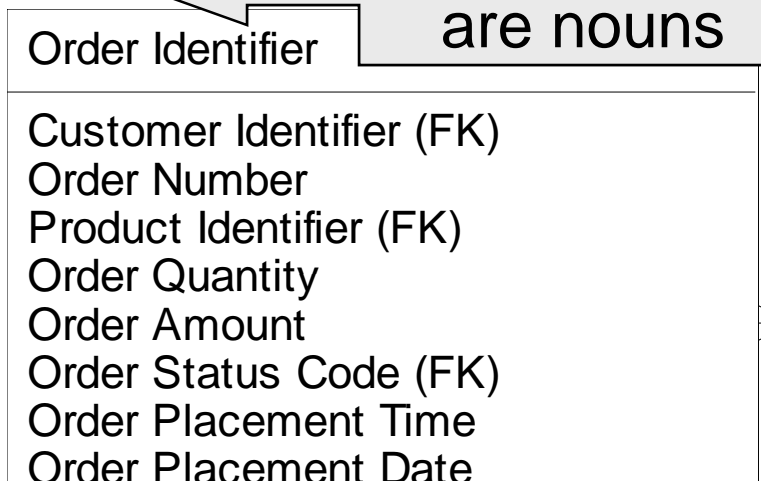


Subject area,
Modifier(s), Class word

Place /
Generated by

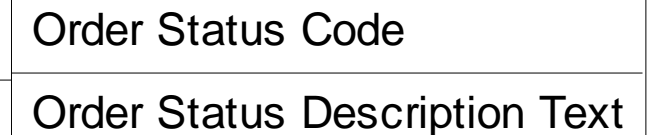
Ideally show
both labels

Order



Entity names
are nouns

Order Status



Categorize /
Reside in