

EIM 101

SAP Enterprise Master Data Management – Strategy and Road Map

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Agenda

Vision and road map overview

Process examples

Road map highlights

Further information

Feedback

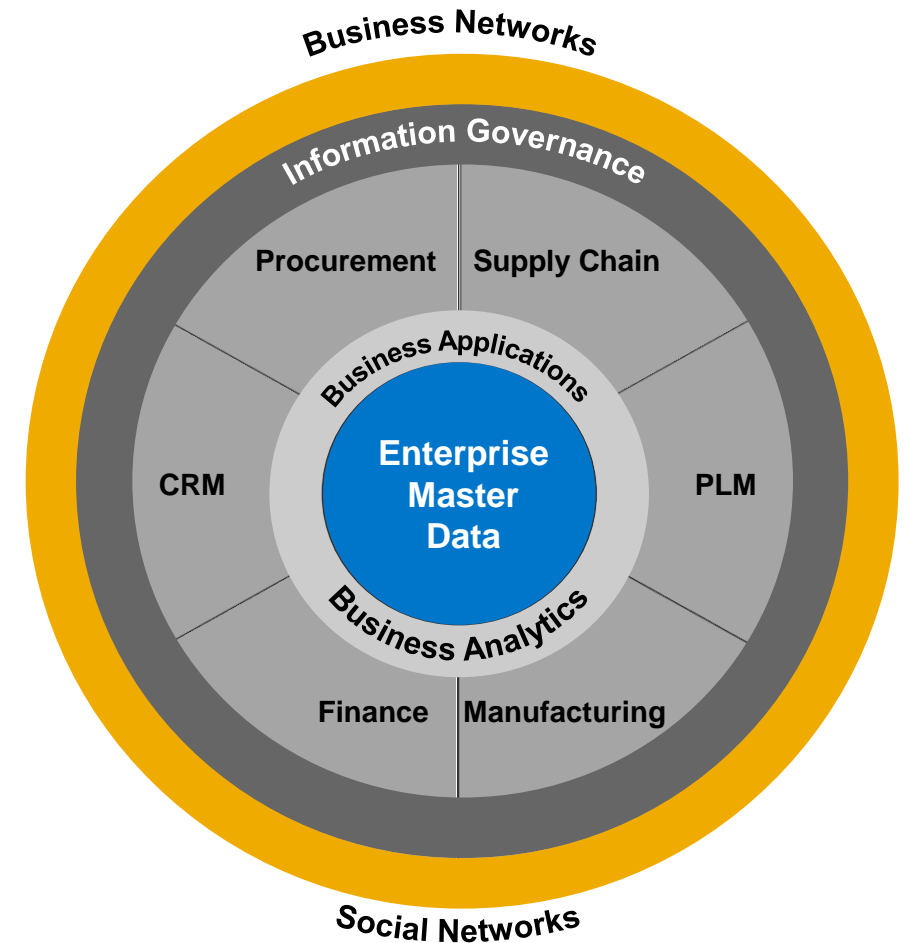


Vision and road map overview

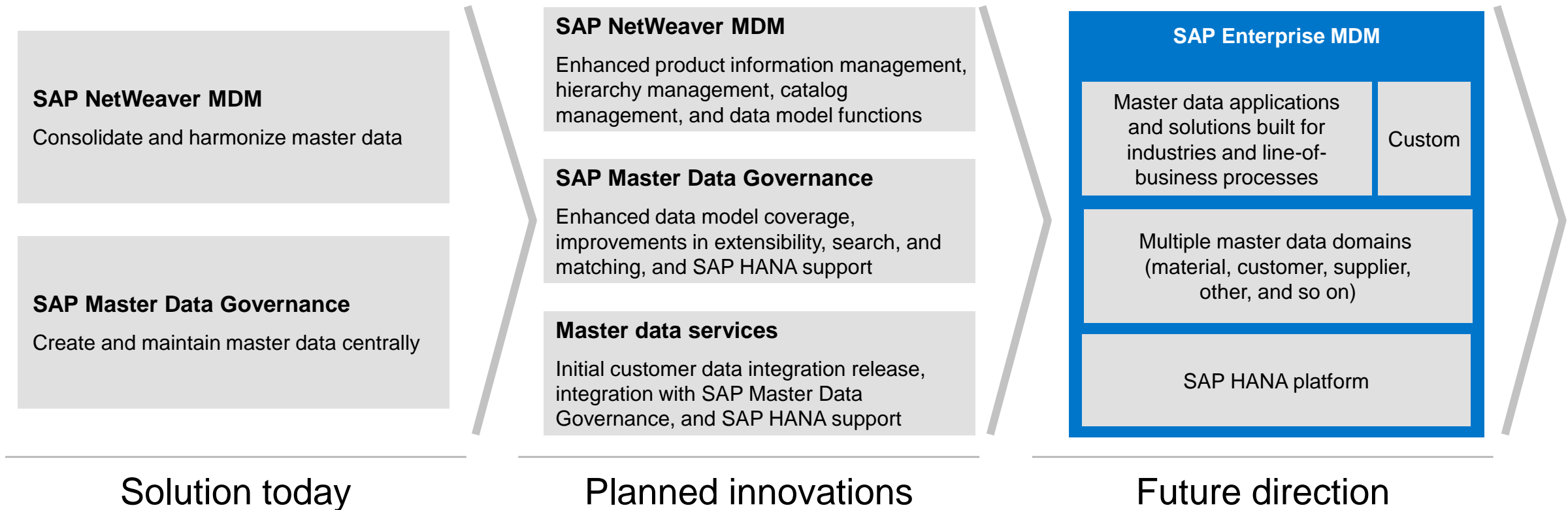
Master data is the “DNA” of the enterprise and beyond

Enterprise MDM

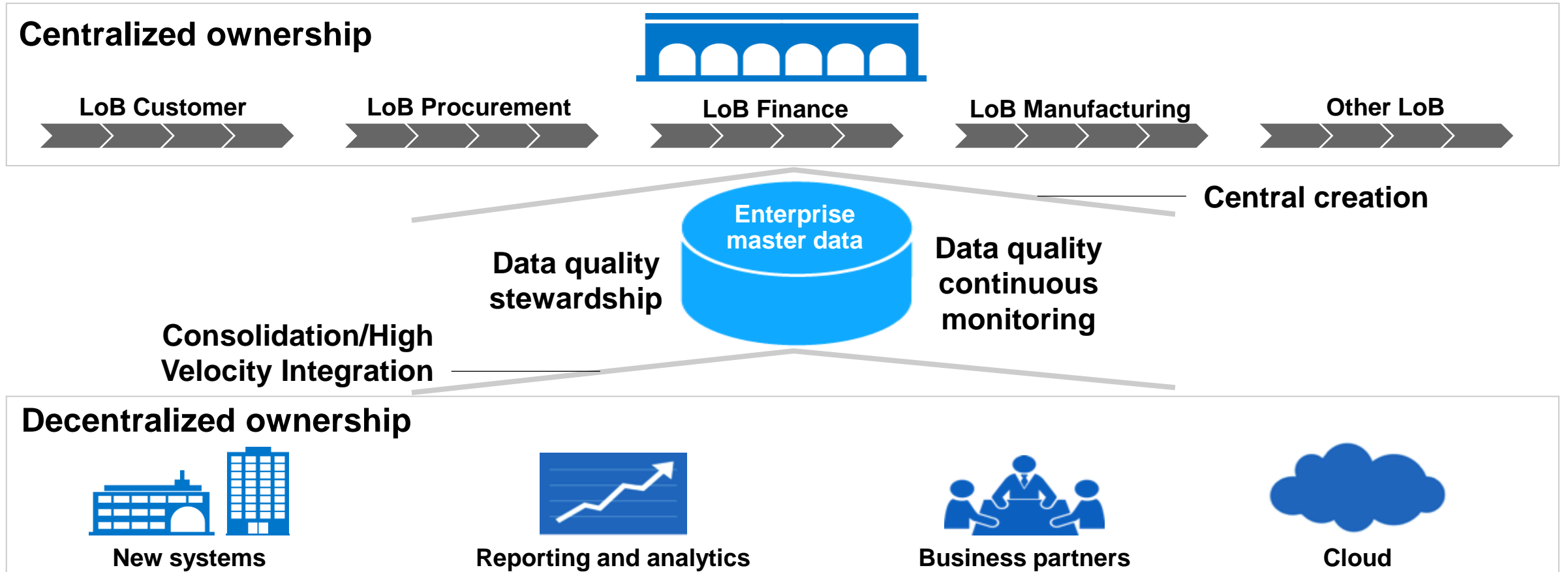
- Master data domains across business applications and business analytics
- Line of business specific and cross line of business processes
- Cross value chain in business networks and social networks



