

# Master Data Management for SAP Made Simple and Efficient

Oct 27, 2022

# Agenda

- Panelists
- Brief Intro
- Master Data Management Case Study - Edgewell
- Overcoming SAP Master Data Challenges with Digital Workflows
- Demo
- Master Data Management Case Study - Buckman
- Q&A

# Panelists

**Justin Williams**

Global Data Governance Solution  
Enablement Manager

**Edgewell Personal Care**

**Suresh Shenoy**

SAP SCM Functional Analyst

**Buckman International**

**Kris Gorrepati**

Product Management

**Cambrian Lab**

# About Cambrian Lab

**Mission:** To Provide Effective and Practical Solutions for Supply Chain Excellence

## Team

Supply Chain, New Product Development and Technology Experts from SAP, Samsung, Siemens, GM, Ford, Applied Materials

## Industries

Automotive, High-tech, Semiconductor Equipment, Medical Devices, Consumer Products

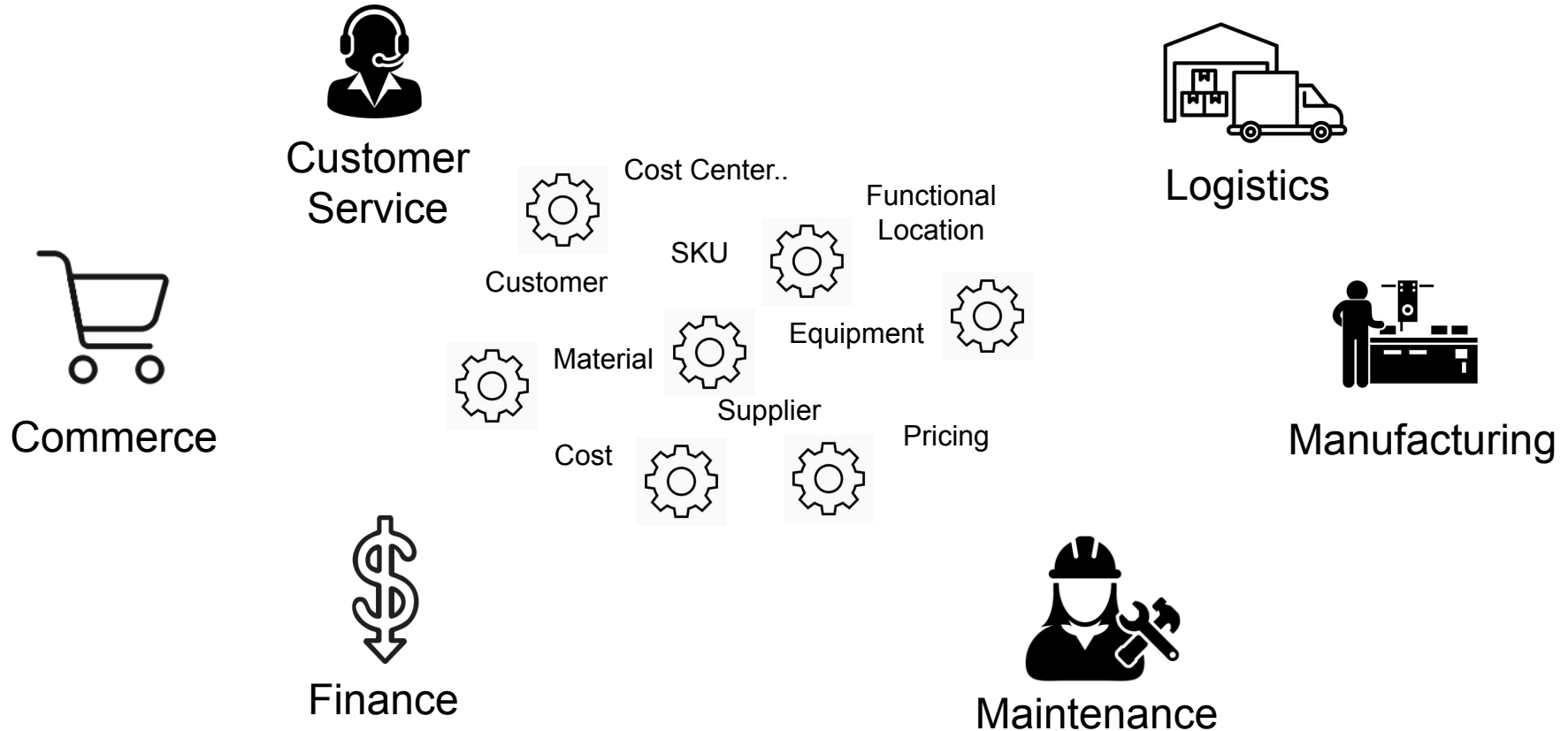
## Locations

SF Bay Area, Detroit, Boston, Houston

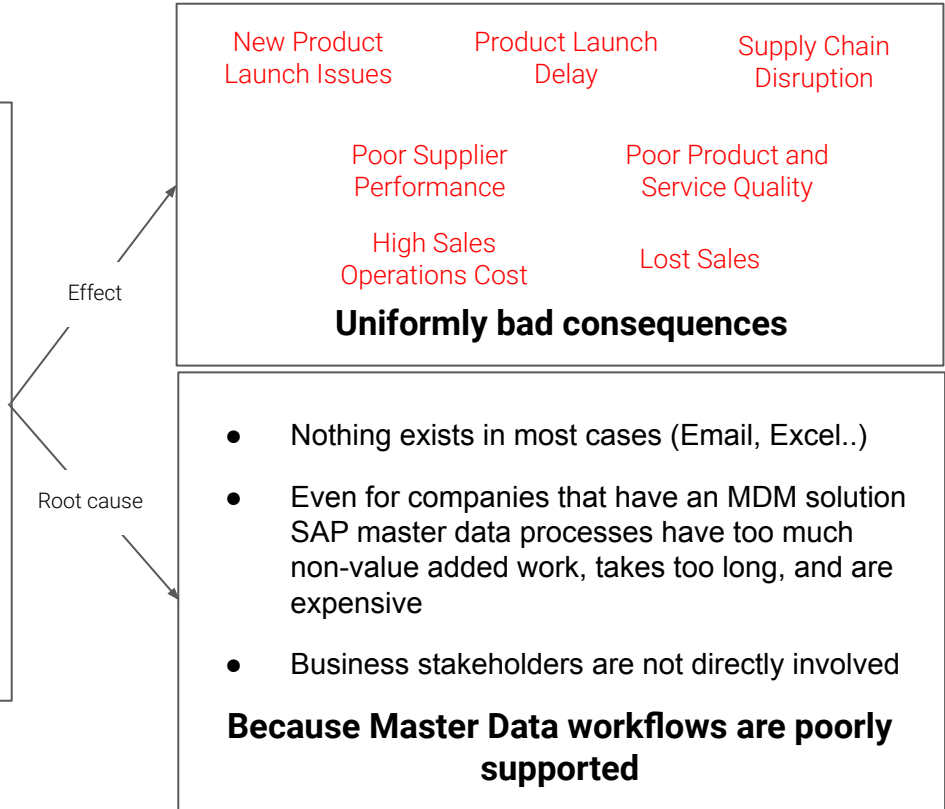
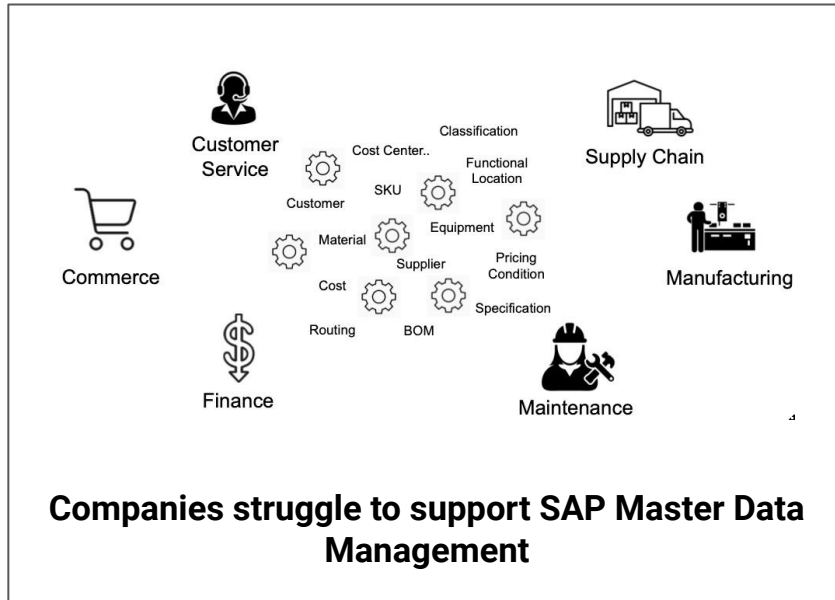
## Expertise

