

## Ensuring consistency for new product and service offerings with **data modeling**



### Client Profile

CenturyLink is the **third largest** telecommunications company in the United States with more than **47,000** employees and **\$18.1 billion** in revenue.

### Results

Thanks to the erwin solution, our databases and systems map to business processes, and we know exactly what to change when a new product or service offering launches.



Stefan Neikesl  
Senior Lead Architect

### Challenge

CenturyLink maintains a competitive advantage by continually developing new products and services to satisfy customers' demands. "We're continuously evolving our systems so we can expand our offerings and fulfill customers' expectations," explain Stefan Neikes, senior lead architect. "To ensure rapid time-to-market for development, we need to understand our business data. Without a data model, a lot of critical information is stored in people's heads."

### Solution

CenturyLink used erwin Data Modeler to define and model 1,000+ entities including financial, customer, sales and network infrastructure information. More than 90 employees use the shared data repository, helping ensure consistency across all of CenturyLink's databases.

Before erwin Data Modeler, source-to-target mapping information was saved in project-specific spreadsheets. "Employees used to add information and data properties to their project models and this created inconsistencies," explains Neikes. "By using templates, everything is consistent - from colors, fonts and dates to number formats and row level metadata."

"We now have a head start on planning system changes, and we can communicate better with business stakeholders, developers and project teams as we're all using the same language," says Neikes.

- Reduced time spent on service offerings.
- Ensured consistency across systems and databases.
- Improved efficiency by eliminating duplicated effort.

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