

The graphic features a dark blue background with a vertical gold gradient bar on the left. The text is arranged as follows:


- Top left: **::ISUG**
- Vertical text on the gold bar: *techcast series*
- Center: **Unlock the Power of Design – PowerDesigner 12**
- Bottom right: **May 23, 2006**
- Bottom left: **SYBASE**

Unlock the Power of Design – PowerDesigner 12

::ISUG

techcast series

Unlock the Power of Design –
PowerDesigner 12



David Dichmann
Senior Product Manager

SYBASE

Slide 2

::ISUG

techcast series

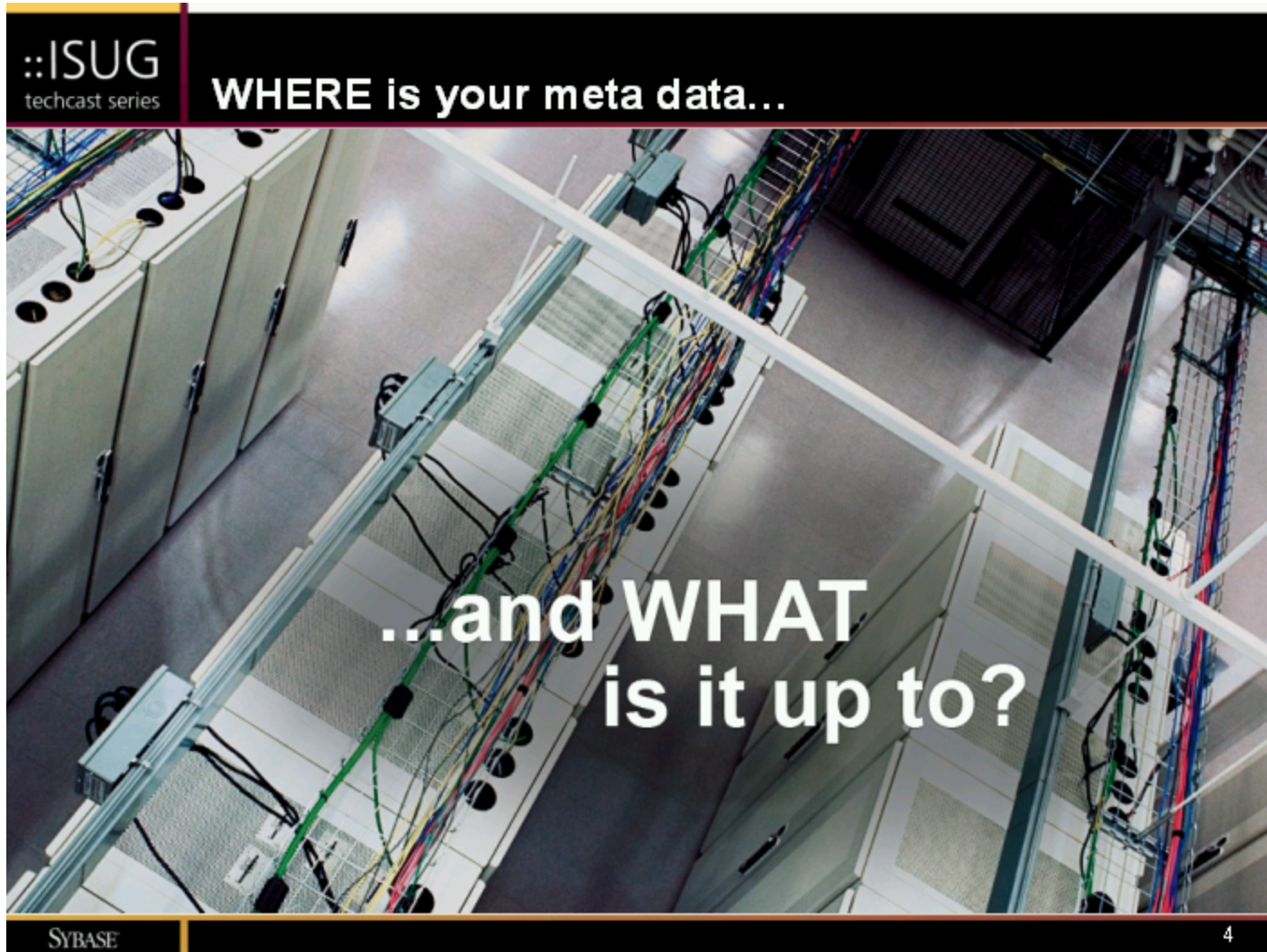
Unlock the Power of Design –
PowerDesigner 12



