



SAP Solution Brief
SAP NetWeaver Master Data Management

MANAGE ALL YOUR MASTER DATA WITH ONE INTEGRATED SOLUTION

**Providing a Single View of Customer, Product,
Supplier, and Employee Data**

The SAP NetWeaver™ Master Data Management component enables you to consolidate, synchronize, distribute, centrally manage, and publish any type of master data object across your enterprise and with trading partners. Providing a central view of all strategic data, it helps you improve business processes such as customer acquisition and retention, cross-sell and up-sell, global spend analysis, workforce management, new product introduction, cataloging and publishing, inventory management, shipping, and invoicing. The solution also lays the foundation for Enterprise Services Architecture, the SAP blueprint for a service-oriented architecture.

Consolidate and Harmonize Product Data Across the Enterprise

Master data in most companies typically lives in multiple systems, spreadsheets, and applications. As long as the data resides in silos, it will continue to evolve independently and sometimes in conflict. Decisions and processes based on unsynchronized master data lead to greater risk, greater waste, and greater customer dissatisfaction.

For example, a client of a bank walks into a branch office to deposit a check. The teller can only access checking and savings accounts, so does not know that this client also holds a mortgage and three credit card accounts with the bank. Therefore the teller cannot present appropriate promotions to the client, such as a home equity debt consolidation loan.

In other examples, an item categorized as “office supplies” in one system might appear as “stationery” in another and “paper” in a third. A car part might be available from five different vendors, each using a different part number. The same part might be used in three different makes in two different model years, unnecessarily duplicating specification data. This disarray results in intensive and expensive manual labor, errors in processing, costly delays, lost revenue opportunities, and unnecessary expenditures.

The problem is not limited to customer service or purchasing or to any single industry. Studies in the financial services industry, for example, estimate that as many as 30% of brokerage transactions fail due to the lack of harmonized master data.

Sequential processes within manufacturing are just as susceptible. A research and innovation group, for example, may design a next-generation product – but if the subsequent introduction process used to launch that product continues to rely on an older product code with different characteristics, the effect can be disastrous. Companies can spend millions or more developing and marketing new products, and a failed product launch can be devastating.

The problem of out-of-sync information is further compounded when a company – yours, perhaps – needs to share and publish its master data. How can you avoid the problems that are bound to arise when you distribute product, customer, or employee data to different subsidiaries or trading partners, subscribe to data pool services, publish a searchable Web site, syndicate slices of your master data to various operating regions, or print a paper catalog? By consolidating your master data.

The SAP NetWeaver™ Master Data Management (SAP NetWeaver MDM) component lets you consolidate master data from disparate systems into a centralized repository. Because it supports any type of data source, you can leverage your existing systems and applications as well as many additional data sources with no problem. Whatever your industry – financial services, consumer products manufacturing, distribution, retail, automotive, electronics, defense – you can improve your business processes, responsiveness, and decision-making capability by aggregating and improving the reliability of your product data.

Create a Hub for Enterprise Information

SAP NetWeaver MDM lets you consolidate and harmonize master data as well as manage rich product content. With your master data centralized, you can manage, synchronize, distribute, and publish it efficiently – internally and externally – to all relevant users.

Consolidate Master Data

Using a flexible data model, you can aggregate master data from disparate sources, both SAP and non-SAP. The process includes de-duplication and normalization, ID mapping, matching and merging, staging, change tracking, interactive data quality analysis, and ad hoc consolidation services. It can address the challenge of spend analysis as well as optimize sourcing and procurement. And it gives you better visibility of your suppliers and of products procured from various vendors. Consolidated data can be analyzed through the SAP NetWeaver Business Intelligence (SAP NetWeaver BI) component.

SAP NetWeaver MDM can be seamlessly integrated with your overall enterprise architecture through built-in application integration capabilities from the SAP NetWeaver platform. Additionally, available APIs can be utilized to integrate to legacy applications. It enables unparalleled search performance with multiple search mechanisms in which every dimension is interlinked. In seconds, you can search an entire repository easily with any item or group of items. Partial strings and equivalents are indexed to increase positive results. Performance is measured in milliseconds rather than seconds – even when you are managing repositories containing up to millions of records.

