# Supply Chain Data Governance Program at Corning Optical Communications

Mustafa Dadawalla, Data Governance Manager, Corning Optical Solutions
Ginger Gatling, Senior Director Product Marketing, SAP

ASUG83579



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# About the Speakers

**Mustafa Dadawalla**

- Global Data Governance Manager, Corning Optical Communications
- Established data governance program and processes for sustainability program
- Loves to Golf

**Ginger Gatling**

- Senior Director, Product Marketing, SAP
- Former SAP trainer and product manager for integration technologies, covers SAP Data Hub today
- Love music by Johannes Brahms

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# Key Outcomes/Objectives

1. Data is a key asset regardless of company size or industry
2. A disciplined approach to data governance and data quality is required for industries such as supply chain
3. Don’t boil the ocean, start small with governance and grow based on successes

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# Agenda

- SAP's key capability offerings for data governance and information quality
- Corning Optical Communications: Why data governance
- Corning Optical Communications: How implemented data governance
- Key take-aways

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# Typical customer journey to information excellence

Extend governance and stewardship of data across enterprise and next-gen data (IoT, social, streams, Hadoop, cloud)

Profile your data, catalog your metadata, discover data quality problems, create balanced data quality scorecards, establish data quality standards

**Information Excellence is a journey, not a destination. Having the right combination of people, processes, policies, and technology can help your organization stay ahead of ongoing change and challenges**

Implement centralized, governed master data maintenance processes to improve efficiency and accuracy (active data governance)

Remediate existing data quality issues (passive data governance), implement a data quality firewall

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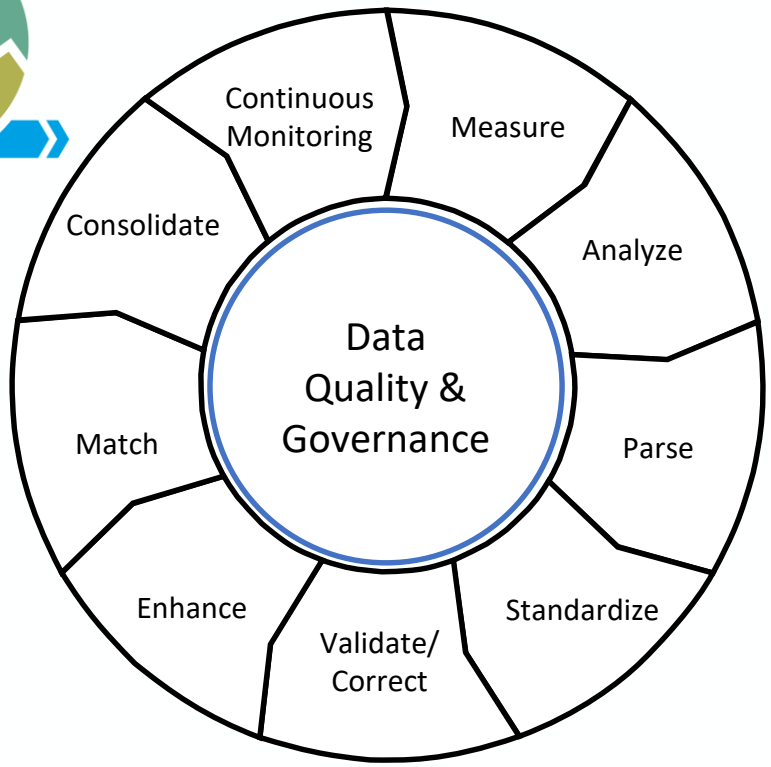
# Data Governance & Information Quality Solutions from SAP




Agile Data Preparation

Data Hub

Information Steward

SAP HANA, smart data quality

Data Quality Management, microservices

SAP Data Services/Data Quality

SAP Master Data Governance

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# Corning Incorporated

**Founded:**
1851

**Headquarters:**
Corning, New York

**Employees:**
~57,000 worldwide

**2018 Sales**:
$12B

**Fortune 500 Rank (2018):**
293

- Corning is the world leader in specialty glass and ceramics.
- We succeed through sustained investment in R&D, more than 167 years of materials science and process engineering knowledge, and a distinctive collaborative culture.