Overview of SAP road map for enterprise master data management



Functions of enterprise MDM



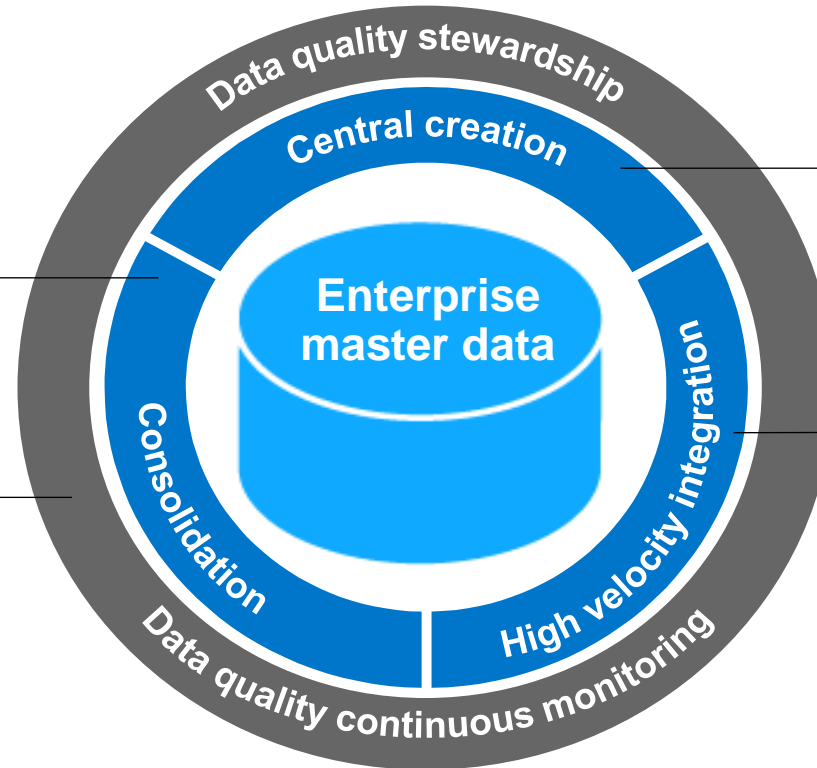
SAP Enterprise MDM product portfolio overview

SAP NetWeaver MDM

- Consolidate master data

SAP Information Steward and Data Services

- Manage master data quality



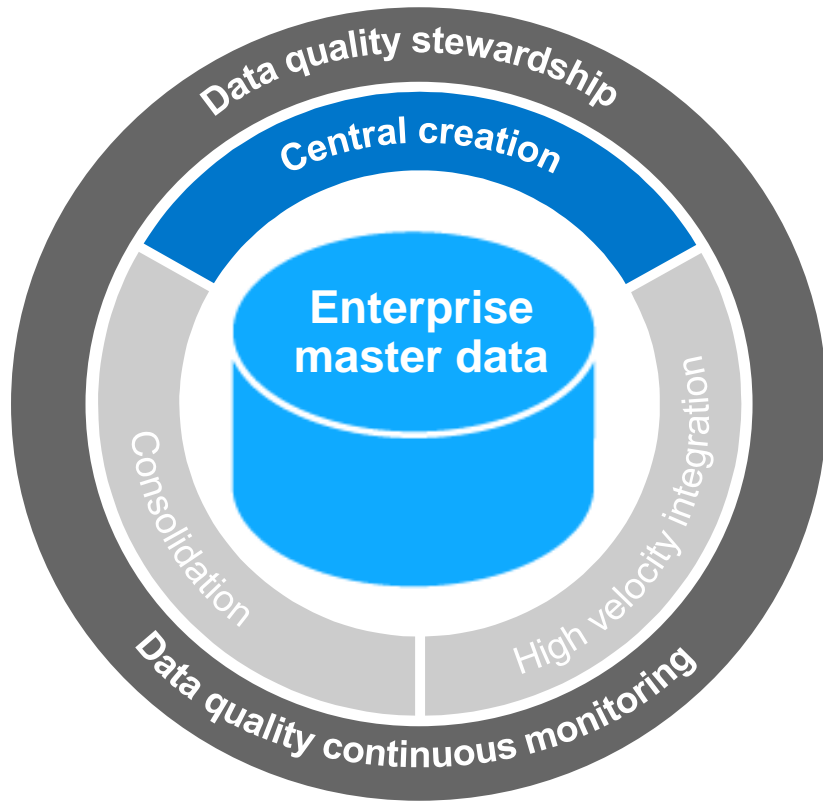
SAP Master Data Governance

- Centrally create master data

SAP “Master Data Services” (planned innovation)

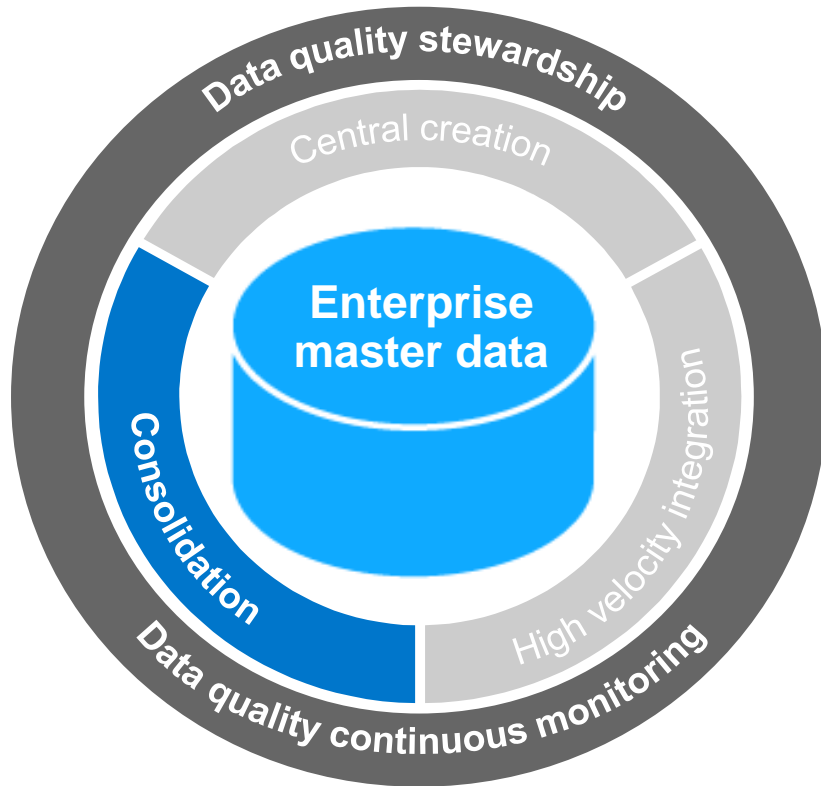
- Integrate master data in high velocity of interactions

