

# Silwood: Harvesting Metadata

## The Company

Silwood was founded in 1992 and is based in Ascot in the UK. Its Safyr technology is used for harvesting, discovering and curating metadata, specifically from major ERP and CRM products for data intensive projects. The company is privately held. Customers include BP, Shell, ATB Financial, Procter & Gamble, BASF and Gewobag. The company sells primarily through partners, either joint selling or having its product operate as an OEM within other vendor software; examples of this are Collibra and Alation.

Silwood is headquartered in Ascot, UK.

Visit their website: [www.silwoodtechnology.com](http://www.silwoodtechnology.com)

Company Name Global Presence & Financial Strength

<b>&gt;\$1M</b>	<b>&gt;10</b>	<b>10+</b>	<b>20+</b>
Annual revenue	Countries with customers	Employees	Corporate customers

## The Market

Silwood operates in a niche market, the discovery and identification of metadata from large enterprise software packages such as ERP and CRM systems. It competes mostly with data catalog tools that handle metadata, as well as consulting firms that specialise in that area.

## Overview

Silwood's Safyr technology is aimed squarely at large companies with broad deployments of ERP and CRM packages like SAP and Salesforce. Such companies often have multiple instance deployments of these products, which have a reputation for complexity and whose own tools are tightly coupled with their specific packages. Safyr allows customers to make sense of the very complex metadata within these products, and operate across multiple instances. Crucially, and unlike some other connector products, Safyr operates through the package vendor's dictionary layers rather than viewing the underlying tables, which means that it respects any customisation of the packages done by customers.

## Key Features:

Feature 01	Feature 02	Feature 03	Feature 04
Pre-built connectors to SAP, Oracle, JD Edwards, Salesforce and Microsoft Dynamics applications.	Harvests business and technical metadata while respecting package customisation done by customers.	Data specialists can define discover and curate subject areas to work with, without having to understand the underlying structures and schemas.	Ability to export subject areas to broader dictionary and catalog products like Alation, Collibra and erwin.

## The Technology

The Safyr technology harvests, discovers, curates and integrates metadata from packaged applications. It has connectors to systems such as SAP, JD Edwards, Salesforce and Microsoft Dynamics. It reverse engineers the technical and business metadata from these systems, including any customisations, and loads them into its own repository. A user interface allows users to search for tables, objects, fields and relationships. Users can group objects into subject areas (such as “customer” or “billing”) which are maintained by Safyr as reusable datasets. These curated models can be exported into data catalogs, data lineage tools including Collibra, Alation and Actian, and modelling tools such as erwin and ER/Studio.

The objective is to make these ERP and CRM structures understandable to data teams without needing experts in the specific packages to help. The software has intimate knowledge of the target applications, so can also address objects such as SAP IDOCS and HANA Calculation Views, which usually require SAP specialist knowledge. The Safyr tool works directly through the package dictionaries and not the basic schemas, meaning that it ensures that any customisation is available for discovery. Subject Areas can be compared across, for example, SAP instances or Salesforce instances. The tool can understand SAP specific concepts like Core Data Service views or ABAP views, which many connectors cannot.

## Competitors

This is a highly specialist area, and so there is limited competition. While a significant number of data catalog vendors partner with Silwood, a few have their own connectors for some large, complex ERP packages. The ERP vendors themselves have some tools that arguably compete, however these are typically highly specific to their own packages, require technical proficiency and are often not made available to data teams. Some customers will “roll their own” tools to try to achieve what Safyr does. Many also rely on a variety of manual methods for performing what Safyr achieves.

## Summary

Silwood offers a niche product that performs a very valuable function. ERP applications have large and complex internal structures that are hard to navigate for data specialists engaged on data intensive projects. Merely connecting to the underlying tables of such tools loses additional context, such as business terms and relationships, that are provided by the package dictionary tools. By accessing metadata in this way, Silwood goes further, and indeed is used as an OEM by some of the leading data catalog vendors, which proves the use case. Silwood should be considered by customers (or vendors, or systems integrators) that need to extract and make effective use of metadata from ERP and CRM packages.

### Market Differentiation:

- Instance-specific metadata harvesting
- Pre-built deep connectivity to major packages.
- Visualisation of complex schemas.
- Subject Area starter packs.

**“Comprehending the intricacies of SAP data can be challenging. However Safyr has made this process significantly easier and more efficient .”**

Daniela Zelmer, Head of Data Management,  
Gewobag

## About The Information Difference

At the Information Difference [www.informationdifference.com](http://www.informationdifference.com), we offer in-depth analysis of the data management industry, in-depth analysis of the main vendors, assessments of the marketplace and white papers discussing key issues and best practices. We can advise you on strategy, vendor selection and best practice.

If you are contemplating a data management project, we can advise you on strategy, vendor selection and best practice.