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# Managing Master Data to Maximize the Value of Core Enterprise Systems

Large SAP customers are very familiar with the challenges in managing master data – customers, vendors, materials. What about the advantages of doing it well? You can “master” master data and reap substantial rewards from a master data strategy that features the proper tools, a proven methodology, and an appropriate governance structure.

Many SAP customers have invested not only in mySAP ERP, but also in mySAP Human Capital Management (mySAP HCM), SAP NetWeaver Business Intelligence (SAP NetWeaver BI), mySAP Supply Chain Management (mySAP SCM), mySAP Customer Relationship Management (mySAP CRM), and other systems that produce and consume master data. These disparate systems often store their own reference data about core business entities. With no one system of record, it’s easy to see how data inconsistencies can result.

SAP NetWeaver Master Data Management (SAP NetWeaver MDM) enables companies to define, change, and manage master data, ensuring consistent definitions and managing the distribution of master data throughout the IT landscape. Working across heterogeneous systems, SAP NetWeaver MDM leverages existing IT investments while delivering centralized data management capabilities.

## Benefits of Master Data

- Benefits for human resources:** Consolidation and harmonization of employee data provides a coherent picture of employees in a large, international corporation where mobility is a strategic need. SAP NetWeaver MDM enables an organization to maximize employee resources and respond quickly to market changes.
- Benefits for business intelligence:** As managers measure overall performance, they often find many versions of the truth. Finance has one set of revenue numbers, sales has another. By helping to create a single version of the truth, SAP NetWeaver MDM enables accurate, consistent, real-time business performance reporting.

- Benefits for supply chain management:** By providing centralized, consistent views of materials and other master data, SAP NetWeaver MDM improves supply chain visibility, reduces inventories, helps plan better deliveries, and identifies spending trends. It also improves the ease with which trading partners can exchange data throughout the supply chain.
- Benefits for customer relationship management:** By creating a single, accurate, timely, and holistic view of the customer across multiple channels and business lines, SAP NetWeaver MDM helps sales, marketing, and service teams better anticipate customer needs, provide targeted offers, and improve customer service.

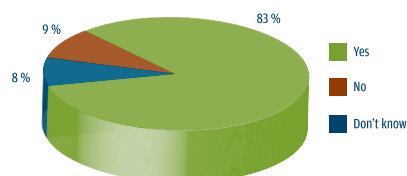
## Ensure MDM Success

Ultimately, master data management is best thought of as a process enabled by SAP NetWeaver MDM – an ongoing, specialized discipline, requiring a dedicated team focused on standards, data stewardship, consensus building, and change management – the cornerstones of a successful MDM program.

Visit Optimal Solutions at [www.optimalsol.com](http://www.optimalsol.com) for a free white paper on how to deploy SAP NetWeaver MDM to maximize the value of mySAP ERP, SAP NetWeaver BI, mySAP SCM, and mySAP CRM systems. ■

In a survey that The Data Warehouse Institute (TDWI) ran in mid-2006, 83% of respondents reported that their organizations have suffered problems due to poor master data, and 54% claimed to have derived benefits from good master data.

Has your organization suffered problems due to poor master data?



Has your organization derived benefits from good master data?