SAP Master Data Governance for central creation



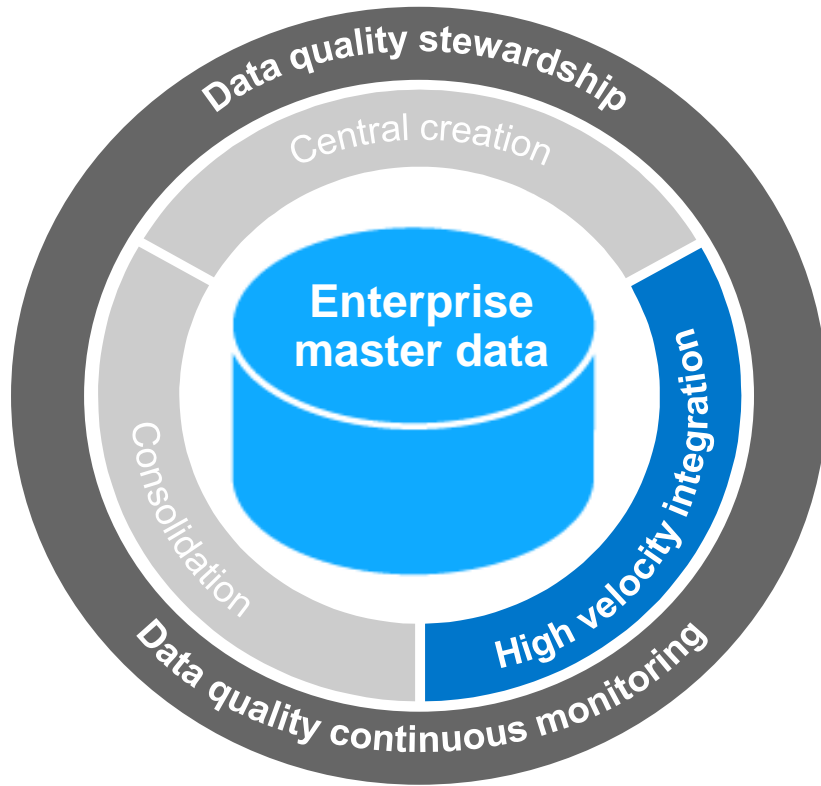
- Industry's first governance application to create, maintain, and replicate master data through a centralized process up-front of line of business applications
- Built on line of business processes and business rules across business partner, material, finance, and other domains (i.e., "deep" create)
- Integrated with SAP Information Steward and Data Services for end-to-end governance

SAP NetWeaver MDM for consolidation



- Consolidate master data from disparate systems
- Enables broad set of business usage scenarios to aggregate, harmonize, and enrich master data (e.g., master data key cross-referencing for M&A, global reporting, global data synchronization, product catalog, etc.)
- Integrated with SAP Information Steward and Data Services for data quality management

SAP “Master Data Services” for high velocity integration (planned innovation)



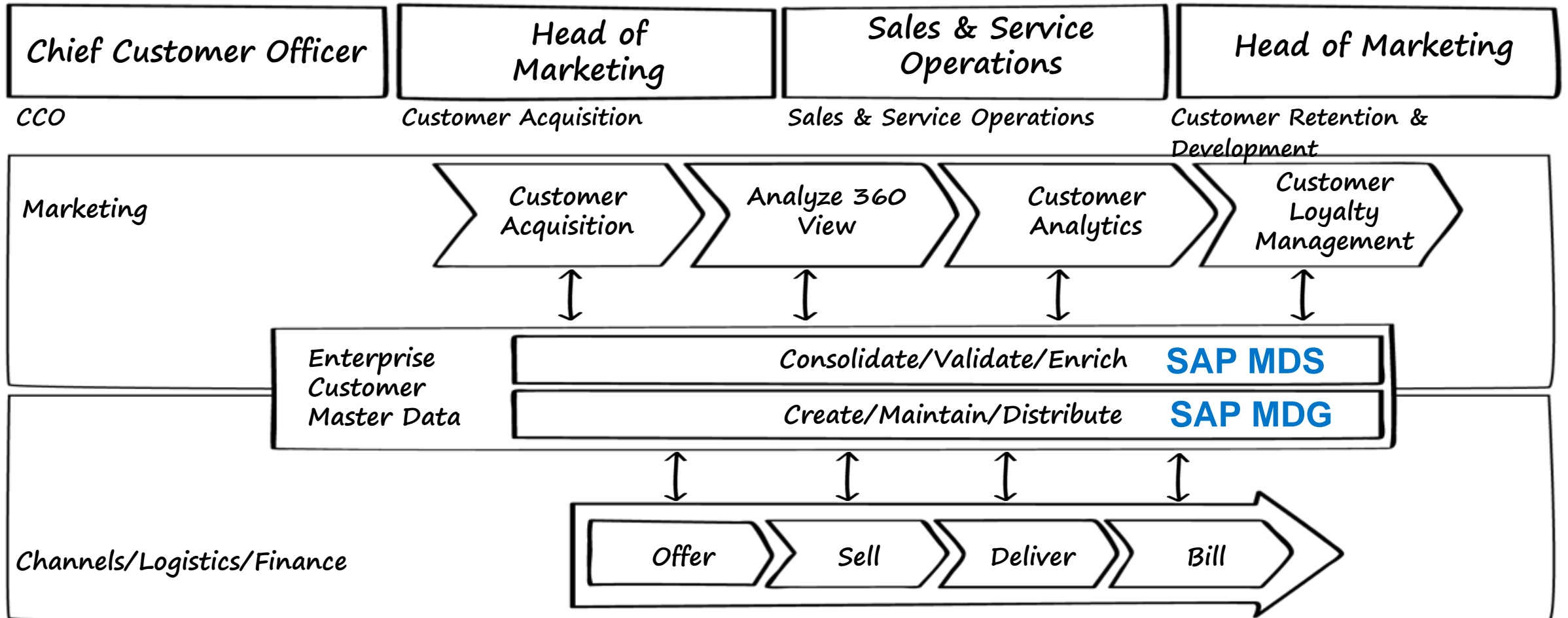
- Integrate master data across disparate systems, optimized for high velocity of interactions and extreme enrichment of master data (initial release focused on customer data integration)
- Embedded SAP Data Services and Information Steward for comprehensive assessment and permanent tracking of all aspects and metrics of data quality of master data
- Powered by SAP HANA



Process Examples

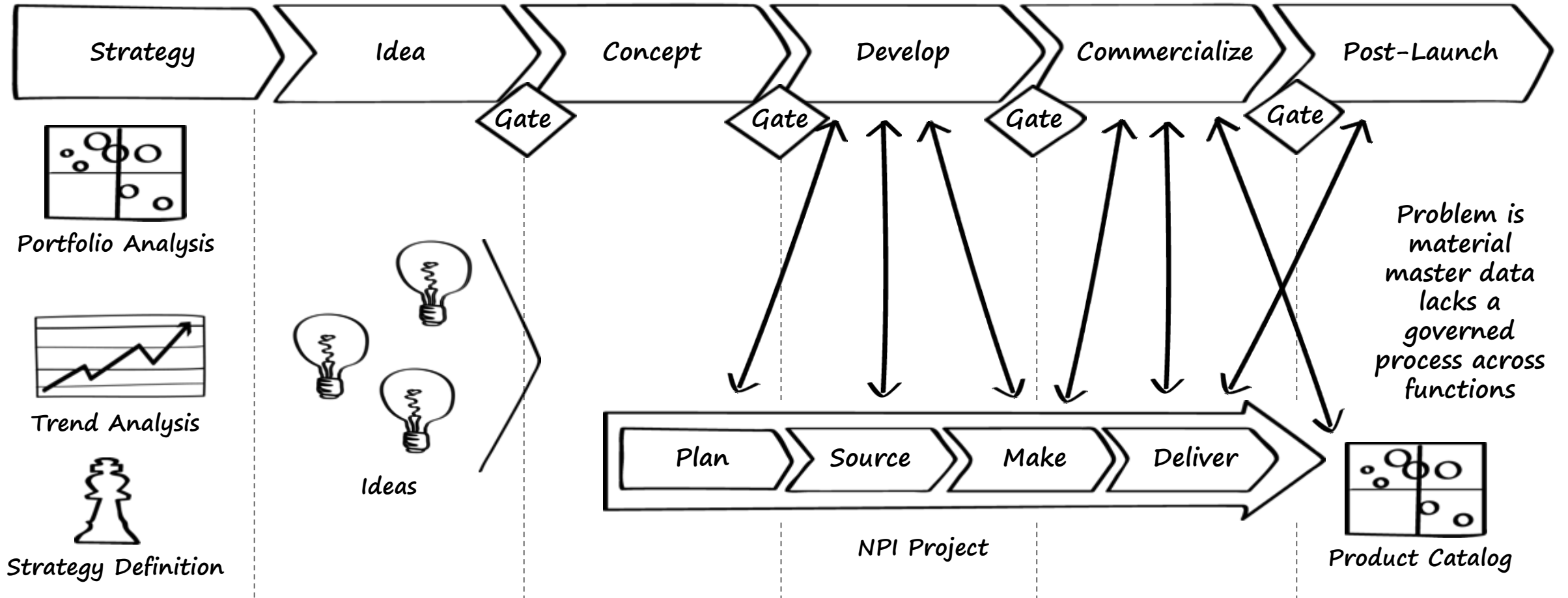
Single customer view to plan and execute enterprise-wide customer lifecycle management