- New Product Introduction, Supplier Development Quality Management, and Master Data Management
- Enterprise and Supply Chain Technology (ERP, SCM, Manufacturing, CRM, Sourcing, Finance)

# Good Master Data is Critical for Operational Excellence



# SAP Master Data Management is a Struggle for most Organizations



# What we observed about SAP Master Data Management

- Significant non-value added work (80%+), long cycle times, fairly expensive business process
- High level of SAP expertise is required
- Business users are out of the loop
- Traditional MDM solutions provide limited coverage for master data domains, master data elements, and common workflows
- Poor master data processes can become an obstacle to operational and supply chain excellence

# SAP Master Data Management



# Agenda

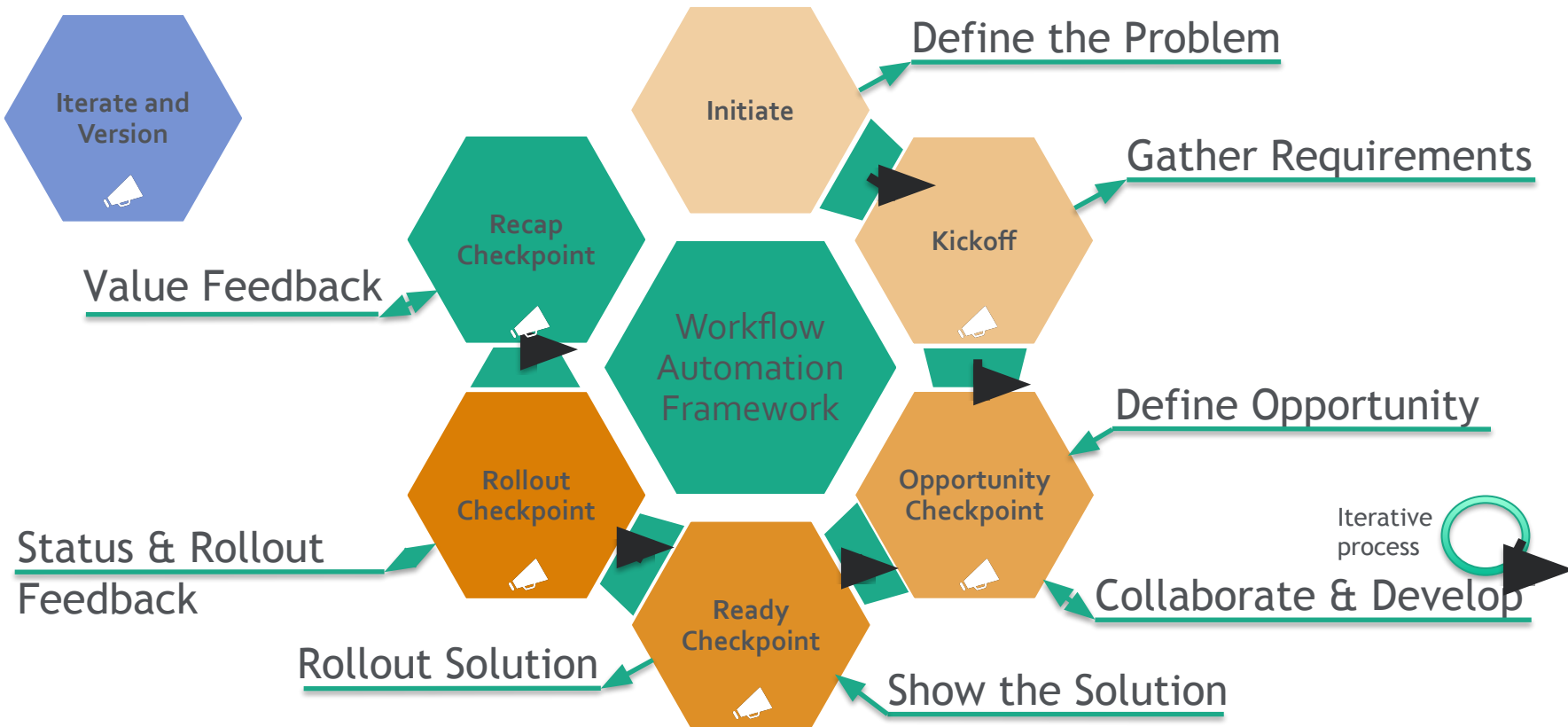
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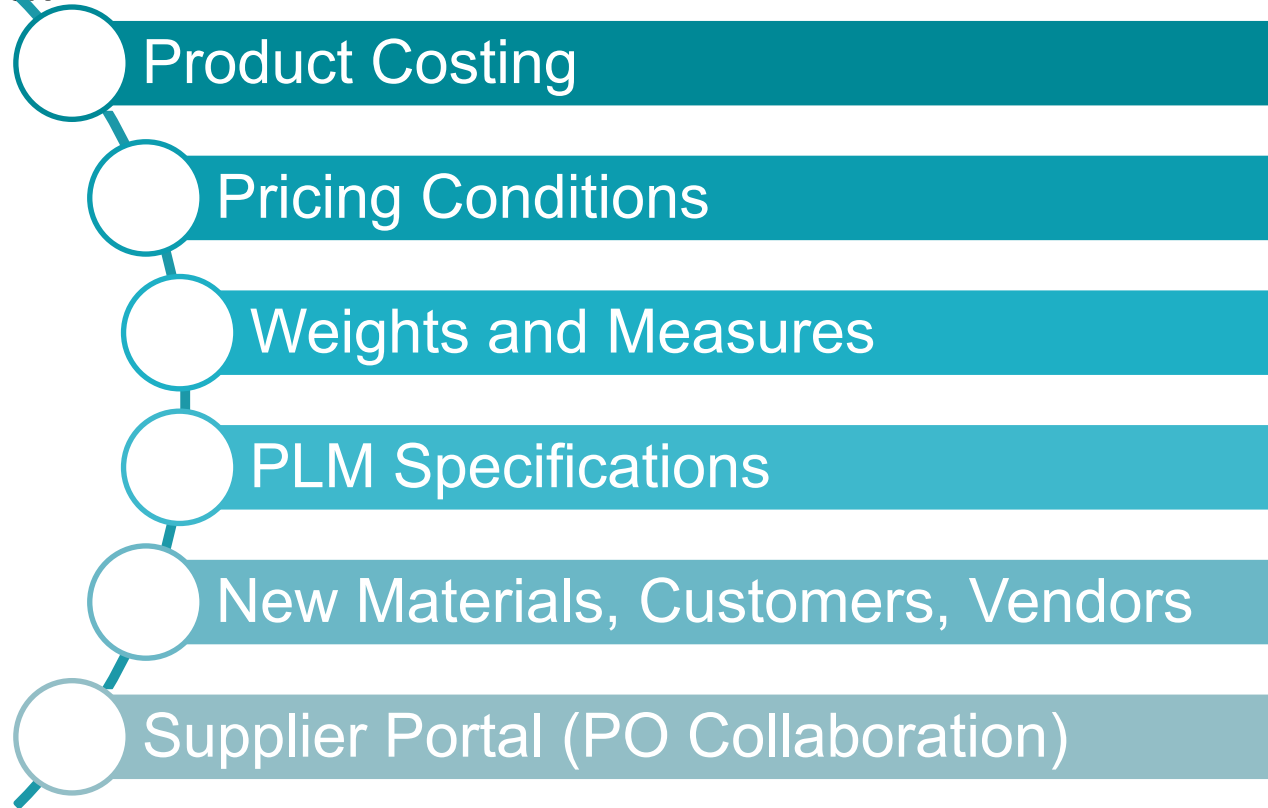
# Development Framework Opportunity and Value

