SAP NetWeaver MDM

Overview

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SAP NetWeaver
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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
Command & control
Internal R&D
Uniformity

Agility & innovation
Connect & collaborate
Co-Innovation
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**

**INSIGHT**

**FLEXIBILITY**

**EFFICIENCY**
SAP Business Intelligence
Solutions from SAP - A complete offering

Business Analytics
- Manage your Business
- Plan for Success
- Act with Confidence

Data Warehousing
- Enterprise Data Warehousing
- High-performance Analytic Solutions
- Data Mart Solutions

Analytic Applications
- By Industry
  - Financial Services
  - Public Sector and Healthcare
  - Manufacturing
  - Consumer Products
  - Retail and Telco
  - Utilities and more...
- By LOB
  - Service, Sales, and Marketing
  - Procurement
  - Supply Chain
  - Finance
  - Sustainability
  - IT, HR, and more...

Enterprise Performance Management
- Strategy Management
- Profitability and Cost Mgmt.
- Disclosure Management
- Planning, Budgeting, and Forecasting
- Financial Consolidation

Governance, Risk, and Compliance
- Enterprise GRC
- Access Risk Management
- Continuous Transaction Monitoring
- Global Trade Services
- Information Governance
- Master Data Management
- Content Management
- Event Processing
- BI Platform

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 ...

- 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

Without Master Data Management
Doing business is expensive

Master Data Management
Improve data quality in steps

Data Quality

Time

New Product Launch
Consolidation
Harmonization
Central MDM
M&A
Outsourcing
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
SAP MDM supports an incremental approach to cohesive master data management in a distributed and heterogeneous environment.
SAP MDM supports an incremental approach to a cohesive master data management in a distributed and hetero-geneous environment.

**Content Consolidation**
- Cleanse, normalize data
- Aggregate, search, and cross reference data from connected systems
  - Duplicate finding

**Examples:**
- Business-wide analyses (e.g., global spend Analysis),
- Creation of central catalogs (e.g., of supplier products)
## Description of a master data object:

### Identifying Attributes

- **Key**
- **BuPartner**
- **System**

### Other application specific data

<table>
<thead>
<tr>
<th>Key</th>
<th>BuPartner</th>
<th>System</th>
</tr>
</thead>
<tbody>
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<td>318560</td>
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<td>34711</td>
<td>S3</td>
</tr>
</tbody>
</table>

### Sources

- **MDM**
  - **Matching**
  - **ID Mapping**

### Consld Text

- **Orz Smith**
- **Smith Orz**
- **John Screw**
- **Dr. Orz**
- **Dr. Smith Orz**
- **Mrs. Johns, Eva**
- **Mr. Brown, Adam**

### Duplicates:

- orz500 = 38z23orz

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**Diagram Notes:**

- **ERP**
- **Legacy**
- **CRM**
- **MDM**
- **PI/DS**
- **Description of a master data object:**
  - Identifying Attributes
  - Other application specific data
### Key Mapping in MDM Data Manager

#### Screenshot:

![Screenshot of MDM Data Manager interface showing key mapping](image)

#### Description:

- **Search Parameters**:
  - **Partner Type**: All, Address, Company, Unit

- **Records**:
  - **Business Partner**: CMARAA#0000318560, CMARAA#0000320522, CMARAA#0000320523
  - **Company**: CMARAA#0000320523
  - **Address**: CMARAA#0000318560
  - **Unit**: CMARAA#0000320523

- **Edit Record Key Mappings**
  - **Default**: CMARAA#0000318560
  - **Business Partner**: CIMA, Legacy, Sales Office 1
  - **Client System**: 3874394, orz500, 38223orz
  - **Key**: 50000000

- **Additional Fields**:
  - **Region**: Australia
  - **MDM Number**: 10000300
  - **VAT Registration Number**: 0
  - **Title**
  - **Name**
  - **District**
  - **PO Box**
  - **PO Box Postal Code**

- **Buttons**:
  - **Add**, **Delete**, **OK**, **Cancel**
## Result: Analytic Output (Consolidated View)

<table>
<thead>
<tr>
<th>Business Partner - MDM</th>
<th>Business Partner - Source</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Orz, Smith</td>
<td></td>
<td>150.000</td>
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<tr>
<td>Orz Smith</td>
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<td>30.000</td>
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<tr>
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<td>70.000</td>
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<tr>
<td>Mrs. Johns, Eva</td>
<td></td>
<td>100.000</td>
</tr>
<tr>
<td>Mr. Brown Adam</td>
<td></td>
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SAP MDM supports an incremental approach to a cohesive master data management in a distributed and heterogeneous environment.

