



SAP Innovation Awards 2019 Entry Pitch Deck

Driving an Efficient and Agile Supply Chain
Corning Optical Communications



Company Overview

Corning Optical Communications

For more than 167 years, Corning has combined its unparalleled expertise in glass science, ceramics science, and optical physics with deep manufacturing and engineering capabilities to develop life-changing innovations and products.

Reinventing the Supply Chain

Corning Optical Communications

“Quote”

“Corning is executing our digitalization strategy across our supply chain network to improve velocity at which customer demand signal is translated to our supply chain partners. Data Integrity and Quality within our core ERP is essential for the success of our supply chain strategy. The use of SAP Data Management and Quality products continues to provide us with a high level of data integrity that drive our competitive advantage.” - Bill Sullivan, Director - Global Supply Chain, Corning Optical Communications

Challenge

Corning's Supply chain is impacted by globalization, a multi-tiered complex supply chain network and requests for mass customization. With our highly complex supply chain network and large scale data, we were struggling with multi-tiered global suppliers, and with managing materials to provide complete accurate and timely data to help transact business.

Solution

We have implemented a data governance program in order to have a common understanding across the enterprise on how to communicate around materials.

Outcome

The data governance program has provided a number of important outcomes. Our data integrity is at an all time high, stakeholders have confidence in the data, we have a common language to communicate about our materials, and people who need access to the data have it, at the click of a button. This has resulted in less mistakes, greater agility, faster time to production to fulfill orders, operational efficiencies and cost savings.

\$150k in manual savings from sales, marketing, and IT in first 4 weeks after implementation.

1/3-2/3 operational efficiencies across all departments due to on demand access to information.

2/3 reduction of time needed to complete pricing audits do to access to real time information.



Business Challenge & Objectives

Challenges:

Due to globalization, its complex supply chain, and customers' needs for mass customization, Corning needed to come up with and enforce a disciplined approach to manage data assets. The complexities of the supply chain come from the fact that there are 4,400 data "stakeholders" across 42 locations within Corning, and there are 55,000 unique materials created every year.

Objectives:

Develop a common language, define clear ownership of data and processes, and establish global standards for supply chain data, to be used by both suppliers and customers. We had to consider our data governance strategy, look at our organization, policies, processes, and standards. Determine how best to measure and monitor these going forward.



Project / Use Case Details

We had to consider our data governance strategy, look at our organization, policies, processes, and standards. We also had to determine how best to measure and monitor, decide which technologies best matched the requirements, and communicate across the enterprise.

Our solution included organization with data stewards who work with both the end users and the data governance team. We use SAP solutions to help us ensure our data is FIT FOR USE. These are used to provide visibility of critical data, assess, measure, and report on ERP data quality, and enable governance.

This project has had a tremendous impact across our global operations. We now have a much higher level of automation, business rules and data integrity that didn't exist before, a common language spoken across Corning and its suppliers and customers, and a high degree of self service that was never before possible. This has been implemented globally, in our 13 different sales markets, across departments such as planning, purchasing/global sourcing, finance, accounting, trade compliance, internal data management, manufacturing, commercial (sales and marketing), and pricing.



Benefits and Outcomes

Business / Social

Improved business agility from giving stakeholders real-time access to supply chain data. There are $\frac{1}{3}$ - $\frac{2}{3}$ operational efficiencies across all departments because of on demand access to information. In just the 4 weeks following implementation, Corning saved \$150k in manual data mining and extraction across sales, marketing, and IT.

Enables sales to provide higher value service for bigger customers because sales can now see consolidated data on customer size/value.

IT

Frees up the IT staff by giving the business users direct access to the data and analytics.