Schick



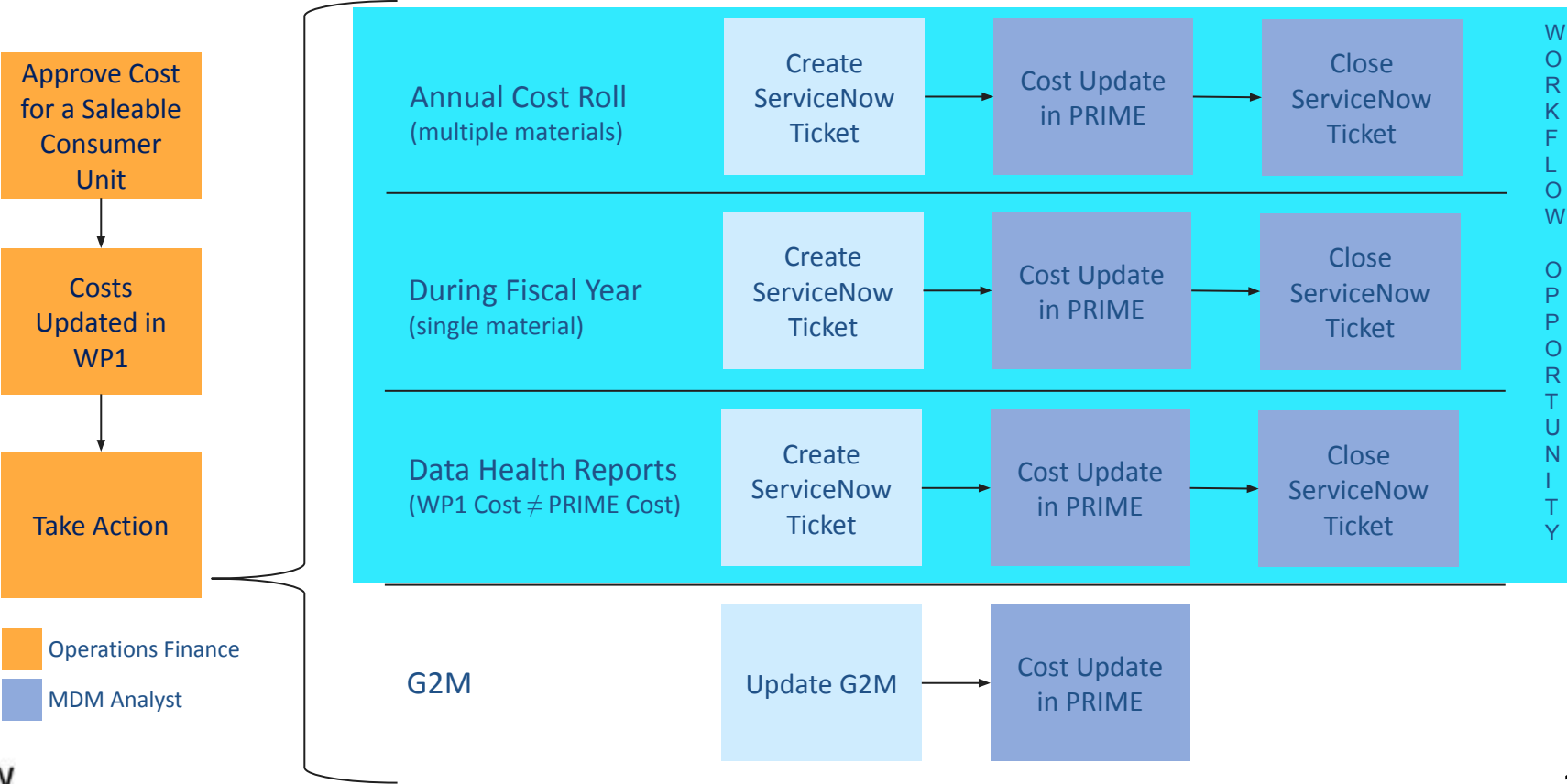


# Many Areas for Improvement - Traditional and Non-Traditional

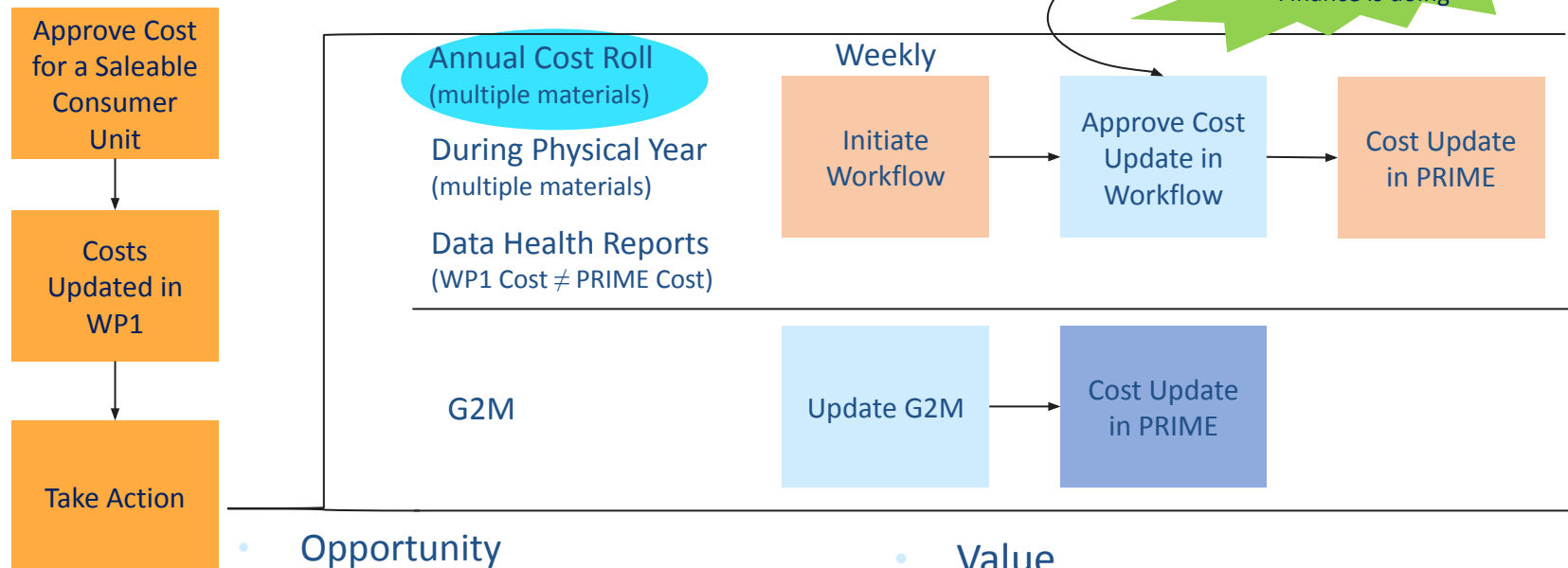


# Master Data Process Improvement Opportunity - Example

Multiple streams, multiple points of failure



# Value of Improvement



## Opportunity

- Identify and Approve multiple Cost changes at one time
- Automate updates to PRIME
- Streamline 3 of 4 change mechanisms into 1 automated workflow, resulting in only 2 ways for update Costs in PRIME

