

SAP NetWeaver MDM

Overview



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SAP NetWeaver

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SAP NetWeaver Master Data Management

Overview and Roadmap



How Master Data Affects Your Business

Introduction to SAP NetWeaver MDM

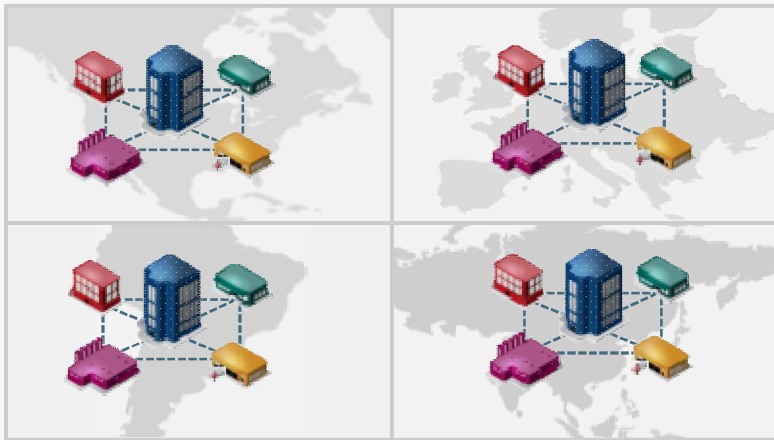
Our Roadmap and Further Outlook

Major Economic Shift Underway

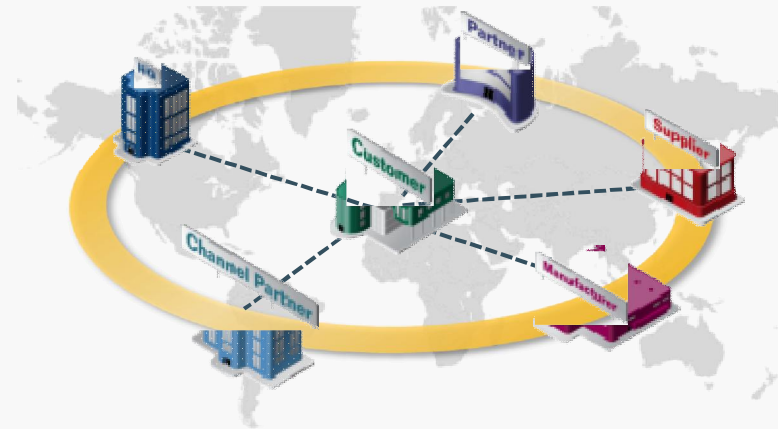
From linear value chains to business networks



From "build to last"...



...To "build to adapt"



Consolidation & efficiency

Agility & innovation

Command & control

Connect & collaborate

Internal R&D

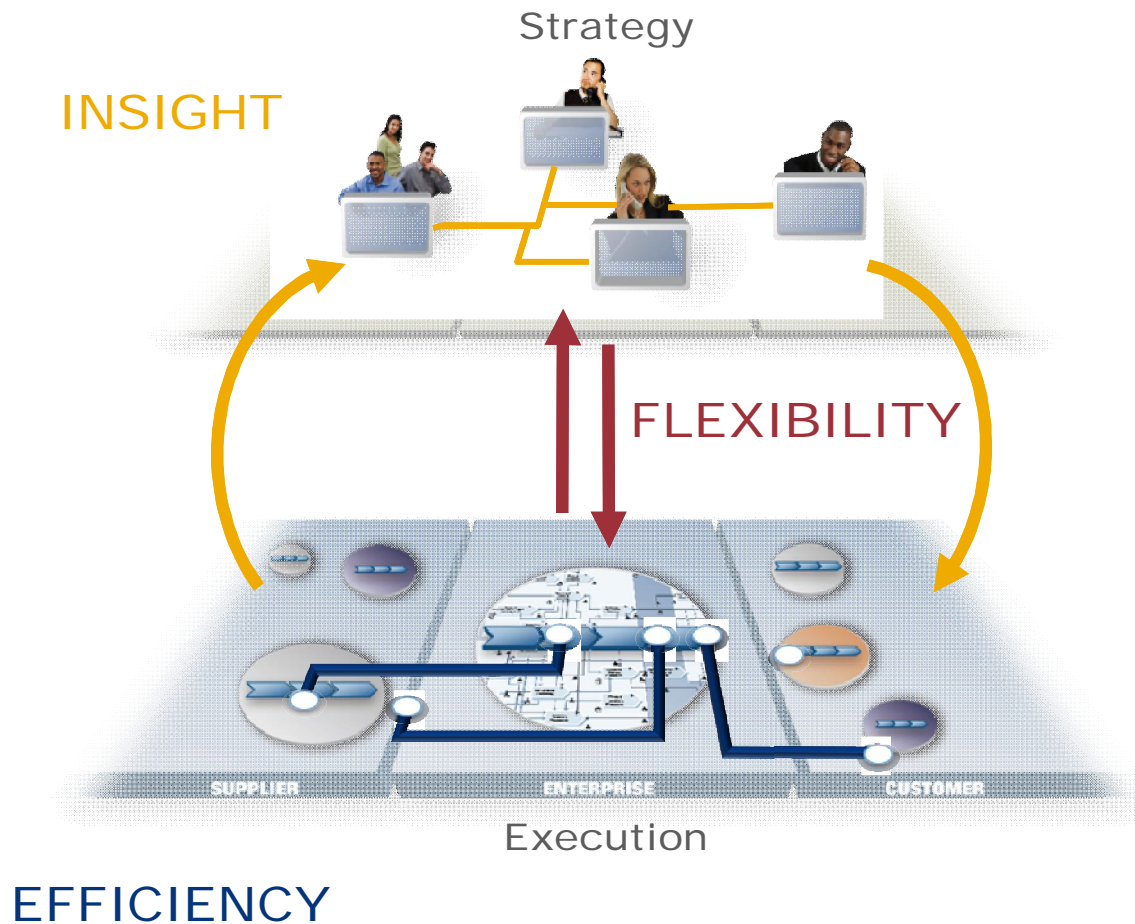
Co-Innovation

Uniformity

Diversity

➔ Be ready for collaboration in business networks

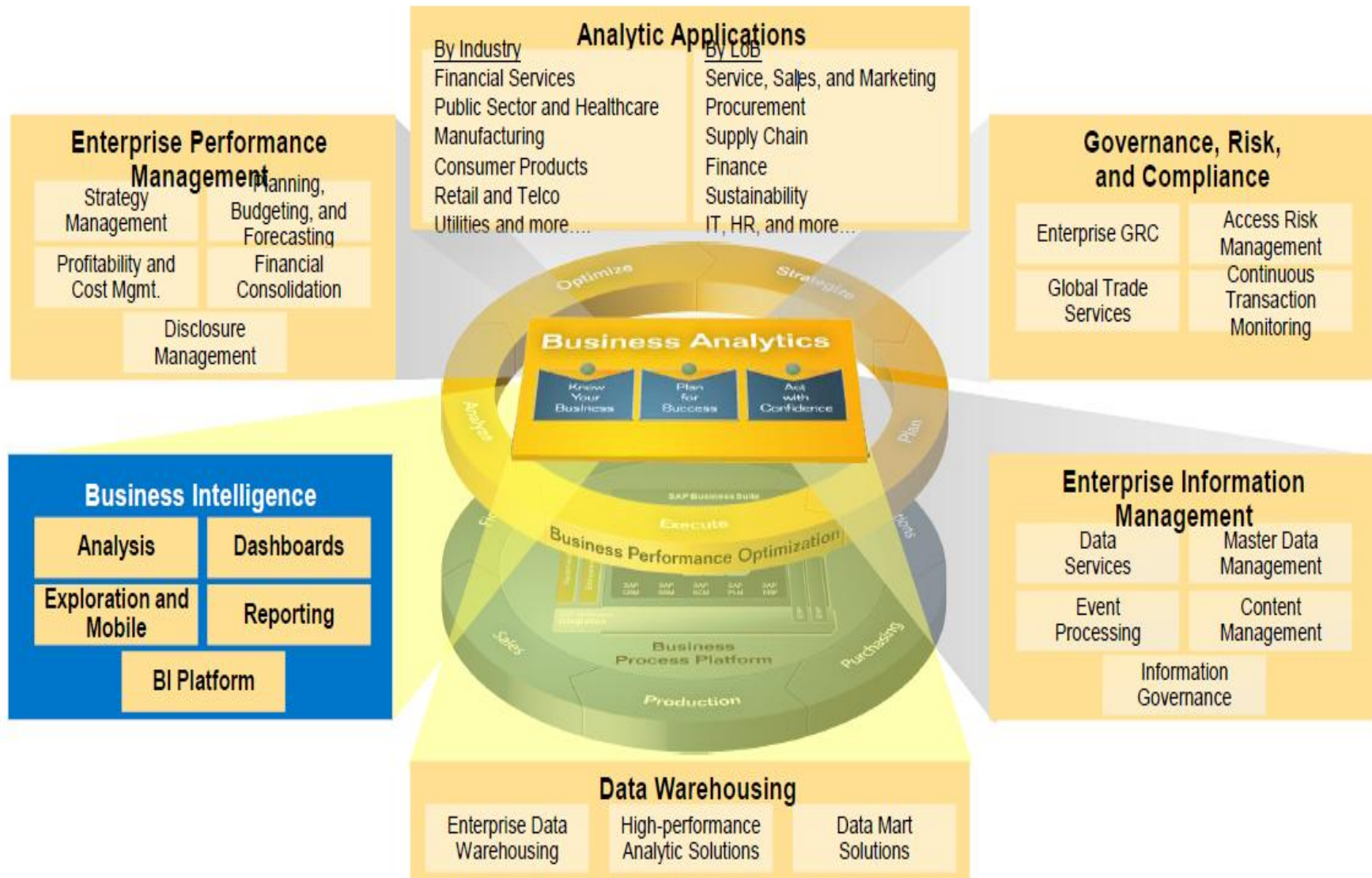
Strategic IT for Strategic Business Agility



- 1 Optimize the business execution
- 2 Improve insight and collaboration
- 3 Close the loop between strategy and execution

SAP Business Intelligence

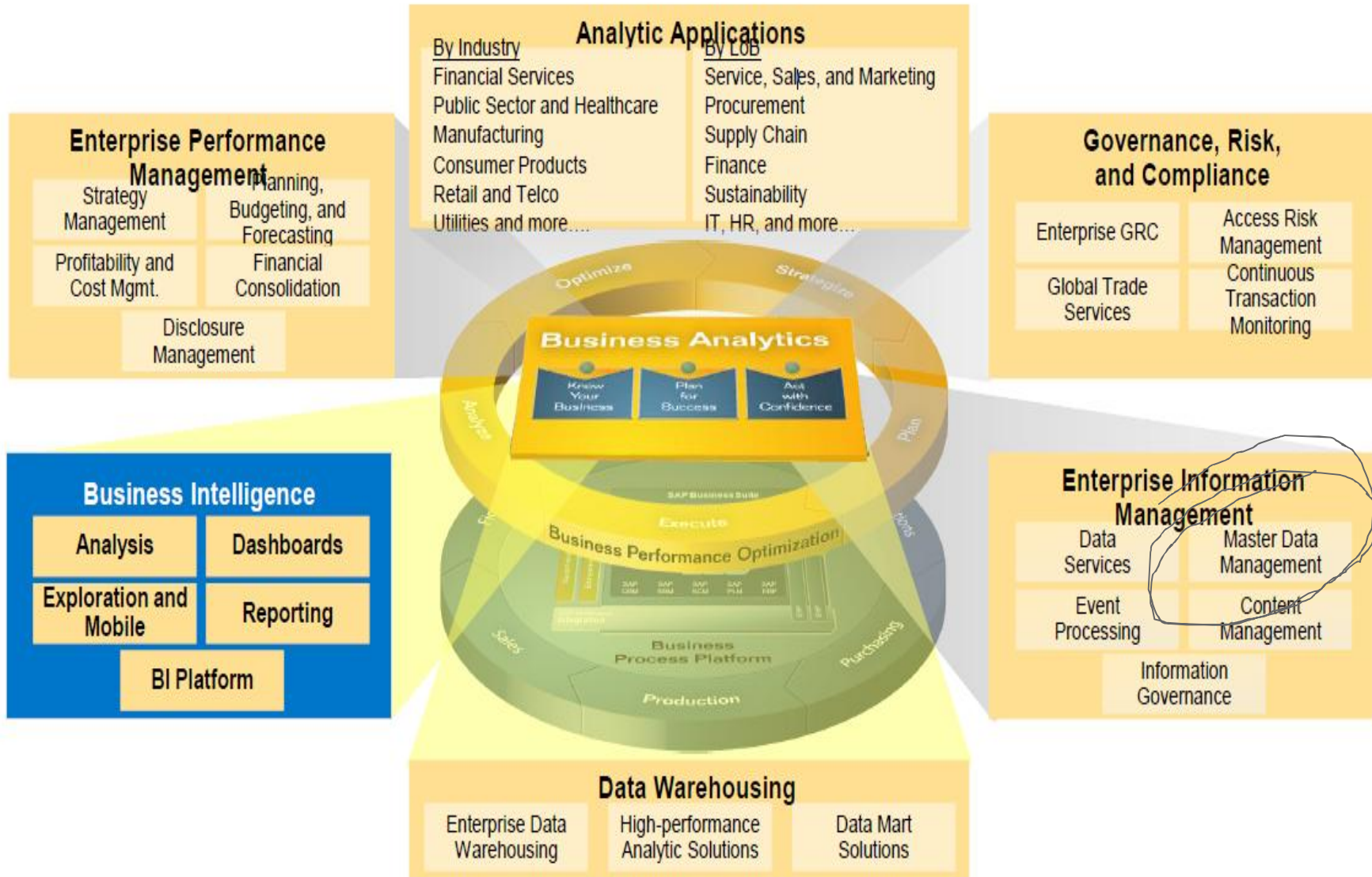
Solutions from SAP - A complete offering



