

## MANAGE ALL YOUR MASTER DATA WITH ONE INTEGRATED SOLUTION

A SINGLE VIEW OF CUSTOMER,  
PRODUCT, ITEM, AND SUPPLIER DATA

If your company is like most, your master data lives in multiple systems and applications. Each set of data evolves independently and conflicts with data in other silos. The result: inefficient business processes and dissatisfied customers. The SAP NetWeaver® Master Data Management component can help.

The negative consequences of redundant or misaligned master data affect all industries in all business areas. For example, a vendor categorized as “indirect” in one system might appear as “direct” in a second and “global” in a third. A vendor could be represented in multiple ways within a single system, resulting in suboptimal pricing terms, processing errors, costly delays, lost revenue opportunities, and unnecessary expenditures.

How can you avoid these costly complications? By consolidating your master data and managing it consistently across your enterprise with the SAP NetWeaver® Master Data Management (SAP NetWeaver MDM) component. Because SAP NetWeaver MDM supports most data sources, it enables you to leverage your legacy systems and applications. Whatever your industry, you can improve business process efficiency, become more responsive to change, and strengthen your decision-making capabilities.

### Create a Hub for Enterprise Master Data

SAP NetWeaver MDM offers a flexible solution that provides centralized access to master data across the enterprise.

### Consolidate Master Data

SAP NetWeaver MDM is now integrated with SAP® BusinessObjects™ Data Services software, delivering a leading master-data management solution with unparalleled data integration and data quality functionality. SAP

BusinessObjects 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 enterprise data.

SAP NetWeaver MDM aggregates master data from disparate sources, both SAP and non-SAP, using pre-defined or customizable data models for customers, vendors and suppliers, employees, products, material, and so forth. You can import entire master-data schemas or structures as well as master-data values and taxonomy information. During data cleansing, you can carry out various operations, such as deduplication and normalization, ID mapping, matching and merging, staging, interactive data-quality analysis, and ad hoc consolidation services.

Consolidating master data dramatically improves search performance with multiple search mechanisms. In seconds, you can easily search an entire repository for any item or group of items – even repositories that contain millions of records. You can consolidate master data and leverage it with transactional information using the SAP NetWeaver Business Warehouse (SAP NetWeaver BW) component. Now integrated with SAP BusinessObjects business intelligence (BI) solutions, SAP NetWeaver MDM provides critical business insights, such as information about your top customer, most expensive supplier, and best-selling product.



### Harmonize Master Data

SAP NetWeaver MDM 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.

The syndication functionality leverages data workflow, enabling multitiered, role-based models to maintain master data from a system of record and act as a central hub for automatically updating information in other systems. The support of multiple main tables provides extended flexibility for data modeling and complex objects, allowing you to employ a single master-data management repository for multiple data domains. Messaging to systems running SAP and non-SAP software is provided through the SAP NetWeaver Process Integration (SAP NetWeaver PI) offering.

SAP NetWeaver MDM enables administrators to manage and monitor the 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.

### Centralize Master-Data Management

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

Requests can be assigned by a data steward who designates master-data administrators to verify that duplicated records are not created, augment information, and approve the central creation of the object. Centralized user management is enabled with light-weight directory access protocol (LDAP) authentication.

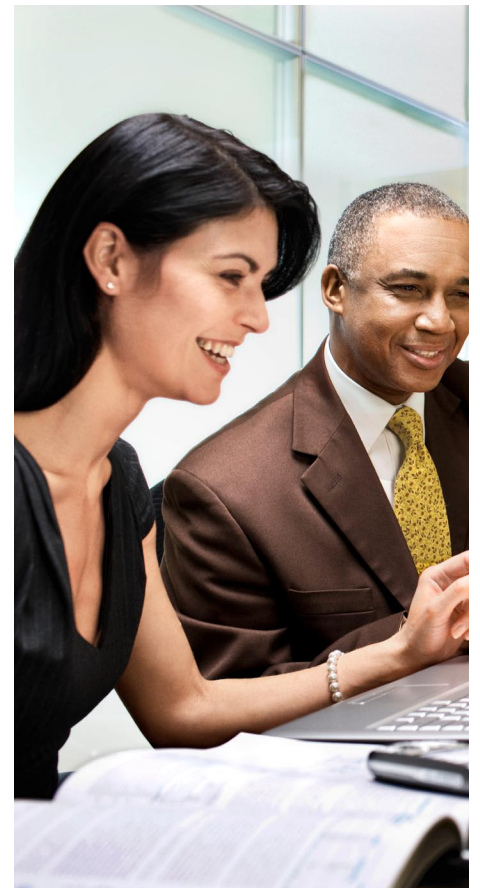
### Discover Many Applications for Master-Data Management

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

### Manage Rich Product Content

With SAP NetWeaver MDM, you can manage any kind of unstructured content, including Adobe PDFs and images. Single-pass data normalization plus a high-performance parametric search function provide an interactive method of working with rich product information. The software also supports full-text indexing and searching of Adobe PDF documents through the SAP NetWeaver Enterprise Search application.