## Value

- Eliminate ServiceNow Creation
- Eliminate Annual Cost Roll semi-automated process
- Minimize MDM User Error
- Improve turnaround time for changes to PRIME materials

# Cost Update Version 1 Value



## Time Savings

**156 Total hours**

- 78 in Operations Finance
- 78 in MDM Analyst group



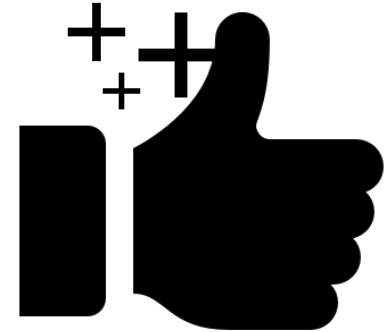
## Increased Data Health

**New Baseline: 98%**  
**Current Baseline: 90.16%**  
**Improvement: +7.84%**



## Increased Agility

**New Days to update: 0**  
**Normal days to update: 1**  
**Number of areas involved in a change: 2  $\square$  1**

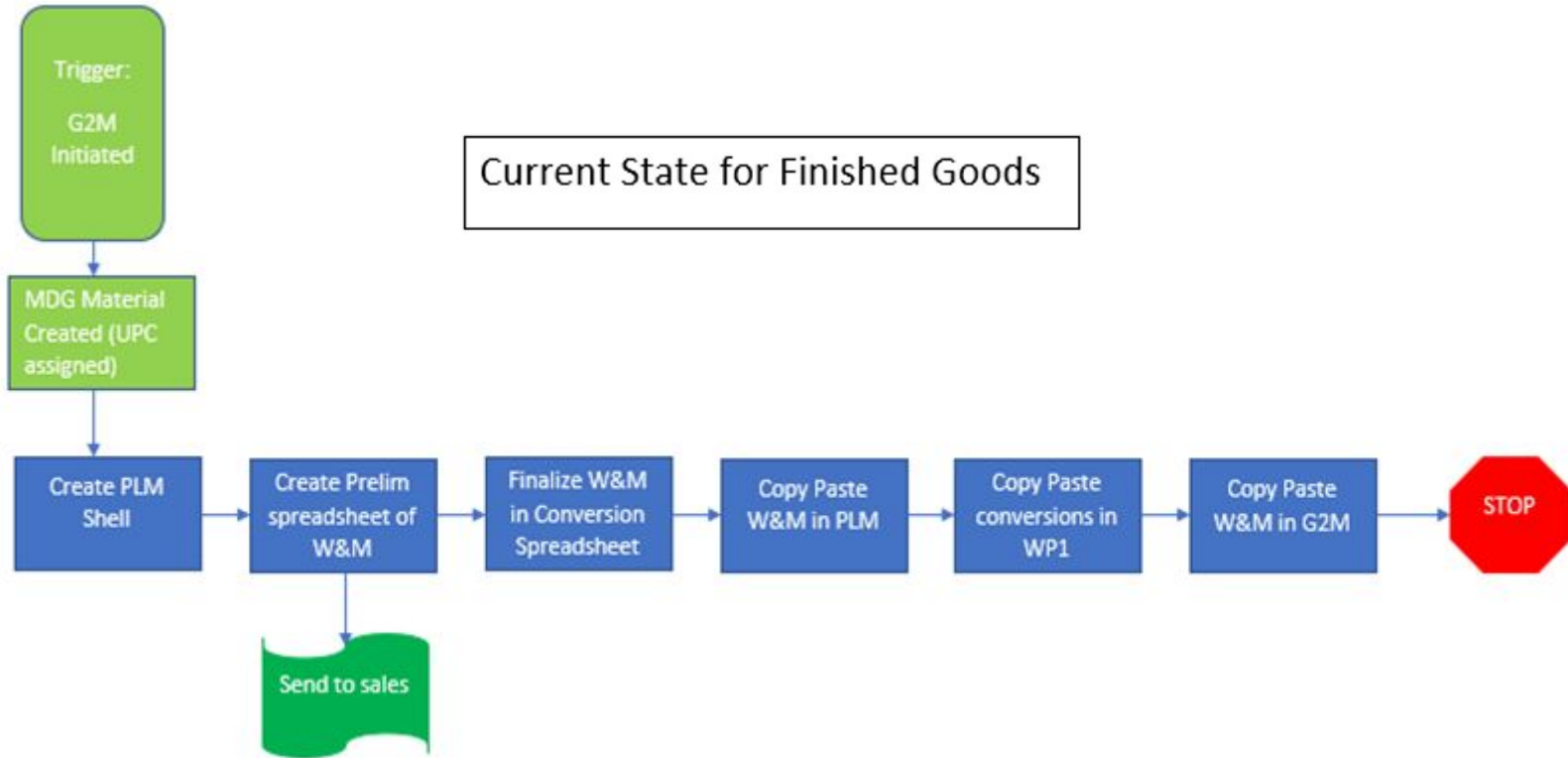


## Value-Added Time

Current activity to accomplish change:  
**Generate ServiceNow ticket**  
Replaced by:  
**Approve Cost Updates**

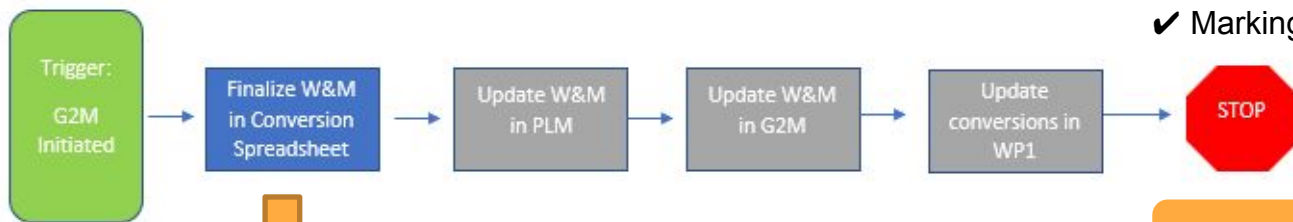
# Master Data Process Improvement Opportunity - Example

Redundant data entry



# Value of Improvement

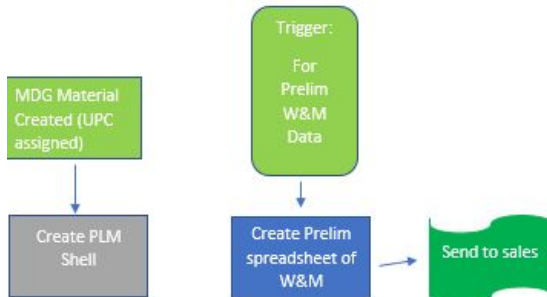
Proposed State for Finished Goods



## User Steps

- Enter spec number and save
- Attach template spreadsheet
- Click submit
- Review data was loaded
- Click approve

