

SAP NetWeaver Master Data Management

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IGNITING CHANGE

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AGENDA

SAP NetWeaver MDM

Laying the information foundation to empower business agility

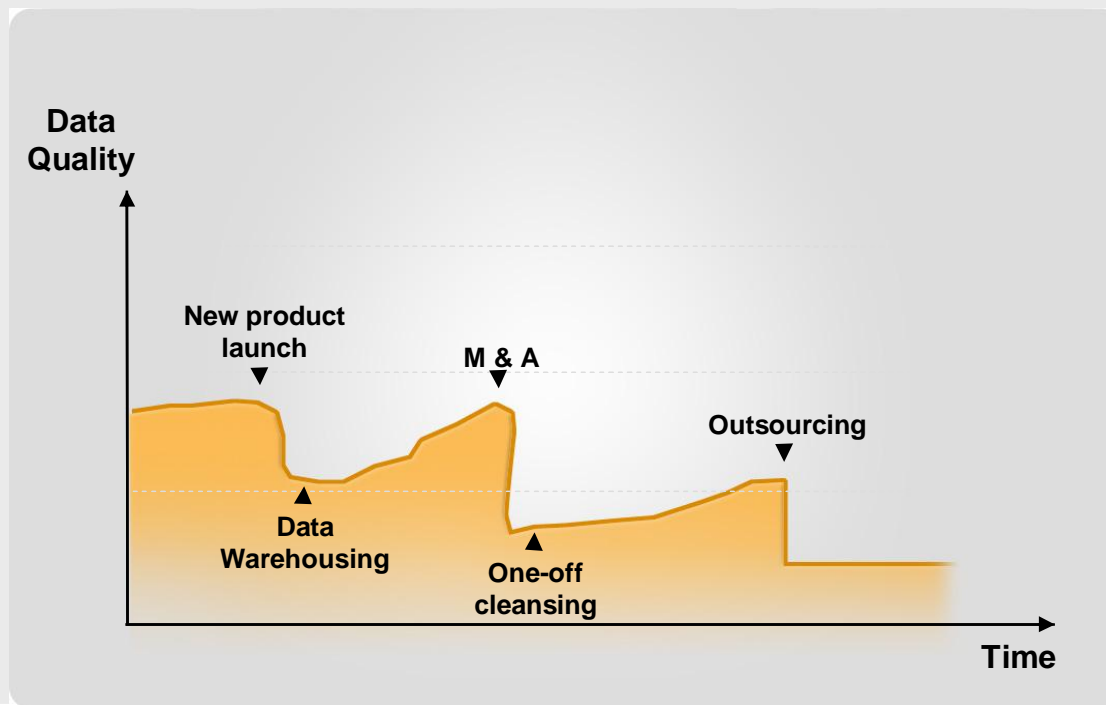
Master Data Management at SAP

SAP NetWeaver Master Data Management at adidas

Cost and Complexity

Business events impact data quality continuously

Without Master Data Management, doing business is expensive



57% of marketing content work was to mitigate errors



40 % orders getting blocked due to master data problems



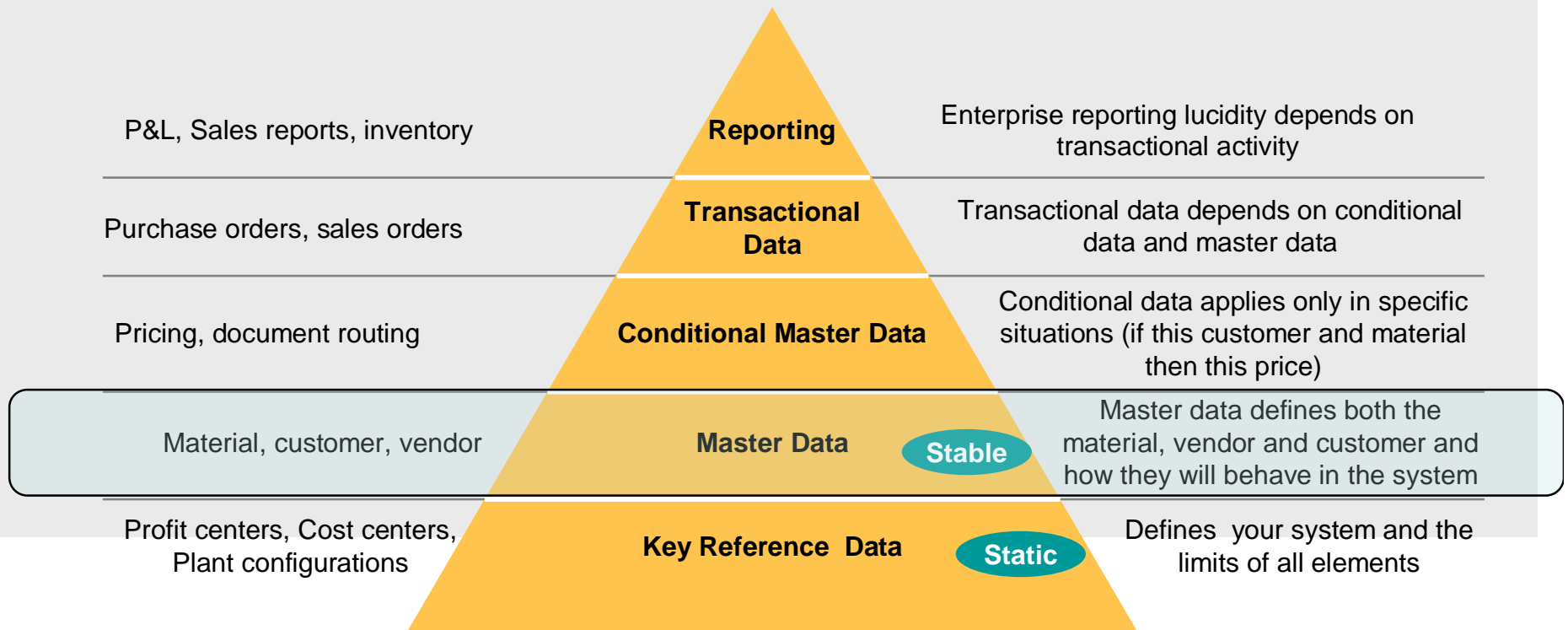
\$6 billion Maytag merger

Define Master Data Strategy

DATA IS A CORPORATE ASSET, ARE YOU MANAGING IT ?

- Assess the data that exists in home grown and various applications, databases, spreadsheets, files across the enterprise
- Define who can create, modify or delete this data, moving forward

TYPICAL INFORMATION NEEDS



SAP NetWeaver MDM

One solution for ALL master data in your industry specific process

Data Governance
& Organization

Benchmark

Normalise
data model

Enrich

Match &
Merge

Validate

Harmonize

Measure
&
Improve

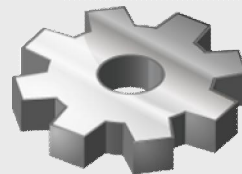
SAP
NetWeaver
MDM

TAKE ORDER



Which **employee**
should we assign to?

VERIFY AVAILABILITY



Do I have the
right **product**?

IDENTIFY SUPPLIER



Who is my best
vendor?

MANAGE CUSTOMER



Who is my
customer?

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