SOLUTION TODAY

SAP Business Intelligence

Solutions from SAP - A complete offering



SOLUTION TODAY

Insight, Efficiency and Flexibility by Master Data Management



1 EFFICIENCY

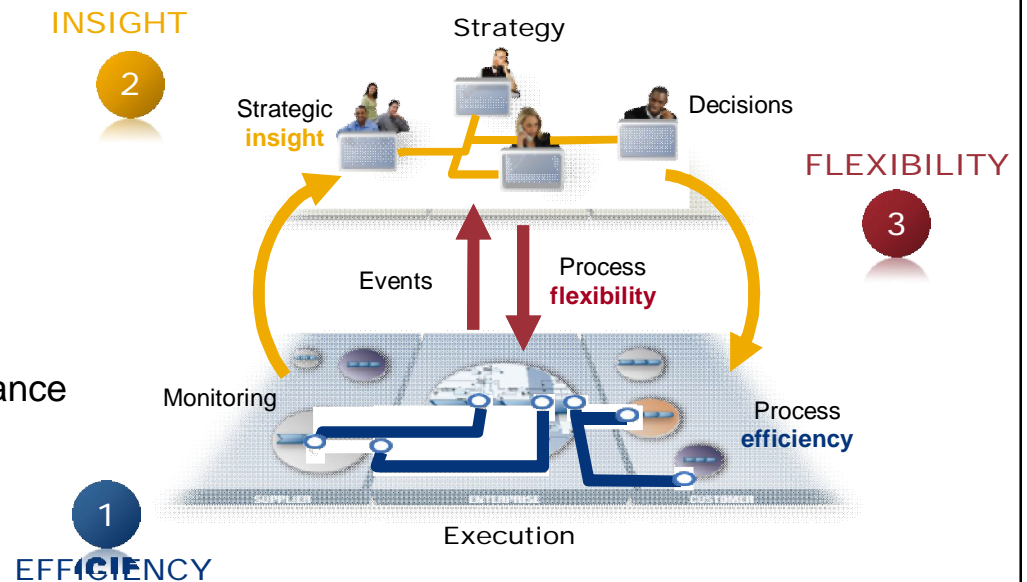
Streamlined Master Data Maintenance
Well-defined procedures, task and user oriented
Smooth Business Processes
Fueled by high master data quality

2 INSIGHT

Single Version of the Truth
Informed business decisions
Governance and Control
Documented regulatory and standards compliance

3 FLEXIBILITY

Bolsters Mergers & Acquisitions
Detect synergies in supply and customer base
Extend and Optimize Value Chains
Synchronize B2B relevant information with partners

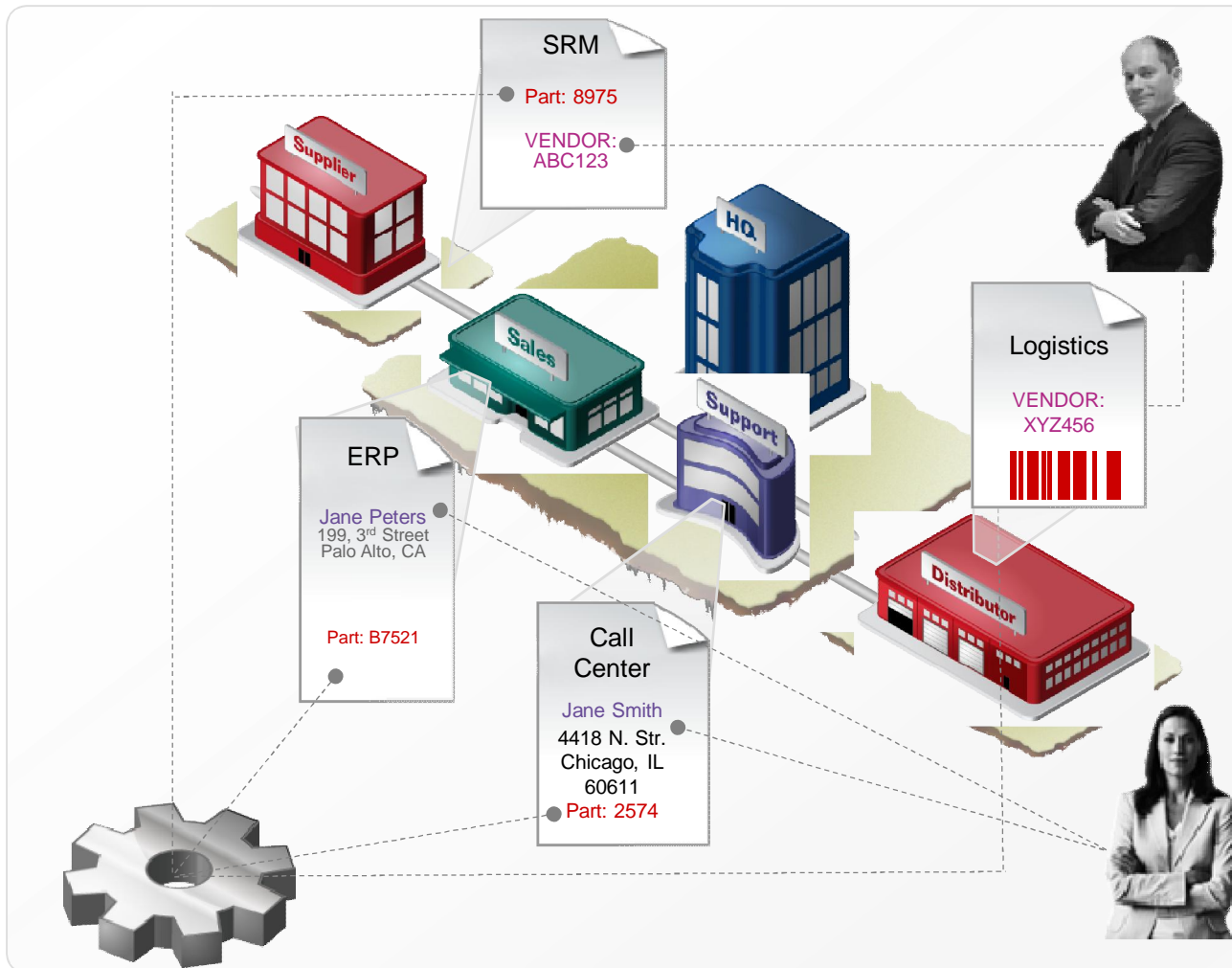


Master Data is Crucial to Your Business

But every department has a different version of it



YOUR VALUE CHAIN



- Master data is data about your customers, products, suppliers etc.
- Trading partner data introduces yet another version of data
- Inaccurate data leads to \$30+ billion cost on supply chains

Unmanaged Master Data Impacts Business



Reduced Sales Effectiveness

- Lack of consolidated view of customer data across all channels
- Customer transactions are compromised due to limited view of the facts



Sub-optimal Procurement Decisions

- Lack of transparency relating to suppliers and products
- High costs due to insufficient supplier selection and rationalization

Delayed Go-to-Market Process

- Failure to capitalize on market opportunity when introducing new products
- Lack of real-time collaboration with front office, thus hindering customer services

Ineffective Business Decisions

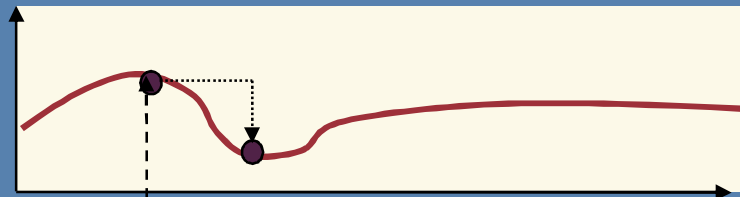
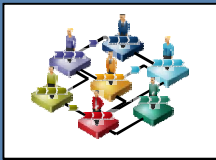
- Lack of consistent information needed to make critical decisions that support innovation and growth
- Business dynamics is compromised and has a negative impact when managing resources effectively

Master data challenges materialize across the organization

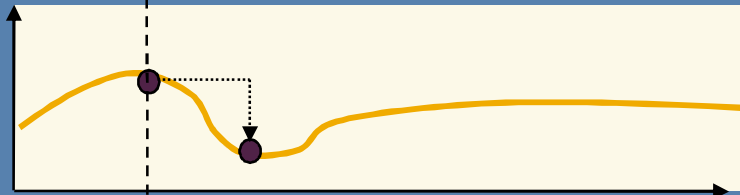
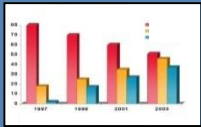
The Way You Manage Master Data Impacts ...



Collaboration



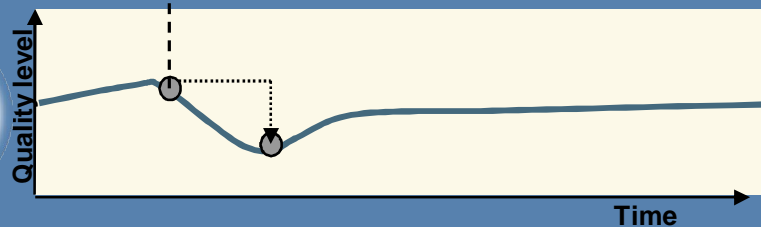
Analytics



Process Execution



Master Data



- Ability to Adapt and Collaborate
- Significance of Analytics
- Efficiency of Business Processes

SAP NetWeaver Master Data Management

Overview and Roadmap



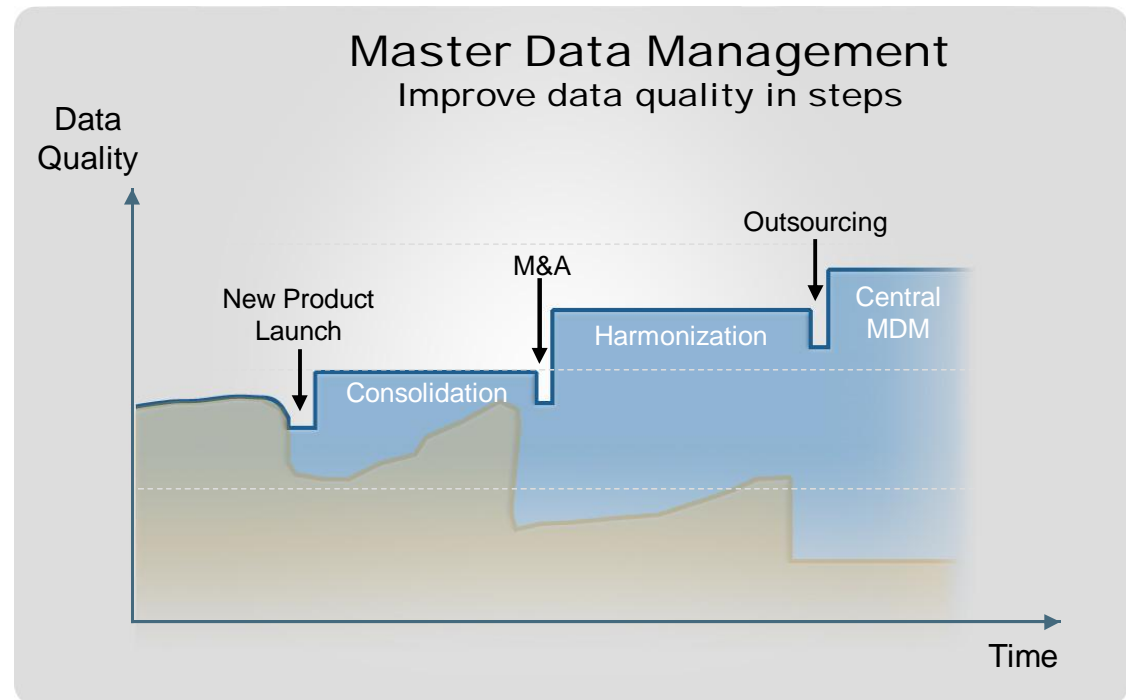
How Master Data Affects Your Business

Introduction to SAP NetWeaver MDM

Our Roadmap and Further Outlook

Manage Master Data Actively

Automatically and continuously improve data quality



Tackle the Master Data Challenge by ...