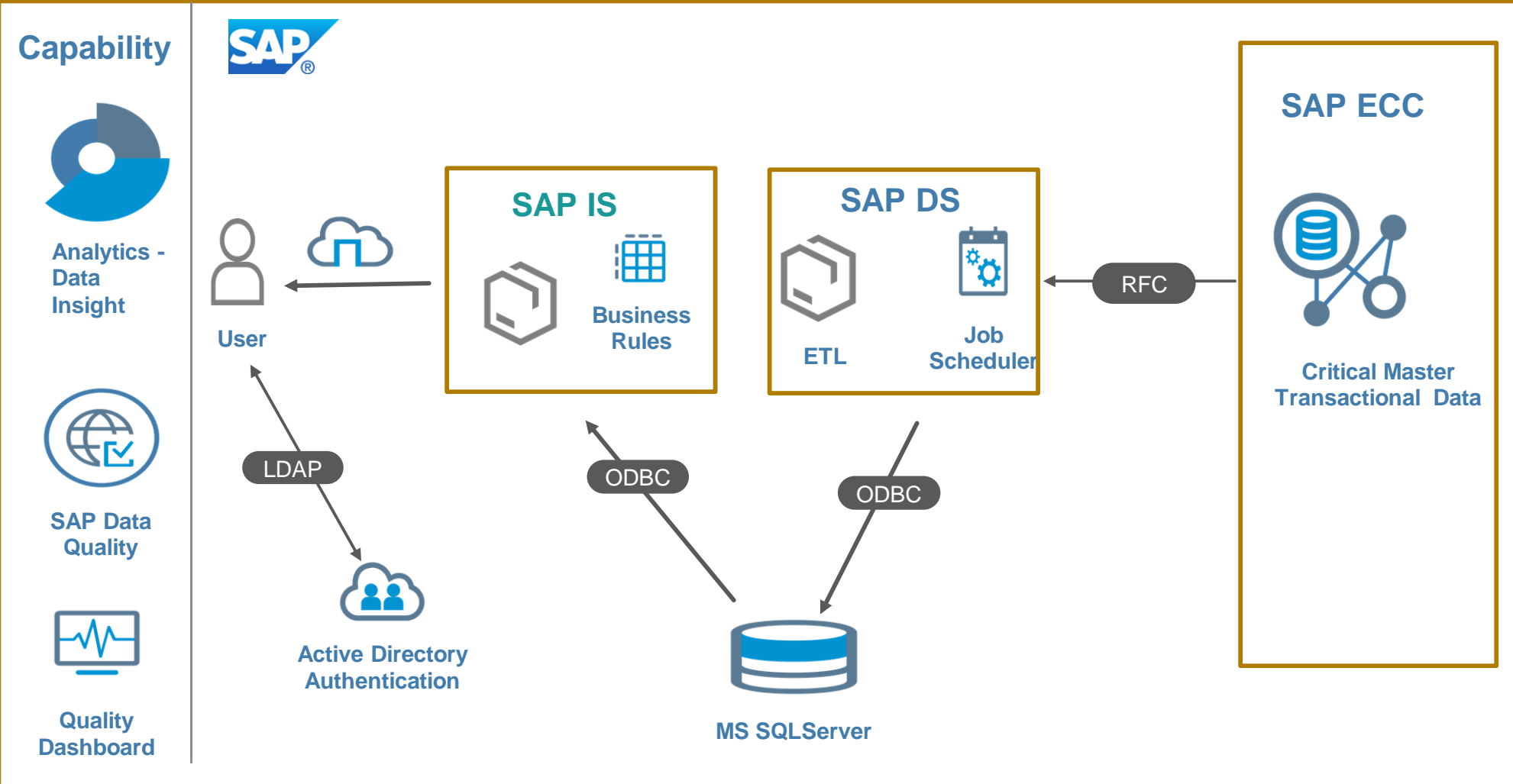
Human Empowerment

Operational stakeholders, globally, are empowered to access supply chain data on demand and make high quality decisions, impacting both costs and revenues. These people can communicate with confidence about materials going into the supply chain and there are reduced miscommunications between individuals and departments because everyone uses the same terminology.



Architecture

Corning Optical Communications
SAP Data Services / SAP Information Steward





Deployment

Date of Deployment or POC: Live - 2017

Number of live users: 12 data stewards/power users; 20,000 read only

SAP Technologies Used:

SAP Data Services is used to extract metadata and large data from our central SAP ERP system. Data is then consolidated into merged business specific datasets and these merged datasets are then referenced by the business rules that are running within the SAP information Steward.

Server Processor: VMWare Installation - Windows Server 2012 R2 running on IIS

Linux Distribution: Windows platform