

Master Data Management: A Case Study



techlogix

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Security Inc. is a subsidiary of a Fortune 50 company. It develops products for safety, security and lifestyle enhancement for market segments such as “Residential”, “Consumer & Institutional” and “Government & Military”.

The Challenge

Security Inc. has about 30,000 products of which only 20% had detailed product information available through various print catalogs. Attributes and information for the other products was spread out across multiple non-integrated legacy systems as well as in unstructured content such as data sheets etc. The company’s web presence was also not meeting customer needs since it was extremely difficult to obtain information about products let alone perform product comparisons, attribute based search and other advanced functions.

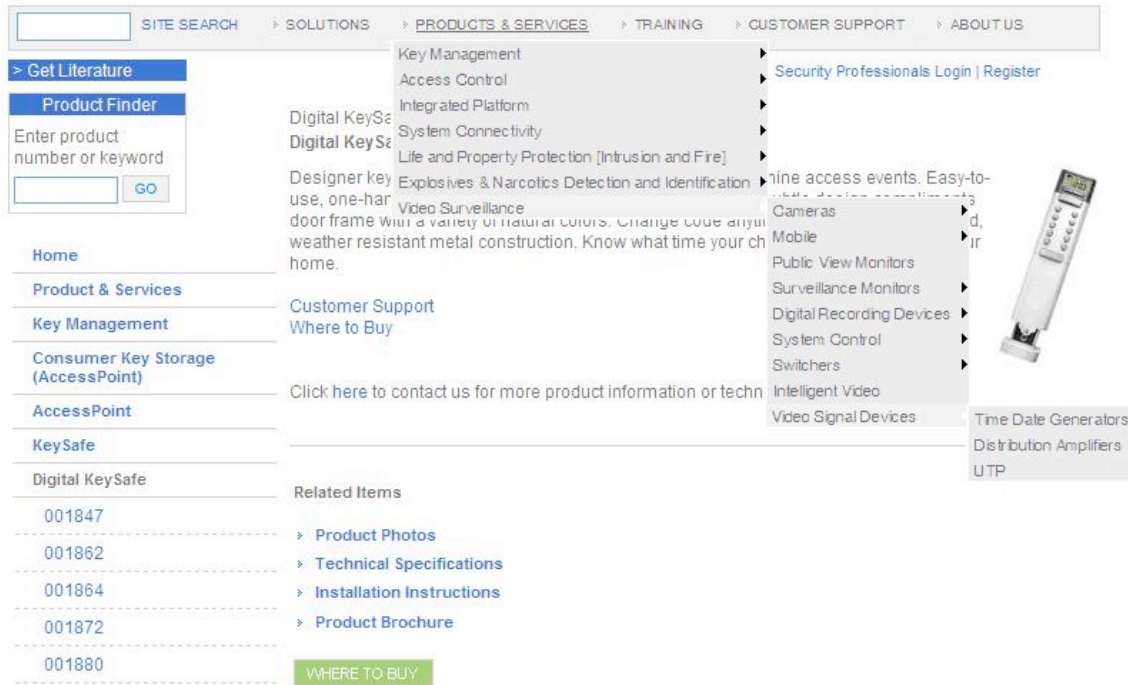
The Solution:

Techlogix was invited as a strategic consultant to address these issues. After studying the requirements from key stakeholders in Marketing, Product Management, Sales and IT and mapping them to various market leading product catalog solutions, Techlogix recommended SAP MDM. The key functionality enabled by the new product data platform would include:

- ◆ Web-based extranet for customers
- ◆ Integrated Product Catalog Management solution with internal editing and publication of data through to the web extranet
- ◆ Products Categorization (Taxonomy)
- ◆ Data Consolidation and Import
- ◆ Revamping existing Corporate Portal
- ◆ Desktop Publishing Configuration and Printing using MDM Publication Manager and Adobe InDesign

The project implementation was scheduled over two phases. During the first phase, Techlogix utilized a six-person onsite team comprising of a Project Manager, a Functional Analyst, SAP MDM Architect, Data Import Analyst and two Project Engineers as well a 6-person offshore development team. A detailed exercise of defining the product taxonomy was undertaken by interacting with 24 business users from six product groups to come up with a unified product categorization. This was followed by importing data from the various legacy sources into the new product hierarchy managed by SAP MDM. This phase was accomplished in 16 weeks of which the first eight were spent in the taxonomy definition and next eight in import and data consolidation of 30,000 SKUs.

In the second phase, the Techlogix team upgraded SAP MDM from Version 4.0 to 5.5 to take advantage of Multi-lingual support and workflows. Desktop publishing capability was developed, and SAP MDM and the customer’s ERP (Oracle Applications) were integrated to enable straight through product data entry. Finally search capabilities were enhanced to enable users to search via product attributes. The improved application resulted in substantial user productivity gains.



Technology

The solution was developed using SAP MDM. SAP MDM comprises of MDM Data Manager, Import manager, Image Manager and MDM Console to create and maintain data repositories. Adobe InDesign was used for paper catalog publishing. Web publishing was made easily possible with a MDM Java APIs and was also used to build a web-based Data Manager to enter and maintain data in MDM repository.

Benefits:

- ◆ Customers are able to perform rapid, accurate, efficient searches across the entire product catalog
- ◆ Single, central and easy to maintain repository of product data
- ◆ Products can easily be re-categorized without affecting web and paper publishing layouts
- ◆ Cross-sells can be enabled on the web for customers. The customers can easily compare related products
- ◆ Tight, integrated workflow is supported to ensure validity and consistency of product data
- ◆ Solution is highly scalable to keep pace with Security, Inc.'s future needs

About Techlogix

Techlogix is a global Consulting and IT Services company. With over 300 consultants in the US and Asia, Techlogix delivers solutions in seven key practices including BPM, Master Data Management, Business Intelligence, Application Integration, Project Portfolio Management, Enterprise Applications and Software Product Engineering. Our practices areas deliver breakthrough business value for enterprise customers.

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