

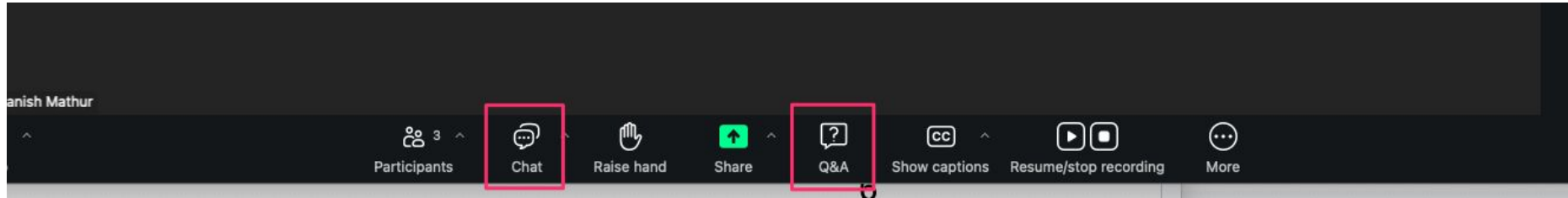
Master Data Management for Supply Chain Excellence

April 17, 2025

Agenda

- Panelists
- Brief Intro
- Master Data and the Supply Chain
- Getting Started with Supply Chain Master Data Excellence
- Building the Business Case for Master Data Process Improvement
- Supply Chain Master Data Requires End-to-End Processes
- Pursuit of Perfect Master Data
- Validating the Business Case
- Q&A

Zoom Logistics



Recording and Presentation will be sent after the session is completed

Panelists

Kris Gorrepati

VP of Customer Success

Cambrian Lab

Manish Mathur

VP of Engineering

Cambrian Lab

Justin Williams

Master Data Solution Enablement
Manager

Edgewell Personal Care

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, Food and Beverage, Chemicals...

Locations

SF Bay Area, Detroit, Houston

Expertise

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

Sampling of our work in Master Data Management Excellence

Memory and HPC Computing Systems Manufacturer

NPI Engineering, Master Data Management (Materials, BOM, AVL/AML)

Global Industrial Manufacturer

Master Data Management (Materials, NPI - Finished Goods, HAWA..)

Tier 1 Global Automotive Supplier

NPI Product Release, Materials, BOM

Global CPG Company

Master Data Management (Materials, Costing, Specification, Data Quality Workflows)

Specialty Chemicals Leader

Master Data Management (R&D Materials, Finished Goods, Customers, Suppliers)

Food and Beverage Leader

Finished Good/Ingredient Material Request, FG/Ingredient Material Creation, Extensions, Quality Inspections

Paper and Pulp Industry Leader

Finished Goods Material Request and Setup

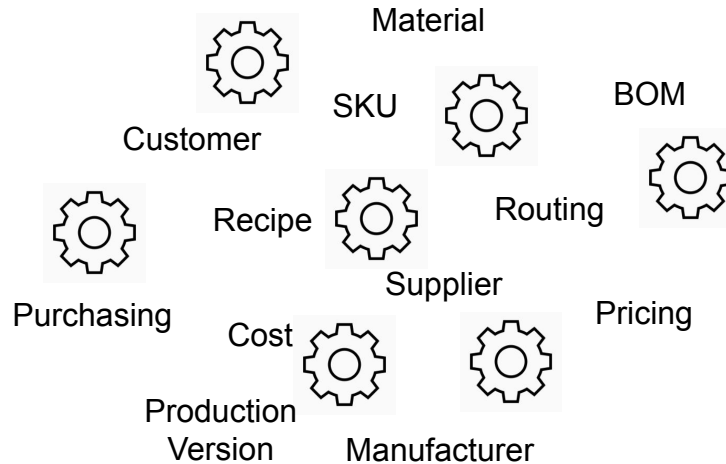
Good and Timely Master Data is Critical for Supply Chain Excellence



