Achieve A Successful Data Migration

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Cooper Tire & Rubber Company

About Cooper Tire & Rubber Company

Our Business

- As a leading global competitor in the tire industry, Cooper Tire & Rubber Company, together with its affiliates, subsidiaries and joint ventures has manufacturing facilities on three continents, sales and distribution networks around the world and products that meet and exceed the demands of the world's most dynamic markets. The Cooper family of companies has more than 430 million Cooper produced tires on vehicles around the world, making our products an important difference to the quality of people's everyday lives.

Company Background

- Strategic focus is on light vehicle replacement tires in North America
- The 11th largest global tire manufacturer, fourth largest in the U.S.
- In the top eight truck and bus radial tire manufacturers in the People's Republic of China.

Company Financials

- In 2012, Cooper Tire reported revenues of $4.2 billion.

Employees

- Cooper employees nearly 13,000 people around the world.

Brands

- Cooper, Mastercraft, Dean, Starfire, Dominator, Roadmaster, Avon Tyres, Mickey Thompson, Dick Cepek, Chenshan, Austone and Fortune.

Business Drivers

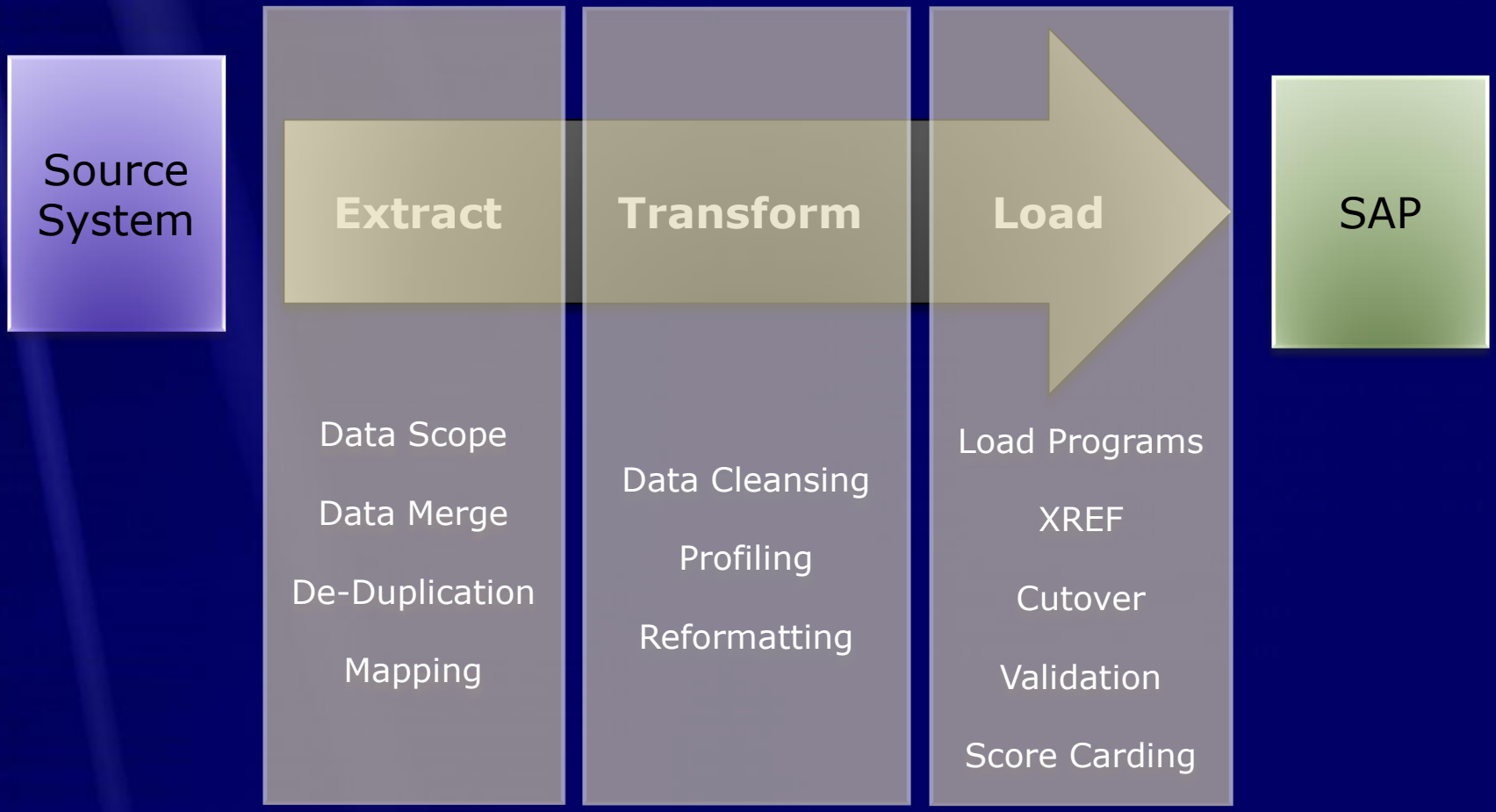
- Perform successful data migration activities to support the launch of enterprise wide SAP.
- Control and improve the data quality for all converted master and transactional data sets.
- Create a reliable, repeatable data conversion process to support testing and ensure successful data load cycles for cutover.