Integrate, govern, and enrich a single customer view throughout the entire customer lifecycle to grow a profitable and loyal customer base



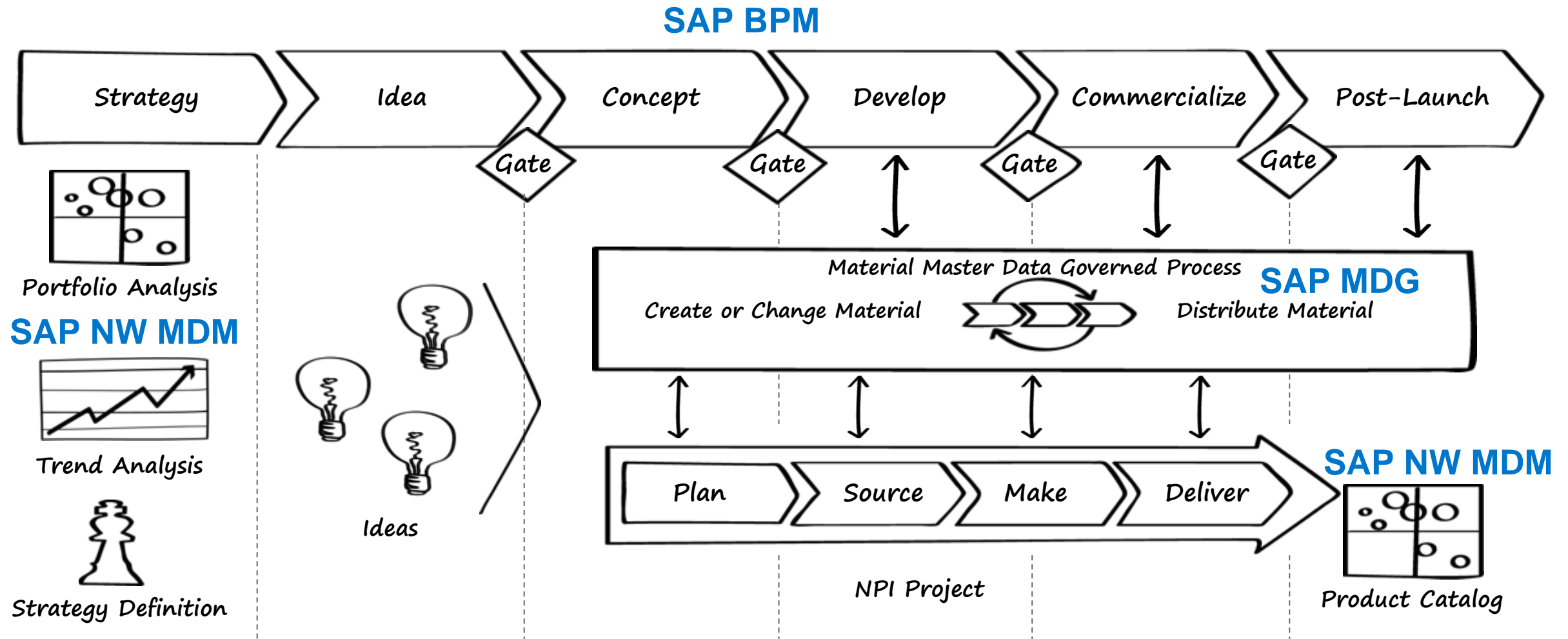
Innovation management lifecycle spans lines of business

End-to-end master data across lines of business in NPI process

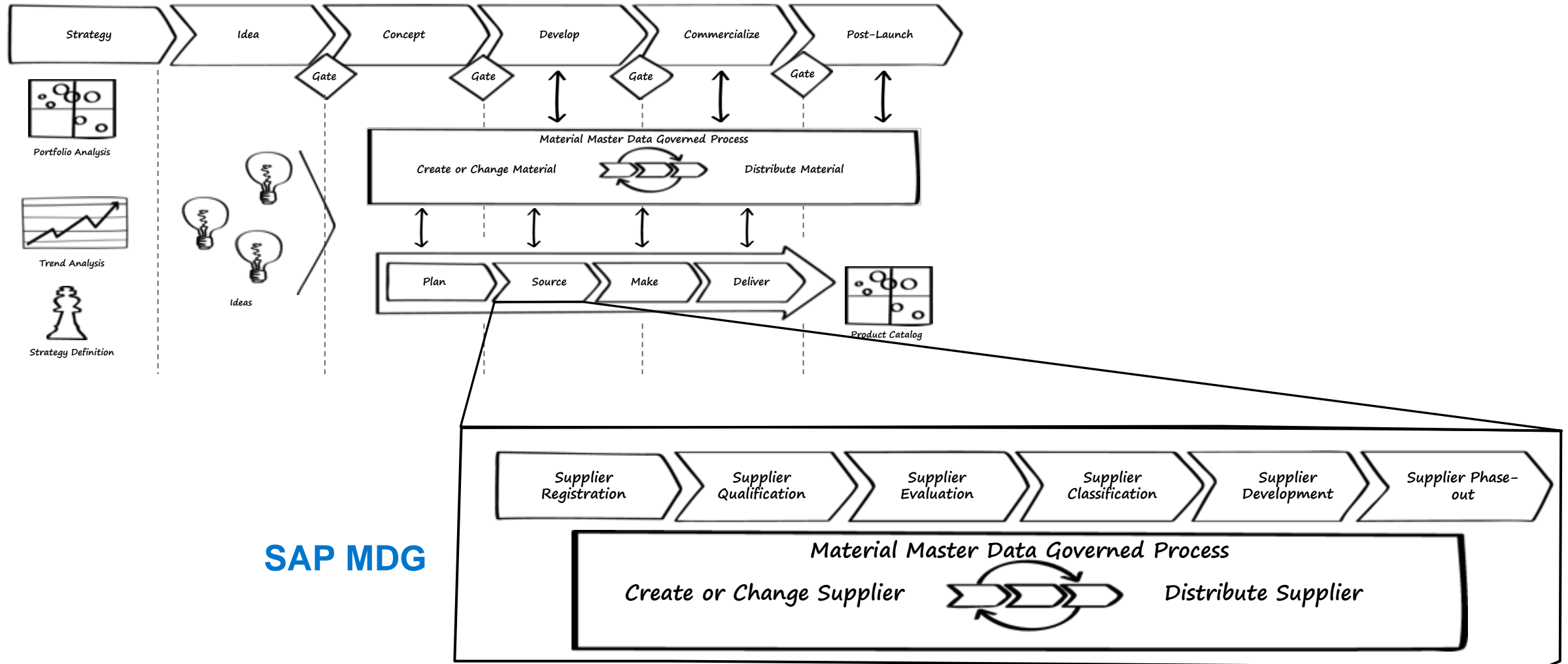


Innovation management lifecycle spans lines of business

End-to-end master data across lines of business in NPI process



Governed processes cross master data domains and lines of business (e.g., Supplier master data in Procurement)





