Creation of centralized Material, Customer & Vendor master data improves management decision making

SITUATION

Disparate management data across the global enterprise, with multiple entries for the same item.

IMPACT

Inconsistent vendor and material data hindering management's ability to devise business strategies. Absence of centralized and governed customer master data skewed view of the end customer.

RESOLUTION

Upgrade of the Master Data Management improved business process efficiency, decision making and the flexibility to change. Creation of Customer Master Data enhanced view of end-customers across the global enterprise.

The Customer

One of the largest suppliers of bakery products worldwide and a leading provider of natural food preservation and green chemicals, operating in over 20 countries, with annual revenue of € 2.6 billion and an employee base of about 8,600.

Challenges

The customers management data was a combination of their material and vendor master data on SAP®NetWeaver™ Master Data Management (SAP®NW™ MDM) 5.5 platform, Navision (2006 and earlier versions) and other bespoke system, leading to inconsistent supplier & materials data. Overtime, the Master Data had expanded: 60,000+ Materials database and 32,000+ Vendors database.

- Different tables for vendor and material master data, leading to multiple login credentials for a single user
- Excessive load on the server(with multiple data duplication) leading to performance issues. For example: System users across the organization were using different item numbers for the same material (over 100,000 material) overloading the system and creating inaccurate dashboards
- Data redundancy, hindering a holistic view of vendor and material data
- Lack of a separate customer master data

Solution

ITC Infotech upgraded the existing material and vendor master data, and also conceptualized and built a customer master data to enable a consolidated view of customer information, which could be leveraged to devise marketing tactics.

As a first step, ITC Infotech completed business requirement gathering in just 2 days instead of the standard week's time, owing to the team's understanding of the manufacturing business. The next phase was to upgrade the SAP®NetWeaver™ Master Data Management application to the latest 7.1 version, and also train the customers IT team on its functionality and features which included enhancements such as:

- Multiple main tables, allowing a single access for a user for all the three master data
- Data type tuple, obviating multiple fields to store contact details, thereby reducing server load
- Enhanced inbound and processing, among others

Further to the initial upgrade of the vendor and material master data, the ITC Infotech recommended the creation of another master data, the 'customer master data'. Being a B2B retailer, customer data is of prime importance to get a holistic view of customers, enabling the management to formulate and maintain relevant touch-points with its clients. ITC Infotech did an end-to-end implementation of the customer master data, performing an array of activities, including-

- Extracting the customer data from their existing database
- Merging and consolidating the data
- Synchronizing the data to be fetched into other systems
- And, finally de-duplicating the records

Creation of new workflows and automatic import systems ensured that only complete and authentic information was being fed into the system. The automated import maps could recognize the source of the information, and then synchronize it to be uploaded, reducing manual effort and thereby minimizing data inaccuracies.

The application upgrade was deployed without any business disruptions and was completed ahead of schedule in a cost effective manner leveraging ITC Infotech's global delivery capability. A lean project organization was also established with clear focus on minimum downtime and rigorous multiple rounds of testing.

Highlights

- Conceptualized and recommended the implementation of customer master data, enabling better strategy formulation for marketing and sales
- Amalgamated the CRM oriented and SAP oriented existing customer record as a whole through SAP Master Data Management
- Data flow of new records and modification are now moderated through the Master Data Manager, which also controls data flow instances to SAP ECC & the CRM system
- Creation of a centralized platform, as a Single Point of Truth (SPOT), which enables a single, accurate view of all data throughout the organization

ITC Infotechupgraded the SAP®NW™ MDM application 30% faster; the team also created a customer master data, eliminating 60,000 duplicate records.

Benefits

- The implementation of customer master data reduced duplication by 60% and enabled a more efficient governance of master data.
- A highly experienced team enabled the upgrade schedule planned to be crashed by almost 30%
- Facilitated proactive control of expenditure and efficient management of contracts
- Consolidates, profiles, cleans internationally distributed data from multiple system /plants which improved business performance results and decision-making based on customer master data.

ITC Infotech's Enterprise Resource Planning Practice

ITC Infotech is an SAP Consulting partner (North America) with multiple certifications including SAP Application Management Services Certified Partner, SAP Co-Innovation Partnership on Supply Chain Performance Management & Sustainability Performance Management, SAP Net weaver Certification, SAP Chemical Template Certification, and SAP Gold Partner.

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