

SAP Solution Brief
SAP NetWeaver



MANAGE ALL YOUR MASTER DATA WITH ONE INTEGRATED SOLUTION

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

The SAP NetWeaver® Master Data Management (SAP NetWeaver MDM) component enables you to consolidate, synchronize, distribute, centrally manage, and publish any type of master data object across your enterprise and with trading partners. By providing a central view of all strategic data, it helps you improve business processes and lays the foundation for enterprise service-oriented architecture (enterprise SOA).

Consolidate and Harmonize Master Data Across the Enterprise

In most companies, master data lives in multiple systems and applications. As long as the data resides in these isolated silos, it evolves independently and conflicts with other data in other silos. Decisions and processes based on unsynchronized master data lead to greater risk, greater waste, and greater customer dissatisfaction.

For example, 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 isn't limited to a specific business area like 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 spend millions developing and marketing new products; a failed product launch can be devastating.

The problem of out-of-sync information is further compounded when a company needs to share and publish its master data. How can you avoid the problems that arise when you want to distribute product, customer, or employee data to different subsidiaries or trading partners, subscribe to data pool services, publish a searchable Web catalog, 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, harmonize, distribute, and centrally manage master data. Because it supports any type of data source, you can leverage your legacy systems and applications. Whatever your industry, you can improve your business processes, responsiveness, and decision-making capability by aggregating and improving the reliability of your master data.

Create a Hub for Enterprise Information

SAP NetWeaver MDM lets you approach master data management in phases: consolidation, harmonization, and centralization.

Consolidate Master Data

Data consolidation includes importing, complete with the ability to extract, transform, and load data, as well as comprehensive data cleansing. With SAP NetWeaver MDM, you can import entire master data schemas or structures as well as master data values and taxonomy information, such as attributes. The component supports large text and XML files for improved scalability and provides exception management functionality. SAP NetWeaver MDM aggregates master data from disparate sources, both SAP and non-SAP, using out-of-the-box customizable data models for customers, vendors/suppliers, employees, products, material, and so forth. Predefined integration structures allow rapid deployments.

During data cleansing, you can carry out various operations around deduplication and normalization, ID mapping, matching and merging, staging, change tracking, interactive data quality analysis, and ad hoc consolidation services. A matching mode function helps you build multiple matching strategies from your normalizations and rules. You can run a strategy against a set of records, and then retrieve the matching results for viewing and merging. Each matched record receives a score that helps you determine which records to include in an interactive merge.

You can also enrich your master data using external data enrichment vendors. Data enrichment services are built into SAP NetWeaver MDM, and you can add adapters from SAP partners like Trillium and Dun and Bradstreet when needed.

Consolidating master data dramatically improves search performance with multiple search mechanisms. You can even index and search PDF files. In seconds, you can easily search an entire repository for any item or group of items. Indexing increases positive results, and performance is measured in milliseconds – even with repositories that contain millions of records.

The preintegrated SAP NetWeaver platform allows you to take consolidated master data and, with a click of button, leverage it together with transactional information using the SAP NetWeaver Business Intelligence (SAP NetWeaver BI) component. This provides business insights about your top customer, most expensive supplier, best-selling product, and the like, which can be used in ongoing business processes.

Harmonize Master Data

SAP NetWeaver MDM harmonizes master data using a powerful syndication model that updates master data in both SAP® and non-SAP software systems. Syndication is done in industry-standard XML. Syndication can be configured and run interactively or can be fully automated with syndication times, processing intervals, and so forth. The syndication functionality additionally leverages data workflow, enabling multitiered, role-based models to maintain master data. It can maintain master

data from a system of record and act as a central hub for automatically updating information in other systems. You can extract information to SAP NetWeaver BI for analysis.

Centralize Master Data Management

SAP NetWeaver MDM consolidates master data from multiple source systems and creates and centrally manages a master record. You can manage this information directly using a rich client application or using the SAP NetWeaver Portal component. From an easy-to-use portal interface, users have the ability to create a request for a new customer, vendor, or product. Through workflow, this request can be assigned from a data stewardship standpoint to designated master data administrators who can verify that duplicated records are not being created, additionally augment information, and then approve the central creation of the object in question. Global attributes can be syndicated as required. Centralized user management is enabled with Lightweight Directory Access Protocol (LDAP) authentication.

Master Data Management Applications

Master data management has many business applications. For example, you can use SAP NetWeaver MDM to manage an online product repository that contains images and related documents. Other applications include customer data integration, where disparate sources of customer data are consolidated into one master repository, and global data synchronization, which enables the accurate trading of product data with global data pools.

Manage Rich Product Content

With SAP NetWeaver MDM, you can manage any kind of unstructured content, including PDFs and images with aggregated master data. 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 software also supports full-text indexing and searching of PDF documents through integration with the optional SAP search engine. The information can be presented through predefined roles.

Fully integrated publishing functions enable both electronic output for Web and print publishing from a single master repository. You can create printed catalogs seamlessly because SAP NetWeaver MDM can be integrated with industry-standard desktop publishing tools like Adobe InDesign. And you can publish restructured and reformatted extracts or incremental updates of your repository content and distribute them to different subsidiaries, divisions, regions, or trading partners in several delimited text and XML formats.

Synchronize Global Data

By extracting product information from SAP and non-SAP data sources, SAP NetWeaver MDM leverages your foundation of rich product content with attributes required for industry data pools, such as ISync (formerly known as UCCnet and Transora), and then synchronizes your data with these pools to meet mandates in the consumer products industry.

Integrate Customer Data

By consolidating and managing customer data from all available sources, SAP NetWeaver MDM ensures that your enterprise has constant access to the most up-to-date and complete view of customer data available, which helps to ensure effective sales, marketing, and customer service operations.

SAP NetWeaver MDM helps you build and enrich a reliable customer data repository to coordinate customer processes across business units and locations more efficiently. With a complete picture of your existing customer relationships, you can impact the top line by supporting cross-selling and up-selling efforts, enable accurate analysis to make better decisions, and improve the performance of your existing business applications, such as customer relationship management.

Enhance Processes, Cut Costs, and Boost Your Bottom Line

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

- **Empower your business to operate with unified enterprise information**
You can build a foundation on the next-generation enterprise service-oriented architecture (enterprise SOA) with software that addresses immediate problems and 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 entities, 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 can manage all of your master data objects. As a component of SAP NetWeaver – a preintegrated, open platform that includes business process management, application integration, and business analytics – SAP NetWeaver MDM 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**
Because it is integrated with SAP NetWeaver BI, SAP NetWeaver MDM leverages 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 software that does not require other SAP applications and is database agnostic.

Find Out More

To learn more about SAP NetWeaver MDM and other SAP NetWeaver components – and find out what these solutions can do for your company – visit

www.sap.com/platform/netweaver/dataunification.epx.