

# WHY DATA MODELING IS A SMART INVESTMENT

Every IT organization is under pressure. And data is at the center of it all. IT teams need to deliver development projects faster and cheaper. And they need to do this within regulatory boundaries. Analytics projects need to deliver well-defined, relevant data of acceptable quality.

Data architecture supported by enterprise-scale data modeling provides tangible economic benefits. In fact, the value of data modeling can be dramatic.

## SIX KEY BENEFITS OF DATA MODELING ARE:

- 1 REDUCE RISK:**  
Remove ambiguity by improving the communication between business and IT stakeholders using intuitive diagrams to better define data requirements.
- 2 SAVE TIME:**  
Transform requirements into designs and then on to deployable code to speed up development.
- 3 ENABLE GROWTH:**  
Ensure that new data requirements are well documented and traceable through modifications to manage and control change.
- 4 REDUCE COMPLEXITY:**  
Be able to determine what data you have, where it is located, and whether to consolidate it to the cloud to define the impact of data migrations and improve visibility.
- 5 MINIMIZE CONFLICT:**  
Define rules that apply to data and connect these rules to data assets during their creation to achieve built-in governance.
- 6 LOWER COSTS:**  
Merge data and reuse known data assets to increase consistency across systems and expose new business opportunities.

To maximize these benefits, it's important to perform data modeling effectively. It must be iterative, incremental and collaborative.

[Learn More](#)

To find out how data modeling can benefit your organization, read IDERA's white paper "[The ROI of Data Modeling](#)" and learn more about [IDERA ER/Studio Data Architect](#).