

# Kalido<sup>®</sup> Business Information Modeler™

Kalido Business Information Modeler is a revolutionary approach for the development and deployment of Kalido business models. It incorporates a number of innovative features that improve productivity, dramatically reducing the time it takes to make changes and enabling more effective communication with your business users.

## Challenge

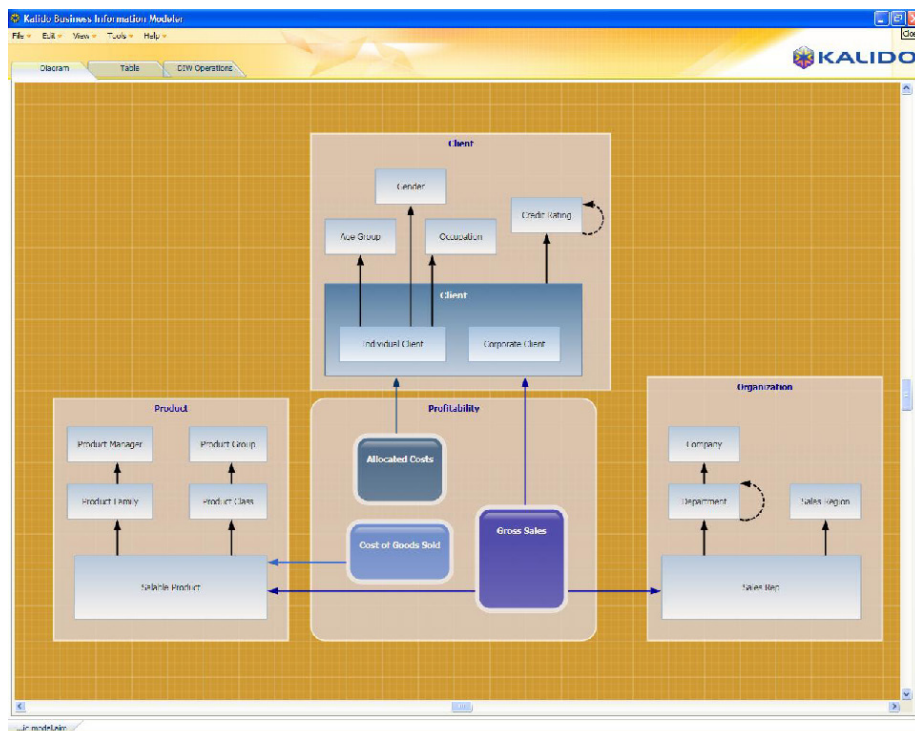
During your initial implementation, you built a logical model of how to originally configure your data warehouse and BI infrastructure. Unfortunately, it's disconnected from the physical model and no longer current. Now, the business needs new reports requiring new data from new sources, and you have no idea how the current system compares to the old set up. You can't easily make sense of the physical data model, and there's no time or resources to convert the data model to a language the business understands. How will you deliver updated data views on time?

## Solution

Kalido Business Information Modeler is a rich interactive environment for producing models that drive Kalido warehouses and downstream BI tools, and the Kalido Master Data Management repository. The Kalido Information Engine automatically generates physical data models (including staging and the semantic layer) from the business models built in the Kalido Business Information Modeler. When the business needs new views, simply change the model to drive the underlying physical infrastructure as well as data refactoring changes.

## User-specific views

The Modeler presents views of the business model that fit the needs of BI Directors and data architects. Graphical representations make the model understandable for the business, while tabular views with property listings and other relevant technical variables are available for bulk editing and viewing by IT staff.



*Kalido Business Information Modeler provides user-relevant interfaces to help business and IT collaborate on visually collecting requirements and understanding information flows to meet the analytical and reporting needs of BI tool users.*

## Data Mart Migration & Consolidation

Each data mart deployed across your organization includes a physical model that contains valuable information. But maintaining tens of data marts is unsustainable, and business users may have to merge data from multiple marts to meet their analytical needs. As marts proliferate, IT must plan for ongoing data mart consolidation. Kalido enables data mart migration and consolidation by exploiting existing model assets in the Business Information Modelers to quickly build more comprehensive conceptual models that can be used to deploy a new, more agile data warehouse in the Kalido Information Engine.

## Master Data Management

Kalido Business Information Modeler can be used to graphically and rapidly create the master data model, or import master data models from other sources for refactoring and enriching. Modeling concepts such as balanced and unbalanced hierarchies, recursive relationships and cross-dimensional relationships can be visually depicted in a model that business users can understand. The relationships in the model define the initial business rules that will test whether incoming master data is valid.

## Key Features

### Easily and quickly builds conceptual and logical models

Instead of modeling data and their structures, the Kalido Business Information Modeler allows you to model data as it represents the actual parts of your business – customers, products, assets, transactions, even people – and define how you want to see information in context.

### Exploits existing models, taxonomies and glossaries

Existing warehouses and data marts have models, taxonomies and business glossaries that contain valuable information. Those models can be imported into Kalido and then refactored to build a more comprehensive, flexible data warehouse from an existing series of marts, and used to define the MDM data relationship structure. The Business Information Modeler automatically converts names and labels from abbreviation files so models

can be easily read and understood by your business users.

### Gesture-based business modeling interface

Using Kalido's patent-pending technology, the Kalido Business Information Modeler provides a graphical design interface that can be used to develop and refine business requirements for new and existing information. Specific mouse-based click-and-drag gestures build context-specific modeling objects that dramatically reduce the time and effort to create business models, and allow IT to quickly build a model that the business can understand at first glance.

### Automatically keeps the model in sync with the Kalido warehouse and MDM repository

Kalido Business Information Modeler can be used to change and update your model directly against the Kalido

Information Engine. Kalido can show a list of changed objects for review before a deployment is made to the data warehouse or MDM model. This provides the ultimate in flexibility and agility in meeting the information needs of your business.

### Drives BI metadata creation and maintenance

Business models created and managed in the Kalido Business Information Modeler extend out through the Kalido Information Engine to control the BI metadata configurations in popular BI tools such as IBM Cognos, SAP Business Objects and Microsoft Analysis Services, delivering business-model-driven BI.

## Key Benefits

### Design business models collaboratively with IT and business sponsors across functional departments and geographies

Without cryptic names or IT jargon, the Modeler helps business and IT collaborate for better BI and MDM requirements definition that fits the needs of the business. Errors in the business model are captured for correction, but don't impede your progress as you build out the conceptual model.

### Share models across business units to speed development and delivery of new reports

Business models can be developed as fragments that can be shared across the organization and serve as foundational components for other larger, related business models. You can easily cut

and paste objects from warehouse and master data models to share objects in your company's model master. Kalido easily handles reserved words between databases and resolves the issue before deployment. This allows for development in any supported database platform for each business unit.

### Easily design and change in response to changing business conditions

IT can use the business model as the source of all subsequent changes in the BI infrastructure. Simple gesture-based changes can be accomplished in a few minutes, saving days or weeks compared to traditional approaches. Prior business model versions can be preserved so there is always a record of how things used to be, providing an audit trail of changes over time.

## About Kalido

Kalido is the leading provider of agile information management software. Kalido enables companies to manage data as a shared enterprise asset by supporting the business process of data management. Kalido software has been deployed at more than 300 locations in over 100 countries, including 20 percent of the world's most profitable companies as determined by Fortune Magazine.

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