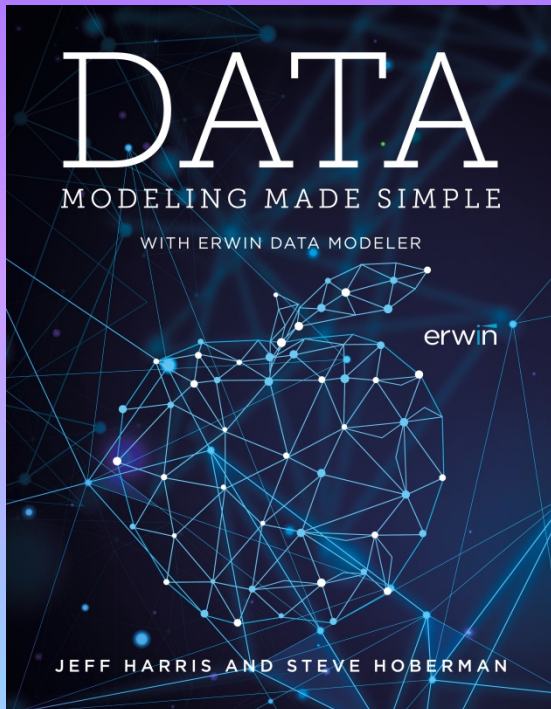


Data Modeling Made Simple with erwin DM

Master erwin DM to deliver robust and precise designs for both operational and analytical projects.

Steve and Jeff start from the basics, explaining data modeling concepts and how to get up and running with erwin DM (erwin DM). Through a hands-on approach, business analysts, data professionals, and project managers will learn step-by-step how to build effective conceptual, logical, and physical data models. Complete the stages in identifying essential business requirements, designing the logical data model, transposing those logical modeling objects into physical tables and columns, and even generating the implementation database scripts.



About the Authors

Jeff Harris is Principal Data Architect for a Fortune 200 company. He has over 30 years of IT experience and has specialized in data modeling and data architecture for over 20 years. His experience has led him to work on erwin DM projects for large corporations in South Africa, New Zealand, Europe, UK, and the USA, in banking, government, logistics, retail, freight, and petroleum.

Steve Hoberman has trained more than 10,000 people in data modeling since 1992. Steve is known for his ability to translate from business requirements to technical specifications. Steve is the author of nine books on data modeling, including the bestsellers *Data Modeling Made Simple* and *The Rosedata Stone*. One of Steve's frequent data modeling consulting assignments is to review data models using his Data Model Scorecard® technique.

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