THESE TASKS WILL REMAIN AS IS



## Opportunity

- ✓ Trigger workflow off of G2M Task completion
- Automated Create PLM Shell
- ✓ Manual effort only in Finalize W&M Worksheet
- ✓ Automated updates to PLM, WP1, G2M
- ✓ Marking Task Complete in G2M

## Potential Value


- ✓ Reduce **system** manual entry from 3 ☐ Zero
- ✓ Update PLM, WP1, G2M automatically
- ✓ Reduce **impact** on 2 functional roles involved in process
- ✓ Reduce system switching from 2,3 ☐ Zero
- ✓ Confidence in our data
- ✓ Data in sync between systems
- ✓ Reporting Opportunities
- ✓ Displays included in the first phase

# Weights and Measures - Digital Workflow Value



## Time Savings

81 Total hours

- Packaging Engineers
- Base: 101 Hours
- New: 20 Hours 
- Savings: 80%



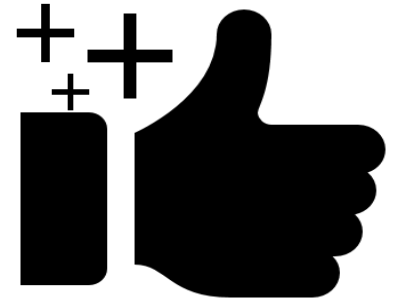
## Improved Data Health

- Automated updates based on Standardized Static Template
- Eliminate data entry error
- Future Data Health Rule for Validity



## Increased Agility

- Manual data entry in different systems reduced from 3  $\square$  0
- Number of areas involved in a change reduced from 2  $\square$  1



## Value-Added Time

*Current activity:*

Manually enter data in PLM (SAP), WP1 (SAP), G2M (Custom App)

Update G2M task to complete

*Replaced by:*

- Workflow Activities for each material queued by ZFLOW
- Upload template to ZFLOW
- ZFlow updates PLM, WP1, and Custom App as part of workflow

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# Large Variety of Master Data Scenarios

## Part/Item/Material Master Data Management

- New Part Material(s) Request
- New Material(s) Creation
- Extend Material(s)
- Change Material(s)
- Bill of Material Creation/Update
- Routing...
- Specification
- Class/Characteristics (SAP)
- Packaging Master Data
- Recipe
- Pricing Condition
- Purchase Info Record
- Approved Supplier/Manufacturer
- Site-to-Site Transfer
- ..

## Maintenance Master Data Management

- Functional Location
- New Equipment Commissioning
- Maintenance Plan
- Work Center
- Equipment Movement
- ...

## Supplier Master Data Management

- New Supplier Request
- New Supplier Onboarding
- Extend Supplier
- Block/Unblock Supplier
- Update Supplier Master Data
- ..

## Customer Master Data Management

- New Customer Onboarding
- New Customer Creation
- New Ship-to Location
- Block/Unblock Customer
- Update Customer Master Data
- ..
- .

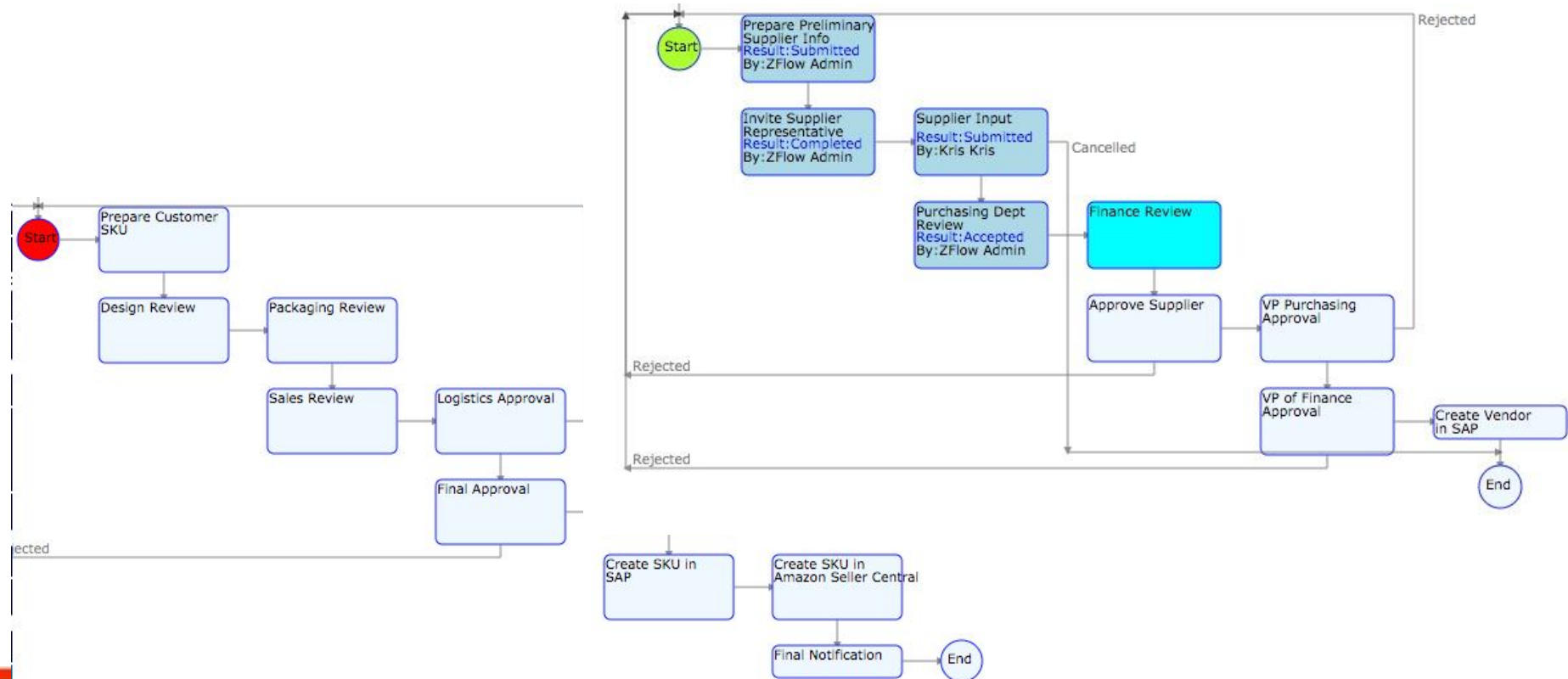
## Manufacturing Master Data Management

- Work Center
- Routing
- Bill of Material (Create/Update)
- Routings
- Production Version
- ..

