**SAP Solution Brief**
SAP NetWeaver

SAP NetWeaver Master Data Management

# Drive Efficiency, Collaboration, and Consistency with Master Data Management

## Quick Facts


### Summary

Business for consumer products companies is booming, with more than 30,000 new products introduced annually. With this growth in production comes an increase in the amount of new product and pricing information that companies must exchange with global supply partners. The SAP NetWeaver® Master Data Management (SAP NetWeaver MDM) component enables companies to synchronize data across the extended supply network and run smoother, faster, and more cost-effective operations.


### Business Challenges

- Enable global data synchronization and data sharing among partners across the supply chain
- Reduce data errors and duplication, transaction issues, and costs
- Reduce effort needed to get new products into retail systems
- Eliminate data silos and manual processes, and efficiently maintain consistent data

### Key Features

- **Data synchronization** – Support product and price data consistency, quality, and distribution; manage data exceptions and correct errors quickly and efficiently
- **Sophisticated data publishing and processing** – Eliminate manual product and pricing data management processes; reduce invoice pricing, purchase order, and delivery errors; and speed time to market for new products
- **Product information updates** – Enable trading partners to continuously receive changes to existing product and price information

### Business Benefits

- **Improve collaboration with trade partners** by exchanging and synchronizing product and price data
- **Reduce error-processing costs** by helping ensure data consistency and accuracy between manufacturer and retailer
- **Lower total cost of ownership** by taking advantage of the comprehensive SAP NetWeaver technology platform

### For More Information

To learn more about the benefits of using SAP NetWeaver MDM, contact your SAP representative or visit us online at www.sap.com/mdm.

Business for consumer products companies is booming, with tens of thousands of new products introduced annually. With this growth in production comes an increase in the amount of new product and pricing information – in addition to existing data – that companies must exchange with global supply partners. By synchronizing data across the extended network, companies can run smoother, faster, and more cost-effective operations.

As production expands and business networks grow, the need for collaboration among partners increases. Plus, new business-to-consumer regulations call for companies to share more data with customers. Given the rising volume of data that companies must handle, it is natural that data errors and duplication tend to increase as well, resulting in more transaction issues and higher costs. A proliferation of IT approaches to managing information, along with persistent data silos and manual processes, adds to the problem. Given these complexities, how can you effectively maintain consistent data?

With a sophisticated data synchronization solution, consumer product companies can manage data exceptions and errors quickly and efficiently, and eliminate the effects of inaccurate, outdated, and incomplete information. The SAP NetWeaver® Master Data Management (SAP NetWeaver MDM) component facilitates global data synchronization and collaboration, supporting product and price data consistency, quality, and distribution between trading partners.

"Over 21,000 leading companies and organizations across more than 100 countries registered over 7 million items in the GS1 Global Registry. They have made the Global Data Synchronization Network (GDSN) a cornerstone of their success, increasing efficiencies and lowering supply chain costs. We applaud SAP's efforts to provide solutions to help consumer products companies connect with trading partners through the GDSN."
**Sally Herbert, President, GS1 GDSN Inc.**

## BENEFITS OF GLOBAL DATA SYNCHRONIZATION

SAP NetWeaver MDM enables you to synchronize data via the Global Data Synchronization Network (GDSN) to help ensure consistent, reliable data. By synchronizing data across the supply chain, companies like yours can reduce time to shelf, discrepancies in retailer shipments, invoice write-offs, and item setup and maintenance costs. And you can speed time to market for new products.

The GDS process, developed by the GS1 standards body, is a standardized process that drives data consistency and standards internally and among trading partners. The process works with GDSN, which is built around the GS1 Global Registry and certified data pools. With GDS, companies like yours can streamline critical business processes including order processing, returns and claims management, and accounts payable and receivable. GDS also facilitates activities such as sustainability and product safety and traceability processes.

Manufacturers can get new products into retail systems faster. Retailers can receive, process, and approve new items within hours – instead of weeks – capturing new sales and boosting revenues. Suppliers and retailers can eliminate manual product and pricing data management processes and reduce invoice pricing, purchase order, and delivery errors. GDS facilitates and streamlines new product introductions and enables trading partners to continuously update and communicate changes to existing product information.

Use of the GDS process is growing, with more than 25,000 business partners and more than 7,000,000 products listed in the GS1 registry. This increasing participation expands the opportunities for all companies involved to benefit.

## DRIVING DATA CONSISTENCY AND RELIABILITY, CUTTING COSTS

With SAP NetWeaver MDM, you can transport, enhance, and communicate product information from either an SAP source (such as the SAP® ERP application) or a non-SAP source to the two leading data pools in the GDSN. Using the software's convenient graphical console, you can create and manage trade-item data that conforms to the GS1 standard. A sophisticated publication mechanism helps ensure that you and your trading partners exchange the right information and that your systems are synchronized.