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# Corning Market Segments

| Display Technology | Optical Communications | Environmental Technologies | Life Sciences | Specialty Materials | Other Products and Services |
|---|---|---|---|---|---|
| • LCD Glass Substrates<br>• Glass Substrates for OLED and high-performance LCD platforms | • Optical Fiber and Cable<br>• Optical Connectivity Solutions<br>• Wireless Distributed Antenna Systems<br>• Optical Cables for Consumer Networks<br>• Copper Connectivity Components | • Emissions Control Products<br>– Light-duty gasoline vehicles<br>– Light-duty and heavy-duty on-road diesel vehicles<br>– Heavy-duty non-road diesel vehicles<br>– Stationary | • Cell Culture and Bioprocess<br>• Drug Discovery<br>• ADME/Tox<br>• Genomics<br>• Chemistry<br>• Microbiology<br>• General Laboratory Products | • Corning® Gorilla® Glass<br>• Display Optics and Components<br>• Optical Materials<br>– Semiconductor materials<br>– Specialty fiber<br>– Polarcor™<br>• Optics<br>• Aerospace and Defense<br>• Corning Specialty Glass | • Emerging Innovations Equity Companies<br>– Cormetech, Inc.<br>– Dow Corning Corp.<br>– Eurokera, S.N.C.<br>– Samsung Corning Advanced Glass, LLC (SCG)<br>– Samsung Corning Precision Materials Co., LTD (SCP) |

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# Corning Optical Communications Locations

42 active SAP locations with 4,400 users
55K materials created every year (total 300K +)

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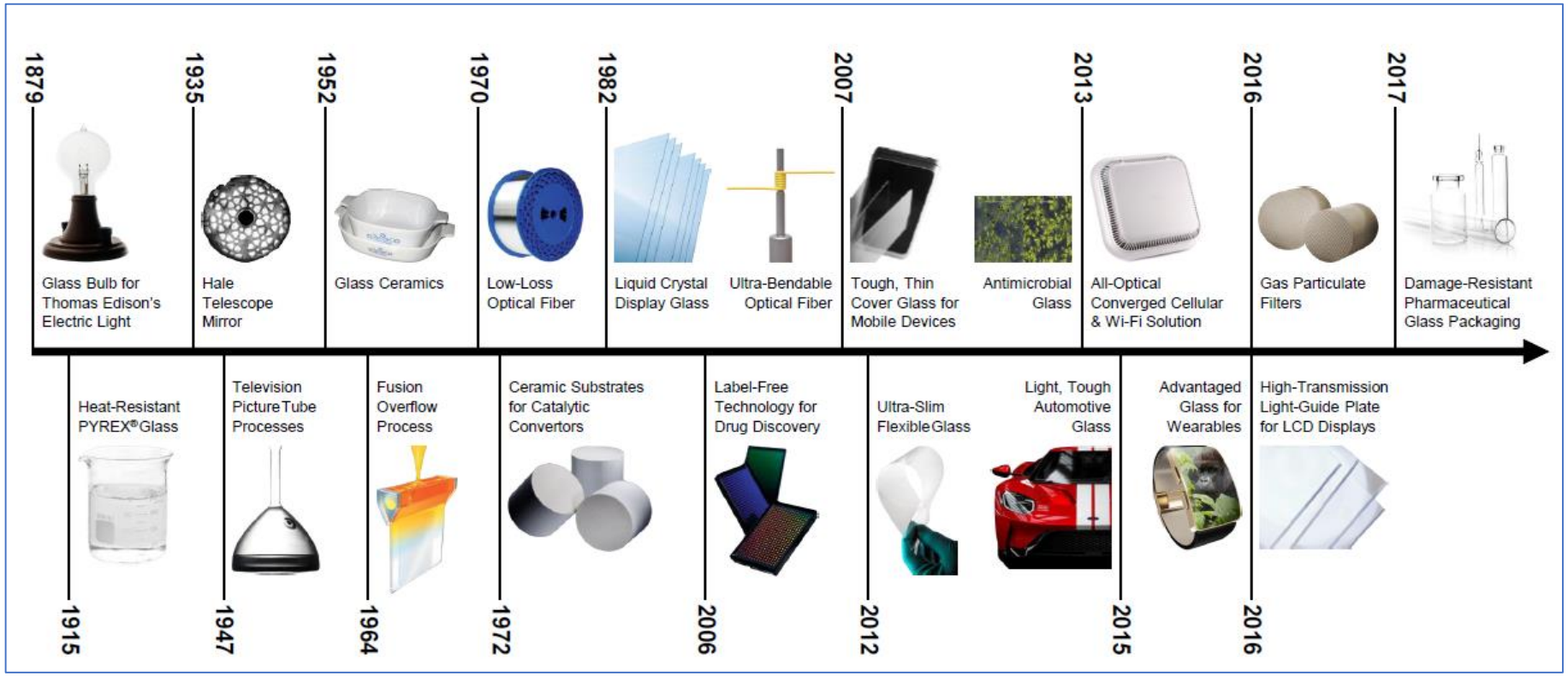
# Corning Track Record of Innovation

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# Why Data Governance – Driven by Key Supply Chain trends

1. Flat supply chains
   SC Network increasing horizontal
2. Digitalization
   Velocity to communicate customer demand
3. Standardization
   Process consistency, Automation

*Data is the new currency in digital Supply Chains*

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# Why Data Governance

- Purpose
  - Develop a common language
  - Define clear ownership of data and processes
  - Establish global standards