Matt Creason
Senior Systems Consultant

SYBASE

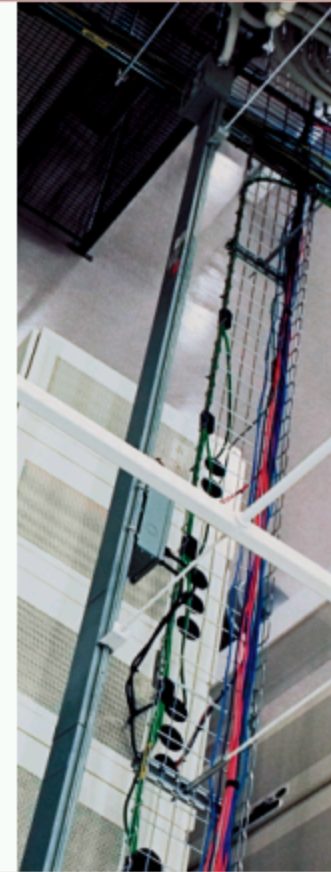
Slide 3



WHERE is your meta data...

60% of Projects Lead to Failure

- **Industry analysts report that over 60% of projects in IT still lead to failure**
- **Metadata Management = Understanding**
 - **Greater understanding creates:**
 - Greater standards and regulatory compliance
 - Greater agility in IT – manage change with speed AND accuracy
 - **IT effectiveness improves with automated alignment to business**
 - **Today's IT Managers are tasked to be more responsible for business alignment – we cannot just manage technology anymore**



60% of Projects Lead to Failure

A Model Driven Approach to Aligning Business and IT

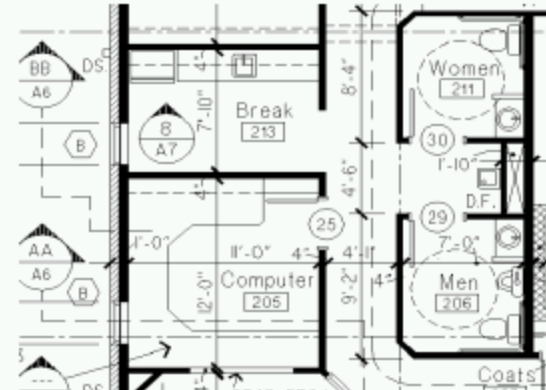
- PowerDesigner is an all-in-one modeling and design solution that aligns business and IT
 - Uniquely combines traditional E/R modeling, unified modeling language (UML) based application modeling together with non-technical business process modeling and requirements management
 - Unique link and synch technology automates dependency tracking between requirements, business models and technical implementation
 - Powerful impact analysis and change management facilities streamline business and IT communication, collaboration and decision consensus
- **#1 in data modeling – leader in enterprise modeling**

Why Modeling?

WOULD YOU BUILD A HOUSE WITHOUT A BLUEPRINT?