Road map highlights

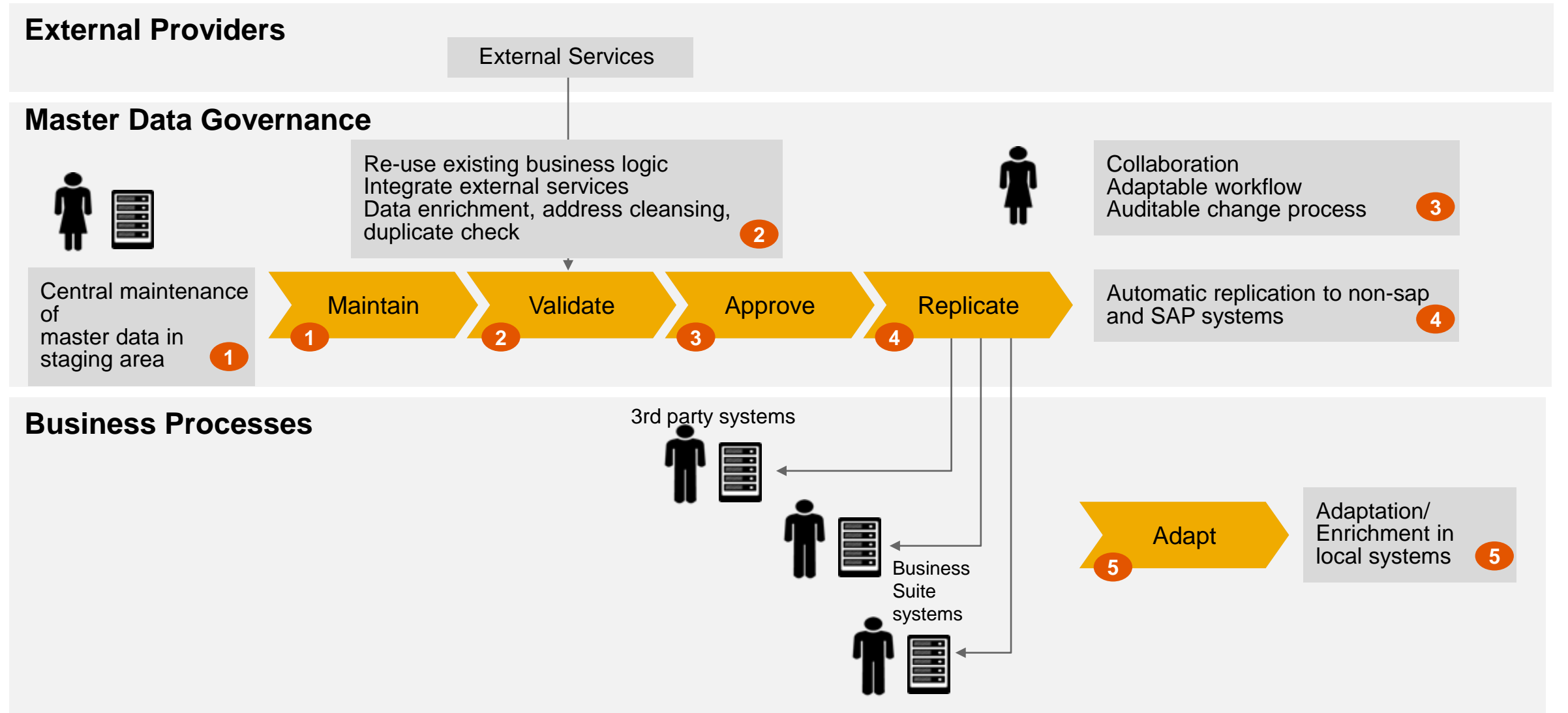
Recent innovations for SAP NetWeaver MDM

Overview

Key needs	Key innovations	Release
<ul style="list-style-type: none">• Process and composition layer for cross-system workflow-based scenarios for master data management in heterogeneous landscapes• Pristine data quality services, including extraction, transformation, and loading and streamlined periodic cleansing	<ul style="list-style-type: none">• Enhanced integration of SAP NetWeaver MDM with SAP NetWeaver Business Process Management for master data processes• Enhanced integration of SAP NetWeaver MDM with SAP Data Services for advanced data quality management (SAP NetWeaver MDM) rapid-deployment solution for customer data integration)	<ul style="list-style-type: none">• SAP NetWeaver Master Data Management (SAP NetWeaver MDM) 7.1
<ul style="list-style-type: none">• Optimization in performance, manageability, and robustness	<ul style="list-style-type: none">• Improved performance in numerous areas, like archiving, loading, imports, syndication, matching, and update operations• Info collector in SAP NetWeaver MDM to provide comprehensive system snapshot for enhanced supportability	<ul style="list-style-type: none">• SAP NetWeaver MDM 7.1 (SP6)
<ul style="list-style-type: none">• Security enhancements	<ul style="list-style-type: none">• Secure Sockets Layer (SSL) protocol support for encrypted communication between clients of SAP NetWeaver MDM and servers	<ul style="list-style-type: none">• SAP NetWeaver MDM 7.1 (SP7)
<ul style="list-style-type: none">• Enhanced hierarchy management and support of nested structures (tuples)	<ul style="list-style-type: none">• Display of hierarchical information and relationships incl. enhanced navigation• Enhanced tuple handling and validations based on tuple definitions	<ul style="list-style-type: none">• SAP NetWeaver MDM 7.1 (SP8)

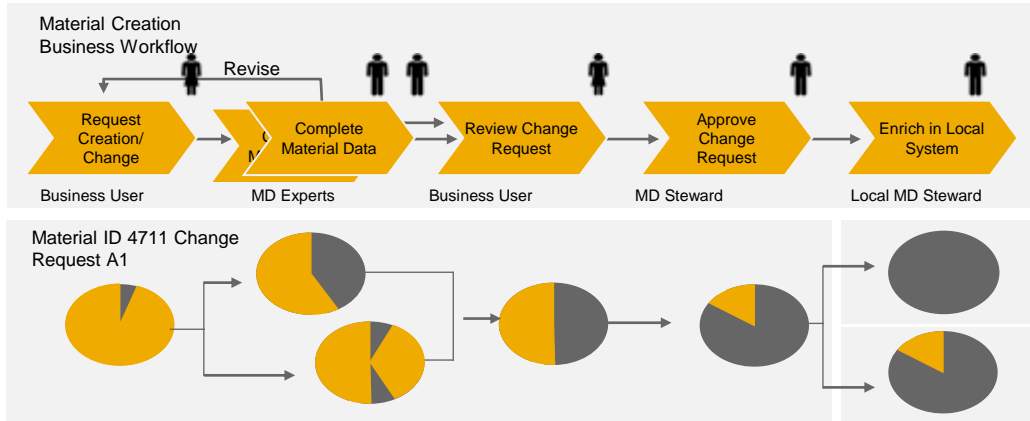
Solution today

SAP Master Data Governance



SAP Master Data Governance for material data

Integrated, centralized product / material data for process excellence



The screenshot shows the SAP Change Request form for Material: New, P-16081102. The form is divided into several sections: General Data (Change Request ID: 27792, Description: P-16081102, Priority, Due Date, Reason), Process Data (Status: EIC Step 2 Changes to Be Executed, Current WorkItem: Process Change Request 27792 (P-16081102), Created OnBy: 16.08.2011 15:25:48, Changed OnBy: 16.08.2011 15:35:11), Descriptions (Basic Data, Dimensions), Design Data (Lab/Office, Industry Slt, Basic material, Prod. map. m...), Classification (Change Number, Valid From: 17.08.2011), Basic Text, and Internal Comment.