- Outcomes
  - Increase revenue and business value
  - Manage cost and complexity
  - Support risk management and compliance efforts
  - Increase confidence in data

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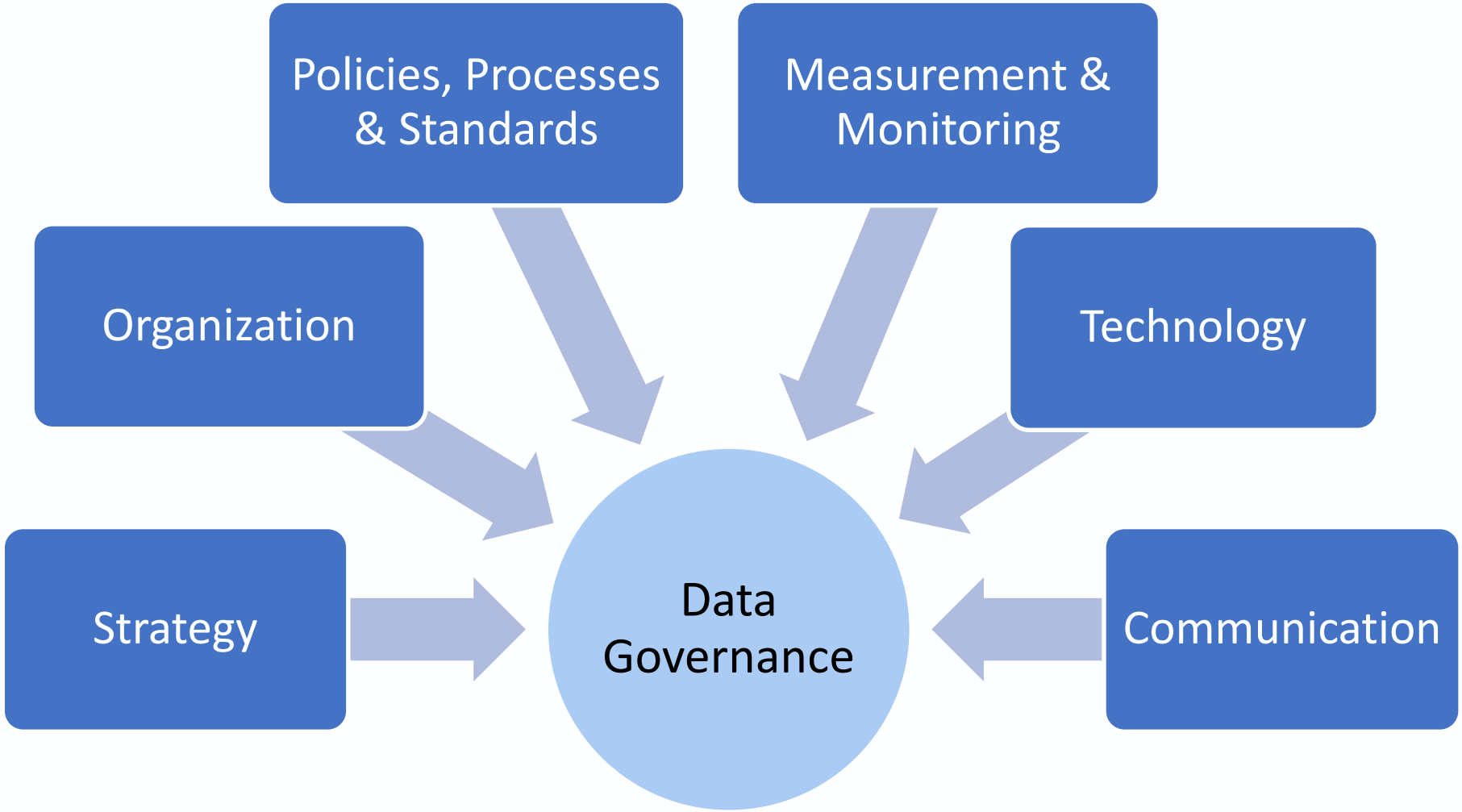
# Data Governance Aspects

