

# EVALUATION OF MASTER-DATA GOVERNANCE



## Strategic Data Services for SAP NetWeaver® MDM

Many companies believe that technology is all that's needed to solve master-data quality problems. But technology cannot answer questions like these:

- What types of data fields are most appropriate for our customer address records?
- What strategy for identifying potential duplicate records will achieve the best results for our master data?
- What taxonomy should we use for our materials list?
- Is a certain amount of duplication beneficial within a master-data management system?
- If a supplier's address record contains only partial information, how will the record be monitored and maintained?
- Can our regional subsidiaries change product codes to meet the needs of their local sales teams, suppliers, and customers?
- What telephone number formats should we use to screen for incorrect numbers?

To answer these and a host of other questions, your organization needs a master-data quality governance approach that supports and enhances your overall data governance program while specifically addressing relevant data quality issues.

## Framing a Data Constitution

For customers who want help defining, building, and applying a governance framework for data quality, the evaluation of master-data governance will fit their purposes exactly. This service is offered by SAP® Consulting, whose breadth of expertise includes knowledge of strategic data services for the SAP NetWeaver® Master Data Management (SAP NetWeaver MDM) component. Designed to help translate business needs into a practical set of data quality processes, the governance service utilizes best-practice guidelines and governance insights that SAP experts have gained from more than 30 years' experience working with leading companies around the world. These experts work closely with your IT and business leaders to help you establish a foundation for data quality governance by:

- Setting data quality parameters that meet the needs of your business
- Refining the processes that support the high quality of your master data
- Providing rules and tools for the people in your organization responsible for building and maintaining an effective data quality program

## A Team of Data Quality Experts

Very few companies – even those with sophisticated IT resources – have all the skills needed to manage data quality governance processes. Data quality governance experts have a breadth and depth of knowledge gained through hands-on experience with a wide range of master-data models, processes, standards, and structures. These experts can help you review current governance protocols, suggest solutions to specific data quality challenges, and align the functionality of the SAP NetWeaver MDM component to address data governance issues such as enforcing business logic and automating business processes.

Data quality governance experts from SAP provide specialized skills to help you:

- Develop definitions and guidelines to ensure high data quality based on your specific needs and business requirements
- Codify the standards that define how data can be used
- Configure workflows in your SAP NetWeaver MDM component to address data validation, classification, and standardization
- Determine optimal hierarchies and

- taxonomies for master-data records
- Define standards for comprehensiveness, matching, and deduplication
- Set controls for ongoing monitoring, evaluation, and enhancement of data quality

## The Consent of the Governed

Data quality enhancement services cannot work in a vacuum. Before you begin to enrich, correct, or consolidate your master data, you must establish the data quality standards, metrics, and measurement processes that ensure a steady stream of high-quality data to your applications and end users. Evaluation of master-data governance helps you gain a new level of control over processes, policies, and people so you can obtain the maximum benefit from your SAP NetWeaver MDM component.

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