Cooper Tire on SAP

Cooper needed a methodology to consolidate and move it's master data into a new SAP environment. This meant migrating complex data from numerous systems on multiple platforms, to support it's new integrated business process model….

- Converted data from 100+ sources
- Utilized SAP Data Services as our ETL toolset and loaded primarily through IDoc and LSMW
- We achieved a 99.2% load rate
  (intended records loaded without requiring manual intervention)

In The Real World Magic Has To Happen….

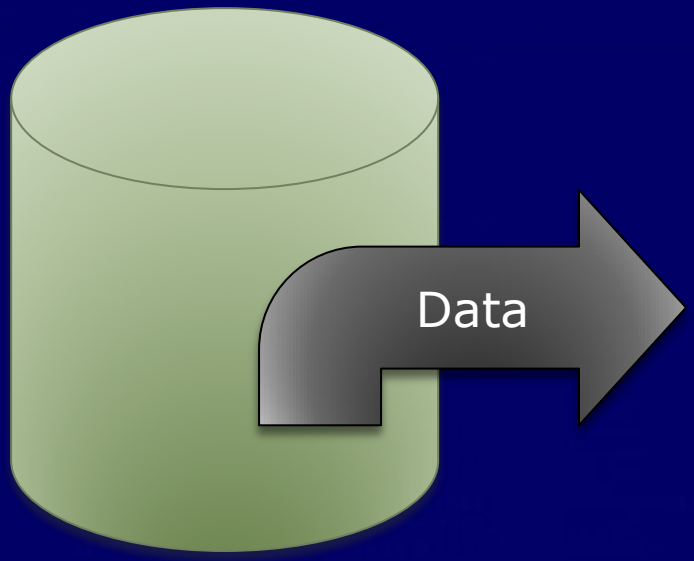


Extract Considerations

Data Scoping

Numbering

Data Mapping



Multiple/Heterogeneous Data Sources

Data Doesn’t Always Fit

Tips for Successful Extract

Look for Pre-Built Models

i.e. Data Services - Data Migration Best Practices

Use an ETL Tool with Direct Access to Source

Avoids pre-extracting from source systems in flat files
Also makes for more simple delta extracts