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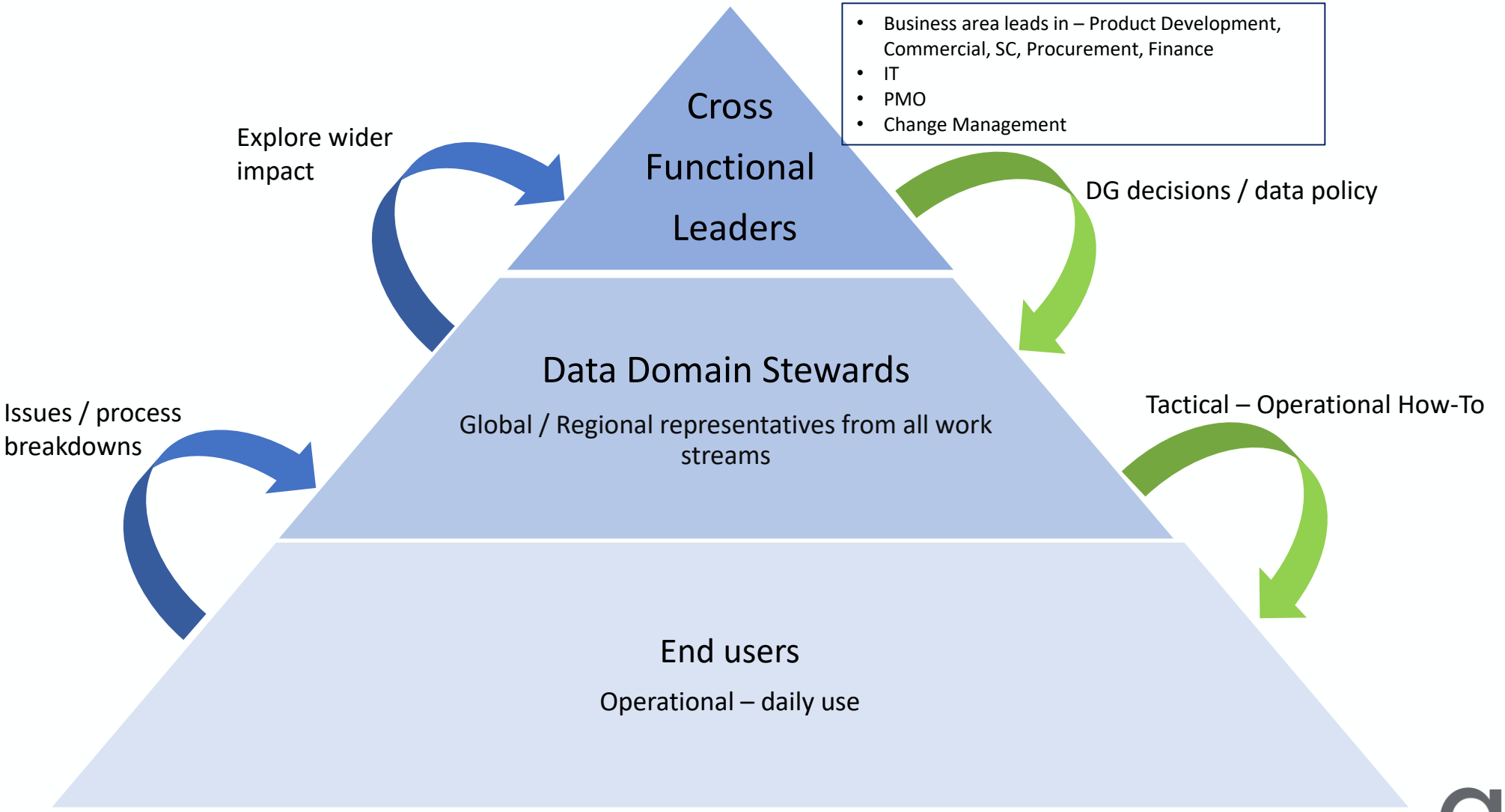
# Data Governance Model / Organization - *virtual*

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# How: Implementation

Data Quality – Data ***fit*** for their intended use in operations, decision making and planning.

{Tom Redman (2008). Data driven: Profiting from your most important business asset (p. 56). Boston, Mass.: Harvard Business Press}

- Enforce – Business rules enable us to monitor and control when data goes outside of specification / acceptable limits
- Since data is touched by several processes and people – it is imperative that we govern/control its content (value)

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# How: Implementation – SAP Information Steward / Data Services

*SAP Information Steward is used to control Data Quality*

- Provides visibility of critical data
- Helps assess, measure and report on ERP Data Quality
- Enables improved Governance
- Web based – no deployment necessary

