



Does your Company have a Semantic Strategy?



www.jumpernetworks.com
<http://sourceforge.net/projects/jumper>

Automating data integration begins with semantics.

1 **The ability to quickly integrate data to meet new business demands**, delivering almost instant competitive advantage, is often no more than a pipe dream to many IT managers. But, for those IT managers with the foresight to adopt an effective semantic strategy, this can represent a challenge they are happy to deliver against swiftly and efficiently. To leverage your data assets you must provide more effective methods to navigate, understand and interpret your databases. A good metadata strategy tells you a lot about your data; what you have, what it means, what it looks like, where it resides, where it came from, and what would happen if something changed. A major problem faced by many companies is that they have no holistic view of their organizational metadata. They really don't understand the state of the data in their operational systems. It is amazing how many integration and migration projects gloss over the all-important step of scrutinizing source data before designing data models and ETL mappings. A solid semantic strategy provides the visibility to help companies rein in their voluminous data and use it as a strategic asset.

2 **Building a semantic strategy is crucial to future success.** Why? Because you don't know all the data you have, what it means, or how to leverage it. IT systems are constantly evolving, and the added complication of SOA is elevating the need for more dynamic data. Building a semantic strategy will help your company gain a clearer picture of the true value of their data, what it can do for them, and how it can be leveraged as a strategic asset. A semantic strategy involves building a system which automatically defines data elements, their attributes and their interrelationships so the knowledge acquired in implementing one project can be reused in others. Armed with the right information about an organization's data, changes to applications and the migration of data to new applications can be achieved much faster and with far less pain than would otherwise be the case. A good semantic strategy resolves issues such as understanding the context of the available data fields, identifying data errors and missing data, determining the interaction between variables and its effects on data quality, the mapping of data between source and target systems, and federates search of all your global data to quickly locate relevant datasets. A semantic strategy is a key driver to deliver competitive advantage because you can rapidly combine data from multiple sources, regardless of vendor, and integrate it into applications much faster, cheaper and more effectively.

3 **Jumper delivers semantics to automate data integration.** Our semantic strategy is built around exceptional innovation that automates the profiling, mapping, validation, and auditing capabilities of your data delivering improved data quality. This isn't just another MDM effort or a new Metadata Server. Unlike past efforts toward enterprise metadata Jumper provides significant new technologies to improve the process of understanding what your data assets are, where they are located, what they mean, and how they can be leveraged by the organization. The Jumper technology provides the missing link so necessary in today's more sophisticated ETL processes. We offer end-to-end data integration, from strategy through implementation. Additionally, we automate the capture of full data profiles taking the manual, time-consuming tasks out of data integration. Jumper delivers innovative Semantic Web technology to capture the key technical and business metadata that is so often missed in past efforts. Jumper goes to the heart of the problem using our standard-based framework to capture the metadata available in the source system and required by the target system. The Jumper semantic technology also automates the data mapping and conversion process between source and target systems. A Jumper semantic strategy helps establish a basis for sound architecture, planning and implementation—the building blocks for an effective SOA data services layer.