Manage material master data centrally

- Reduce time to market through central creation of consistent, correct and complete material master data as a governed process throughout design and enterprise operations processes
- Reduce cost of new product development and introduction through centralized governance of material data from engineering to manufacturing resulting in stable and high quality product
- Reduce manufacturing cycle time through central creation of product master data as a governed process as part of enterprise planning and control processes feeding trusted master data through plant-level operations and manufacturing execution

SAP Master Data Governance for financial data

Speed-up your financial close with consistent and reliable data

Collective Processing | History | Back | Forward

Change Master Data: Group Account [Help](#)

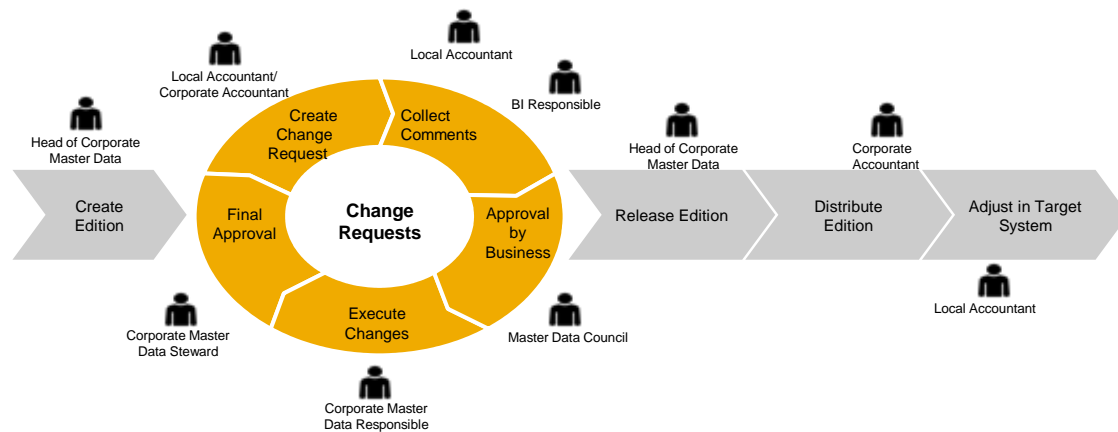
Entity Type: Group Account | Edition: 001.1985 Accounts 1985 | Group Chart of Accts: 10 | Hierarchy Version: 100

Save | Close | Read Only | Refresh | Check | Related Services | Related Links

Group Account	Short Text	Medium Text	Group Account Text Item	AcGp	Breakdown Category	ChAc	S	Bal.Sheet Item Type	IC	CF
93			Group Account (Unassigned)							
200										
10000000	Assets	Assets	Assets	TEST			INT	+		1
11000000	Current Assets	Current Assets	Current Assets	TEST	1000		INT	+		1
12000000	Fixed Assets	Fixed Assets	Fixed Assets	TEST	1000		INT	+		1
12100000	Fixed assets, net	Fixed assets, net	Fixed assets, net	TEST	1000		INT	+		1
12110000	Property	Property	Property	TEST	1000		INT	+		1
12120000	Acum. depreciation	Acum. depreciation	Accumulated depreciation	TEST	1000		INT	-		1
12200000	Capital lease	Capital lease	Capital lease	TEST	1000		INT	+		1
20000000	Liabilities	Liabilities	Liabilities	TEST			INT	-		1
201										
202										

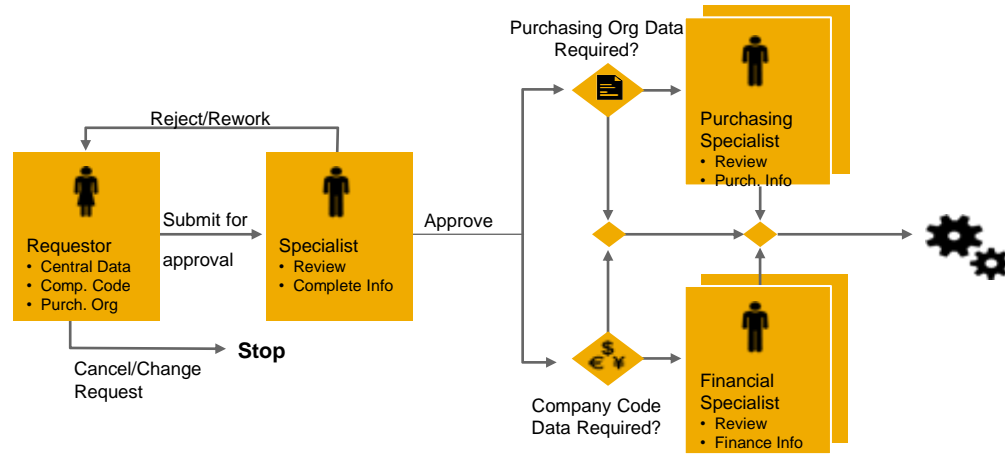
Manage financial master data centrally

- Out-of-the-box master data governance application to centrally create, change and distribute financial master data with focus on SAP Business Suite
- Upfront accuracy of chart of accounts and other elements such as general ledger, hierarchies, org units etc.
- Change requests organized as Editions to steer approval process
- Deliver consistent data across corporate group and local systems
- Pre-built validation against SAP business logic



SAP Master Data Governance for supplier data

Manage mission critical data for procurement organizations



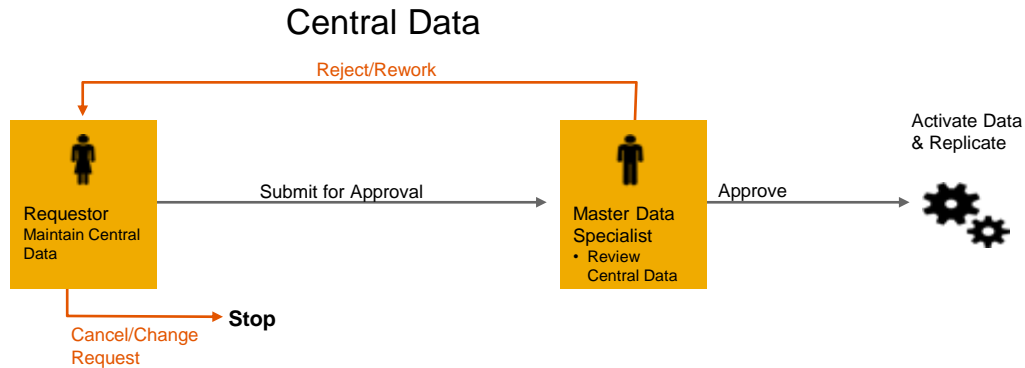
Central creation and maintenance of supplier master data as a governed process within supplier lifecycle management

- Reduce procurement costs based on global visibility of relationships
- Improve cycle time for new contract creation by creating and maintaining supplier master data as a governed process across supplier management processes
- Centralized supplier management as part of procurement to ensure SLAs are met, simplify contract management, and mitigate risk

The screenshot shows the SAP Supplier Master Data form. The **General Data** section includes ID/Grouping (S57795), Title (Company), Name 1 (Mayer AG), Name 2, Salutation, and Searchterms (MAYER). The **Organization Data** section includes Legal entity, Legal form, Date founded, Liquidation Date, Int. location no. 1 (000000), Int. location no. 2 (00000), and Check digit (0). The **Address** section includes Street / House Number (Unter den Linden 11), Postal Code / City (11111 Berlin), Country (DE), Region, Language, Transportation zone, PO Box Postal Code / PO Box, and Company postal code. The **Communication Data** section includes Telephone and Fax. Below the main form are sections for **Addresses**, **Bank Accounts**, **Notes**, **Identification Numbers**, and **Tax Numbers**.