Customer
Service



Sales &
Distribution

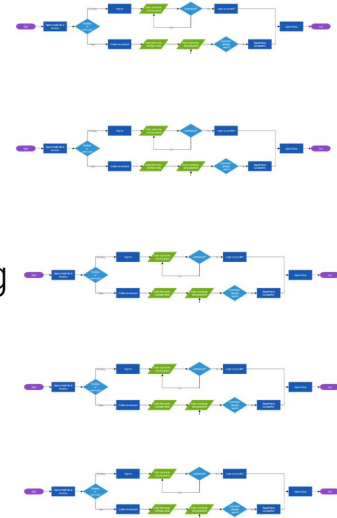
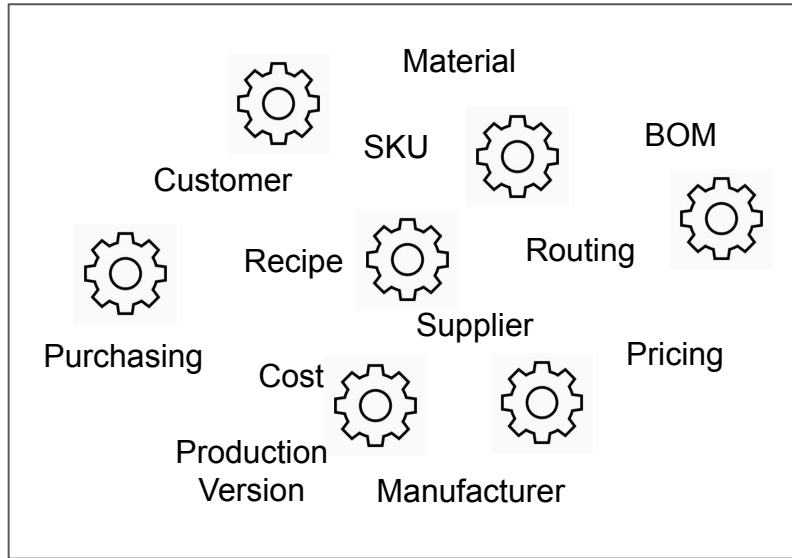


Supply Chain



Manufacturing

Master Data is the Backbone of Supply Chain Processes



Master Data can Make or Break Supply Chain Processes

New Product Introduction



Delays in Product Launch

Sales and Distribution



Export control and compliance issues

Sales and Operations Planning



Order fulfillment issues

Incorrect transportation planning

Production



Costing issues

Logistics



Customer onboarding delay

Missing quality inspection plans

...

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Start with Supply Chain Master Data Excellence Assessment

