

# PROVIDING QUALITY CARE FOR YOUR MASTER DATA

## ENHANCEMENT OF MASTER-DATA QUALITY USING SAP NetWeaver® MDM



### Strategic Data Services for SAP NetWeaver® MDM

You've used the full analysis services of the strategic data services for the SAP NetWeaver® Master Data Management (SAP NetWeaver MDM) component to perform a health check of your master data, and the vital signs don't look good. Some of your mission-critical information – customers, products, employees, and partners – is incomplete, redundant, inaccurate, or out-of-date. Now it's time to begin the treatment that will result in a cure.

### Transforming Your Master Data

Strategic data services for SAP NetWeaver MDM offer a comprehensive package of quality care services designed to put your data in order. Regardless of your master-data management (MDM) issues, geographic location, or industry, the enhancement of master-data quality using SAP NetWeaver MDM can help you pinpoint problem areas, resolve those problems, and then set in place the monitoring and governance processes that will help you secure your data against inaccuracies, incompleteness, and redundancy in the future.

All the quality care activities you need are performed by a data quality expert analyst associated with the enhancement of master-data quality using SAP NetWeaver MDM together with select data quality partners. One facet of these services is to select from the people, processes, and technology that SAP offers exactly the skills and resources you need to achieve the highest-quality master data. No matter how comprehensive or specialized the project scope may be, SAP provides leading expertise in every aspect of the work.

### A Full Package of Data Quality Services

To help you turn flawed data into reliable information, the enhancement of master-data quality using SAP NetWeaver MDM provides guidance in the following quality care processes:

- Identifying your data challenges comes first, along with finding the functionality best suited to address them – whether offered within the scope of strategic data services for SAP NetWeaver MDM or from one of the data quality partners carefully selected by SAP.
- Standardization identifies nonstandard data and brings it into conformance with rules predefined for your MDM project. This should be carried out prior to other quality care activities.
- Validation includes consistency checks across a range of related data entries in SAP NetWeaver MDM. Values are assessed against accepted ranges in accordance with governance guidelines, which are inserted for future reuse.
- Cleansing detects and corrects corrupt or inaccurate data from a record set.
- Classification, or the grouping of data into classes based on common attributes, is often called taxonomy. In SAP NetWeaver MDM, classification is performed through hierarchies. A well-designed taxonomy enables fast searches and easy retrieval of referenced data, for example, inventory items. This is due to the fact that the underlying data structure – the hierarchies defined in SAP NetWeaver MDM – correctly and consistently reflects how data is used in your company. SAP NetWeaver MDM consolidates this data structure and distributes it throughout your enterprise.

Taxonomies vary depending on industry-specific characteristics and organizational logic, processes, and procedures. Classification specialists from SAP, together with select data quality partners, can help you structure a master-data taxonomy that enables operational efficiency and aligns with your business processes.

- Enrichment is the process of augmenting internal data with information from multiple external “firsthand” source references to make your data more useful. Data enrichment may include adding postal codes or geocoding. SAP NetWeaver MDM facilitates this by providing an enrichment controller framework that establishes connections between leading data quality providers and the source references supplying the data enrichment. The math of data enrichment adds one plus one and gets three – a powerful synergy effect. Our ability to select and combine from the wide field of specialists results in data enrichment perfectly pitched to your specific

business needs. We make productive contact rapidly to get the expertise required to add significant value to the MDM equation.

- Master-data matching is a strategy used to support data grouping and merging in SAP NetWeaver MDM to create a single version of the truth. Duplicate data, present in almost all businesses, is a major cause of data inconsistency. Implementing master-data matching strategies – by aligning a company’s business rules with the mapping and matching functionality of SAP NetWeaver MDM – can help reduce or eliminate inconsistencies.

### The Need for Data Quality

How much of your master data is inconsistent, out-of-date, or incomplete? Many BI and CRM solutions fail because of the poor quality of the underlying data. This comprehensive package can help you prevent dirty data from contaminating your business software and tarnishing the bottom line.

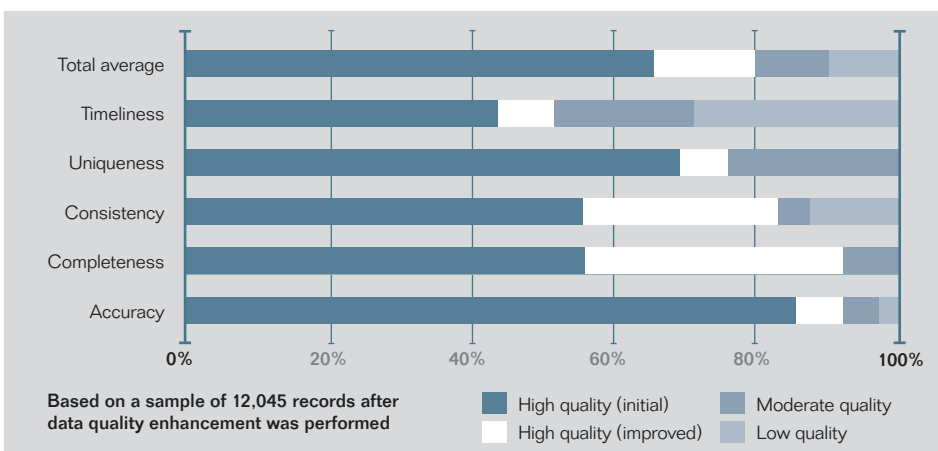


Figure: Data Quality Evaluated in Five Dimensions

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