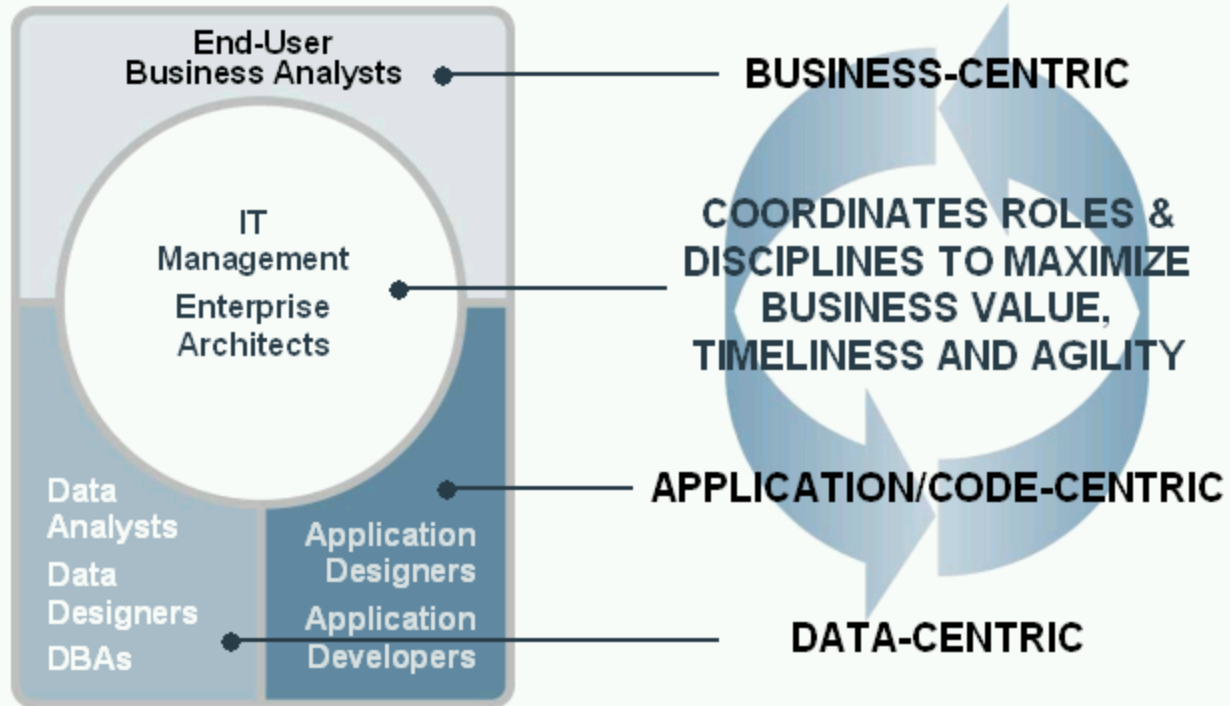
The architect validates the concept with the client. From these drawings, a technical diagram will be derived.



The Contractors will take this blueprint and optimize it based on technical considerations – linked to the Architectural View.

Why Modeling?

Challenge Aligning Business & IT



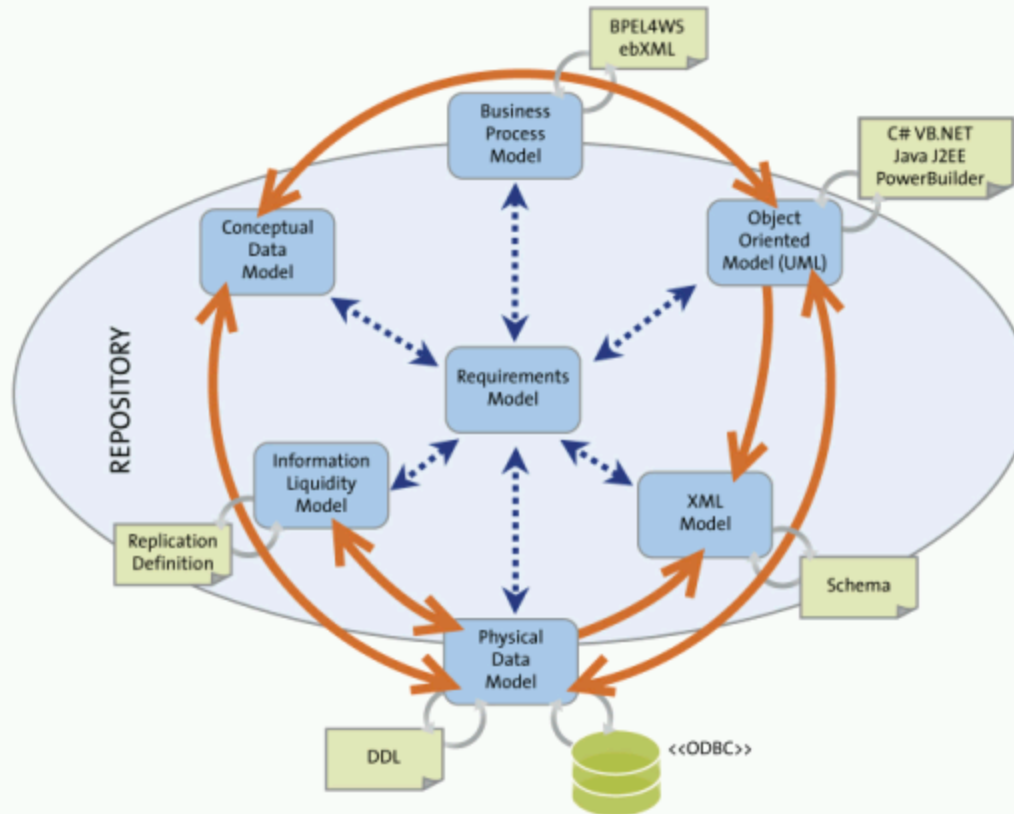
The PowerDesigner Vision

- **A Model Driven Approach To Align Business & It**
- Enterprise Modeling And Design Solution That Empowers Our Customers To Produce IT Solutions Effectively
- From Business Needs, To Analysis And Design, Integrated All Modern RDBMS And Development For Java, .Net, PB And Web Services