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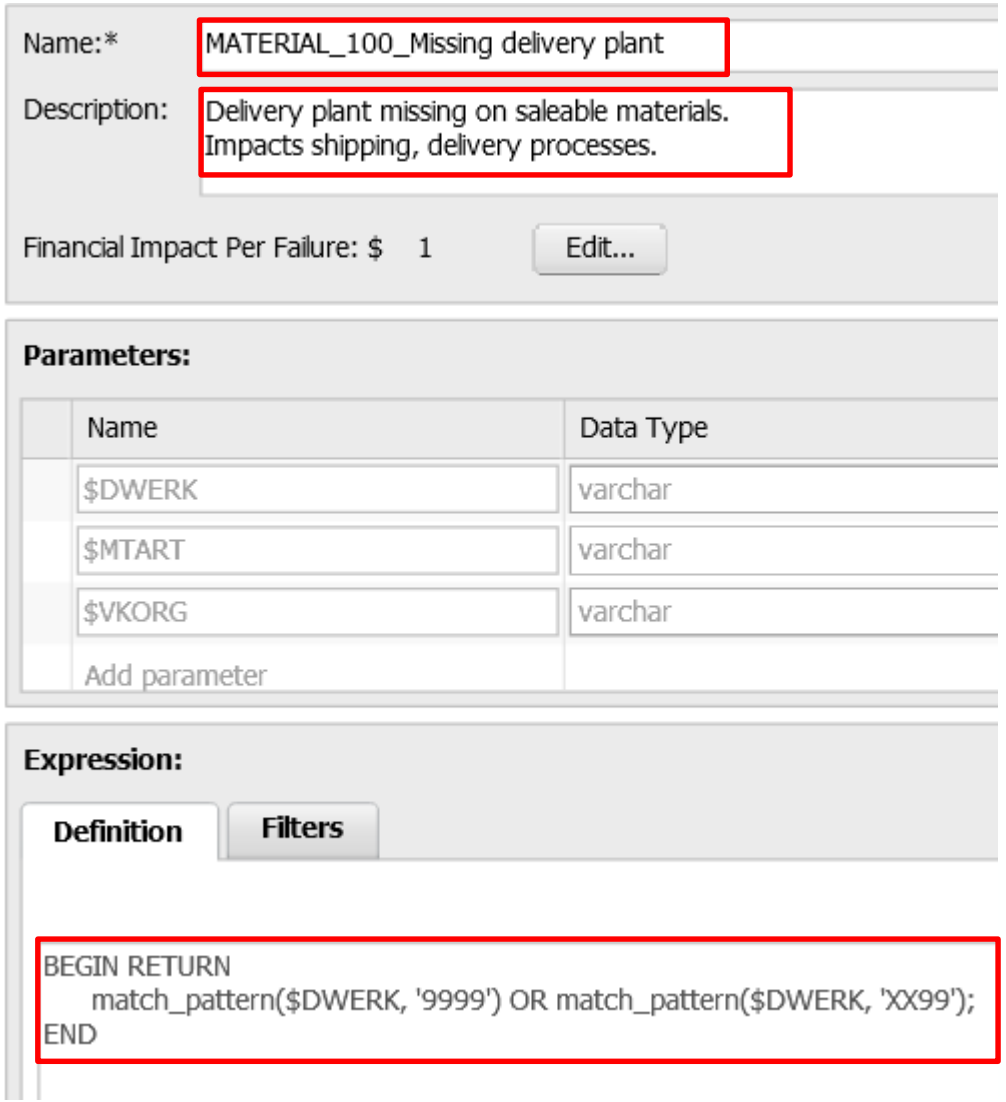
# SAP Information Steward: Business Rule

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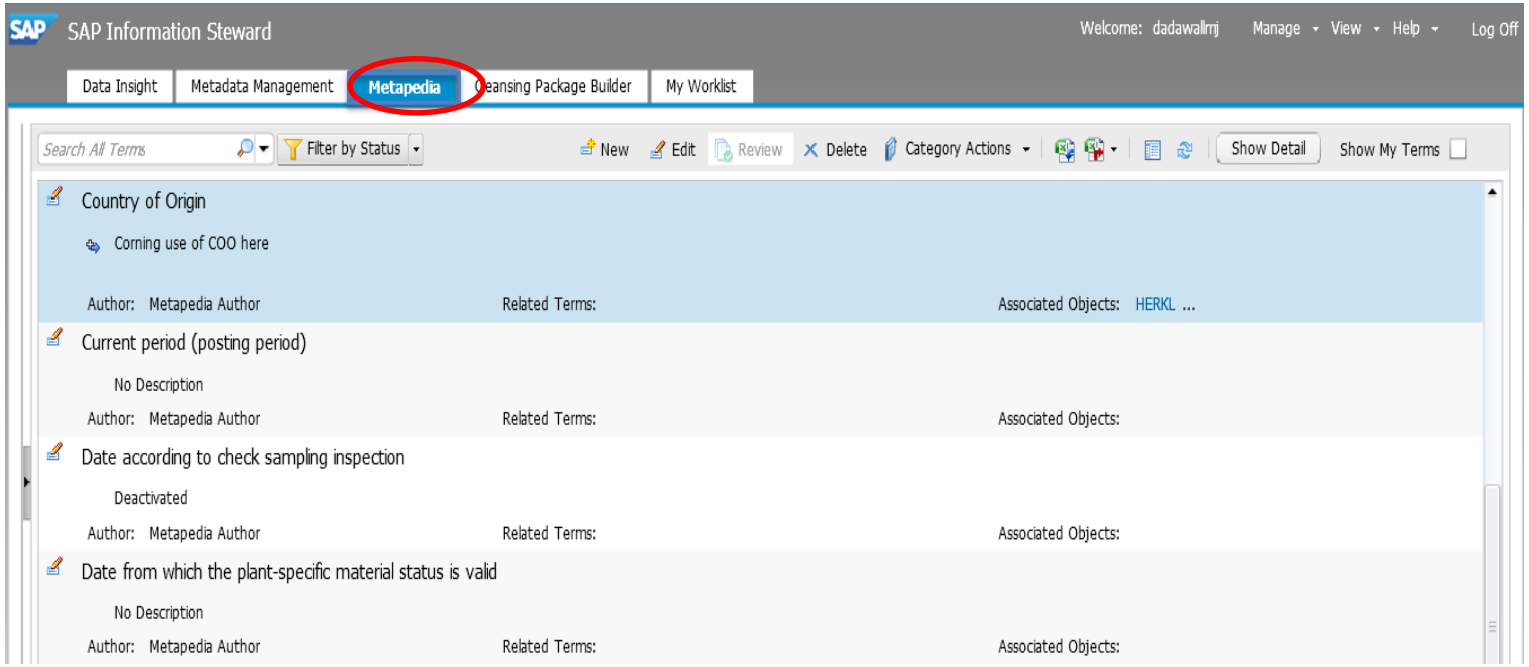
# SAP Information Steward: Metapedia – Common language and ownership

