



CASE STUDY

ER/Studio® Delivers Enterprise
Data Modeling That Drives Data
Strategy for Werner Enterprises

Background

Werner Enterprises is a transportation and logistics leader with more than 8,000 trucks, 24,000 trailers and nearly 13,000 employees. Today, 65 years since the company was founded, it is an asset-based logistics provider and one of the five largest truckload carriers in the United States. The company offers a diversified portfolio of transportation and logistics services to companies around the globe, backed by an alliance network of more than 26,000 carriers and ocean, air and rail providers.



Challenge

The effective use of mission-critical datasets sits at the heart of Werner's business model. In managing their diverse and complex data requirements, Werner's specialist team applies bespoke classification and retention policies to provide the business with easy access to relevant data and insight. Working across departments, they prioritize the need to streamline information while also providing effective data visibility.

However, the Werner Enterprises data team was looking for ways to make information about the company's data more accessible, with a particular focus on reducing reliance on tribal knowledge within the business.

"In common with many businesses, we face challenges with our approach to data," said Patrick Rock, Data Modeler at Werner Enterprises. "For instance, we may have different definitions of data points in different areas of our business, but this has an impact on what the data ends up meaning, what rules are applied and where key areas of knowledge exist across the organization."

To address these issues, Werner needed a data modeling and data governance catalog solution that could harmonize and standardize the company's understanding of information and data and become a go-to reference for all business users.

Solution

In searching for a technology partner to address these challenges, the Werner Enterprises team assessed solutions from a diverse range of potential providers.

But having downloaded and been impressed by a trial version of IDERA's ER/Studio Data Architect modeling and management tool and an evaluation of ER/Studio Team Server governance catalog, the Werner team concluded that the capabilities offered a precise fit for their needs.



"We were aware of IDERA's good reputation and having assessed both products' capabilities very carefully, we quite soon discovered that it met all our criteria in one package while also fitting our budget,"

Patrick Rock | Data Modeler at Werner Enterprises



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Benefits

By implementing ER/Studio Data Architect and Team Server, Werner Enterprises has delivered a range of benefits to the business. Their data management capabilities have significantly improved. One team has built comprehensive and structured models of data assets and another business unit developed glossaries to standardize language and provide a mechanism for consumer data discovery. This promotes better communication and productivity and delivers a platform for data democratization. This has also helped optimize and accelerate the process of onboarding new employees.

“Working with IDERA has allowed us to push even further towards data being an enabler in our business,” said Rock. “Data discovery is easier and all movement of data, from inputting to tracking, is agile enough for us to keep numerous plates spinning at the same time.”

ER/Studio Team Server has also helped Werner to track and clarify data definitions and develop a one-stop-shop approach to data archiving. The business has reduced risks stemming from miscommunication, improved its understanding of data sensibility and value while streamlining processes and optimizing data visibility. “With the new Team Server update, we have an easy-to-understand visualization for how related terms and tables connect. It is a fast way to track the connections without having to go through multiple page clicks, said Natasha Freeland, Data Analyst at Werner Enterprises.

“Overall, everything from the installation process and product support to the impact we’re getting from IDERA has far exceeded our expectations,” explained Rock. “The installation process, for example, was extremely simple - we downloaded the product, watched a couple of videos on IDERA’s site, then we were on our way.”

Looking ahead, Werner Enterprises plans to expand their use of ER/Studio Team Server to add new data sources and applications. By consolidating more data models and business terms, the team aims to build on the improvements they have seen in communication as part of a wider education process for the whole company. And by harmonizing language and terminology to allow their systems to communicate properly, they aim to implement the solution across all 70 of their existing data models.

IDERA’s ER/Studio Data Modeling Tools

ER/Studio solutions help your organization and technical stakeholders map your complex data landscape, building a solid foundation for data governance. Create a business-driven data architecture to organize information, govern data, and unify the enterprise:

- Create enterprise-class data models.
- Align processes with business goals.
- Collaborate on glossaries and metadata.

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