Consolidate and Harmonize your Master Data

- Extract, load and de-duplicate master data from SAP or non-SAP systems
- Align key data across the entire organization

Centrally Manage your Master Data

- Utilize task oriented Portal UIs for central data maintenance
- Support key user operations like mass updates
- Syndicate master data via SAP NetWeaver Process Integration

Increase Data Quality

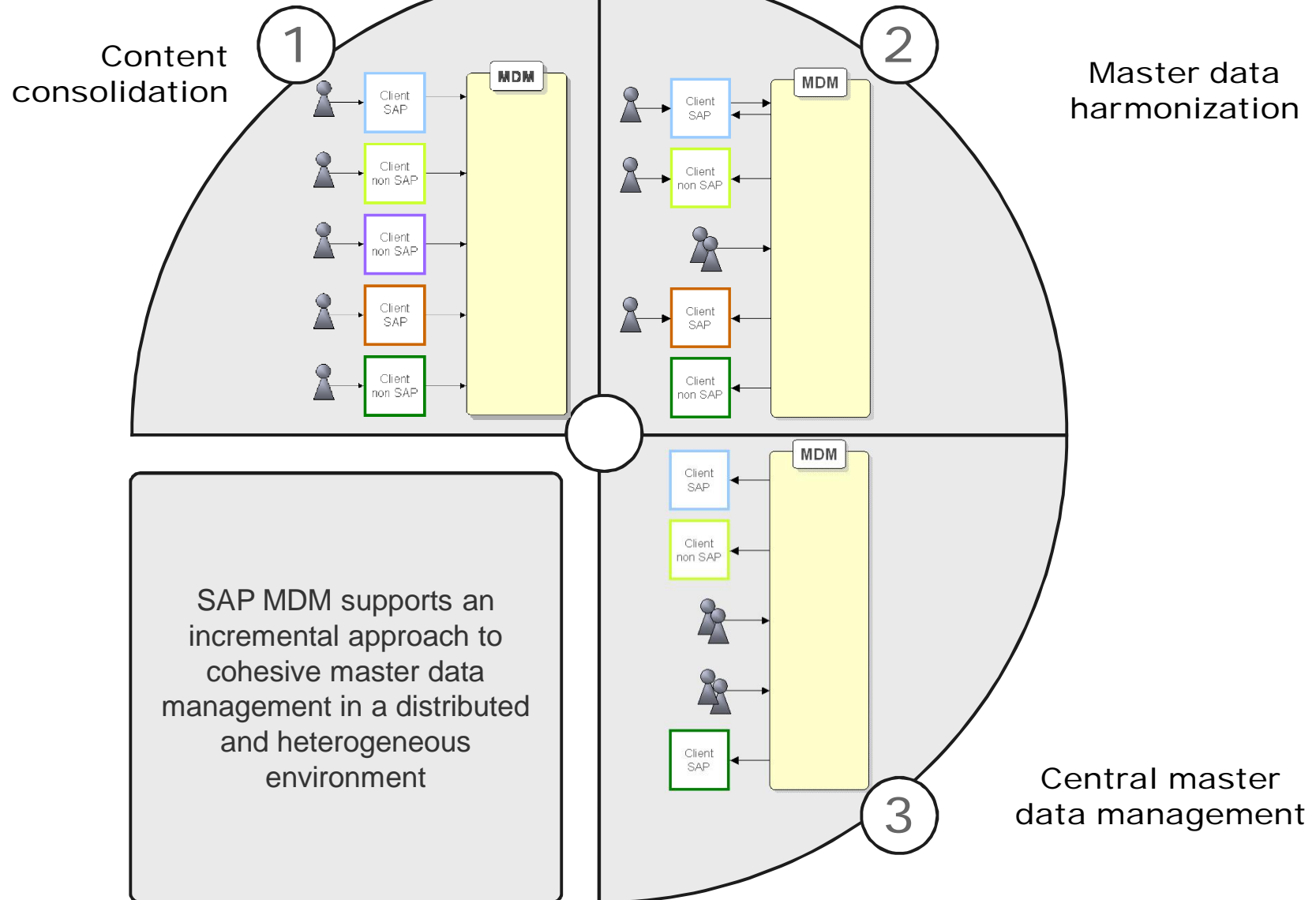
- Guarantee high data quality with native MDM and BusinessObjects Data Services capabilities
- Leverage domain expertise of SAP partners by integrating certified 3rd party business information providers and data quality tools

Apply Pre-defined Business Scenarios

- Rich Product Content Management
- Customer Data Integration
- Global Data Synchronization
- Improved Business Intelligence through consolidated BI master data

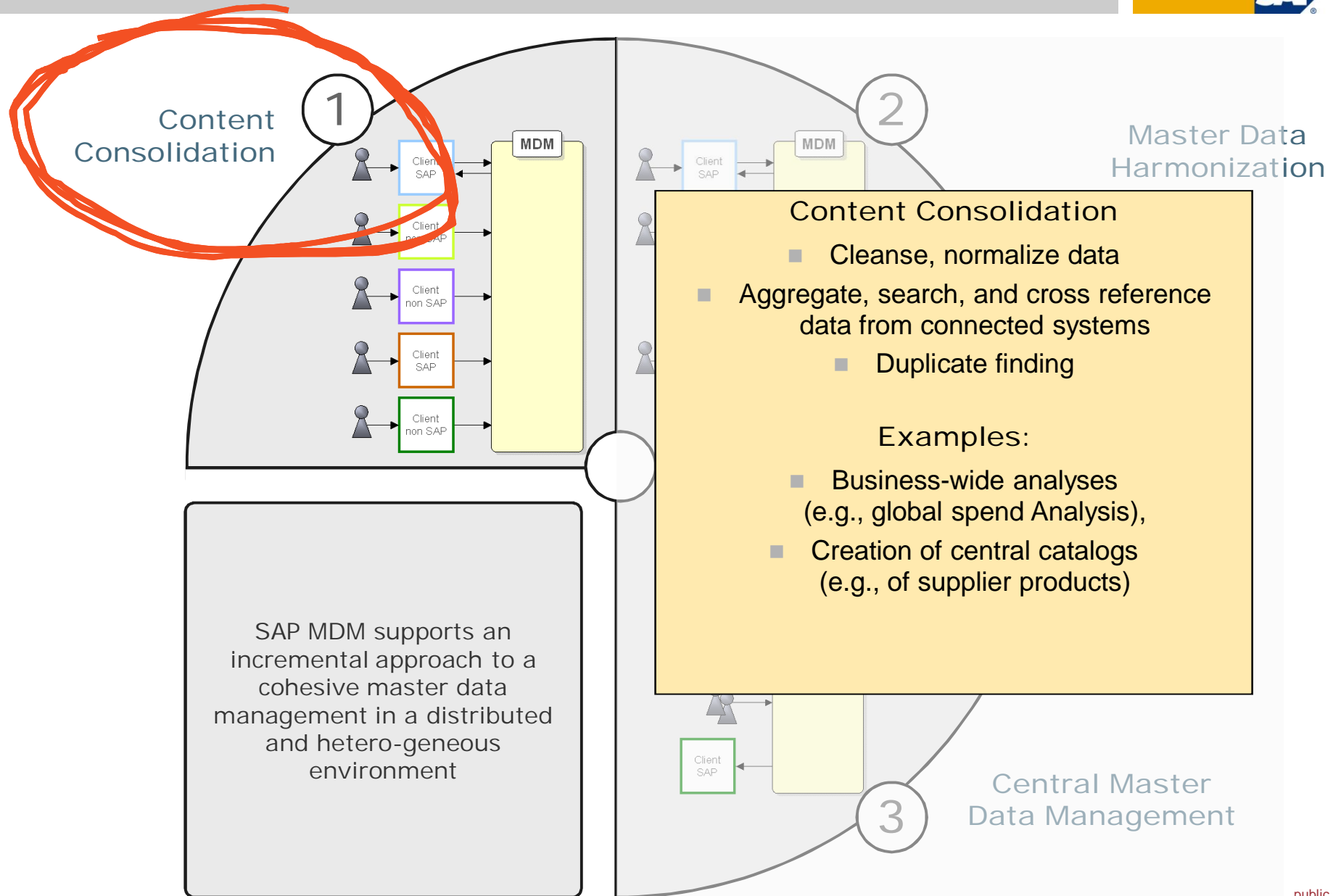


Implementation Scenarios

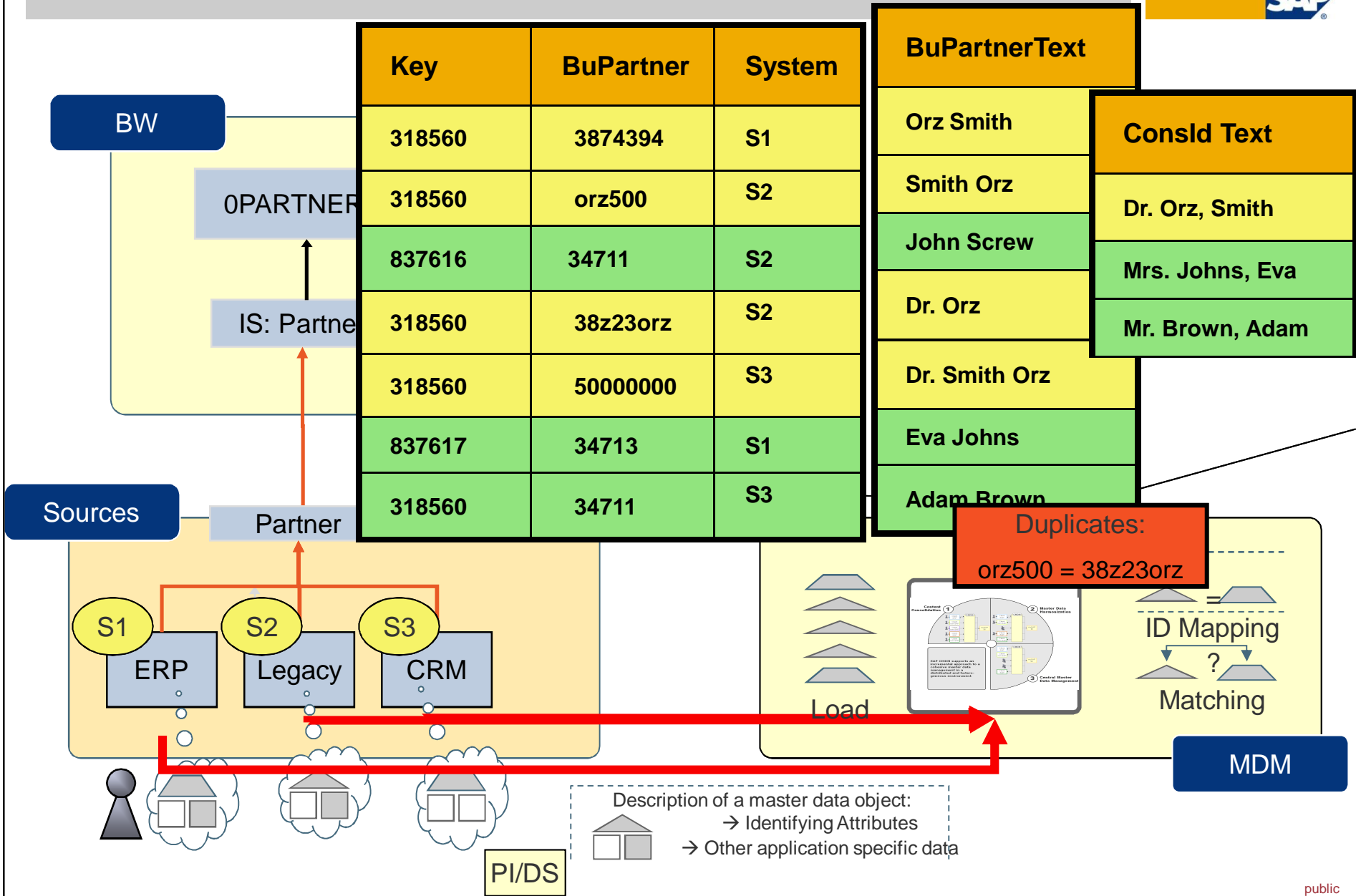


Implementation Scenarios

Content Consolidation



Content Consolidation



Key Mapping in MDM Data Manager



SAP MDM Data Manager - Kunden [P113804] - English [US]

File Edit View Search Records Objects Relationships Tree Attributes Layouts Publications Configuration Help

Customers

Search Parameters

PartnerType

[ALL]
Address
Company
Unit

Records

BusinessPartner	PartnerType	rel_fathe
CIMARAA#0000318560	Company	
CIMARAA#0000320522	Address	CIMARAA#0000320523
CIMARAA#0000320523	Unit	

Edit Record Key Mappings

Default	BusinessPartner	Client System	Key
<input checked="" type="checkbox"/>	CIMARAA#0000318560	CIMA	3874394
<input checked="" type="checkbox"/>	CIMARAA#0000318560	Legacy	orz500
<input checked="" type="checkbox"/>	CIMARAA#0000318560	Legacy	38z23orz
<input checked="" type="checkbox"/>	CIMARAA#0000318560	Sales Office 1	50000000

Add Delete OK Cancel

Country
Region
Title
Authorization Group
Trading Partner
VAT Numbers
Tax Number Type
Industry
Transportation Zone
CFOP Category
Account Group
Classification
Regional Division (A. C. Nielsen)
Bank Details
Credit Cards
Sales Data
Masks
Free-Form Search

Region
MDM Number
VAT Registration Number
Title
Name 2
Name 3
Name 4
District
PO Box
PO Box Postal Code

Credit Cards [0 of 0]
 Filter

Sales Data [0 of 0]
 Filter

is_shareholder_of <has shareholder>
has shareholder <is_shareholder_of>

Australia

3 of 3 records found Record Mode NUM

Result: Analytic Output (Consolidated View)



Business Partner - MDM	Business Partner - Source	Revenue
Dr. Orz, Smith		150.000
	Orz Smith	30.000
	Smith Orz	50.000
	Dr. Smith Orz	70.000
Mrs. Johns, Eva		100.000
Mr. Brown Adam		200.000

Result: Analytic Output (Consolidated View)



Business Partner	Revenue
Dr. Orz, Smith	150.000
Mrs. Johns, Eva	100.000
Mr. Brown Adam	200.000

