

CASE STUDY

Werner Enterprises Needed ER/Studio to Modernize Their Data Management

WERNER[®]

25% Reduction in Data Access
and Discovery Time

30% Improvement in Data
Quality

Background

As a leading transportation and logistics company, Werner Enterprises operates on a massive scale, managing over 8,000 trucks and 24,000 trailers and employing nearly 13,000 people. With a complex business model that spans diverse operations, including logistics services and an extensive network of carriers, Werner relies heavily on mission-critical datasets to drive efficiency, optimize operations, and make strategic decisions.

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, Werner needed help managing and utilizing its complex data. The company struggled with:

- **Data Silos:** Teams across departments had different interpretations and definitions of critical data points, leading to inconsistencies in data usage and meaning.
- **Reliance on Tribal Knowledge:** Key data knowledge was siloed within specific teams, making it difficult for new employees and departments to access and understand important datasets.
- **Lack of Standardization:** Data points were defined differently across departments, impacting the overall quality and consistency of the data and hindering effective collaboration across the organization.

According to Patrick Rock, Data Modeler at Werner Enterprises, "We may have different definitions of data points in different areas of our business, which impacts what the data ends up meaning, what rules are applied, and where key areas of knowledge exist across the organization."

To address these challenges, Werner needed a solution to standardize data definitions, improve governance, and provide better data visibility across the enterprise.

Solution

In searching for a technology partner to address these challenges, the Werner Enterprises team assessed solutions from a diverse range of potential providers. To solve these issues, Werner Enterprises turned to ER/Studio Enterprise.

ER/Studio Enterprise and ER/Studio Team Server helped Werner:

- **Develop Structured Data Models:** The team used ER/Studio to create comprehensive and structured models of their data assets, giving departments across the organization a clearer understanding of the data they were using.
- **Standardize Business Glossaries:** A business glossary was built to ensure consistent definitions of data points across departments, reducing confusion and ensuring alignment in data interpretation.
- **Enhance Data Discovery:** ER/Studio's data discovery tools made it easy for users to locate, understand, and use data assets. This improved data access for experienced team members and new employees, streamlining the onboarding process.
- **Promote Data Democratization:** By providing all departments access to standardized data models and glossaries, ER/Studio facilitated data democratization, ensuring that data insights could be shared across the organization.
- **Improve Data Governance and Visibility:** Implementing ER/Studio enabled the company to track and clarify data definitions and provide a one-stop-shop for data archiving, improving overall data visibility and reducing miscommunication.

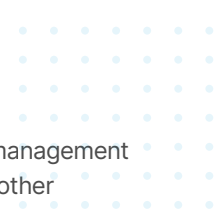
Patrick Rock reflected on the impact of ER/Studio, saying, "Data discovery is easier, and all movement of data—from inputting to tracking—is agile enough for us to keep numerous plates spinning at the same time."

“We were aware of ER/Studio's good reputation and having assessed both products' capabilities very carefully, we quite soon discovered that it met all our criteria.”

Patrick Rock | Data Modeler at Werner



Benefits



By implementing ER/Studio Enterprise, 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.

With ER/Studio, Werner Enterprises significantly improved how they manage and govern their data. The benefits they experienced included:

- **Improved Data Quality and Consistency:** By standardizing data models and definitions, Werner significantly improved the quality and consistency of its data, reducing errors and inconsistencies across the organization.
- **Increased Efficiency:** Automated workflows, combined with easy-to-access data discovery tools, reduced the time spent searching for and understanding data, freeing up teams to focus on strategic tasks.
- **Streamlined Communication and Collaboration:** Standardizing data definitions through business glossaries improved cross-department collaboration, reducing misunderstandings and making it easier for teams to collaborate on shared data projects.
- **Enhanced Data Governance:** ER/Studio's data governance capabilities allowed Werner to track data lineage, ensure compliance with internal and external regulations, and improve overall data governance practices.
- **Faster Onboarding:** New employees could access standardized datasets and glossaries, accelerating their ability to understand and contribute to the company's data-driven initiatives.

25% Reduction in data access and discovery time: With standardized data models and easy-to-use data discovery tools, Werner likely experienced significant time savings in accessing and utilizing data.

30% Improvement in data quality: Standardization of data definitions across the organization could improve data accuracy and consistency, reducing errors and discrepancies.

40% Reduction in onboarding time for new employees: By providing clear, accessible data models and glossaries, Werner likely saw a significant decrease in the time required to onboard new employees and make them productive.

20% Increase in operational efficiency: With improved data access, governance, and collaboration, Werner likely experienced improved efficiency in its day-to-day operations, leading to faster decision-making and more streamlined workflows.

Through the implementation of ER/Studio, Werner Enterprises transformed its approach to data management. By standardizing data models, improving governance, and promoting data democratization, Werner enhanced its ability to use data as a strategic resource across the entire organization.

Looking forward, Werner plans to expand its use of ER/Studio, incorporate more data sources and applications, and continue to improve its communication, data governance, and strategic use of data across all aspects of its business.



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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“Overall, everything from the installation process and product support to the impact we're getting from IDERA has far exceeded our expectations.”

Patrick Rock | Data Modeler at Werner