SAP Solution Brief	
SAP NetWeaver	
SAP NetWeaver Master Data Management	

Objectives Solution

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Quick Facts



A single view starts with consolidation

Create a golden record from multiple data sources. Syndicate consistent master data to support better decision making and operations. Display your entire product portfolio in a coherent, easily accessible catalog. With master-data management solutions from SAP, you can do this and more.

Master data is the DNA of your company; it's the mission-critical information about your core business entities including customers, suppliers, materials, financial accounts, and more. It can originate from behind enterprise walls or from external data providers such as data pools, vendors, Dunn & Bradstreet, and other sources. It also flows between and among internal users and your external partners.

Ultimately, master data helps drive business processes and daily decision making. But when you lack a single view of it across the

enterprise, your business suffers. The result is diminished revenue, poor customer service, uncontrolled costs, and a lack of regulatory compliance.

Gaining a single view of master data requires an ability to strike a balance across the different ways master data is owned and originated. Fortunately, SAP delivers a range of offerings that you can deploy individually or collectively to help gain control over your master data to drive business success.



A single view starts with

consolidation

A consolidation hub for enterprise master data

Consolidate for insight

A consolidation hub for enterprise

Harmonize for consistency

Many uses for MDM

master data

Optimize implementation with SAP Services

The SAP NetWeaver® Master Data Management (SAP NetWeaver MDM) component helps you consolidate and syndicate master data across the enterprise. It enables a single version of master data for supplier, product, customer, or user-defined data objects in heterogeneous environments. It also supports most data sources, enabling you to leverage legacy systems.

You can manage master data in two ways: directly, using a full-featured, rich-client application, or through the SAP NetWeaver Portal component. Either way, an intuitive portal interface allows you to create a request for a new customer, vendor, or product.

What's more, SAP NetWeaver MDM is integrated with SAP® Data Services software for effective data integration and data quality functionality. SAP Data Services enables you to effectively move and improve your enterprise data in preparation for your master-data management initiative with advanced features that extract, transform, cleanse, and load your data.

SAP NetWeaver MDM also works with SAP Information Steward software to deliver a powerful combination of data profiling and metadata management. This provides your business users with continuous insight into the quality of your enterprise information for enhanced operational, analytical, and governance initiatives.



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SAP NetWeaver MDM aggregates master data from disparate sources – including both SAP and non-SAP software – using predefined or customizable data models. You can import master-data schemas or structures as well as values and taxonomies. During data cleansing, you can carry out various operations, such as deduplication and normalization, ID mapping, matching and merging, enrichment, staging, interactive data-quality analysis, and ad hoc consolidation services.

Consolidating master data dramatically improves search performance. In seconds, you can search for items or groups of items in repositories of up to millions of records. You can also consolidate master data and leverage it with transactional data using the SAP NetWeaver Business Warehouse (SAP NetWeaver BW) application. And because it integrates with SAP BusinessObjects™ business intelligence (BI) solutions, SAP NetWeaver MDM prepares master data to provide critical business insights, like information about your top customer, most expensive supplier, and best-selling product.



Consolidate your siloed customer, product, supplier, or other data to improve overall business performance.



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SAP NetWeaver MDM also harmonizes master data using a powerful syndication model that updates master data in systems running SAP and non-SAP software. Syndication uses industry-standard XML and can be configured to run interactively or automatically.

This syndication functionality leverages data workflow and multitiered, role-based models to maintain master data in a hub. The support of multiple main tables provides extended flexibility for data modeling and complex objects, allowing you to employ a single masterdata management repository for multiple

data domains. Messaging to systems running SAP and non-SAP software is achieved through the SAP NetWeaver Process Integration (SAP NetWeaver PI) offering.

SAP NetWeaver MDM enables administrators to manage and monitor import and syndication servers. A full-featured interface allows users to simultaneously work with single master-data records and large sets of data and then extract information to SAP NetWeaver BW and SAP BusinessObjects BI solutions for analysis.

The last thing you want as a business is conflicting records. Consistent master data helps your business run far more effectively.