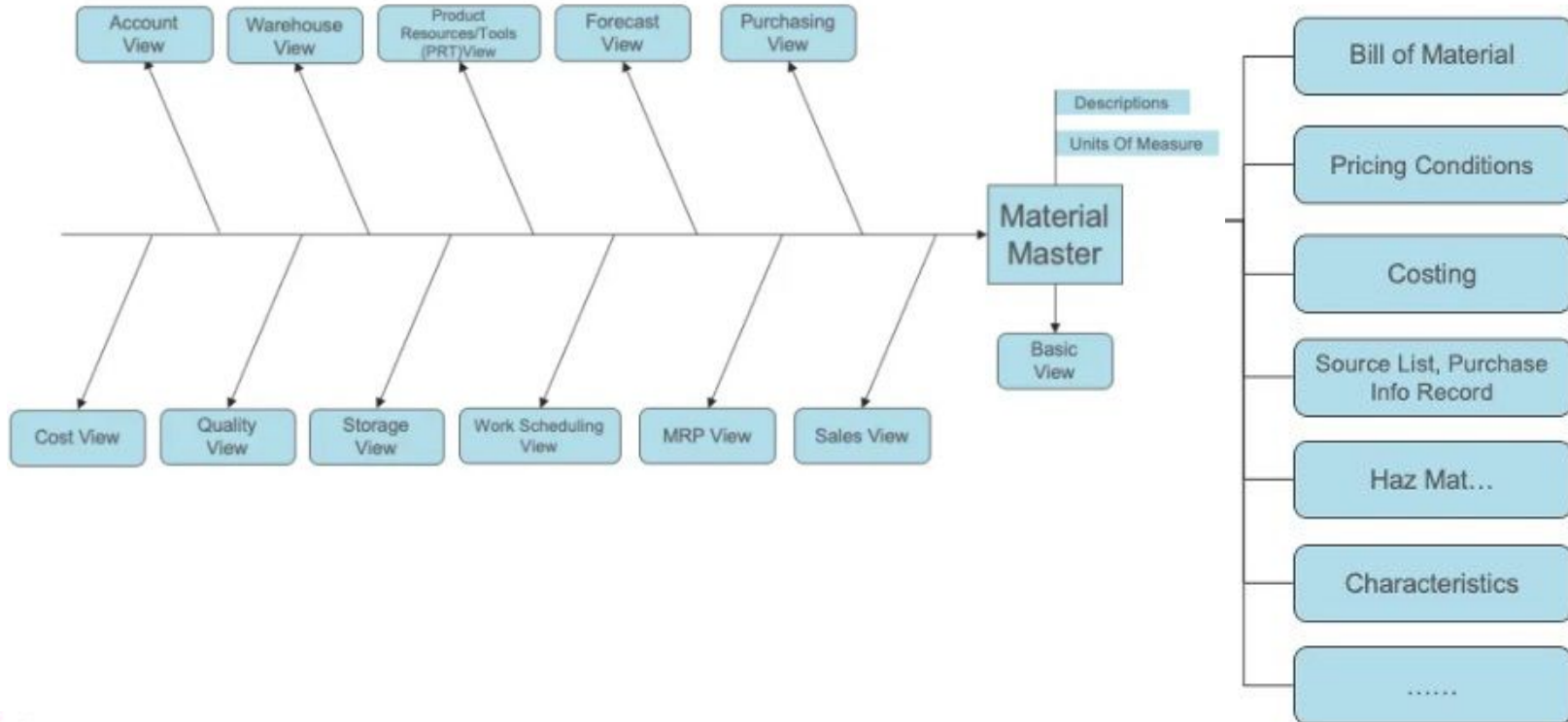
## SKU Master Data Management

- SKU Lifecycle Management
- New Product Introduction
- Ecommerce Integration (Amazon, Shopify, Google Merchant Center...)

# Master Data Workflows are Cross-functional and Need to Support how Business Stakeholders Work















# Master Data and Related Elements – More than Just Data











# Can be Originated by other Departments

## Launch Pad

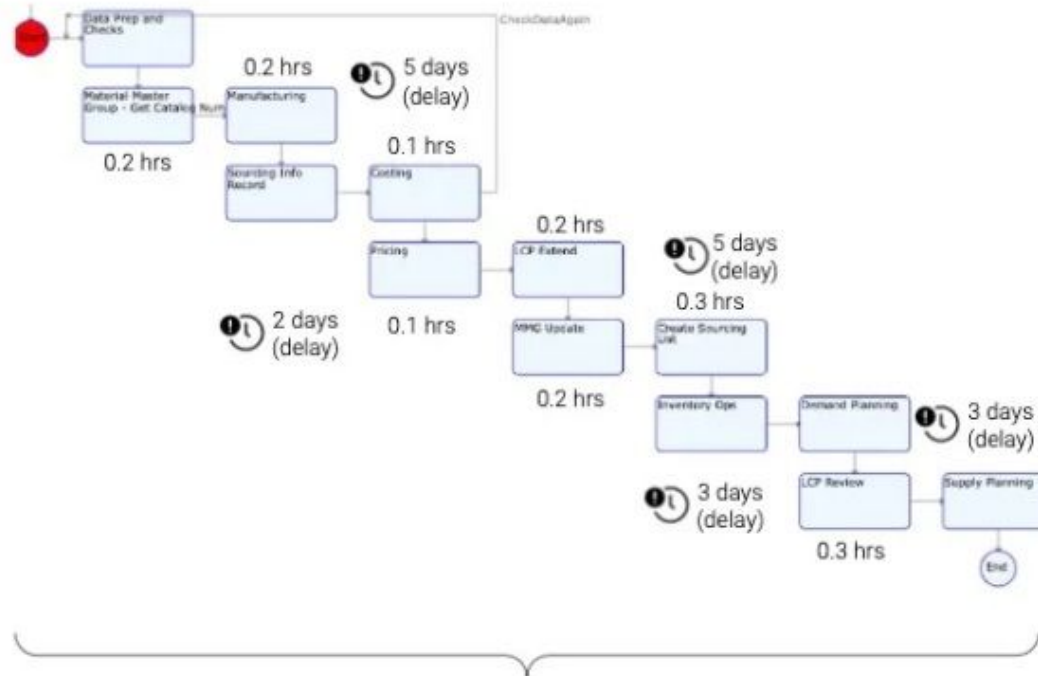
### Product Engineering

 EIVC-ECO Implementation List   Find   New	 New EVAL Part Number Request List   Find   New	 Engineering Change Order List   Find   New	 Fast Track SAP Material Creation List   Find   New
 Fast Track SAP Material Update List   Find   New	 Manufacturing Deviation Order List   Find   New	 New Part Number Request (NPR) List   Find   New	 Pre Alert Process List   Find   New
 Release Notice List   Find   New	 Drawing Part List   Find	 Document List   Find	 Part/Assembly List   Find

### Component Engineering

 Component Change Notice List   Find   New	 EOL Notice (Marketing) List   Find   New	 EOL Database List   Find   New	 New Part Manufacturer Request List   Find   New
 PCN Analysis List   Find   New	 Data Sheet List   Find	 Historical EOLDB List   Find	 Manufacturer List   Find

# Current Approaches - Time consuming, and Expensive



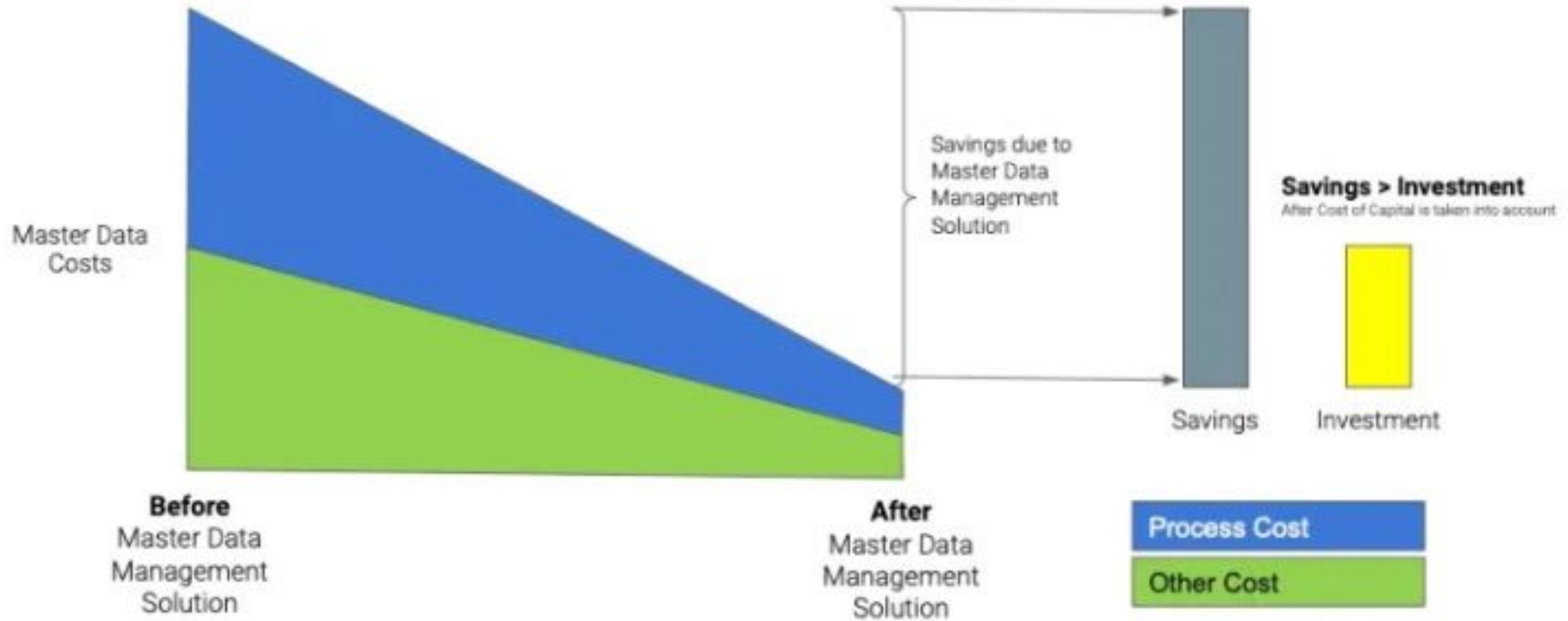
Process Cost of \$250 (Average Cycle Time - 25 days)

