



## OERLIKON TEXTILE

# GLOBAL MARKET LEADER USES SAP® SOLUTION TO HARMONIZE MASTER DATA

### QUICK FACTS

“With SAP NetWeaver Master Data Management, we’re harmonizing the customer data of the different business units centrally and then distributing the resulting consistent data to their individual SAP ERP installations.”

**Claudia Siebertz**, Project Manager,  
Oerlikon Textile GmbH & Co. KG

#### Company

- Name: Oerlikon Textile GmbH & Co. KG, a division of the Swiss high-tech company Oerlikon
- Location: Remscheid, Germany
- Industry: Industrial machinery and components – textile machinery and equipment
- Products: High-quality, full-service solutions for the production of fibers, nonwovens, and yarn
- Revenue: SFr 2.7 billion in 2007 fiscal year (€1.8 billion)
- Employees: Approximately 7,400 at some 50 locations worldwide
- Web site: [www.oerlikontextile.com](http://www.oerlikontextile.com)
- Implementation partner: SAP® Consulting

#### Challenges and Opportunities

- Coordinate and control business activities across distributed business units for greater efficiency
- Simplify processes in central data management
- Save time through centralization

#### Objectives

- Harmonize the customer and contact person master data stored in the SAP installations located around the world
- Provide single source of consistent master data to all business units
- Reduce effort needed to maintain and provide data for customer-related activities
- Minimize the risk of errors and improve data quality

#### SAP Solutions and Services

SAP NetWeaver® Master Data Management component

#### Implementation Highlights

- Project realization within 6 months
- Centralized maintenance of customer master data for multiple decentralized, independent SAP software installations

#### Why SAP

- SAP as a strategic IT partner
- Functional capabilities of SAP NetWeaver Master Data Management
- Simple implementation of the “centralized maintenance – decentralized use” concept

#### Benefits

- Help ensure the use of consistent customer master data worldwide
- Enable better data quality
- Introduce simple processes for centralized data management
- Save time by consolidating data

#### Existing Environment

SAP software-based IT environment with 7 installations of the SAP ERP application in different business units

#### Third-Party Integration

- Database: Oracle
- Hardware: VMware ESX Server
- Operating system: Microsoft Windows Server 2003

SAP Customer Success Story  
Industrial Machinery and Components

The business units of Oerlikon Textile GmbH & Co. KG are market leaders in nearly all areas of their industry's technology – and they want to stay that way. The filaments on Oerlikon Textile's machines move at the equivalent of 300 miles per hour – making them faster than any Formula One car.

At these speeds, the top performance of the company's machines is essential. Yet Oerlikon Textile and its 7,400 employees do more than develop, manufacture, and sell powerful machinery. They also provide expertise along the entire value chain, making the company a full-solution provider for the textile industry. The company's solutions are in demand in the United States, the Middle East, and the major growth markets of China and India. In the 2007 fiscal year alone, Oerlikon Textile – a division of the Swiss high-tech company Oerlikon – increased its revenue by an impressive 26%.

Oerlikon's business units are supported by seven independent systems based on the SAP® ERP application. Each business unit stores and maintains its business partner data locally and separately. Over time, new data silos formed, resulting in increasing amounts of isolated, sometimes contradictory, data. To a certain extent, the business units serve the same markets and address the same customers and partners. As a

result, the inconsistent and redundant data caused more and more problems, which was especially detrimental to the business units' activities in their joint markets.

This situation – and the company's rapid growth – called for consistent data that enables business activities to be coordinated and controlled across business units. Oerlikon Textile, which is based in Remscheid, Germany, embarked on a global master data harmonization project. To help bring harmony to its global data landscape by centralizing the maintenance and management of master data, the company deployed the SAP NetWeaver® Master Data Management (SAP NetWeaver MDM) component as the core of its solution.

SAP NetWeaver MDM provides companies like Oerlikon Textile with an enabling foundation for enterprise services and business process management – and provides a single source of data for customer, product, employee, supplier, or user-defined data objects.

Working across heterogeneous systems at disparate locations, SAP NetWeaver MDM helps ensure cross-system data consistency through interactive distribution.

At Oerlikon Textile, the SAP NetWeaver MDM repository feeds consistent customer data to the seven installations of SAP ERP. "To make the most of our business opportunities as well as plan and implement market activities in conjunction with all business units, we must have consistent data," says Claudia Siebertz, project manager at Oerlikon Textile.

### Centralization of Data Management

Oerlikon Textile was on the lookout for a comprehensive solution to achieve its harmonization goal. The software needed to be able to consolidate data from different systems and then make this cleaned-up data available to all users throughout the business units. The company decided on the SAP



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NetWeaver MDM component. This software enables companies to consolidate and harmonize master data throughout the organization, so it fit perfectly with Oerlikon Textile's goal. Behind the goal of harmonizing of its data lay Oerlikon Textile's vision: “centralized maintenance – decentralized use.”

### Finding the Right Expertise

The SAP Consulting organization was the implementation partner. “The specific product and SAP expertise, the knowledge transfer from similar projects, and the dedication of SAP consultants meant we made the right decision with SAP Consulting,” says Siebertz.

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Another point in favor of SAP Consulting was that the estimate of effort it provided before the project proved to be stable. As a result, the project remained not only on schedule but also within budget.

“We decided on a very broad deployment,” explains Siebertz, referring to the centralized management of all customer-related data. This involved consolidating, cleaning up, and updating the data stored in the SAP ERP installations. The project team needed only half a year to define and implement a common standard for data management and then redistribute the harmonized data.

### Consistent Data from Europe to China

All of Oerlikon Textile's customer and contact person master data is now managed and maintained centrally with SAP NetWeaver MDM. The company

has established a special team of employees from the individual business units to perform the tasks related to centralized data management. Thanks to the closeness of team members to the company's customers and the markets, they ensure that the data is maintained correctly. Specific workflows

and automation support the change and approval processes that relate to managing the data. Interactive distribution mechanisms then feed the updated and harmonized data to the target systems in Europe, India, and China. A single, up-to-date, and consistent source of data is now available throughout the Oerlikon Textile business units all over the world.

### The Benefits of Centrally Managed Customer Data

The individual business units benefit from consistent, up-to-date customer data, which facilitates joint business activities and helps tap potential for cross-selling and up-selling. Moreover, they can rely on significantly higher-quality data than they could before. Centralized data management minimizes the risk of errors and, thanks to built-in checks, helps ensure clean and reliable data.

“To make the most of our business opportunities as well as plan and implement market activities in conjunction with all business units,” adds Siebertz, “we must have consistent data – particularly when it comes to customer-centric activities. SAP NetWeaver Master Data Management helps ensure that we have this consistency worldwide.”

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