

profile: Fortune 100 Multinational Manufacturing Company

“We’re seeing a **3:1** return on investment for StarBEAM™ in the first year of use.”

– Project Manager
Enterprise Information Management

challenge:

High cost (dollars and time) of business dimensional change management for a global enterprise data warehouse, supporting 10,000 users worldwide, managed by multiple custom applications.

solution:

Using StarBEAM™, the data warehouse team has brought the business users into the process – “letting them drive change management.”

StarBEAM™ has reduced time to respond to change requests.

StarBEAM™ has markedly increased the capability of the data warehouse to represent ever more complex business model definitions and management rules.

Company’s Data Warehouse Environment

- Multi-Terabyte Data Warehouse
- NCR Teradata RDBMS
- CA Eureka:Strategy and Eureka:Reporter
- Entreon StarBEAM™ for NT

StarBEAM™:

- Presents Company’s complex business structures and definitions in an easy to understand visual manner
- Enables clear and quick understanding of Company, its customers, and its trading partners, as represented within the data warehouse
- Improves quality of the data warehouse by enabling clear communications between business and IT staff, by using StarBEAM™’s business model management standards for defining, communicating, and delivering business model information
- Gives business users the power to manage their complex business definitions and business management rules (e.g. sales territory, product, and customer definitions and hierarchies)
- Increases value of the data warehouse by ensuring that the warehouse is synchronized with Company’s business model and go-to-market strategy

StarBEAM™ Enterprise Business Modeling (EBM) for Business Intelligence

Entreon’s StarBEAM™ EBM solution provides the following capabilities:

- Business Model Capture and Visualization
- Business Model Communication
- Business Model Change Management
- Business Model Brokering

EBM solutions provide value to business and IT executives, helping them to clearly understand, change, and communicate their business model to customer, partners, and their internal application infrastructure.