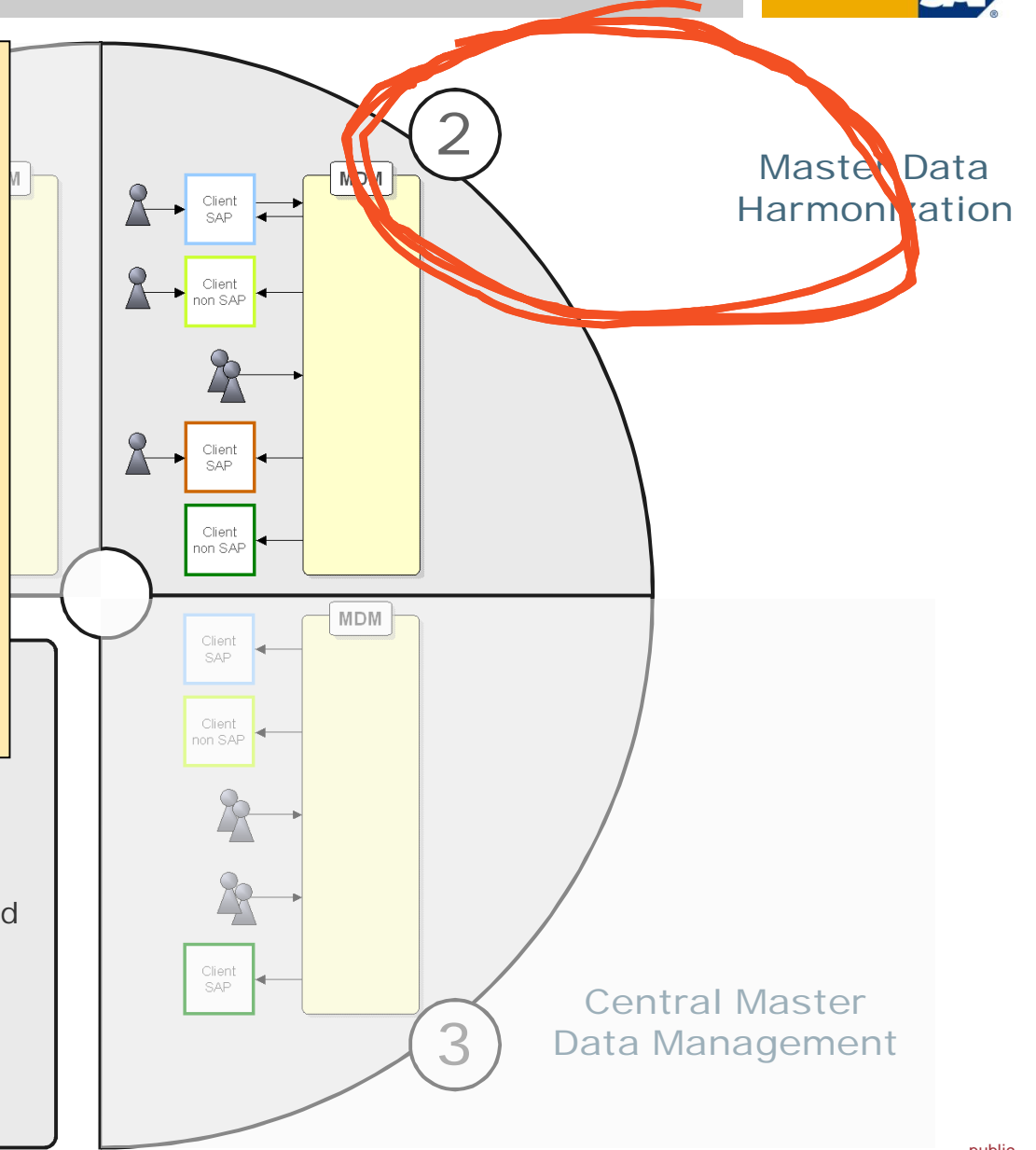
Implementation Scenarios

Master Data Harmonization



- Master data harmonization
- All of Content Consolidation **PLUS**
 - Central management and distribution of global attributes
 - Post editing in client systems
 - Controlled distribution of local changes
- Examples:
- Business Partner administration
 - Central provision of sales articles
 - Definition and administration of non-variable parts

SAP MDM supports an incremental approach to a cohesive master data management in a distributed and hetero-geneous environment



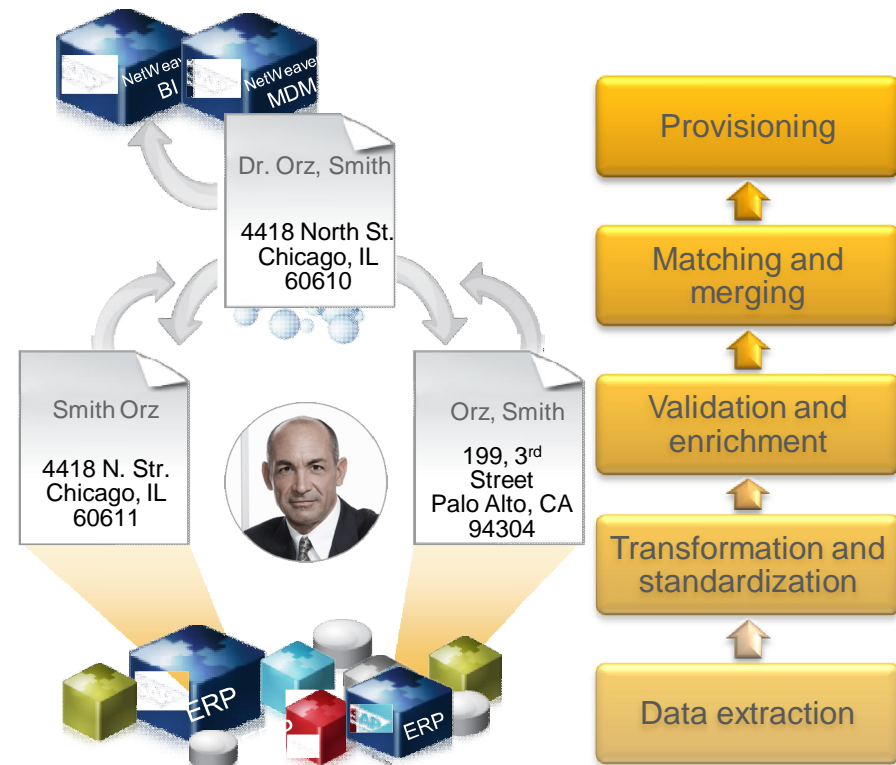
Master Data Harmonization – Creating and Providing the Single Version of the Truth



Business Drivers

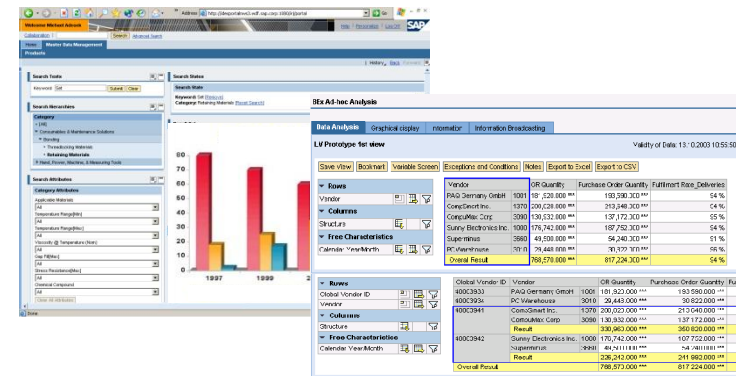
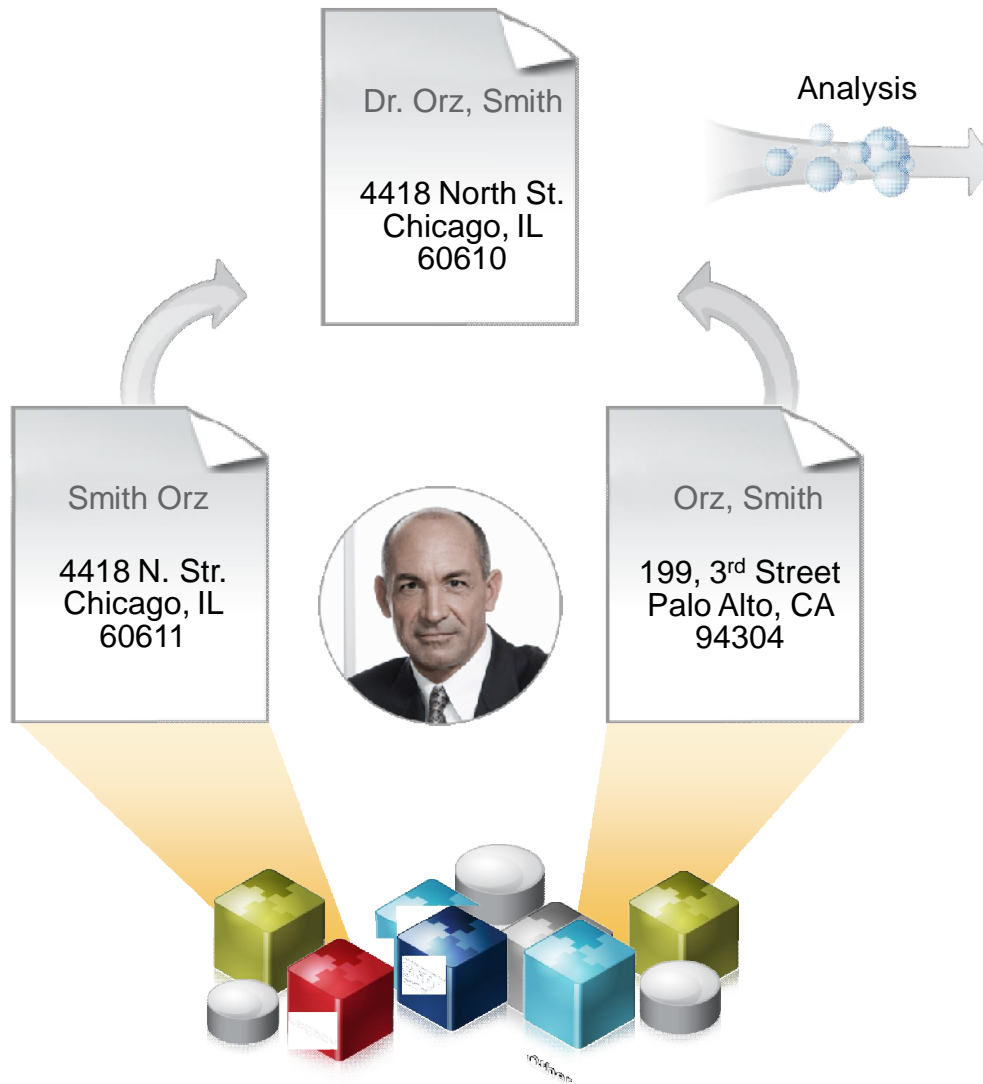
- Build **foundation for business decisions** e.g. global spend reporting
- Enable **globalization of processes** e.g. central sourcing
- Manage **business transformations** e.g. share consolidated supplier data after merger

Exemplary process flow



Customer Data Integration

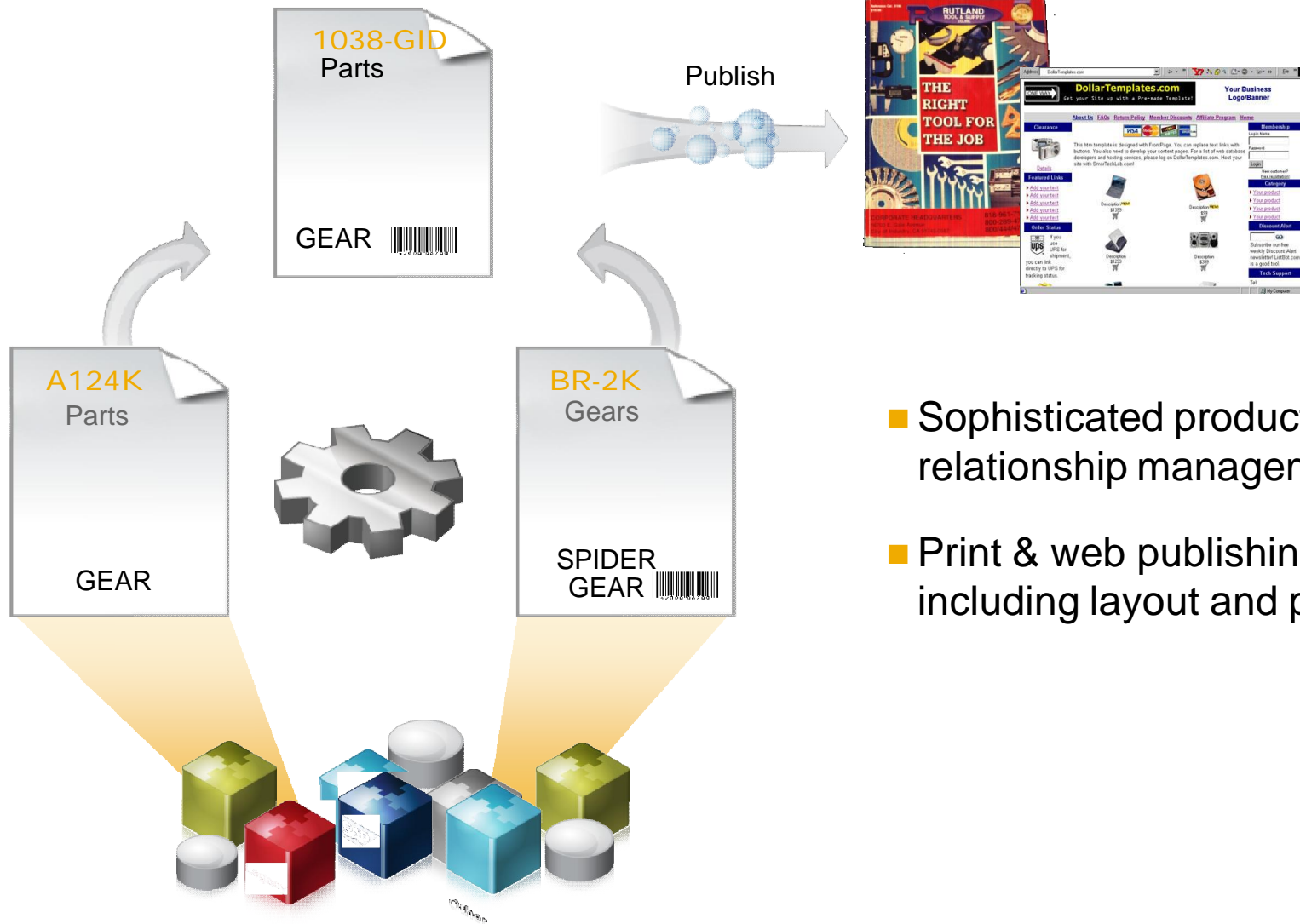
One view of customer information anytime anywhere