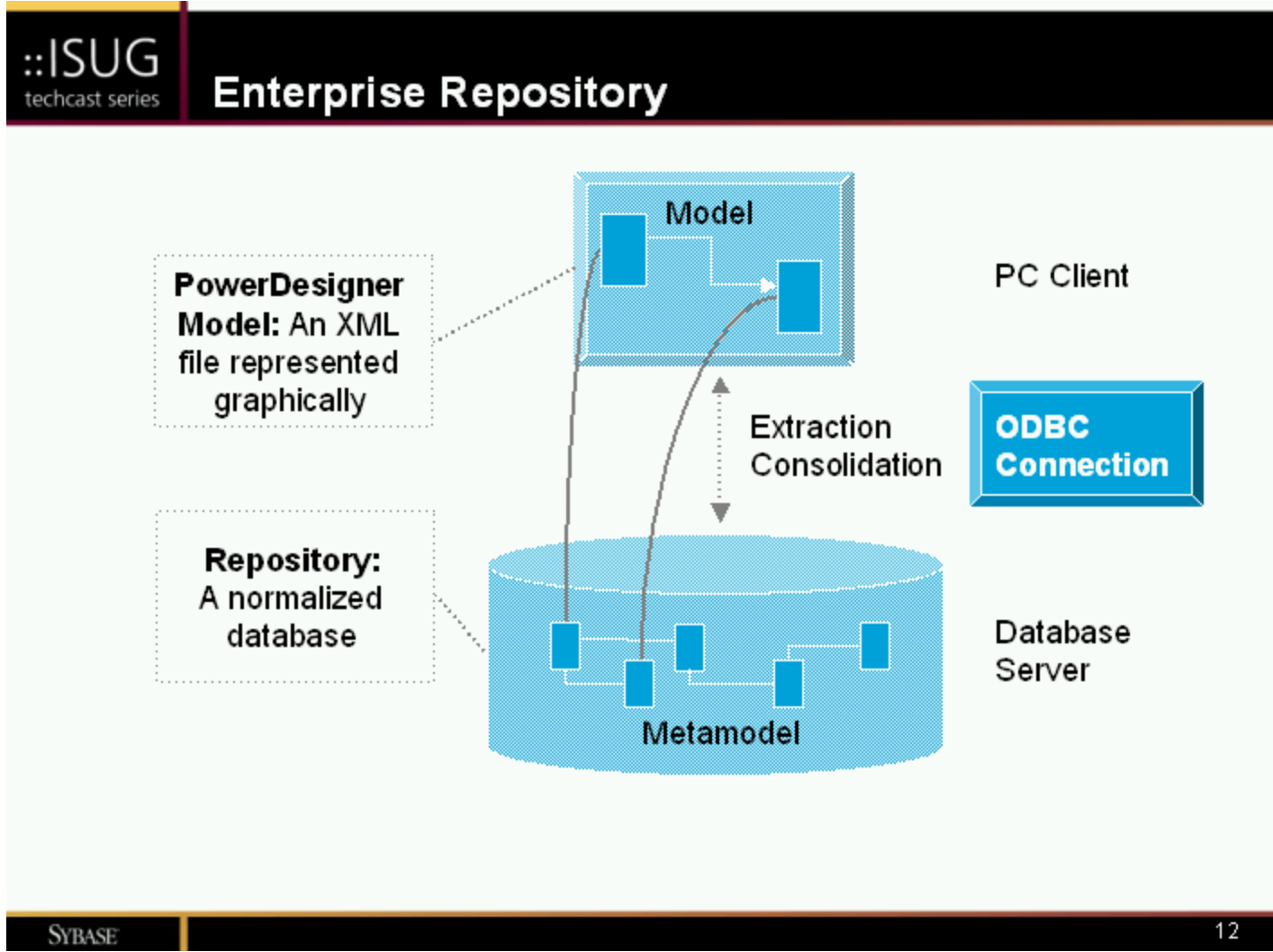
A unique combination of Business Process Modeling, Data Modeling and Object Modeling (UML) capabilities, supported by a powerful meta-data management solution.