Trade partner profiling functionality brings automation to the next level. Catalogues in the GS1 format can be created and distributed outside the GDSN, extending your reach to business partners not yet participating in global data synchronization. SAP NetWeaver MDM is certified to support the two leading global data pools, 1SYNC and SA2 Worldsync, so you can manage data and communication in an integrated central console for better supply chain operations.

In addition to product information, SAP NetWeaver MDM also supports standards for exchanging pricing information. SAP NetWeaver MDM and the GDS process enable a single version of the truth, helping your business save

costs and improve reliability with data transmitted electronically via a standards-based network.

**Powerful Functionality, Fast Results**
SAP NetWeaver MDM provides built-in conduits to the SA2 Worldsync and 1SYNC data pools, making it the fastest way for your company to share product information to trading partners. With the solution's standardized protocols, predefined GS1 content, validation rules, and workflows, you can publish your trade data without changing preexisting business processes.

SAP NetWeaver MDM frees up your IT department to focus on the business needs of the organization rather than on the challenges of integrating with an external, geographically remote system. Using the software for your GDS initiative also reduces the need for costly and time-consuming custom-built solutions.

**Automating and Integrating GDS Activities**
The faster you can introduce new products, update data on existing ones, and bring new trading partners on board, the better for your company. The software integrates GDS activities with standard product and brand management processes. With the user-friendly GUI in SAP NetWeaver MDM, your organization can handle the complete GDS process efficiently. The software lets you tailor user access based on attribute values such as target market or brand, distribute tasks via workflow, and set up the publication process for fully automated or manual control. For example, you can limit access for specific business users to only those products targeted for distribution in the United States.

**Analyzing and Reporting Success**
A solid data foundation is key for successful collaboration. SAP NetWeaver MDM lets you monitor the details and consequences of data synchronization, and provides an interface to analyze and report the improvement in collaborative processes using SAP BusinessObjects™ business intelligence solutions.

**Data Consistency and Quality Build Partner Confidence**
SAP NetWeaver MDM simplifies the number one goal of GDS – to keep product information consistent between trading partners – and supports data quality across the enterprise. With simple uploading of back-end content and automatic forwarding of product modifications, you can keep product and pricing business information accurate and up to date. Authorization functionality restricts access to specific operations, items, and trade partners, preventing source data from being edited in GDS. Product information can be validated against GS1 rules prior to reaching the data pool. You can add your own validation rules as well, for greater flexibility and maximum data quality.

**Including Partners Not on the Network**
The SAP solution extends the reach of GDS to business partners not yet connected to the GDSN. With SAP NetWeaver MDM, you can save product information in flat data files that can be shared via a file transfer protocol (FTP) server or e-mail.

**Cooperation with Data Pools and Standards Bodies**
SAP is a certified solution partner of 1SYNC and SA2 Worldsync and is committed to ensuring data consistency and accuracy between manufacturers and retailers. SAP collaborates with the data pools for continuous updates and to keep in step with the latest developments. SAP supports the GS1 auto-ID industry, Electronic Product Code (EPC),

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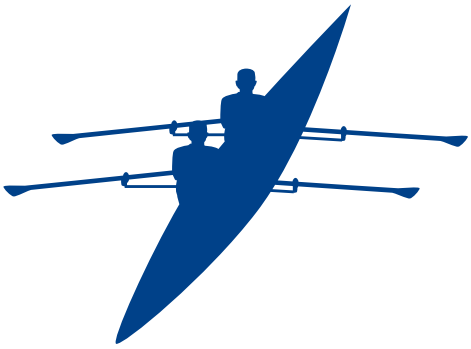

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GS1 eCom, and GS1 event (EPC Information Services) standards, and is involved with bodies such as EPCglobal and the Global Standards Management Process forum of the GS1 organization. This means that SAP NetWeaver MDM – and your business – stays on the cutting edge.

## RELIABLE, CONSISTENT ENTERPRISE DATA

With SAP NetWeaver MDM, you can exchange and synchronize product and price data and build a foundation for improved collaboration with your trade partners. Facilitated by the software, the GDS process can help improve supply chain activities across the enterprise.

SAP NetWeaver MDM can reduce error-processing costs from inconsistent product and price data by helping ensure data consistency and accuracy between manufacturer and retailer. You can use the GS1 standard to communicate product information to trade partners outside the GDSN. Lower the risk involved in adopting a new solution by relying on SAP's commitment to evolving standards such as GS1 and EPC. And you can lower total cost of ownership by taking advantage of the SAP NetWeaver technology platform, which can support your existing heterogeneous IT landscape.

The upshot is reliable and more consistent product and price information across your organization. Faster time to market for new products. Reduced error-processing costs from inconsistent product data. And continuous updates as product information changes – all keeping your organization up to speed and ahead of the game.

## FIND OUT MORE

To learn more about SAP NetWeaver MDM, contact your SAP representative or visit us online at www.sap.com/mdm.