- Extensive matching framework
- Provides web services to customer data access
- SAP & Non-SAP integration

Product Information Management

One view of product information anytime anywhere



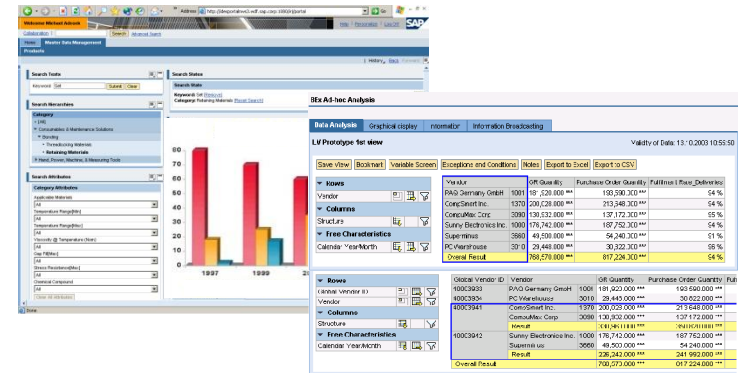
- Sophisticated product and relationship management
- Print & web publishing including layout and production

Improved Business Intelligence

Deliver unique insights with an integrated platform



BUSINESS INSIGHT

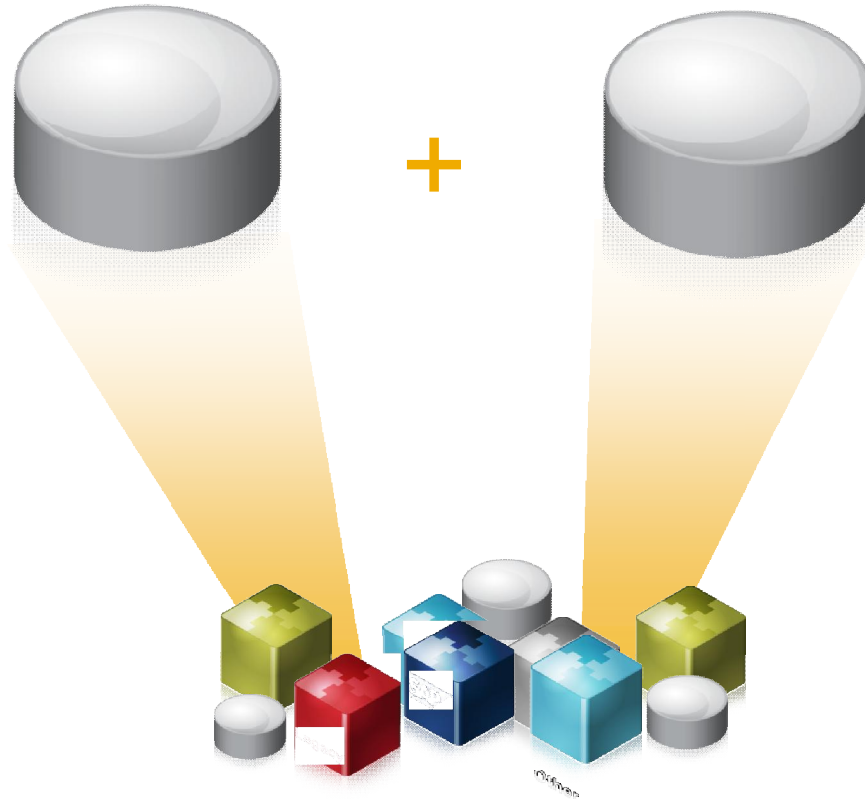


MASTER DATA

TRANSACTIONAL DATA

=

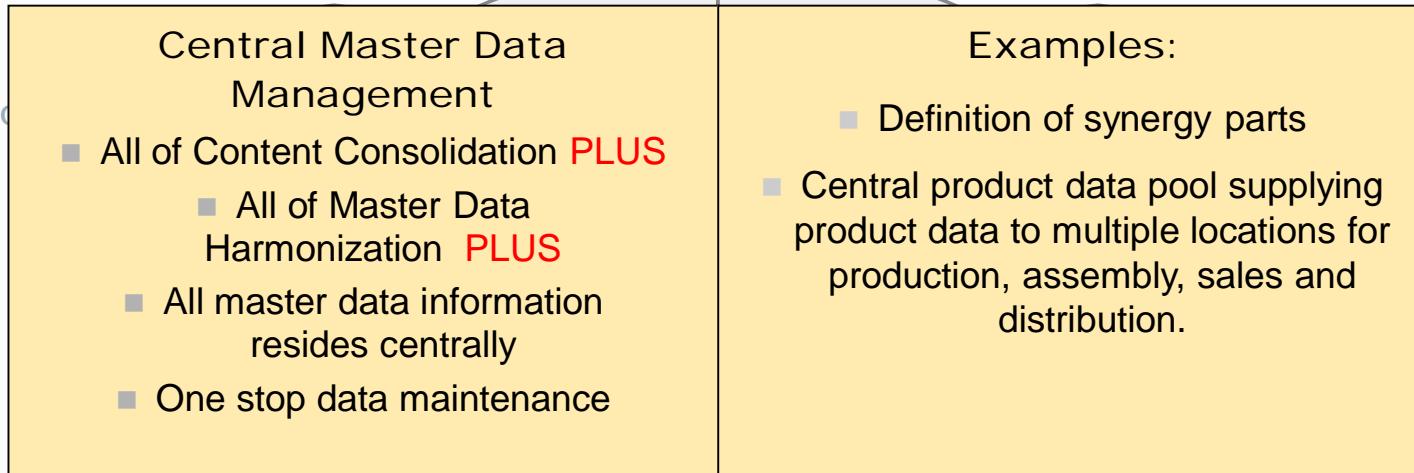
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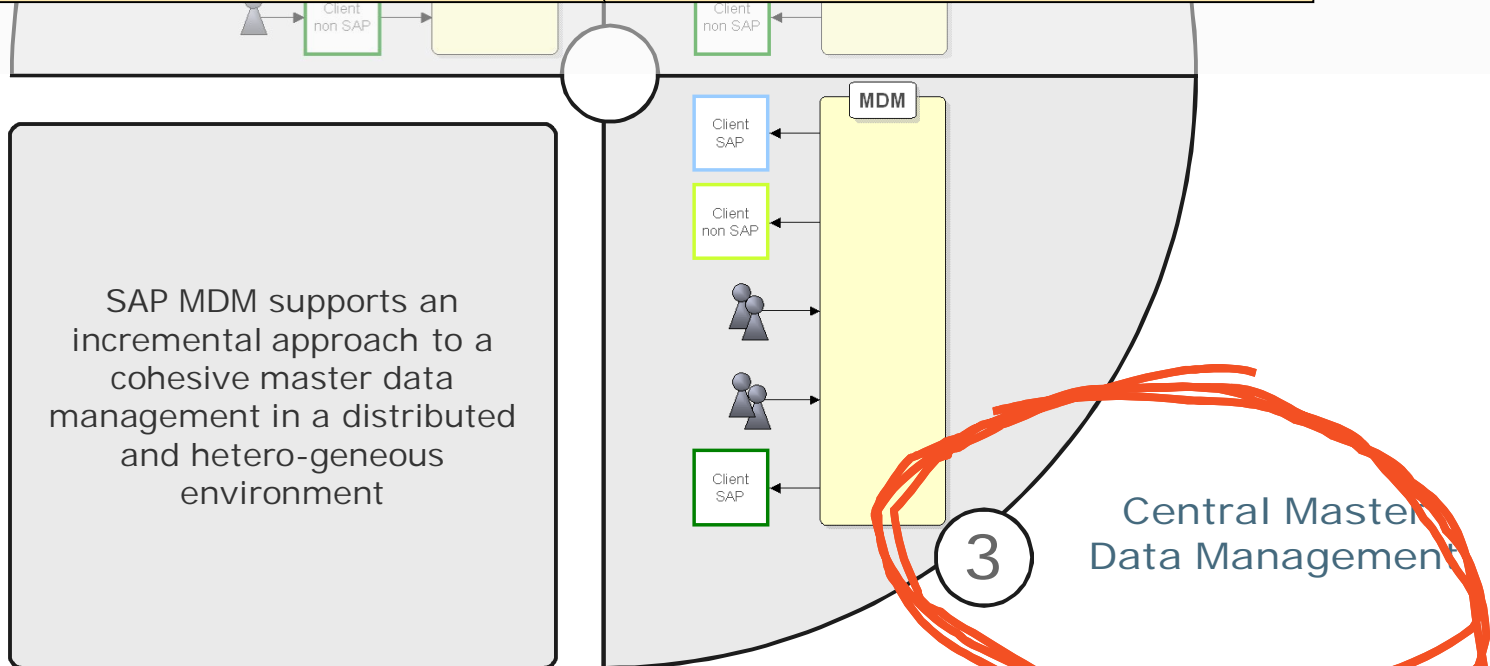
- Understand your most profitable products, best customers and cheapest/reliable vendors
- Gain insights by integrating transactional data from heterogeneous systems with master data for analysis

Implementation Scenarios

Central Master Data Management



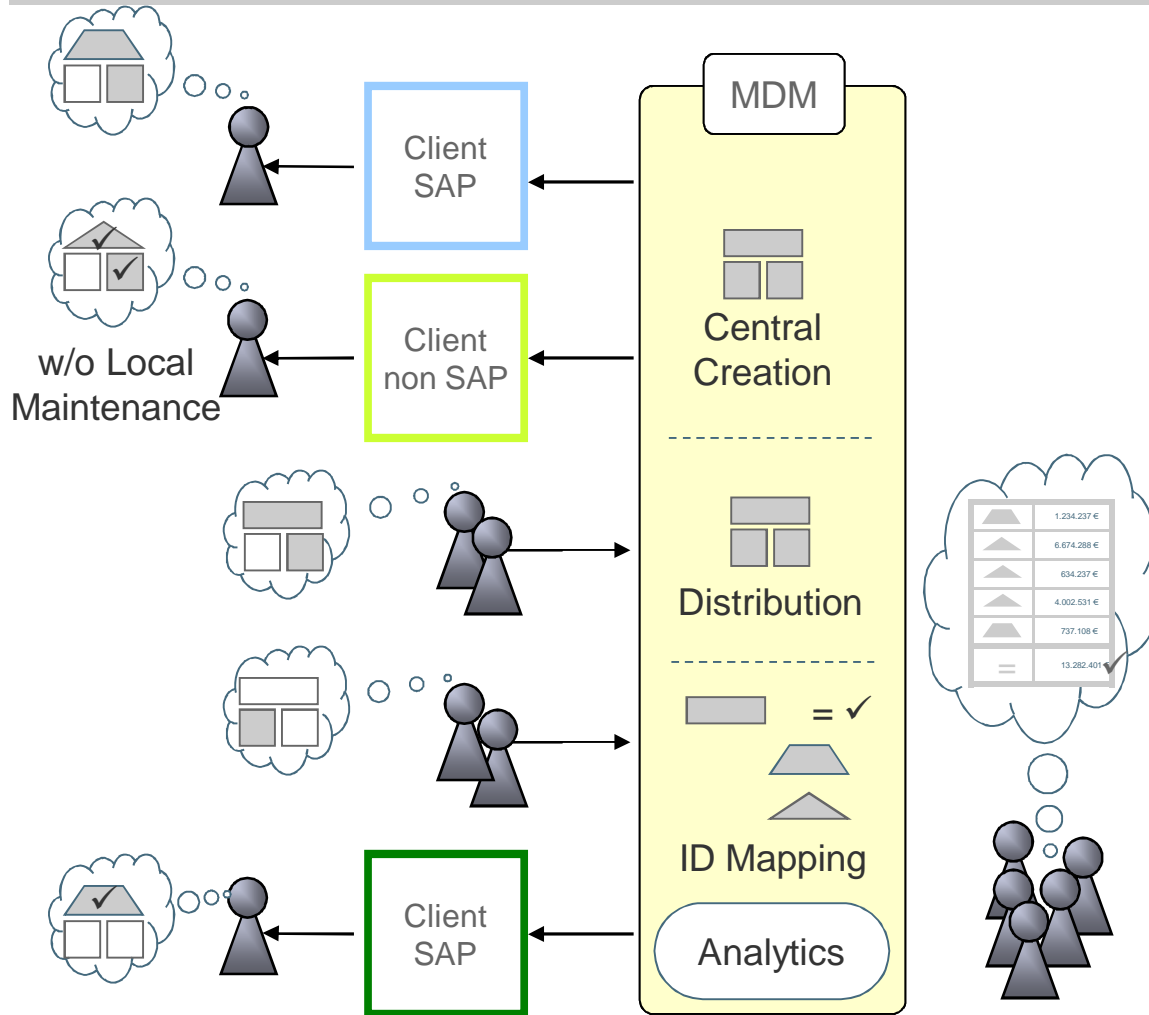
Master Data Harmonization





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Central Master Data Management

Central Master Data Management



- ## Central Master Data Management Core Process Steps:
1. Central Creation of master data objects covering the complete information as used later in the local application systems (clients)
 2. Distribution of centrally maintained master data information as individual objects as they are defined in the local application systems
 3. Use of master data within local application processes w/o local maintenance
 4. Use of ID Mapping information for MDM Analytics like business-wide analyses etc.