**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 heterogeneous 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:

- **Provisioning**
- **Matching and merging**
- **Validation and enrichment**
- **Transformation and standardization**
- **Data extraction**
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
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
SAP MDM supports an incremental approach to a cohesive master data management in a distributed and hetero-geneous environment.

Central Master Data Management
- All of Content Consolidation PLUS
  - All of Master Data Harmonization PLUS
- All master data information resides centrally
- One stop data maintenance

Examples:
- Definition of synergy parts
- Central product data pool supplying product data to multiple locations for production, assembly, sales and distribution.

Implementation Scenarios
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

Organize
- Model product repository
- Maintain taxonomies and attributes
- Support exchange formats and classification systems (BMEcat, UNSPSC etc.)

Optimize
- De-duplicate
- Control key mapping
- Compare records
- Edit records
- Enrich records

Import and integrate
- XML, Excel, Access, ODBC, Oracle, SQL,
  Manual and automated field mapping

Publish and syndicate
- Define product families
- Define publication layout
- Transfer to Adobe InDesign or Web shop
- Populate client systems
- Enable buy-side/sell-side

SAP NetWeaver MDM
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**
- Continuous improvements focusing on core scenarios
- Import and syndication performance
- Scheduled and process driven syndication
- Matching APIs
- Change tracking UI
- Basic transport management
- Enhanced supportability
  - Simplified deployment through standardized services
  - Common support tools
- Enhanced UWL integration
- BI master data consolidation (MDM/BI integration)
- SRM-MDM catalog version 2.0

**Enhanced Foundation for Scenarios and Integration**
- Extended flexibility for data modeling and support for complex objects
  - Multiple main tables
  - New compound data type for multi-leveled data modeling
- Further performance improvements for inbound and outbound processing
- Change and transport management for data model and integration content
- Improved administration and life-cycle management
- Increased compliance and auditing support
- 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
- SRM-MDM catalog 3.0, Extended print publishing functionality (PIM)

**Additional Scenarios and Process-centric Application Enablement**
- Provisioning of standard SOA interfaces for master data
- Extended core capabilities (e.g., matching) leveraging BusinessObjects technologies
- 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 with Standard SAP Search Technologies
- Extended connectivity options with BusinessObjects Data Services XI data integration capabilities
- 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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**SAP NetWeaver MDM 5.5**

**SAP NetWeaver MDM 7.1**

**SAP NetWeaver MDM – next major release**
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**Timeline**
- SAP NetWeaver MDM 5.5
- SAP NetWeaver MDM 7.1
- SAP NetWeaver MDM – next major release
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
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.

Simple tuple composed out of multiple text and boolean fields.

Nested tuple composed out of text fields and other tuples.
SAP NetWeaver MDM 7.1 – Core Components

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)

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)
SAP NetWeaver MDM 7.1 – Core Components

<table>
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<tr>
<th>Product ID</th>
<th>Description</th>
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<th>Class</th>
<th>Color</th>
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<td>Gold</td>
<td>1024x64</td>
</tr>
</tbody>
</table>

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)
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
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

Reduced planned repository downtime
- Optimized load process
- More changes can be applied online

MDM Console provides access to an overview of the requests currently active in the MDM Server (e.g. requesting user, type of connection etc.)

End-to-end tracing through DSR passport and analysis in SAP Solution Manager

MDM Import and Syndication Server can be administrated via the MDM Console
- Server start/stop
- View log files
- Property settings
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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