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Master-data management is applicable to many business situations. For example, you can integrate customer data by consolidating disparate data sources into one master repository. Or you can synchronize with global data pools, enabling you to efficiently exchange accurate, real-time data with business partners.

Using SAP NetWeaver MDM, you can manage unstructured rich product content such as Adobe PDF files and images. Single-pass data normalization plus a high-performance parametric search function provide an interactive method of working with this content.

Publishing functions enable both electronic output and print publishing from a single master repository, with optional integration through Adobe InDesign. You can publish restructured and reformatted extracts or incremental updates of your repository content and distribute them in several delimited text and XML formats to different subsidiaries, divisions, or trading partners. For example, SAP NetWeaver MDM leverages your foundation of rich product content with attributes required for industry data pools, such as 1Sync, to meet mandates in the consumer products industry.

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SAP NetWeaver MDM supports effective sales, marketing, and customer-service operations with continuous access to a consolidated view of customer data from disparate sources. It lets you coordinate customer processes across business units and locations. You can also support cross-sell and up-sell activities, make better-informed decisions, and manage customer relationships more effectively.

With SAP NetWeaver MDM, you can also identify and match suppliers, removing duplicate suppliers in the same system and finding

equivalent suppliers in acquired or merged companies. You can then extract, transform, and load data from any number of heterogeneous procurement systems. In addition, you can use external validation services such as a Dun & Bradstreet Data Universal Numbering System (DUNS) number. And because SAP NetWeaver MDM integrates with SAP NetWeaver BW and SAP BusinessObjects BI solutions, you can analyze your spend across heterogeneous systems and organizational boundaries.



When you gain control over your master data, the possibilities are virtually endless.



Optimize implementation with SAP Services

The SAP Services organization offers a range of targeted services designed to support you at every stage of the master-data management lifecycle to optimize the benefits of SAP NetWeaver MDM. We can help you improve the accuracy and consistency of your data. We can also train your people so that you can

gain a basic foundation of knowledge to address specific challenges such as governance, prototyping, or system sizing. Whatever your needs, SAP Services can support you with critical master-data management services that deliver real value, minimize your risk, and reduce your cost.



Are you looking to optimize the success of your master-data management initiative? SAP Services is at your service.

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Benefits of SAP NetWeaver Master Data Management

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With tools that simplify data consolidation and distribution, you can publish and distribute relevant data to partners, subsidiaries, or divisions. And by eliminating outdated and redundant systems and records, you can increase productivity and reduce IT maintenance costs.

SAP NetWeaver MDM helps you improve business process efficiency. With consolidated, reliable master data, you can streamline business processes by eliminating the need for time-consuming manual checks and look-ups.

SAP NetWeaver MDM also improves decision making. Through data harmonization and integration with SAP NetWeaver BW, SAP

Information Steward, and SAP Data Services, you can drive better-informed decisions, continuously monitor data quality, and improve the reliability of analysis and reports.

The end result is a single version of the truth that helps you respond with flexibility to a changing business environment. You can take strategy-aligned action based on accurate and timely information and meet changing compliance standards for government and industry regulations. And by eliminating duplicate, incomplete, or outdated information on customers, products, suppliers, and materials, you can better support decision making. This helps maximize your returns on business intelligence, as well as on existing technology investments enterprise-wide.





Summary

With redundant, incomplete, or misaligned master data, it's difficult to operate at peak performance. The SAP NetWeaver® Master Data Management component helps you consolidate and harmonize your data across legacy systems and applications. You can lower IT costs, improve business process efficiency, become more responsive to changing requirements, and strengthen decision making across the enterprise.

Objectives

- Streamline inefficient business processes
- Identify, match, and purge duplicate master data
- Simplify your IT landscape and reduce costs for IT maintenance and support

Solution

- Consolidation and harmonization of master data across disparate sources for a single unified view
- Management of rich product content including Adobe PDF files, images, and XML files

Benefits

- Improved effectiveness and efficiency across the enterprise
- Increased IT productivity and reduced maintenance costs
- More strategic, accurate, and timely decisions with reliable information
- Ability to publish and distribute data to partners, subsidiaries, or divisions

Learn more

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