Description of a master data object:
 → Common Identifying Data
 → Complete master data info

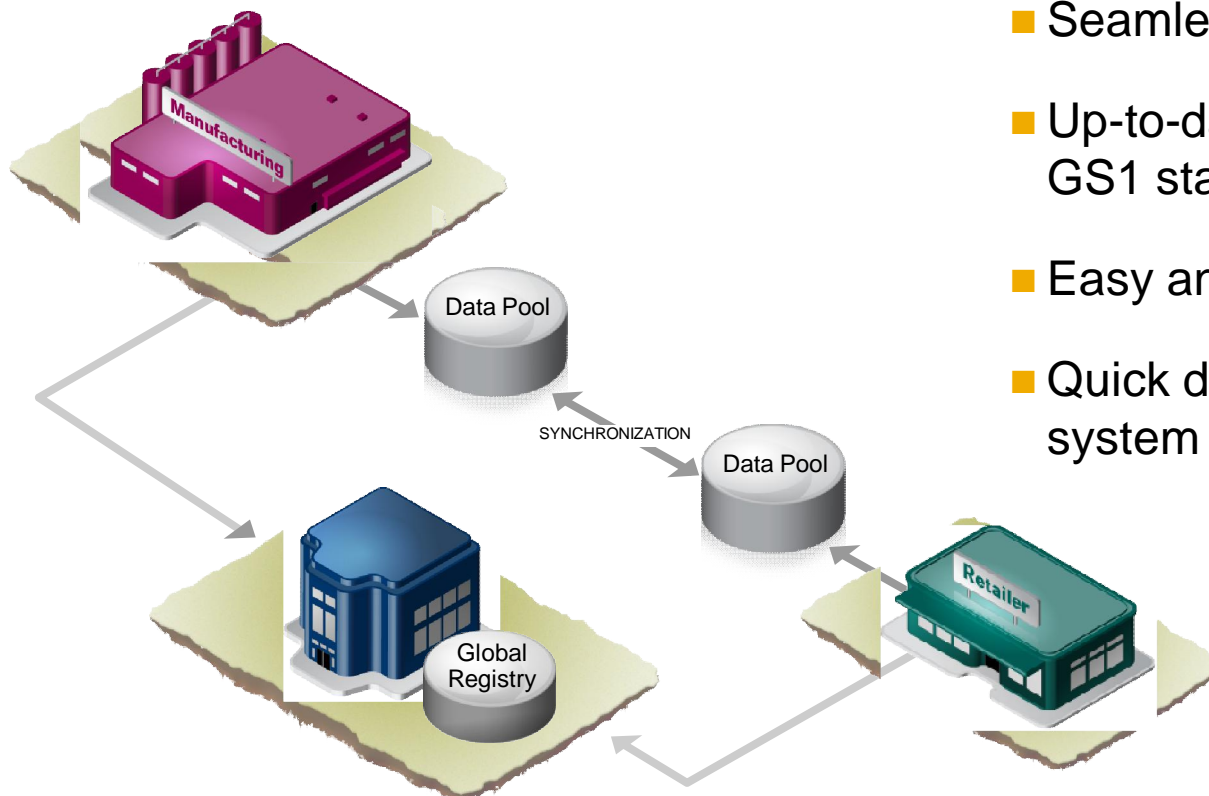
Global Data Synchronization

Leverage master data consistency across the supply chain

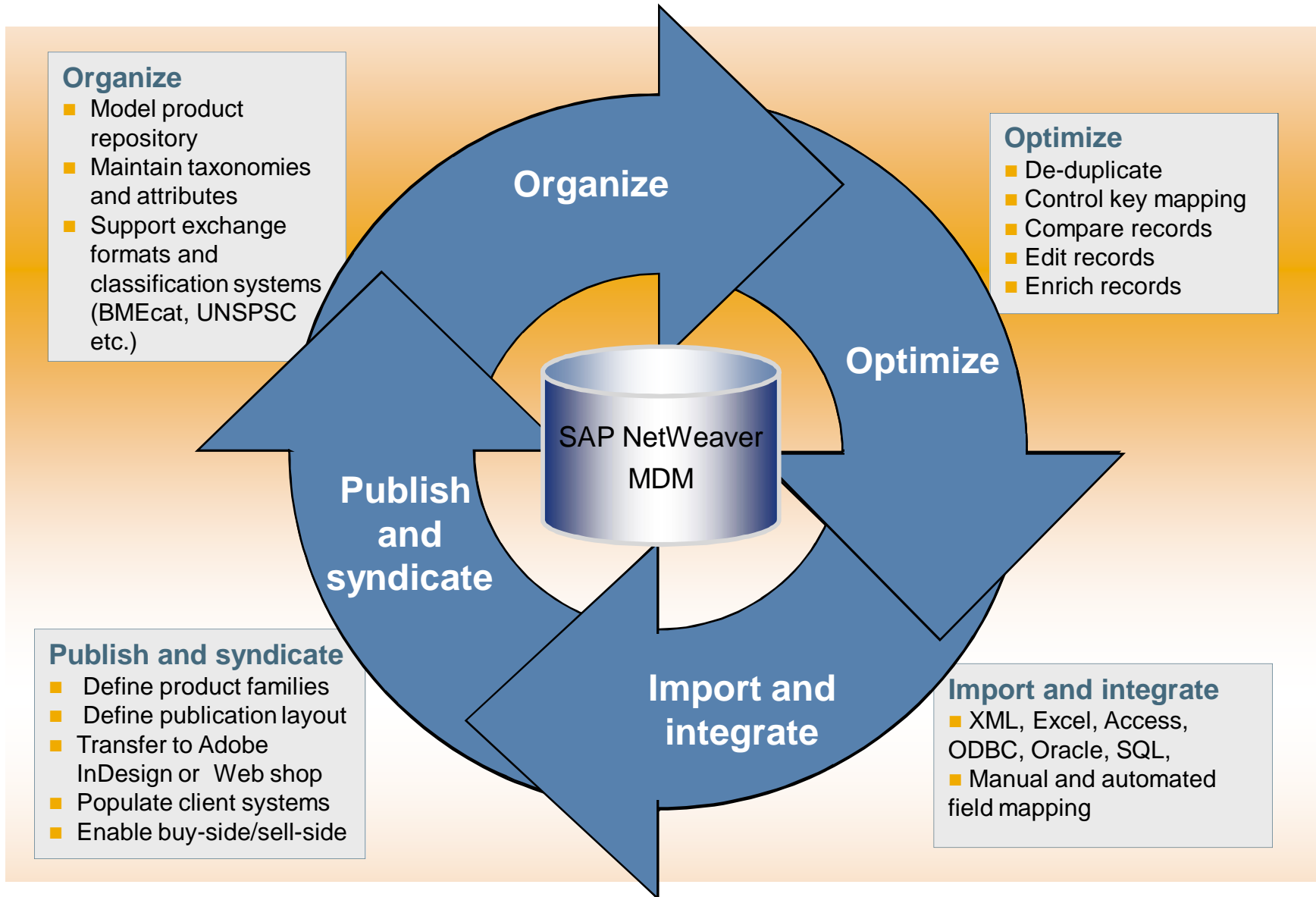


Manage the exchange of product information between CPG manufacturers and retailers via the 1Sync data pool

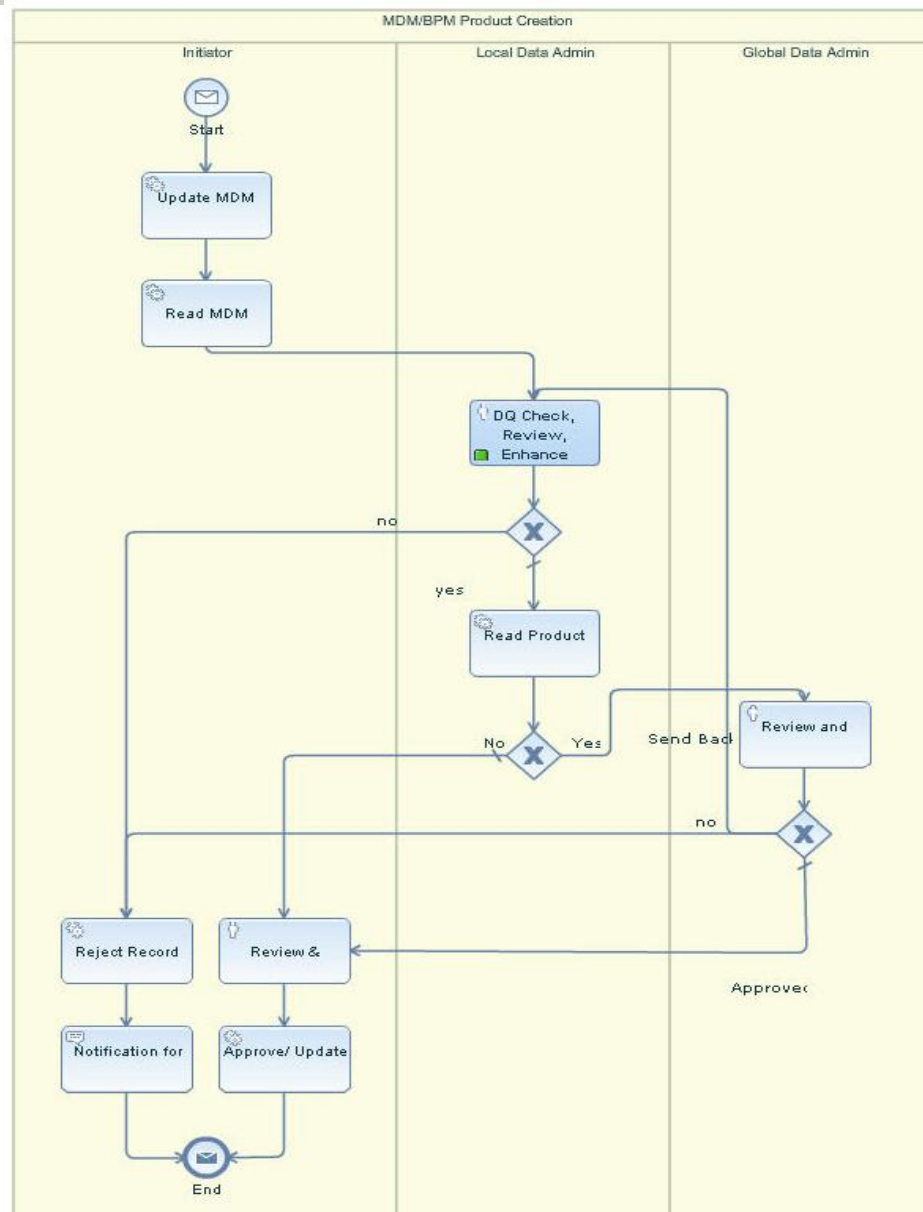
- Lean and efficient GDS solution
- Seamless integration with backend
- Up-to-date with the ever evolving GS1 standard
- Easy and intuitively to use
- Quick deployment on top of existing system landscape



Master Data Management Cycle



Demo: Collaborative Processes for Product Creation



SAP NetWeaver Master Data Management

Overview and Roadmap

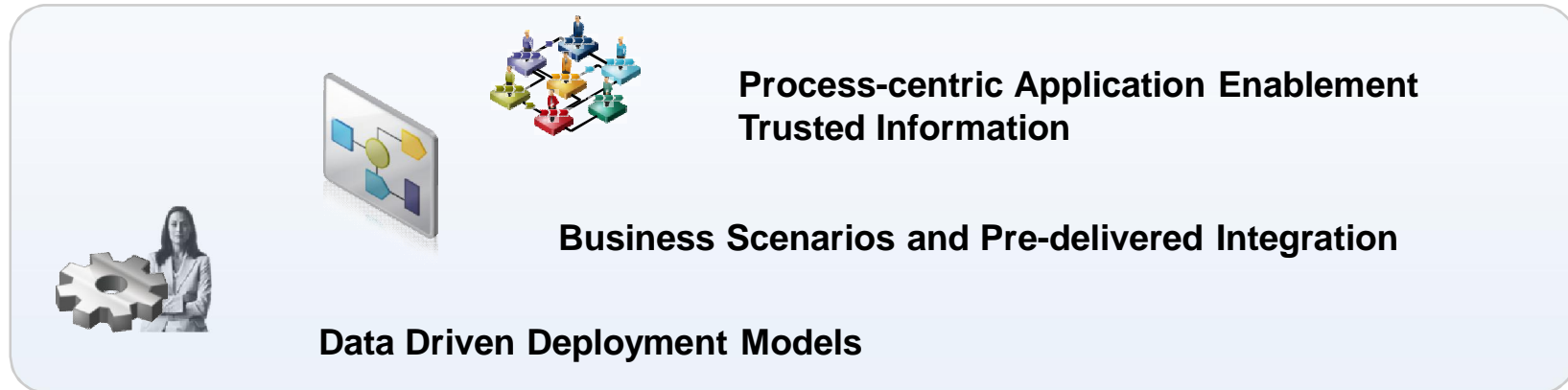


How Master Data Affects Your Business

Introduction to SAP NetWeaver MDM

Our Roadmap and Further Outlook

Broadened Scope – Increased Value



Provide one integrated model-driven environment as part of the SAP application infrastructure to support an holistic approach for master data management in heterogeneous environments

Streamline and manage master data creation and maintenance processes across the enterprise leveraging pre-packaged business scenarios and integration

- Simplified deployment and integrated operations
- Cost reduction for data maintenance
- Reduction of follow-up costs related to master data errors

Build a solid but flexible layer of trusted information and extensive master data services

- Efficient business process execution
- Basis for solid business decisions
- Enablement of business network transformation

MDM with SAP NetWeaver – Roadmap Highlights



Core Scenario Improvements and Supportability

Enhanced Foundation for Scenarios and Integration

Additional Scenarios and Process-centric Application Enablement

Core

Continuous improvements focusing on core scenarios
 Import and syndication performance
 Scheduled and process driven syndication
 Matching APIs

Extended flexibility for data modeling and support for complex objects

- Multiple main tables
- New compound data type for multi-levelled data modeling

Further performance improvements for inbound and outbound processing

Provisioning of standard SOA interfaces for master data
 Extended core capabilities (e.g. matching) leveraging Business Objects technologies

Operations

Change tracking UI
 Basic transport management
 Enhanced supportability

- Simplified deployment through standardized services
- Common support tools

Change and transport management for data model and integration content
 Improved administration and life-cycle management
 Increased compliance and auditing support

Further TCO reduction through SAP NetWeaver based administration and life-cycle management
 Master data services provided as integrated part of the SAP application infrastructure for simplified scenario deployment

Integration

Enhanced UWL integration
 BI master data consolidation (MDM/BI integration)
 SRM-MDM catalog version 2.0

Native MDM adapter for SAP NetWeaver Process Integration
 Model-driven and typed Web services for straightforward SOA implementation
 Leverage BusinessObjects Data Services XI data quality capabilities for address cleansing

Integration with Standard SAP Search Technologies

Extended connectivity options with BusinessObjects Data Services XI data integration capabilities

SRM-MDM catalog 3.0, Extended print publishing functionality (PIM)

GDS 2.0, SRM-MDM catalog 4.0 and additional pre-built scenarios with generic and industry specific content.