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 distrib-



Avoid costly delays and complications by consolidating your master data and managing it consistently across your enterprise with SAP NetWeaver MDM.

ute 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.

### Integrate Customer Data

SAP NetWeaver MDM provides your enterprise with continuous access to a single unified view of customer data to help ensure effective sales, marketing, and customer-service operations. You can build a reliable customer-data

repository to efficiently coordinate customer processes across business units and locations. With an accurate picture of your customers, you can impact the top line with cross-selling and up-selling support, make better-informed decisions, and improve your customer-facing activities, such as managing customer relationships.

#### Manage Vendor Data

By consolidating and managing vendor data from SAP and non-SAP sources with SAP NetWeaver MDM, you can eliminate administrative miscommunication, reduce supply chain delays, and support global purchasing spend analysis and business intelligence initiatives. You can improve operational efficiency and reduce costs by on-boarding suppliers faster, negotiating better sourcing contracts, complying with regulatory requirements and other mandates, and reducing the number of systems you manage.

With SAP NetWeaver MDM, you can 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 DUNS number. You can take advantage of the integration of SAP NetWeaver MDM with SAP NetWeaver BW or SAP BusinessObjects BI solutions, which enables you to analyze your spend across heterogeneous systems and organizational boundaries.

### Benefits of SAP NetWeaver Master Data Management

SAP NetWeaver MDM helps you accomplish the following.

#### Improve business process efficiency –

As a result of delivering consolidated and reliable master data to your operational systems, you can streamline business processes by eliminating the need for time-consuming manual checks and look-ups. In addition, you can:

- Compose new, innovative processes and access data through Web services
- Simplify print-catalog production by disseminating information directly to Adobe InDesign
- Reduce IT maintenance and operations costs and generate quantifiable ROI

**Support decision making** – With a single version of the truth, you can drive better-informed business decisions and improve the reliability of your analyses and reports through data harmonization and integration with SAP NetWeaver BW and SAP BusinessObjects Data Services. By consolidating, cleansing, and standardizing master data into a centralized repository, you can provide downstream applications with a reliable and accurate master-data source. In addition, you can boost cross-selling and up-selling to improve top-line results. By identifying relationships between and among entities such as related products, you can expose these relationships in your Web or print catalog, thus increasing each average purchase and improving your internal support processes.

**Respond with flexibility to changing business climates** – When the business climate changes, you are better prepared to respond if your master data is well-managed. You are able to meet changing compliance standards for government and industry regulations by eliminating duplicate, incomplete, or outdated information on customers, products, suppliers, and materials. You can better support data governance initiatives with unified data to help ensure maximum returns on BI and enterprise application initiatives.

#### Optimize Implementation with SAP Services

The SAP Services organization offers a range of targeted services designed to support you at every stage of your SAP NetWeaver MDM lifecycle. Whether you need to improve the accuracy and consistency of your data, or you require a basic foundation of knowledge to address specific challenges such as governance, prototyping, or system sizing, SAP Services can support you by bringing real value and cost reduction to your organization.

#### For More Information

To learn more about SAP NetWeaver MDM and SAP BusinessObjects BI solutions – and how they can benefit your company – call your SAP representative or visit us on the Web at [www.sap.com/mdm](http://www.sap.com/mdm).

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## Summary

Redundant, incomplete, or misaligned master data has negative consequences that affect multiple business areas. With the SAP NetWeaver® Master Data Management component, you can leverage the data in your legacy systems and applications to improve business process efficiency, become more responsive to changing requirements, and strengthen your decision-making abilities across the enterprise.

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## Business Challenges

- Streamline inefficient business processes
- Identify, match, and purge duplicate master data
- Eliminate administrative miscommunication and costly supply chain delays
- Simplify your IT landscape and reduce costs for IT maintenance and support

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## Key Features

- **Consolidate, harmonize, and centralize master data** – Leverage master data from disparate sources to gain access to critical business insights
- **Manage rich product content** – Work interactively with any kind of unstructured content, including Adobe PDFs, images, and XML files
- **Synchronize data from multiple sources** – Provide continuous access to a single unified view of global data
- **Consolidate and manage vendor data** – Integrate data from both SAP® and non-SAP software to eliminate supply chain delays and bring suppliers on board faster

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## Business Benefits

- **Improve effectiveness and efficiency across the enterprise** with continuous access to a single unified view of your master data
- **Increase productivity and reduce IT maintenance costs** by eliminating outdated and redundant systems and records
- **Make strategic, accurate, and timely decisions** with reliable information about your top customers, most expensive suppliers, and best-selling products
- **Publish and distribute relevant data** to partners, subsidiaries, or divisions with easy-to-use tools that simplify data consolidation and distribution

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## For More Information

Call your SAP representative or visit us on the Web at [www.sap.com/mdm](http://www.sap.com/mdm).

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