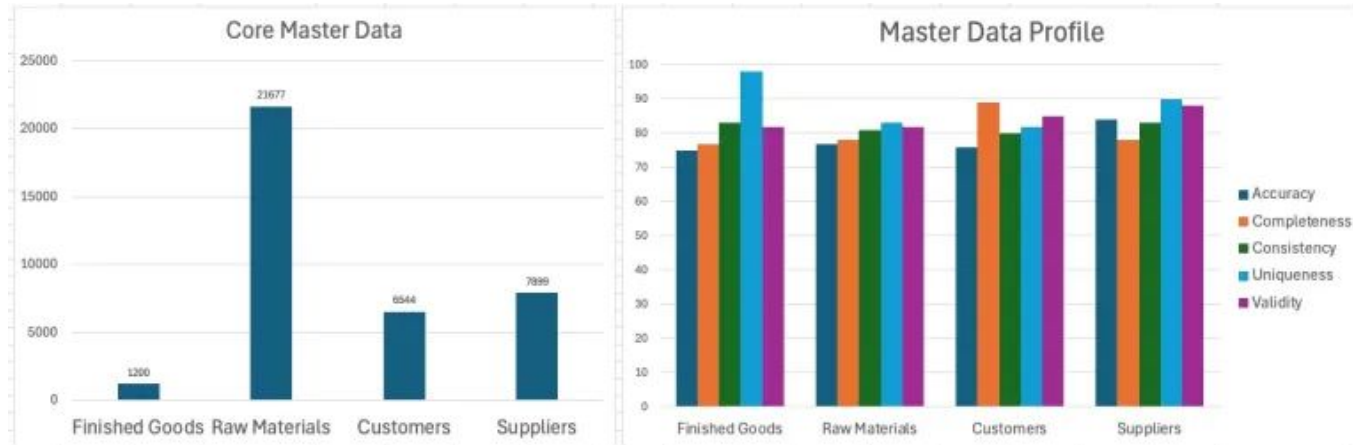
01

Supply Chain Master Data Assessment

02

Assessment of Processes that create and update Master Data

Assessment of Supply Chain Master Data



Assessment of Supply Chain Master Data

Finished Goods Master Data Assessment

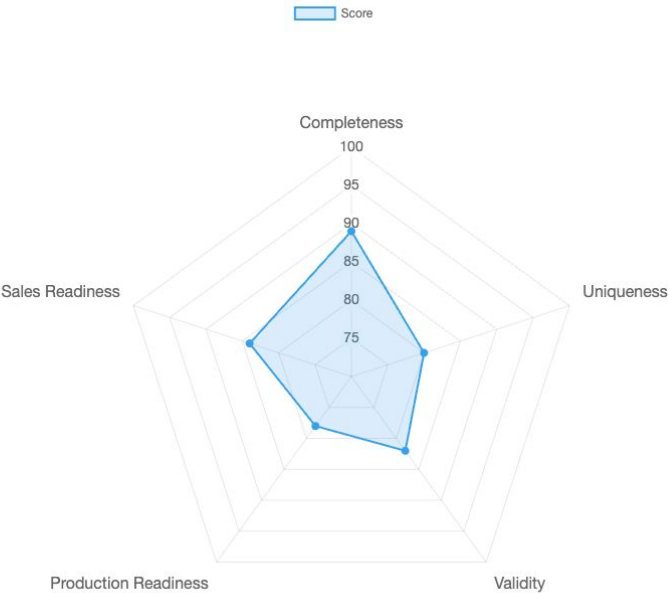
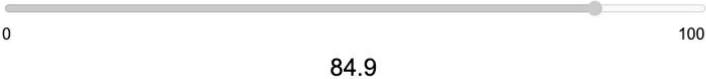
Name: Finished Goods Master Data Assessment

Master Data Domain: Material Master

Description: Overall Assessment of Material Master

Date of Assessment: 04/15/2025

Assessment Score



Assessment of Supply Chain Master Data

Master Data Assessment Framework - List

Add Master Data Assessment Framework

Edit Item

Copy Item

Delete Items

Load Data

Edit All

Save Change

#	Name	Description
<input type="checkbox"/> 1	Finished Goods Master Data Assessment	Finished Goods Mas
<input type="checkbox"/> 2	Pricing Master Data Assessment	Pricing Master Data
<input type="checkbox"/> 3	Purchased Parts	Purchased Parts Ma
<input type="checkbox"/> 4	Supplier Master Data Assessment	Supplier Master Dat

Master Data Assessment - Material

Delete Items

Save Changes

Show Spreadsheet

Validate

Reset

Reports

Comments

Transfer

Export

Favorite

Close

Include

Load

More

Master Data Assessment

Name:Finished Goods Master Data AssessmentMaster Data Domain:Material

Description:Finished Goods Master Data Assessment

Assessment Date:2025/04/17Score:79.30Creator

Last Update:2025/04/15 2

MDA Dimension

Add MDA Dimension

Delete All MDA Dimensions

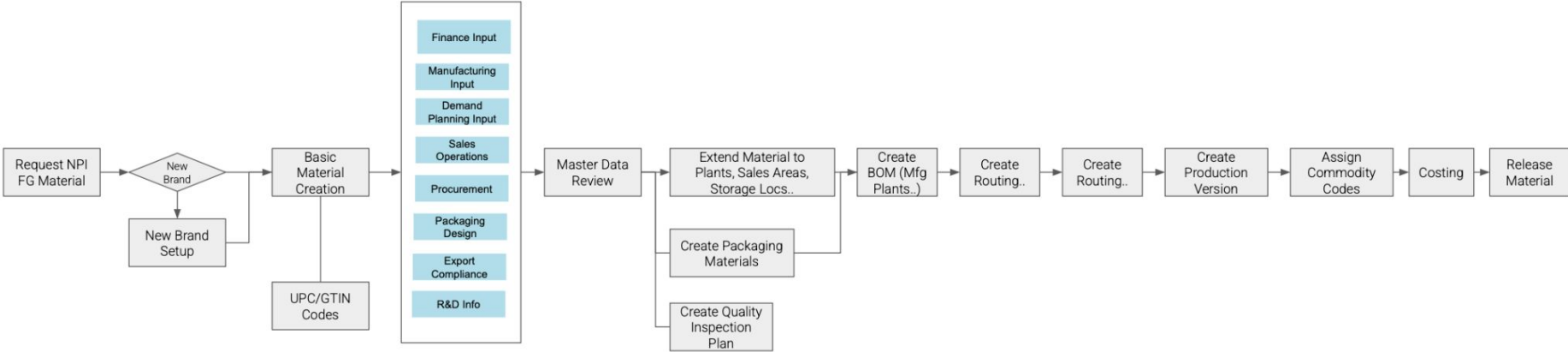
Paste Data

Expand/Collapse

Export

#	Name	Weight	Score
<input type="checkbox"/> 1	Completeness	20.00	85.00
<input type="checkbox"/> 2	Accuracy	20.00	90.00
<input type="checkbox"/> 3	Uniqueness	10.00	98.00
<input type="checkbox"/> 4	Sales Readiness	30.00	75.00
<input type="checkbox"/> 5	Production Readiness	20.00	60.00