SAP NetWeaver MDM 5.5

SAP NetWeaver MDM 7.1

SAP NetWeaver MDM – next major release

MDM with SAP NetWeaver – Roadmap Highlights



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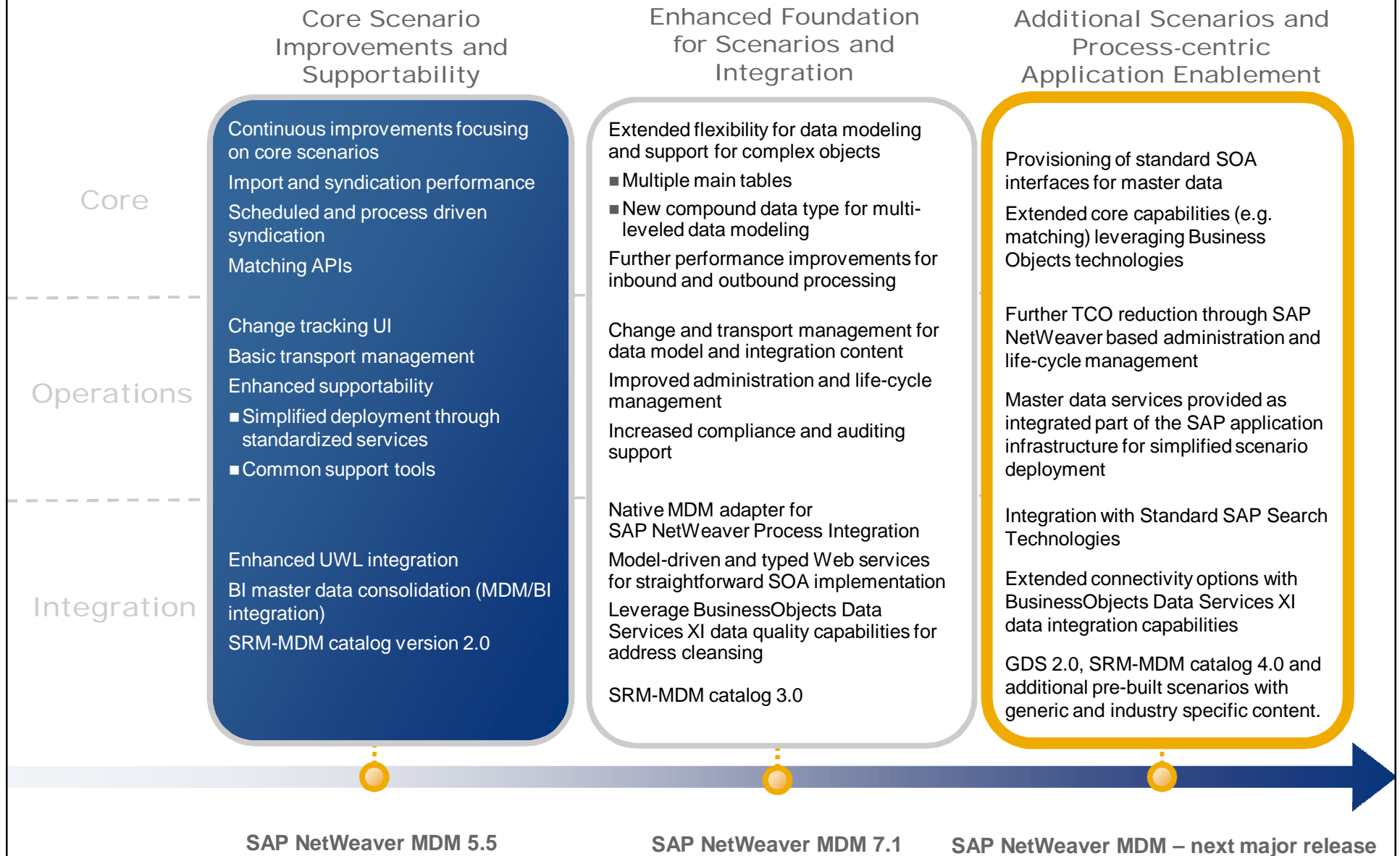
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MDM with SAP NetWeaver – Roadmap Highlights





Extended Flexibility for Data Modeling and Complex Objects

Support for multi-object repositories

- Multiple business objects (=main tables) can reside in one and the same repository
E.g. supplier and product data can be stored in one repository
- Records of different main tables can reference each other (new field type “Lookup [Main]”)
E.g. a supplier can be related to several products
- Main tables can share the same customizing/lookup tables
E.g. the main tables “customers” and “suppliers” can be connected to the table “countries” in order to ensure consistent information about the country of origin of both business partners



Support for nested structures

- New composite data type *tuple* allows modelling of nested structures
E.g. product capacity information depending on plant and location or multiple addresses of a business partner can hold multiple phone numbers

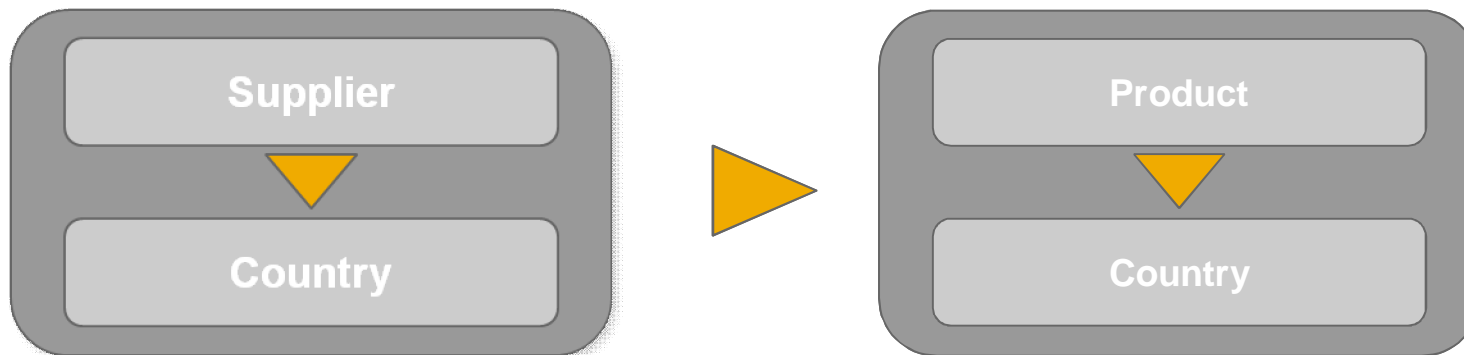


A Bit of Background Information...

SAP NetWeaver MDM 5.5



Data modeling limitations with SAP NetWeaver MDM 5.5



Sharing of Lookup tables (e.g. country) across repositories not supported

Linking of objects residing in 2 repositories is not supported with SAP NetWeaver MDM 5.5, natively.

Workarounds via the integration into SAP NetWeaver Portal

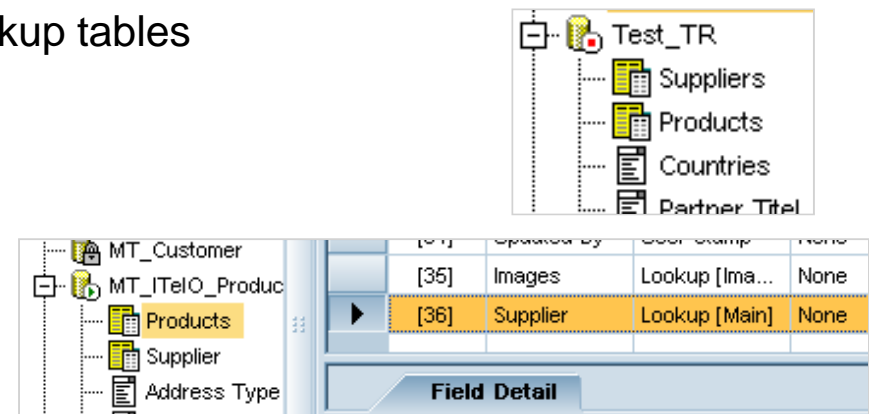
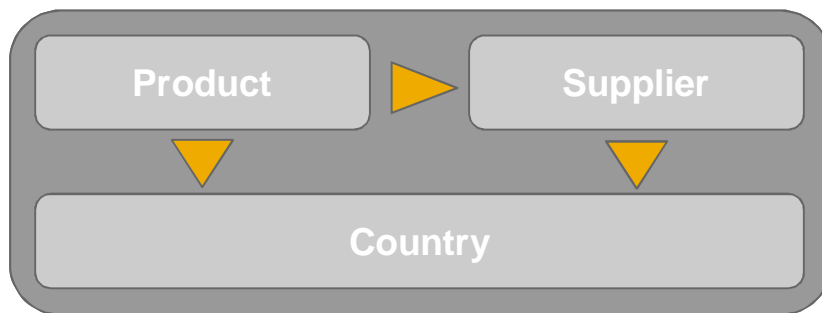
- Use of “eventing technology” → mapping of key fields and match of respective values
- Not sufficient for each and every use case

Multiple Main Table Concept in MDM 7.1



SAP NetWeaver MDM 7.1 will support the following options

- Multiple business objects (main tables) can reside in a single repository
- Multiple main tables can reference the same lookup tables



Key benefits of this concept

- Main table objects can reference each other using a *Lookup [Main]* field type (e.g. a supplier can be related to several products)
- Main table objects can recursively reference themselves (e.g. Employees reference Employees)
- Increased consistency of lookup table entries and reduced maintenance effort (e.g. only one table for countries, currencies etc.)
- Lower operational costs due to fewer repositories that need to be managed
- Hardware resources (such as memory) are used more efficiently by MDM

What is a Tuple?



A tuple is a record *template* that groups together a set of related fields into a reusable object or type definition that describes or composes a particular object or type

Object Hierarchy		Member Fields		
		Pos.	Name	Type
Tuples				
	Communication Details	[1]	Complete Number	Text
	E-Mail Address	[2]	Phone Number	Text
	Fax Number	[3]	Phone Number Extension	Text
	Phone Number	[4]	Standard Number	Boolean
	Supplier Address	[5]	Number Type	Boolean

Simple tuple composed out of multiple text and boolean fields

Object Hierarchy		Member Fields		
		Pos.	Name	Type
Tuples				
	Communication Details	[1]	Name	Text
	E-Mail Address	[2]	Fax Number	Tuple (multi-valued)
	Fax Number	[3]	Phone Number	Tuple (multi-valued)
	Phone Number	[4]	Supplier Address	Tuple (multi-valued)
	Supplier Address	[5]	New Field	Integer

Nested tuple composed out of text fields and other tuples

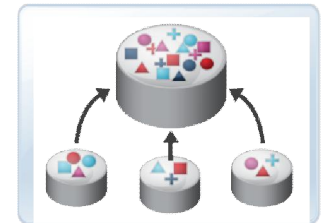


Further Improvements for Inbound and Outbound Processing

Inbound processing

- Redesign of XML Import (enhanced usability and performance)
- Support for parallel import processes for multiple repositories
- Improved responsiveness during concurrent read and write actions (Write lock optimization)

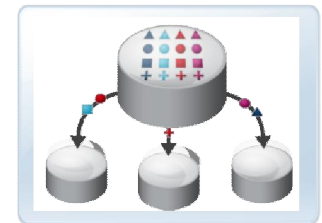
Extract



Outbound processing

- Syndication performance enhancements e.g. in regards to parallel syndication
- Functional enhancements such as
 - Syndication of multilingual attribute values (i.e. value and region)

Distribute



SAP NetWeaver MDM 7.1 – Core Components



SAP MDM Data Manager - Products_01 2008 [wdfn00160483a] - English [US]

File Edit View Search Records Objects Relationships Tree Attributes Configuration Help

Products

Search Parameters

Class Hierarchy

- [ALL]
- Products
 - Computer systems
 - Computer hardware
 - Storage
 - Peripherals
 - Cables & connectors
 - Networking
 - Accessories
 - Software
 - Office Electronics
 - HIFI & Entertainment

Records

Product Number	Description	Class Hierarchy	Class	Category
117	Notebook Speedy I CN	Notebooks	Laptop computer	Trading goods
118	Notebook Speedy II CN	Notebooks	Laptop computer	Trading goods
119	Notebook Basic 18	Notebooks	Laptop computer	Trading goods
120	Notebook Basic 19	Notebooks	Laptop computer	Trading goods
121	Notebook Basic 15	Notebooks	Laptop computer	Trading goods
122	Notebook Basic 17	Notebooks	Laptop computer	Trading goods
123	1UMTS PDA	PDA & organizers	PDA	Trading goods
124	Notebook Professional 15	Notebooks	Laptop computer	Trading goods
125	Notebook Professional 17	Notebooks	Laptop computer	Trading goods

Record Detail Language Detail Validations Assignments Workflows

Product Number: 118
Description: Notebook Speedy II CN
Class Hierarchy: Notebooks
Class: Laptop computer

Average battery drain time: 4.30
Computer Manufacturer: Fujitsu-Siemens
CPU Type: Intel Pentium M 780 (2.26 GHz)
Hard disk: 100 GB S-ATA 15000 RPM
RAM Memory Size: 2048 MB
Weight of computer: 2.860 kg
Operating System: Windows XP Home Edition SP2
Optical Devices: DVD-RW Drive
Screen Panel: 15.0" TFT-LCD

Jobs

GTIN [1 of 1]: EANUCC-14 | 47236777132460

Long Text: This speedy notebook with its 15" display is excellently prepared for your gaming adventures.