- Significant Non-value added work
- Lots of waiting time

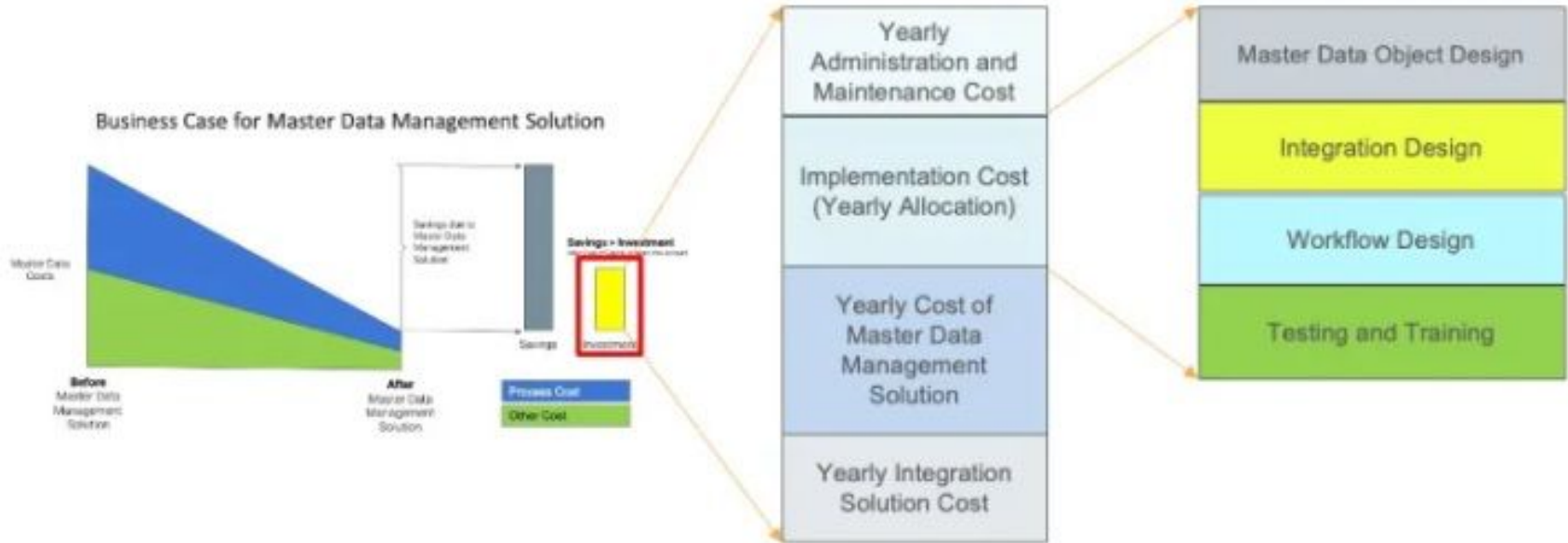
# Master Data Process Costs can Add up

Master Data Process	Master Data Domain	Annual Number	Current Process Cost	Total Annual Cost
New Material Creation	Material Master	1,000	250	250,000
Extending Materials	Material Master	5,000	120	600,000
New Part Request	Material Master	1,500	50	75,000
New Pricing	Material Master	5,000	25	125,000
Pricing Change	Material Master	10,000	10	100,000
Bill of Material	Material Master	200	150	30,000
Bill of Material Change	Material Master	800	75	60,000
Routing	Material Master	200	150	30,000
Approved Supplier	Material Master	600	40	24,000
Purchase Info Record	Material Master	600	25	15,000
Approved Supplier Changes	Material Master	1,200	40	48,000
Purchase Info Record Changes	Material Master	1,400	25	35,000
Approved Manufacturer	Material Master	1,800	25	45,000
Component Change	Material Master	2,200	20	44,000
Component End-of-life	Material Master	800	75	60,000
Product End-of-life	Material Master	200	150	30,000
Quality Planning Info	Material Master	1,200	45	54,000
...				
New SKU	SKU	200	150	30,000
SKU Submission to Amazon	SKU	300	50	15,000
SKU Changes	SKU	600	40	24,000
..				
New Supplier Request	Supplier	800	60	48,000
New Supplier Creation	Supplier	600	120	72,000
Supplier Blocking/Unblocking	Supplier	600	25	15,000
Supplier Info Change	Supplier	1,200	40	48,000
New Customer Onboarding	Customer	600	120	72,000
...				
..				
New Equipment Install	Equipment	400	80	32,000
Equipment BOM	Equipment	200	50	10,000
Total Master Data Process Cost				1,991,000