Master Data Process Assessment

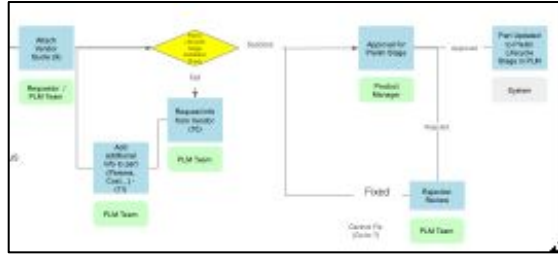


Cycle Time: 50-60 days
Process Cost: \$500-1200
Waiting Time: 40 days

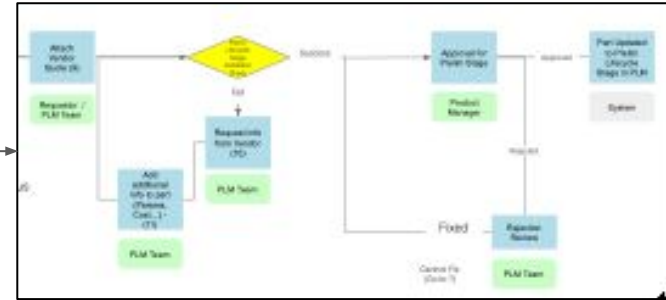
—————> Improvement Potential

Cycle Time: 10 days
Process Cost: \$50
Waiting Time: 5 days

SKU Introduction and Master Data Management



New SKU(s) Initiation



New SKU(s) Master Data Creation

SKU Initiation/Request and Master Data Creation Process

Initiate Project / Request

Cross-functional Collaboration

Reviews and Approval

Create Basic or All Views for Default Plant (Copy from Like Material)

Extend to Plants, Sales Orgs, Storage locations....

Create BOM

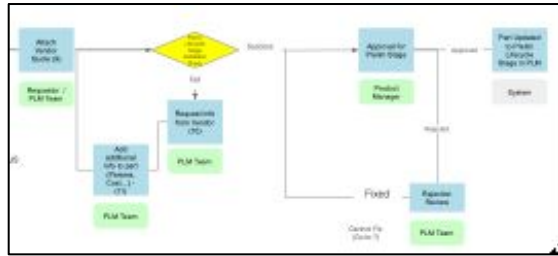
Create Routing / Recipe

Create PIR / Source List.

.....

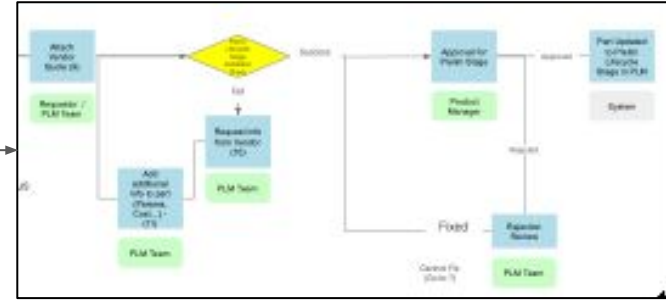
Before (traditional approach)

10-20 days (email, Excel, meetings, Sharepoint..)



New SKU(s) Initiation

10-15 days (manual, traditional MDM)

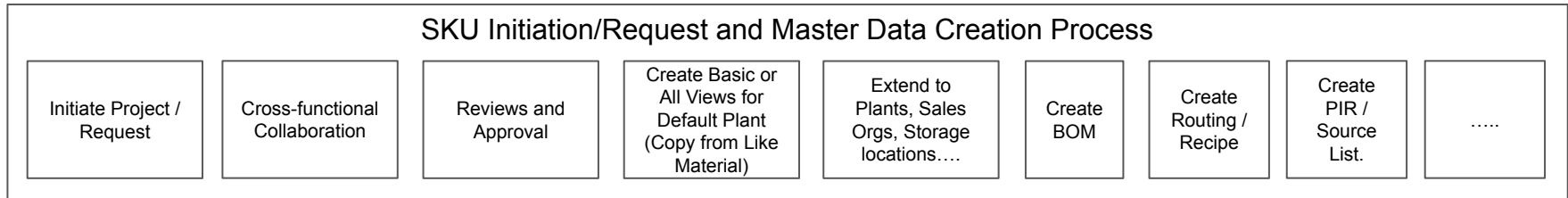


New SKU(s) Master Data Creation

After (Digital Workflow)