Images:

Key Mapping [3 of 3]:
CRM (DLZ_800) | HT-1001
ERP (DL3_800) | CN00S2
ERP (DL4_800) | HM1001

Documentation (PDFs):

Ready 99 of 99 records found Record Mode NUM

MDM Rich Clients in SAP Signature Design

SAP NetWeaver MDM 7.1 – Integration Aspects



Extended Integration with SAP NetWeaver

Native adapter for SAP NetWeaver Process Integration

- Integrated monitoring with SAP NetWeaver PI Runtime Workbench
- Available for SAP NetWeaver PI 7.0 and 7.1

Portal integration & iView enhancements

- Support of multiple main table concept
- Simplified user administration thru trusted connection
- Additional functionality in regards to the UWL integration (e.g. approval step comments)

Communication Channel Edit View

Edit Communication Channel

Communication Channel: MDM_TEST

Party: _____

Service: MDME6J

Description: MDM Sender Communication Channel

Parameters Identifiers Module

Adapter Type * MDM http://sap.com/xi/MDMAdapter

Sender Receiver

Transport Protocol * MDM Provider

Message Protocol * MDM

Adapter Engine * Integration Server

MDM Access Parameters

MDM Server * _____

MDM Repository * _____

Keyword Search

Search Text: _____

Product Manufacturers

ID	Name	SORG Number
111238-003		000439578

Manufacturer Details

Name / Last Name: TOPCO Americas

Street: 30021 30021 30021 Long Blvd.

Postal Code: 33172

E-mail Address: info@topco.com

Partner Number: 14490

DUNS Number: 000436678

Result Set

ID	Product Number	Description
<input type="checkbox"/>	HT-1000	Notebook Basic 15 with 1,7GHz - 15" XGA - 1024MB DDR2 SDRAM - 40GB Hard Disc
<input type="checkbox"/>	HT-1001	Notebook Basic 17 with 1,7GHz - 17" XGA - 1024MB DDR2 SDRAM - 40GB Hard Disc
<input type="checkbox"/>	HT-1002	Notebook Basic 18 with 1,7GHz - 18" LCD - 1024MB DDR2 SDRAM - 40GB Hard Disc
<input type="checkbox"/>	HT-1003	Notebook Basic 19 with 1,7GHz - 19" LCD - 1024MB DDR2 SDRAM - 40GB Hard Disc
<input type="checkbox"/>	HT-1007	Ultra fast 30 UMITSHPSPA Pocket PC, can be used with any GSM network in the world - E

Product Details

MDM Product ID: 5

Product Number: HT-1000

Description: Notebook Basic 15 with 1,7GHz - 15" XGA -

Images:

Class: Laptop computer

Average battery drain time: 3,15

Computer Manufacturer: SIAO

CPU Type: 1,7 GHz

Hard disk: 40 GB S.A.T.A 160

Operating System: MS Windows Vista Home Basic

Optical Devices: DVD/CD-RW Combo

RAM Memory Size: 1024 MB

Screen Resolution: 1024*768

Screen Size (inches): 15

Weight of computer: 1500 g

Availability

Committed Date	Committed Quantity
Aug 14, 2007	100.00

SAP NetWeaver MDM 7.1 – Integration Aspects



Enhanced Programming Interfaces and Web Services

New API extensions

- Introduction of .NET API
- Enhanced ABAP API
 - Additional object support (PDFs & images, masks & named searches, relationships)
 - Access of import and syndication functions
- Continuous extensions of Java API



Generator for Web services based on specific repository structure

- Definition of exposed tables and fields through Web UI
- CRUD operations can be defined per table
- WSDL reflects data model of a repository
- Replacement of existing non-typed Web services

MDM WS Generator - Untitled

Server Name: itlv134 Repository Name: ProductsRepos Logout

Tables Fields

Tables	Operations			
	Create	Update	Search	Retrieve
Category	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Countries	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Manufacturer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Products	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Further Integration Topics

Business Objects Data Quality capabilities



- Initial integration between SAP NetWeaver MDM and Business Objects Data Quality Services is based on MDM Enrichment Architecture
- Business Objects' Enrichment Adapter allows data cleansing and enrichment of business partner master data using postal address directories
- Planned to be available for both SAP NetWeaver MDM 5.5 and 7.1 *

Enhanced Enrichment Controller functionality

- Support of asynchronous communication between SAP NetWeaver MDM and data quality providers
- Support data quality services that return the results in multiple batches
- Continuous improvement in regards to the EC monitoring and administration tool
- Support for adapters that were implemented based on PI Adapter framework

* Separate shipment, not part of MDM 7.1 product delivery

SAP NetWeaver MDM 7.1 – Operations and Life Cycle



Change and Transport Management for Data Model and Integration Content

Transport support for additional content elements such as

- Expressions (validations and assignments)
- Matching strategies
- Workflows
- Import and syndication maps

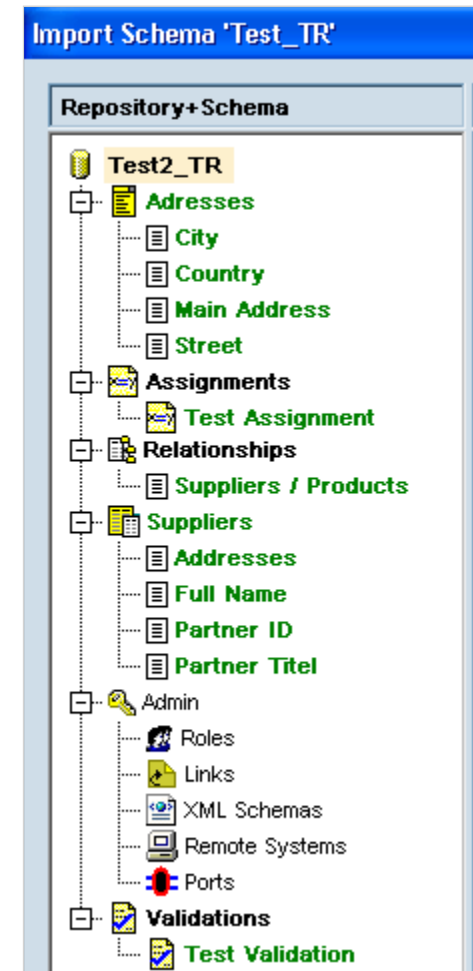
Integration into CTS+ (Change and Transport System)
to ensure consistent transport of repository schema changes

Increased Compliance and Auditing Support

Changes tracking for qualified lookup fields

General security enhancements

- Newly created user will receive initial password he needs to change
- Password change can be performed in MDM Data Manager
- Automatic locking of user accounts after failed logon attempts



SAP NetWeaver MDM 7.1 – Operations and Life Cycle



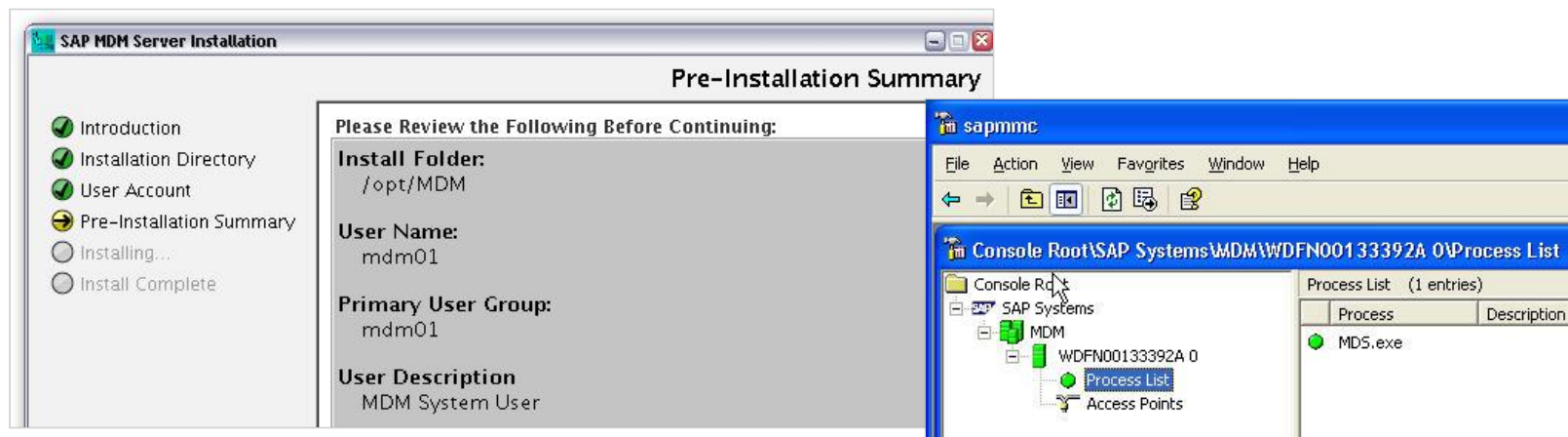
Improved Administration and Life-Cycle Management

Enhanced SLD registration through supply of additional information (SID, DB name, installation number etc.)

Integration of SAP NetWeaver MDM into SAP NetWeaver Administrator

Integration of MDM server into SAP Startup Framework supporting homogenous runtime environment across all platforms

Unified installer (SAPinst) covering all operating systems



SAP NetWeaver MDM – Today and Tomorrow



Data driven deployments today

→ One integrated, model-driven environment as part of the SAP application infrastructure

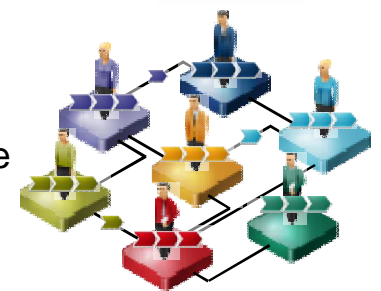
- Addresses immediate data consolidation needs (e.g. customer or material master data)
- Complementary technical building blocks (e.g. sophisticated rich-clients, workflow, ...)
- Flexible data model, easy installation and operation



Process-centric application enablement tomorrow

→ Streamline and manage master data maintenance processes across the enterprise and in dynamic business networks

- More pre-built scenarios with generic and industry business content
- Deeper integration with infrastructure components (e.g. Process Integration, Business Intelligence, Workflow, User Management)
- Process specific integration with SAP Business Applications



SAP NetWeaver MDM – Retains flexibility,
further enables business network transformation

Conclusion



AGILITY IS KEY

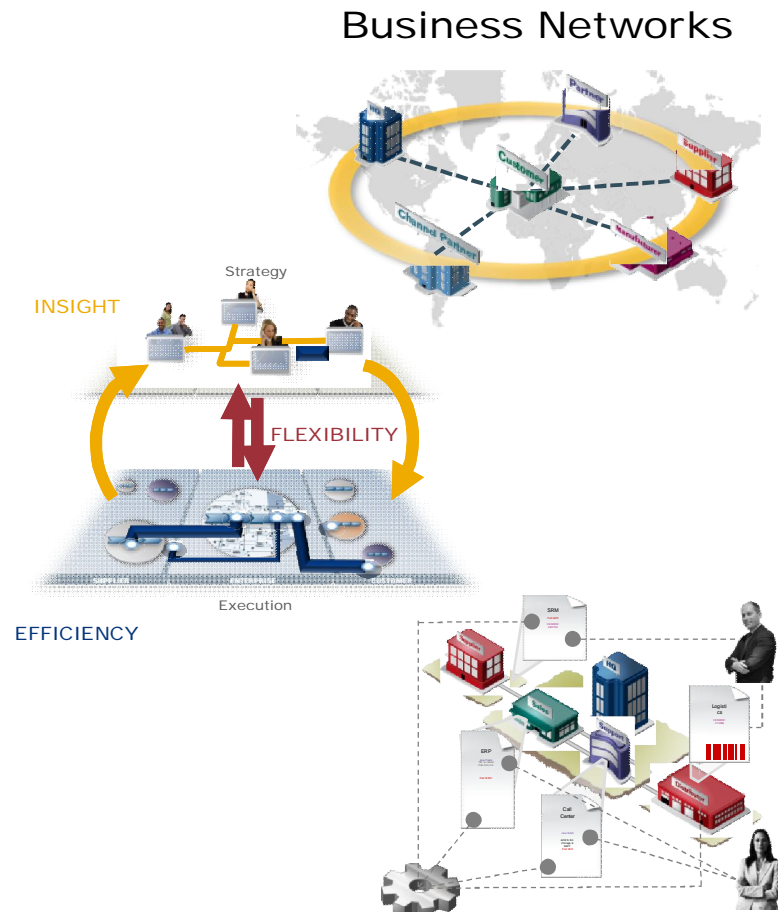
Business and IT need to be agile to compete in an economy that is increasingly faster, more complex and ever changing

MDM IS FOUNDATIONAL

Master data management is a foundation for both intra-enterprise agility and for collaboration in business networks

TECHNOLOGY IS AVAILABLE

SAP NetWeaver MDM is ready as the reliable foundation for your master data management initiative



Manage Your Master Data Actively to be Business Network Ready!

Thank you. Questions?

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RUN SAP™** 

Please visit

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