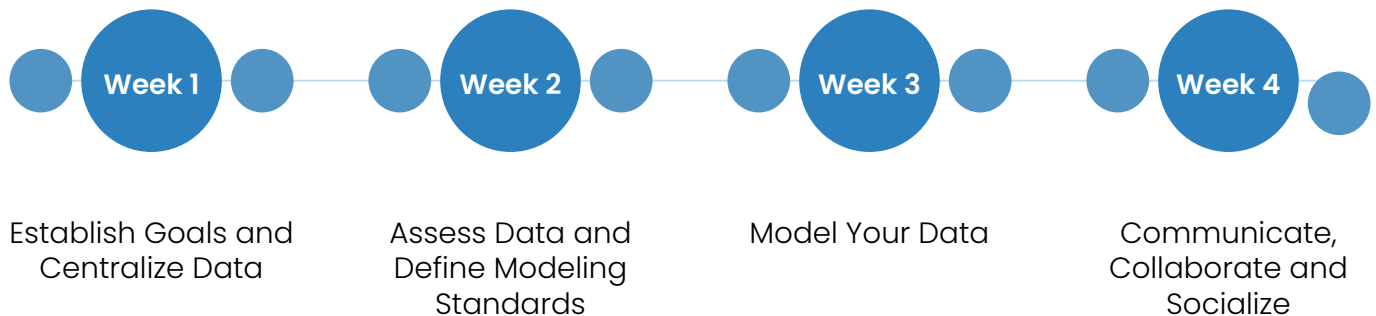


# The Internal Business Case for Conceptual and Logical Data Modeling

Conceptual and logical data models represent all objects within an IT organization, enabling the enterprise to align IT programs and information assets with business strategy, thus guiding integration, quality enhancement and successful data delivery.

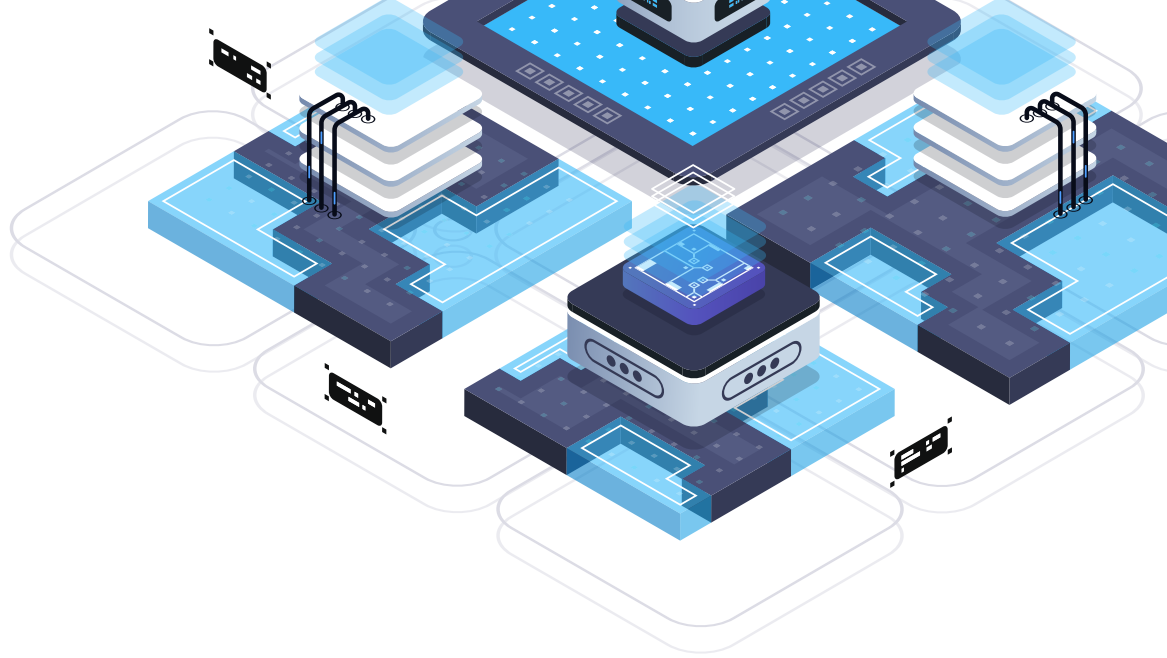
## Conceptual and Logical Data Modeling Timeline



## Business Benefits

If an organization follows these steps, within four-weeks the C-Level can expect to receive the following benefits:

- Accurate day to day decision making harnessing the potential of advanced data science and analysis including predictive analytics, Big Data initiatives and artificial intelligence etc
- Lowered costs, reduced errors and straightforward maintenance
- Improved communication as business sponsors and developers agree and determine a clear scope



## Why Orbus Software?

### Track Record

25% average growth  
year on year

90% customer retention  
year on year

### Global Reach

Over 500 active  
customers globally

Operational offices in London,  
New York, Dubai, Sydney

### Market Recognition

Gartner Customer Choice  
Award Winner 2017/18/19

Leader in Forrester WAVE

Challenger in Gartner MQ

## Why iServer?

Highly Flexible and Configurable

Microsoft Aligned

Single Source of Truth

Attractive Graphical Views and Visualizations

Integration Capabilities

Alignment to Industry Standards

Ease of Use

Rapid Deployment

Low Total Cost of Ownership, High ROI

Real-time Reporting and Decision-Making