SAP Master Data Governance for customer data

Enable consistency towards your clients across all business units



Central creation and maintenance of customer master data as a governed process within customer lifecycle management

- Obtain insight across customer interactions and leverage this insight to align marketing and sales and focus sales efforts on the most profitable customer opportunities
- Maintain the integrity of CRM processes allowing for improved campaign effectiveness, opportunity management, sales, and customer service
- Improve sales force productivity by eliminating duplicate customer records, duplicate opportunities, and ensuring complete contact information

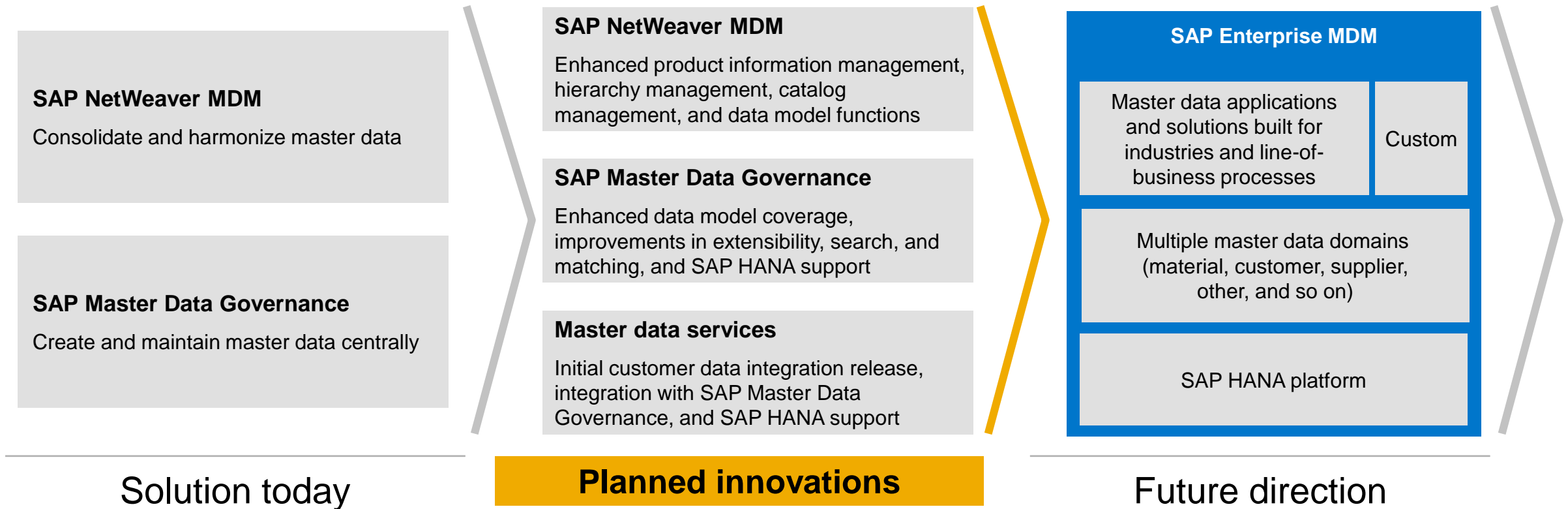
Recent innovations for SAP Master Data Governance

Overview

Key needs	Key innovations	Release
<ul style="list-style-type: none">• Material, Customer, Supplier data models – expanded coverage	<ul style="list-style-type: none">• Expanded coverage across commonly used views of the Material, Customer and Supplier domains.	<ul style="list-style-type: none">• SAP MDG 6.1
<ul style="list-style-type: none">• Business partner functionality enhancements	<ul style="list-style-type: none">• Person / Group data (in addition to organizations), Relationships, Contact Partners.	<ul style="list-style-type: none">• SAP MDG 6.1
<ul style="list-style-type: none">• Enhanced integration with related products and other systems in your landscape	<ul style="list-style-type: none">• Inbound processing of Material data via enterprise services.• Data quality remediation through integration with Information Steward and other 3rd party services.• Support of client maintenance for Suppliers through Supplier Lifecycle Collaboration (SLC).	<ul style="list-style-type: none">• SAP MDG 6.1
<ul style="list-style-type: none">• Greater configuration flexibility	<ul style="list-style-type: none">• Introduction of “Governance Scope”, allowing greater control of entities and attributes under governance	<ul style="list-style-type: none">• SAP MDG 6.1

Solution today

Overview of SAP road map for enterprise MDM



Planned innovations for SAP NetWeaver MDM

Overview

Key needs

- Enhanced integration with SAP Information Steward and SAP Data Services
- Enhanced hierarchy management
- Enhanced catalog management

Key innovations

- Direct integration with SAP Information Steward and SAP Data Services for integrated cleansing, matching, and data profiling
- Direct access to the functionality of SAP Information Steward and SAP Data Services functionality from the data manager of SAP NetWeaver MDM and Web Dynpro development environment
- Ability to maintain many different hierarchies for a master data domain
- State-of-the-art maintenance and distribution functions
- Automated upload and import of images and documents into repository
- Additional tuple functions (filter and application-programming-interface (API) functions)
- Enhanced security for maintenance functions
- Enhanced publisher functionalities

Planned innovations

Planned innovations for SAP Master Data Governance

Overview

Key needs

- Leveraging of HANA
- Ongoing data model innovation
- Greater support for data onboarding and record consolidation activities
- Ability to leverage mobile devices throughout the governance process

Key innovations

- HANA Innovations in such areas as search, matching and multi attribute drill-down search
- SAP Master Data Services (MDS) integration
- Continued data model and usability enhancements
- SAP MDG for Business Partner data targeting industry specific solutions (e.g., utilities, financial services)
- Data quality, merging and cleansing improvements
- Enhanced mass data handling
- Further enabling of access to MDG via Mobile devices

Planned innovations

Planned innovations for master data services

Overview

Key needs

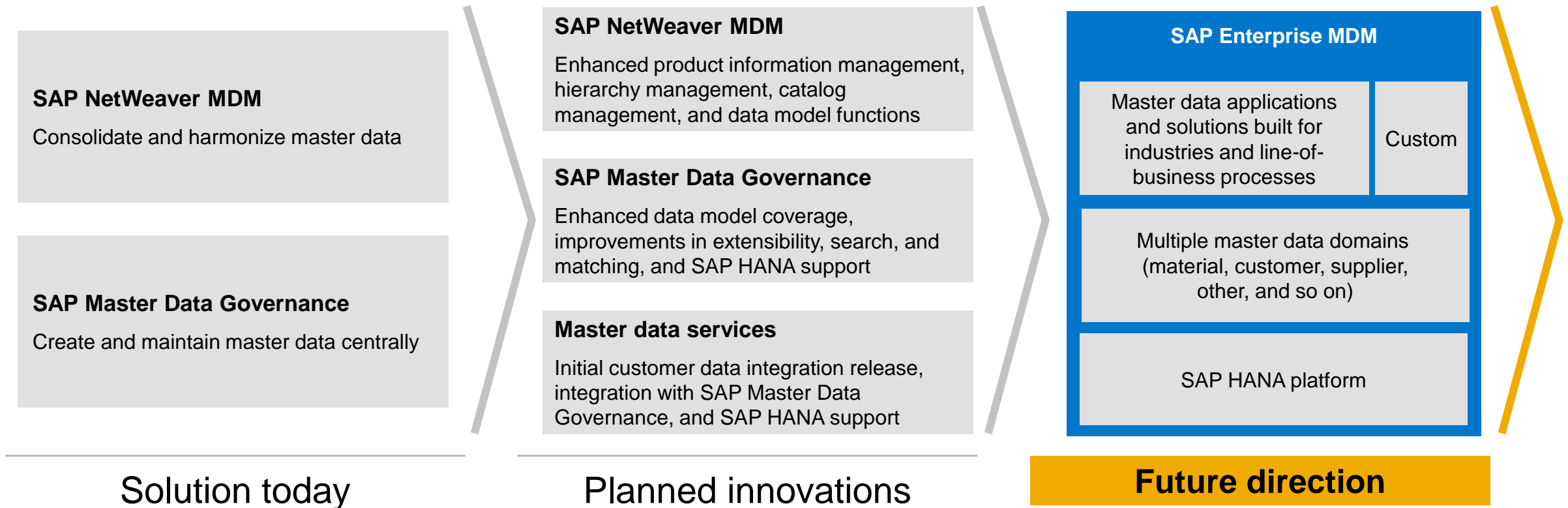
- Extreme-scale integration of master data (merging and unmerging, enrichment, relationships, and so on across high-velocity interactions with large data-volumes)
- Comprehensive assessment and permanent tracking of all aspects and metrics of data quality of master data
- Complete historic lifecycle data audit and lineage of master data