Link And Synchronize All Models



Link And Synchronize All Models



Enterprise Repository

- **Impact Analysis**
 - Report On Dependencies And Downstream Dependencies
 - Customizable View Of The Impact Of Change
 - Spans Multiple Models
- **Requirements Management**
 - **Import And Synchronize Word Documents**
 - Breaks Sections Out Into Nested Requirements
 - Bi-directional Link And Synchronization Between Word And PowerDesigner
 - **Create Mappings**
 - Link Requirements To Modeling Elements
 - **Trace Requirements**
 - From Model To Requirement To Model Again

Reporting And Customization

- Reporting
 - Wizard-based For Rapid Custom Report Creation
 - List Reports For Export To Excel
 - RTF Documents Based On Storable Templates
 - HTML Sites, Fully Hyperlinked Based On Templates
 - Multi-model Reporting For Single Source Documentation Creation Of A Project
- Metadata Management
 - SQL Access To Repository
 - COM API For External Access
- Customizing
 - Enhanced Property Sheet Customization For Improved Efficiency
 - Vbscript, GTL And Macros
 - Profiles And Transformations
 - Com Api

Demo – Enterprise Modeling

- PowerDesigner
- Product
- Demonstration

A Sharing Slide

Desktop - Matt Creason

PowerDesigner Three Main Points

1. #1 In **Data Modeling**
 - Gartner Magic Quadrant Top Position And Highest Market Share
2. Innovative Technology – We Support More Than Anyone Else!
 - We Do More Oracle Than Oracle Designer Does
 - We Support SQL Server 2005's Latest Techniques
 - We Support The Latest IBM DB/2, Teradata, Mysql, And More...
 - Do Less By Hand – The Tool Replaces Time, Money And Effort
3. Unique Single-suite Offering For **Enterprise Modeling**
 - Develop And ENFORCE Standards And Practices With A Single Common Framework
 - Automatically Document Existing Systems And Develop A Detailed Knowledge Base To Make Reaction To Change Faster, More Predictable And Reliable

Nielsen Media Research

- NMR uses PowerDesigner for Zachman
- Developed fully linked Zachman meta-data for Zachman row/column dependency tracking and impact analysis
- Nielsen applied Zachman framework within PowerDesigner to achieve enterprise architecture through modeling
- An example of efficiency in IT – NMR was able to get a report on their internal systems in hours—this same report used to take days



World Food Programme

- One tool provided lower TCO on modeling
- Saved enough money to redirect funds and feed an additional 60,000 children in first year of use



Benefits to You

- Do less by hand and save time, money and effort by using the most up to date modeling techniques
- Enforce consistent standards and practices throughout IT with the most customizable and secure meta-data management tool available
- Reach decision consensus faster with automated communication between all disciplines involved in project definition and development through PowerDesigner's Unique Link and Synch technology
- Reduce the risk, time and cost associated with change with complete cross-discipline impact analysis and change management



Benefits to You

Supporting Collateral

1. PowerDesigner V12 Press Release
 - Key Message: Validation of Gartner #1 position
 - Location: <http://www.sybase.com/detail?id=1038932>
2. PowerDesigner V12 Highlights
 - Key Message: Outlines Major Functionality
 - Location: <http://www.sybase.com/products/developmentintegration/powerdesigner/highlights>
3. PowerDesigner V12 Evaluation Version
 - Key Message: Fast, easy way to validate solution
 - Location: http://response.sybase.com/forms/PowerDesigner12_Eval_DWLD
4. PowerDesigner Success Stories
 - Key Message: Validation of Uniqueness, Acceptance
 - Location: http://www.sybase.com/detail_list?id=78379

- Videos On The Web
 - <http://www.sybase.com/products/developmentintegration/powerdesigner/videos>
- PowerDesigner Blueprint Newsletter
 - <http://www.sybase.com/products/developmentintegration/powerdesigner/blueprint>
- PowerDesigner Public Newsgroup
 - sybase.public.powerdesigner.general