Validate Mapping

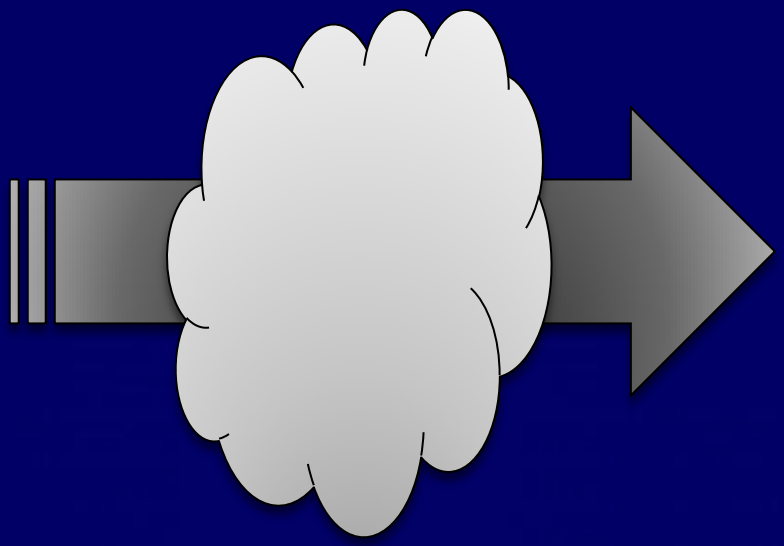
Leverage the business to review and RE-REVIEW the data as it appears based on the mapping. Then PRE-VALIDATE it in your ETL!

Transform

Data Profiling

Data Cleansing

Data Reformatting



Tips for Success Transformation

Profiling the Source Data

Gives you a preliminary view of data content and the challenges you may face for converting

Example – Patterning for phone numbers:

(999) 999-9999, 999-999-9999 (9)9.999.9999

SAP Data Services Address Cleanse

Data Services utilized postal service directory lookups to help to identify and correct addressing in the interim

Load

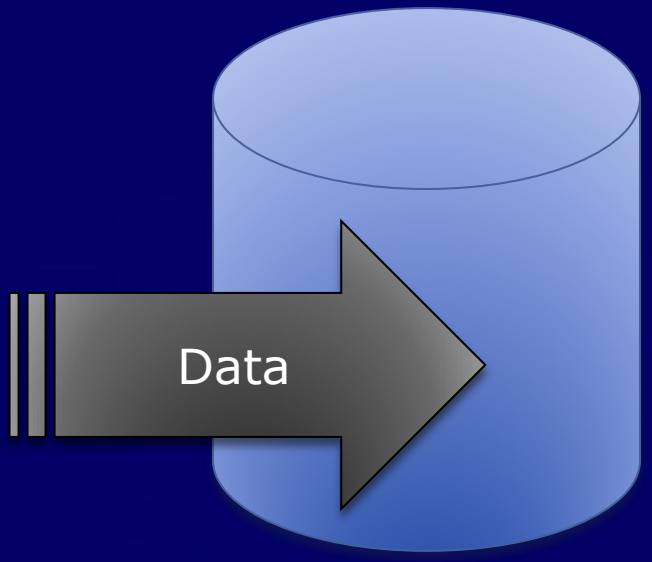
Load Technologies (IDoc, LSMW)

XREF

Cutover Planning

Validation Steps

Score Carding / Results Auditing



Tips for Successful Load

Tightly Couple Load Formats and Extract!

You need to tightly control your load technologies and the extract… unexpected changes in one can break the other!

Be Prepared – For Your Audit!

Consider your post implementation audit BEFORE you load. Planning and collection of evidence DURING your load will save you headaches later.

Key Benefits

- Be able to effectively transform data content and ensure data best practices prior to load
- Used profiling capabilities to pattern data and identify potential outliers
- Create useable data cross-references between the source environments and new SAP environment to ease transition and ensure effective data validation.
- Successfully used data staging through Data Services to identify delta records reconcile drops or new data in the sources.

Finally

Expect twists in the road and be prepared to properly handle those.

Force your business to declare their scope and mapping to get an early handle on changes.

It May Seem Daunting…..

You CAN do it!