Key innovations

- Predelivered, extendable business-partner data model (Enterprise Services Repository)
- Configurable survivorship rules, matching strategies, and external enrichment
- Automatic continuous process with possible manual intervention
- Relationship discovery
- Automatic and manual steps for data quality remediation
- Support for end-to-end monitoring and administration of data stewardship processes
- Enhanced data modeling (time-dependency, versioning, and so on)

Planned innovations

Overview of SAP road map for enterprise MDM



Key trends driving future innovation areas for SAP Enterprise MDM

Information governance:

- Business process–driven data governance
- Industry value chain and support for end-to-end data governance

Simplicity:

- Applications and analytics specific- master data across lines of business
- Unified platform

Big data:

- Extreme scale
- Extreme enrichment



Applications



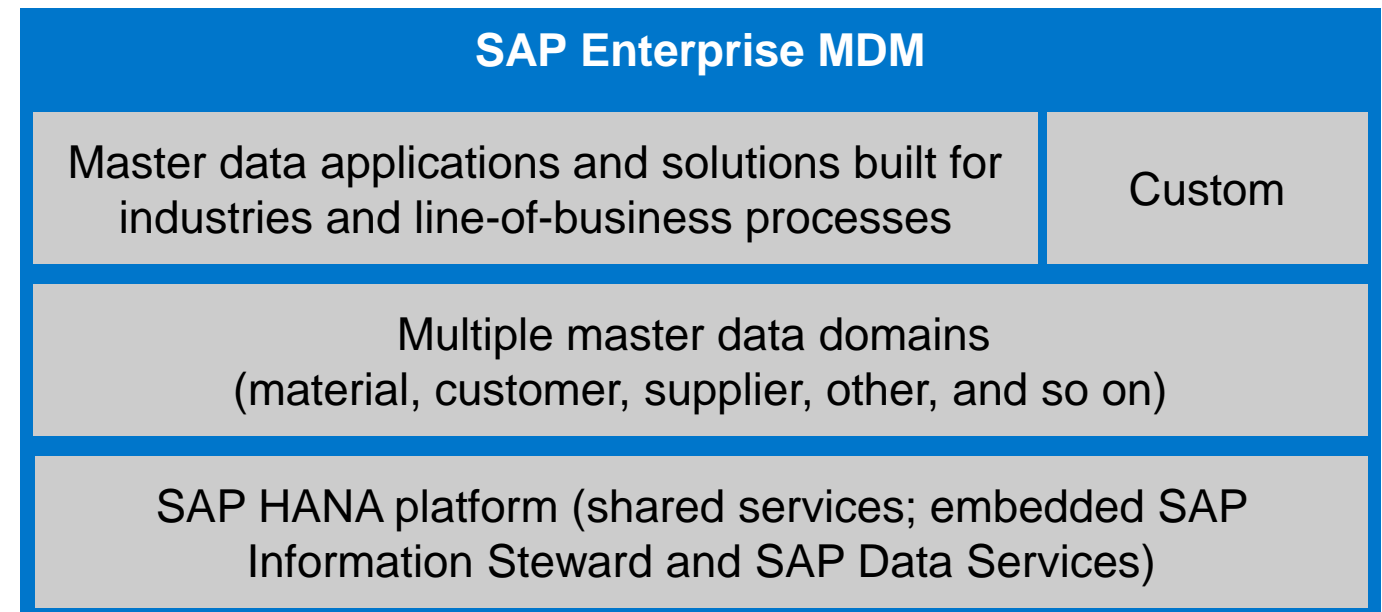
Analytics



Mobile



Cloud



Future direction

SAP RDS for master data governance with information stewardship

Create and maintain high quality master data to support mission-critical business processes

Description:

• The SAP rapid-deployment solution for master data governance with information stewardship allows customers profile, validate, and monitor customer, supplier, and material master data, and to remediate data problems in a governed process.

Key Functions and Features:

- Data-quality monitoring cockpit for SAP Master Data Governance
- Direct and transparent insight into the current level of data quality
- Continuous monitoring and integration with processes in SAP Master Data Governance to remediate data issues
- Increased and governed quality of master data in SAP ERP
- Accuracy and reliability of all master data-related analyses

Customer Pain Points/Qualifiers:

- Reduced sales effectiveness
Inappropriate customer and material master data limit sales cycles, including cross- and up-selling
- High marketing costs
Inaccurate customer attributes lead to higher campaign costs
- Suboptimal customer service
Inconsistent view of a customer profile limits customer services
- Suboptimal supplier relations
Inaccurate view of a supplier profile hinders effective sourcing and price negotiations
- Unreliable analysis
Inconsistent master data impedes reliable analysis and decision making processes

Value Proposition:

- For some time, master data management has been seen as a technology to create a single, unified view of data across an organization. IT has driven these efforts most often, and many initiatives have failed because of the poor quality of input data, inaccurate or nonaligned reporting, internal disagreements, and broken processes. That means that they have failed due to lack of governance and involvement of the business.
- This rapid-deployment solution focuses on providing predefined content in SAP® Information Steward software for profiling and assessing the quality of master data in SAP ECC (table views, validation rules, and so on) and continuous monitoring and integration with processes in the SAP Master Data Governance application to remediate data issues (such as jobs in SAP BusinessObjects Data Services software).

Target Market:

- Industry: Cross
- Customer role: Head of sales, Head of services, Head of operations
- Customer type: Existing customers
- Customer size: Large and midsize enterprises

Target Audience:

- CIO
- LoB Information Technology
- LoB Sales, Service, and Marketing
- LoB Supply Chain
- LoB Manufacturing

Competitors:

- Informatica
- DataFlux (SAS)
- Trillium Software
- Oracle

Differentiation vs. Competition:

- Fully integrated with SAP ERP
- Master Data creation and data problem remediation happens in an integrated, governed process
- Pre-configuration combined with proven implementation methodology lowers implementation time and risk

Cross/Up Sell Opportunities:

- SAP NetWeaver MDM rapid-deployment solution for customer data integration

Material Numbers:

- 7011828 SAP Master Data Governance, Customers
- 7011827 SAP Master Data Governance, Supplier
- 7011829 SAP Master Data Governance, Product
- 7011320 BA&T SAP BusinessObjects Information Steward
- Service material number: 50111795

Pricing and Deal Size Range:

- Solution is licensed by regular price list items, Licensees are entitled to Use the functionality specified herein.

Prerequisites:

- EHP5 and EHP 6 for SAP ERP 6.0, including SAP MDG
- SAP BInformation Steward 4.0 or 4.1
- SAP NetWeaver TREX Search 7.1, version 45 or above

Implementation Details:

- Go live in 8 weeks

For More Information:

<http://service.sap.com/rds-mdg>

The combination of SAP Master Data Governance, SAP BusinessObjects Information Steward, and SAP BusinessObjects Data Services allows customers to execute profiling tasks (column) to create statistical information and analyze the master data in SAP ECC and SAP Master Data Governance in detail. For ongoing monitoring and assessment of the data-quality level, validation rules can be defined and applied to the data sets on a regular schedule. This approach allows getting trend information on the data-quality level and early alerts about bad data entering SAP ECC. For a complete overview of the current data-quality level of master data, a data steward can set up a data-quality scorecard that consolidates the results of the ongoing data-quality measurement into a single diagram. Using this rapid-deployment solution, users can validate and remediate master data by using the functions of SAP Master Data Governance.

Further Information

SAP Public Web

[Road maps on SAP Service Marketplace](#)

[SAP Enterprise MDM, information stewardship option on SAP Community Network](#)

[SAP Enterprise MDM, information stewardship option on SAP.com](#)

SAP Education and Certification Opportunities

www.sap.com/education

Watch SAP TechEd Online

www.saptech.com/online

Resources: Enterprise Information Management with SAP



- Understand the big picture of SAP's enterprise information management offerings
- Explore step-by-step instructions for working with SAP Data Services
- Learn how to perform the most important tasks in SAP Information Steward, SAP NetWeaver Information Lifecycle Management, SAP Master Data Governance, and SAP Extended Content Management
- All royalties donated to Doctors Without Borders

Enter 6Y8DF3 as your discount code when ordering at SAP PRESS



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