- Organized glossary used to define fields within SAP
- Provides consistent meaning of common business terminology across the organization
- Business users can contribute content

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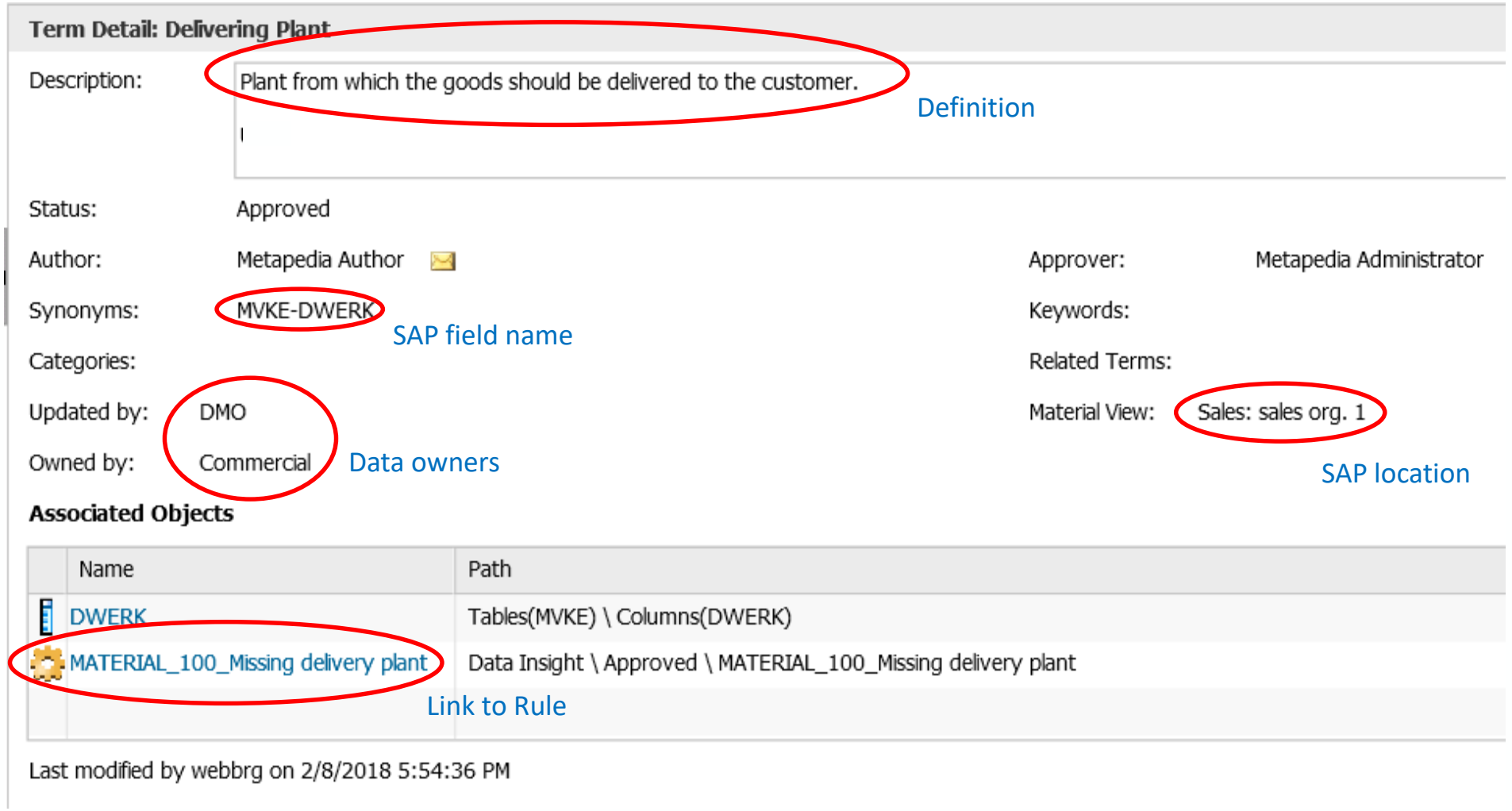
# Metapedia Term: Delivery Plant