Harmonize Master Data

In addition to its master-data consolidation features, SAP NetWeaver MDM harmonizes data via an interactive distribution model that updates master data in SAP and non-SAP systems alike. It also incorporates data workflow, enabling multitiered role-based models within an enterprise to maintain master data. And it can maintain master data from a system of record and act as a central hub for automatically updating information in other systems. Information can be extracted to a business intelligence warehouse within the SAP NetWeaver platform for use in analysis.

Centralize Master Data Management

The master data is consolidated from multiple source systems, and a master record is created and centrally managed. Users can manage this information directly using a rich client application. Information can be syndicated or distributed using industry standard XML formats to other systems as required. Additionally, information can be extracted to a business intelligence warehouse within the SAP NetWeaver platform for use in SAP® Analytics applications.

Manage Rich Product Content

Not only can you manage information about complex products with associated taxonomies and hierarchies, you can also manage any kind of structured content with aggregated master data that can be imported from various SAP and non-SAP sources. Single-pass data normalization (with built-in units of measure and conversions) plus high-performance parametric search features provide an interactive method of working with rich product information. The information can be presented through predefined roles.

Fully integrated publishing capabilities enable both electronic and printed output for Web, CD-ROM, and paper publishing from a single master repository. You can create printed catalogs seamlessly through integration with industry-standard desktop publishing tools such as Adobe InDesign and QuarkXPress. And you can publish restructured and reformatted extracts or incremental updates of your repository content and distribute them to different subsidiaries, division, regions, or trading partners in several delimited text and XML formats – on an interactive basis.

Synchronize Global Data

By enabling extraction of product information from SAP or non-SAP data sources, SAP NetWeaver MDM leverages your foundation of rich product content with attributes required for industry data pools such as UCCnet and Transora, then synchronizes your data with these pools to meet mandates in the consumer products and retail industries.

Enhance Processes, Cut Costs, and Boost Your Bottom Line

SAP NetWeaver MDM helps you achieve significant process enhancements and cost savings across the enterprise. Most significantly, you can:

- **Empower your business to operate with a unified enterprise information**
You can build a foundation around a next-generation Enterprise Services Architecture with a solution that not only addresses immediate problems (such as product information management and customer data information) but also accommodates your future needs.
- **Improve business processes and increase productivity**
By sharing reliable and accurate master data in a centrally managed master data repository, you can reduce manual processing efforts and costly errors. You can also compose new, innovative processes and access data through enterprise Web services.

- **Boost cross-selling and up-selling**

By identifying relationships between and among records, you can increase each consumer's average purchase and improve your internal support processes.

- **Generate quantifiable ROI with an end-to-end solution**

SAP NetWeaver MDM is a component of SAP NetWeaver, a preintegrated, open platform which includes business process management, application integration, and business analytics. With these preintegrated components, the solution lowers your total cost of ownership, speeds and simplifies implementation, and reduces deployment and maintenance costs.

- **Dramatically reduce the time and expense of print publishing**

SAP NetWeaver MDM lets you disseminate information directly from a centralized repository to popular desktop publishing programs as well as automatically generate fully formatted and populated page layouts.

- **Drive better business decisions with a single version of the truth**

Through its integration with the SAP NetWeaver BI component, the MDM solution enables you to leverage harmonized data, increasing the reliability of your analyses and reports. More accurate data means more accurate analyses, which lead to better-informed decisions.

- **Save on implementation costs**

You can now implement in weeks, not months or years, using a product that does not require other SAP applications and is database agnostic.

Find Out More

If you would like to know more about SAP NetWeaver Master Data Management and other SAP NetWeaver solutions – and find out what these solutions can do for your company – visit www.sap.com/solutions/netweaver/masterdata/

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