# Building A Business Case



# MDM Approach can Make or Break the Business Case



# ZMDM - The Swiss Army Knife of Master Data Management

Ready from Day 1

Out-of-the-box Integration to  
ERP, CRM, Commerce,  
PLM, Supply Chain systems

Zero-code  
Do-it-yourself Workflow

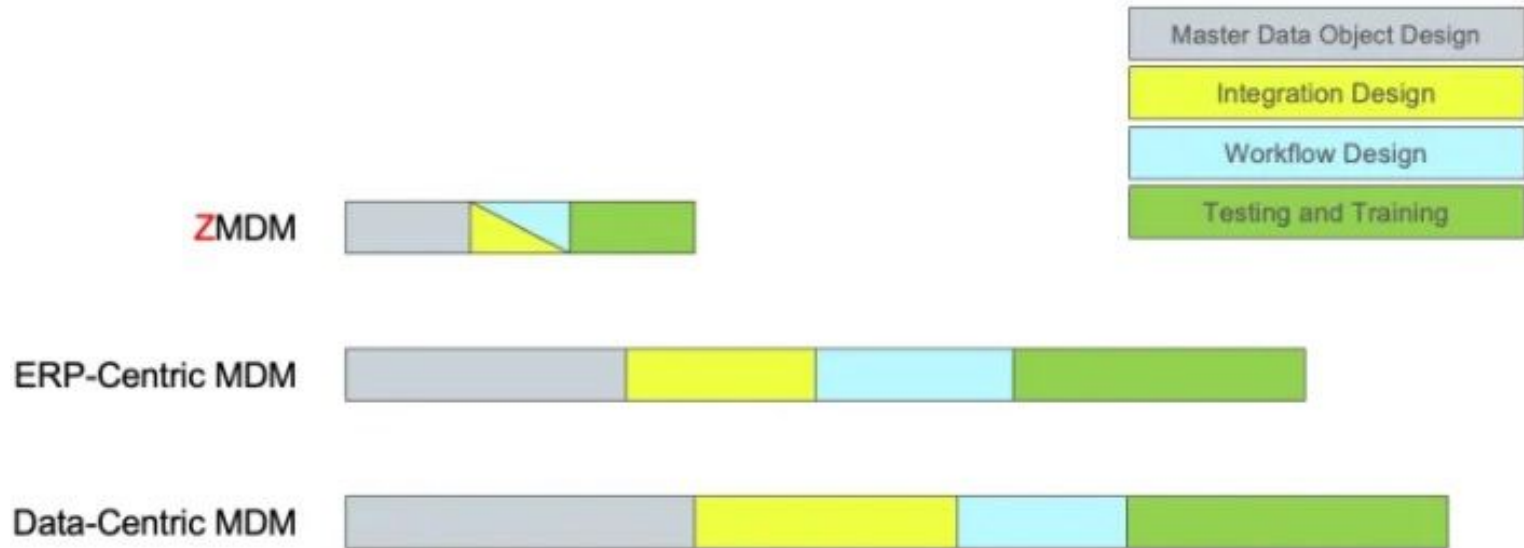


Involves Right People at  
the Right Time

Supply Chain Ready

Support for Many  
Out-of-the-box Master  
Data Domains

# Workflow Driven MDM vs Traditional MDM Approaches



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# Demo

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Suresh Shenoy

Oct 27<sup>th</sup>, 2022



# About Buckman

- Buckman is a Global Specialty Chemical Company headquartered in Memphis, Tennessee
- Manufacturing presence in NA, LATM, EMENA, and APAC
- Supplies Industrial Chemicals - Paper Mills, Water Treatment, Agriculture, Oil and Gas, Leather...
- Single SAP Instance - SAP ECC6 with HANA



# ZFlow-MDM Usage at Buckman

- Used Extensively for Material Master Creation, Extension and Customer Onboarding
- 2+ years of ZFlow-MDM for Digital Master Data Workflows and Governance
- Business Stakeholders are active participants of Master Data Workflows
- Regional workflows for business units in Latin America and Asia-Pacific
- Simple and self explanatory
- Easy to configure, rollout templates, test, delegation, reminders, etc.
- Microsoft Single Sign-on makes it simple for stakeholders to be workflow participants



Before

[illegible][illegible]

- Excel based request via Email
- MDM team chasing requesters due to incomplete information
- Erroneous data
- Delay in creating customer master. Longer than needed cycle time

- Request submitted using workflow
- Validation as part of request workflow ensures all information is submitted
- Defaults and rules minimize errors
- Much shorter cycle times due to visibility and integration to SAP

# New Customer Onboarding



English ▾

## Workflow Portal

ZFlow

Email:

ssheno@buckman.com

Password:

\*\*\*\*\*

☐ Remember me

Login

Forgot password, send a new one

Login with Microsoft

A screenshot of the "Launch Pad for Administrator" interface. A red vertical line and a red arrow point from the login page to this section. The interface has a top navigation bar with links: Launch Pad, Administration, Data Maintenance, Repository, Reports, My Profile, and Search. The main content area is titled "Launch Pad for Administrator" and contains several categorized tiles. The "Customer Service" section includes tiles for "Create Customer - APAC", "Create Customer - China", "Create Customer - LATAM", and "Create Customer - N. America". The "Material Extension To Plant" section includes tiles for "Create or Extend Package", "Extend Raw or Bulk Material", and "Material Copy from Existing Material". The "New Material Introduction" section includes a tile for "Create New Material". The "Finance Master Data" section includes a tile for "Create New Cost Center". Each tile displays a status (e.g., Active(8)) and links for Find, Insights, and New.

Buckman Launch Pad Administration Data Maintenance Repository Reports My Profile Search

### Launch Pad for Administrator

#### Customer Service

- Create Customer - APAC  
Active(8) | Find | Insights
- Create Customer - China  
Active(15) | Find | Insights | New
- Create Customer - LATAM  
Active(2) | Find | Insights | New
- Create Customer - N. America  
Active(2) | Find | Insights | New

#### Material Extension To Plant

- Create or Extend Package  
Active(0) | Find | Insights | New
- Extend Raw or Bulk Material  
Active(0) | Find | Insights | New
- Material Copy from Existing Material  
Active(0) | Find | Insights | New

#### New Material Introduction

- Create New Material  
Active(0) | Find | Insights | New

#### Finance Master Data

- Create New Cost Center  
Active(0) | Find | Insights | New

# Business Stakeholders in the Workflow

USER

MDM - Review

CUSTOMERSERVICE

SALES MANAGER

DIVISION MANAGER

MDM - Approval

FINANCE

Notification for Process ID: CHINA-CUST0000068

NR no-reply@buckman.com

To: [no-reply@buckman.com](#), [Wendy Chen](#), [Cynthia Tang](#), [Doris Ho](#)

ⓘ If there are problems with how this message is displayed, click here to view it in a web browser.

Push Alert

Buckman

Create Customer - China - Process Report

Process Summary

Process Name:	CHINA-CUST0000068	Result:	Completed
Completion Date:	2022/03/02 22:22:08	Created By:	<a href="#">Wendy Chen</a>

Process Detail

Customer Number:	<a href="#">CHINA-CUST0000068</a>	Type Of Customer:	Ship To
Sold To for Above Ship To:	<a href="#">CHINA-CUST0000068</a>	MS Dynamics Prospect Number:	

Customer Notes:

Customer Name:

Street Address 1:

Street Address 2:

Street Address 3:

Street Address 4:

Street Address 5:

Street Address 6:

Street Address 7:

Street Address 8:

Street Address 9:

Street Address 10:

Street Address 11:

Street Address 12:

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Street Address 280:

Street Address 281:

# Materials Master Data Workflows

## - Before & After


### Material Extension To Plant


**Create or Extend Package**  
[Active\(103\)](#) | [Find](#) | [Insights](#)


**Extend Raw or Bulk Material**  
[Active\(25\)](#) | [Find](#) | [Insights](#)


**Material Copy from Existing Material**  
[Active\(4\)](#) | [Find](#) | [Insights](#)

### New Material Introduction


**Create New Material**  
[Active\(3\)](#) | [Find](#) | [Insights](#) | [New](#)

- ☐ 7 [Add MRP and Planning Information](#)
- ☐ 8 [Add Purchasing Data](#)
- ☐ 9 [Add Production and Scheduling Info](#)
- ☐ 10 [Add Sales and Logistics Info](#)
- ☐ 11 [Add Costing Data](#)
- ☐ 12 [Add Storage and Warehousing Info](#)
- ☐ 13 [Add Quality Management Info](#)
- ☐ 14 [Review Material Information](#)

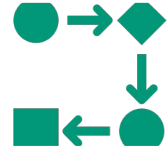
Before

After

Multiple department coordination



Coordinate with departments

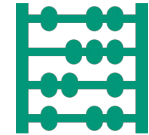


Workflow

Complex data



Many rules to remember



Defaults and simple

Global Data fields Governance



Stepping on each other



Parallel Update with governance

# Q&A

# Summary

- ❑ *Proven success in many industries*
- ❑ *Easy to adopt and loved by users*
- ❑ *It only takes minutes to get started*

Test Drive

Free Pilot

# Contacts

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