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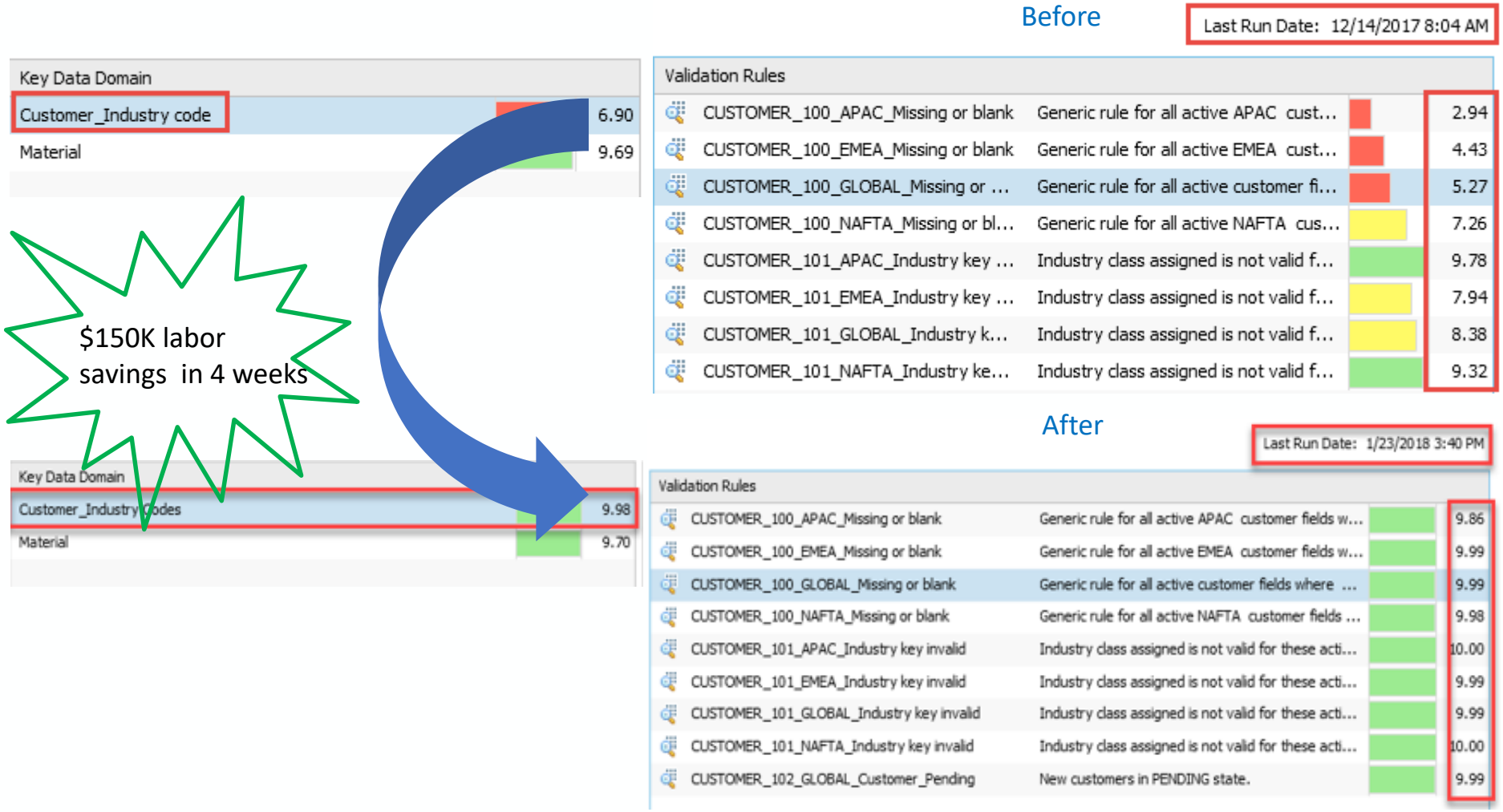
# Standardization: Customer Data

