



# THE MASTER DATA SERVICES PACKAGE FROM SAP AND BUSINESS OBJECTS

## CENTRALIZED MAINTENANCE AND MANAGEMENT OF YOUR MASTER DATA

### Summary

SAP and Business Objects, an SAP company, offer a package to enhance the control of and visibility into your master data about customers, suppliers, products, financials, and employees. The Master Data Services package provides a central view of strategically relevant master data that helps decision makers and supports business process improvements. With this package, you can consolidate, centrally manage, and synchronize high-quality master data. In addition, you can cleanse and enrich that data and share it with employees and partners within and beyond your organizational boundaries.

### Leverage Proven Expertise

Packages from SAP and Business Objects leverage the expertise of two leaders in the enterprise software industry to produce offerings unmatched in making employees more self-sufficient in a constantly changing work environment. At the same time, these packages empower your IT organization with a strong and agile information infrastructure so that it can become a strategic partner of the business by focusing on the intelligent use of information.

### Customer Needs

Many companies maintain redundant data about their key business entities among multiple software applications –

critical information on customers, employees, products, and financials. Conflicts and discrepancies can develop when data is stored in disparate and disconnected sources. Strategic decisions and business processes based on faulty or unsynchronized master data result in wasted time, inaccurate risk assessments, lost opportunities, dissatisfied customers – and lower revenues and profits. With master-data management software that can be integrated with non-SAP and SAP® enterprise applications, businesses can address the following needs:

- Increase visibility into enterprise spending with a single organization-wide view of supplier data
- Accelerate synergies for mergers and acquisitions by smoothly integrating acquired companies, assets, products, and services into the enterprise
- Improve data governance by providing tools to discover, implement, and maintain high data-quality standards and provide process support for holistic master-data management
- Eliminate disconnects resulting from master data stored in disparate line-of-business silos – such as marketing, procurement, and sales – by providing a consolidated view of relevant master data
- Reach sales goals and other crucial objectives by providing business units with a single unified view of product, supplier, and customer data

### Information Sheet

## Key Capabilities

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The Master Data Services package from SAP and Business Objects helps you consolidate, synchronize, cleanse, enrich, centrally manage, and share high-quality master data. Rich connectivity functionality enables the software to be integrated with a variety of databases, business intelligence solutions, and enterprise applications. The package supports business processes throughout your organization in areas ranging from customer relations to procurement. For example, you can:

- Create a hub for enterprise information and deliver high-quality master data. Approach master-data management in phases: consolidation, harmonization, and centralization. Manage and govern data integrity to meet corporate and external standards, standardize and cleanse data, and apply matching and de-duplication.
- Consolidate master data with functions to import, extract, transform, load, and cleanse data. Import complete master-data schemas or structures as well as master-data values and taxonomy information, such as attributes.
- Aggregate master data rapidly from disparate sources using predefined integration structures and customizable, out-of-the box data models for customers, vendors, suppliers, employees, products, and material.
- Harmonize master data with a powerful syndication model that updates master data in both SAP and non-SAP applications using industry-standard XML. Leverage data workflow to maintain master data with multitiered, role-based models and gain real-time visibility into customer-interaction data.
- Centralize master-data management by consolidating master data from multiple sources to create a master record that can be managed centrally. Use an intuitive portal interface to manage master data and create requests for new customer, vendor, or product master-data records with protection against data duplication.



## Key Benefits

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The Master Data Services package from SAP and Business Objects enables you to improve business process efficiency, effectiveness, and responsiveness, and make better informed decisions based on high-quality, accurate master data. You can realize the following business benefits:

- Drive better business decisions with a single version of the truth, based upon more reliable and accurate data, analytics, and reports
- Streamline business processes and increase productivity by enabling employees to share reliable and accurate master data with business partners
- Ease implementation and lower costs with a software package that integrates with many systems, applications, or databases
- Improve the return on your existing IT investment with comprehensive, open, end-to-end software that supports business process management, application integration, and business analytics
- Reduce the time and expense of deploying new software by publishing information from a central repository

## For More Information

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To learn more about the Master Data Services package from SAP and Business Objects, speak with your SAP representative or visit [www.sap.com/businessobjects](http://www.sap.com/businessobjects).



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