Rules helped *identify & maintain* non standard customer classifications

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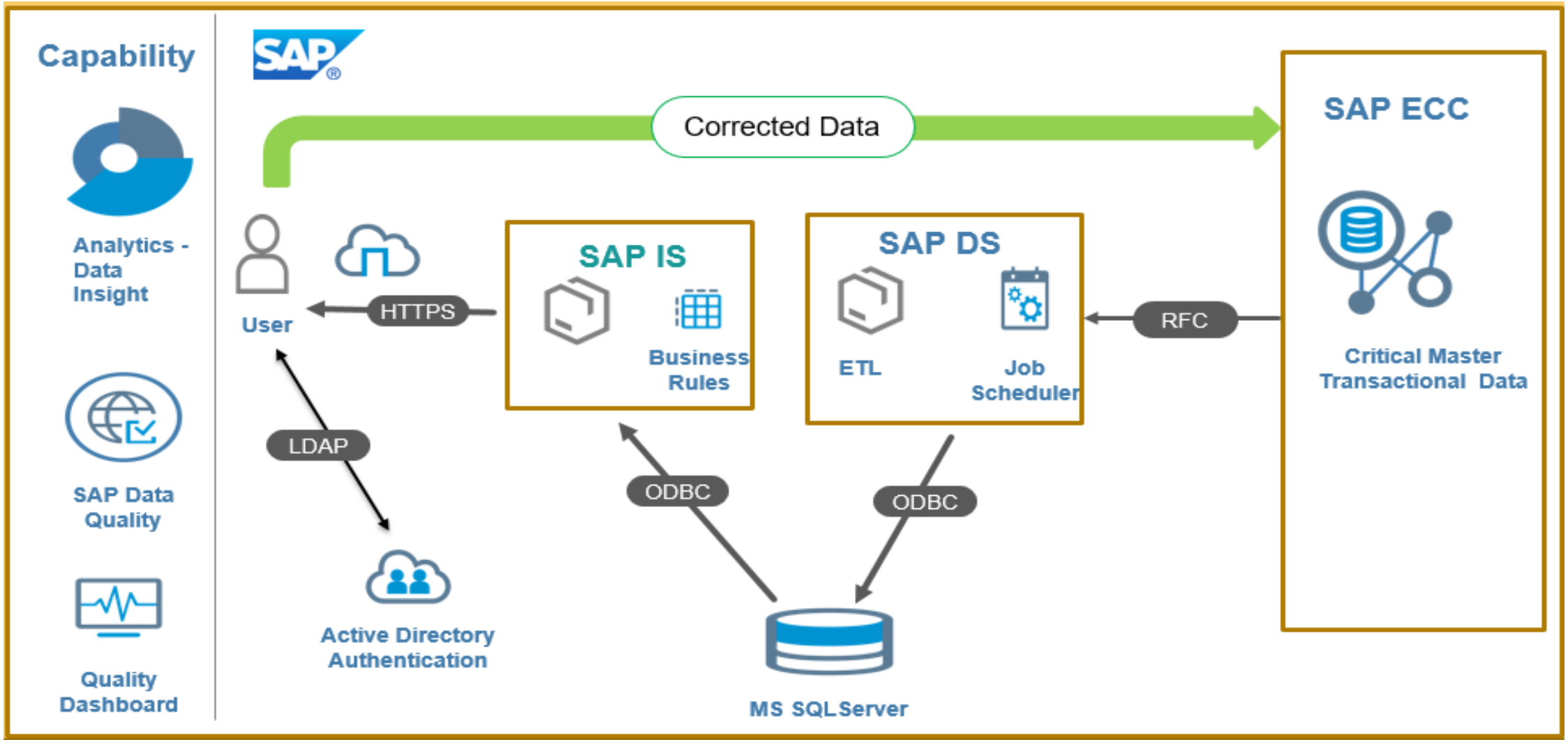
# Architecture - SAP Data Services / SAP Information Steward

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# Key Take-Aways

- Start simple
- Begin to document pain points that cause Business process breakdowns
- Start with tools you already have
- Show results to earn buy-in; create value; then institutionalizing approach
- Don’t boil the ocean!
- Value Add to any size company

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# Related Sessions

ASUG84169:  Track and Improve Data Quality with SAP Agile Data Preparation
Tuesday, 1:00 – 1:40 PM 310F
ASUG83846:  SAP Information Steward: Better Data, Better Decisions
Wednesday, 3:00 – 3:40 PM 310F
ASUG84186: Deep Dive into SAP Data Hub: The What, When, Why, How
Wednesday, 11 – 11:40 AM 310G
ASUG83617:  Roadmap: Data Integration and Data Quality
Thursday, 11:00 – 11:40 AM 310G
ASUG93034:  I have SAP HANA, When Would I need SAP Data Hub
Thursday, 12:00- 12:40 PM 310H

Show Floor: SAP Data Hub & Data Intelligence booth PL831
Experience complete, trusted, and relevant data booth PL830

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# Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

http://info.asug.com/2019-ac-slides

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# Q&A

For questions after this session, contact us at :

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