3-5 days

SKU Initiation/Request and Master Data Creation Process



Improvement Potential for Many Master Data Processes

Master Data Process	Master Data Domain	Annual Number
New Material Creation	Material Master	1,000
Extending Materials	Material Master	5,000
New Part Request	Material Master	1,500
New Pricing	Material Master	5,000
Pricing Change	Material Master	10,000
Bill of Material	Material Master	200
Bill of Material Change	Material Master	800
Routing	Material Master	200
Approved Supplier	Material Master	600
Purchase Info Record	Material Master	600
Approved Supplier Changes	Material Master	1,200
Purchase Info Record Changes	Material Master	1,400
Approved Manufacturer	Material Master	1,800
Component Change	Material Master	2,200
Component End-of-life	Material Master	800
Product End-of-life	Material Master	200
Quality Planning Info	Material Master	1,200

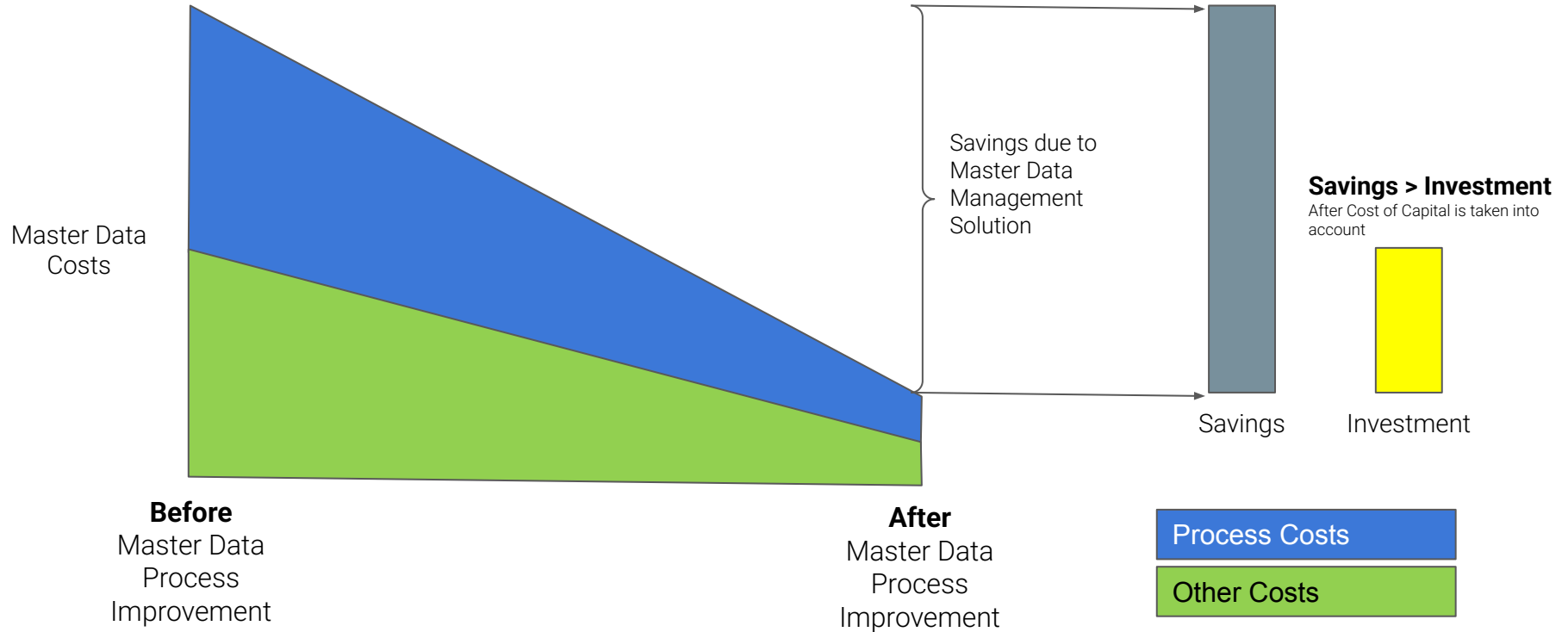
New SKU	SKU	200
SKU Submission to Amazon	SKU	300
SKU Changes	SKU	600
**		
New Supplier Request	Supplier	800
New Supplier Creation	Supplier	600
Supplier Blocking/Unblocking	Supplier	600
Supplier Info Change	Supplier	1,200
New Customer Onboarding	Customer	600

**		
New Equipment Install	Equipment	400
Equipment BOM	Equipment	200

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Business Case for Master Data Excellence



Supply Chain Master Data Process Costs

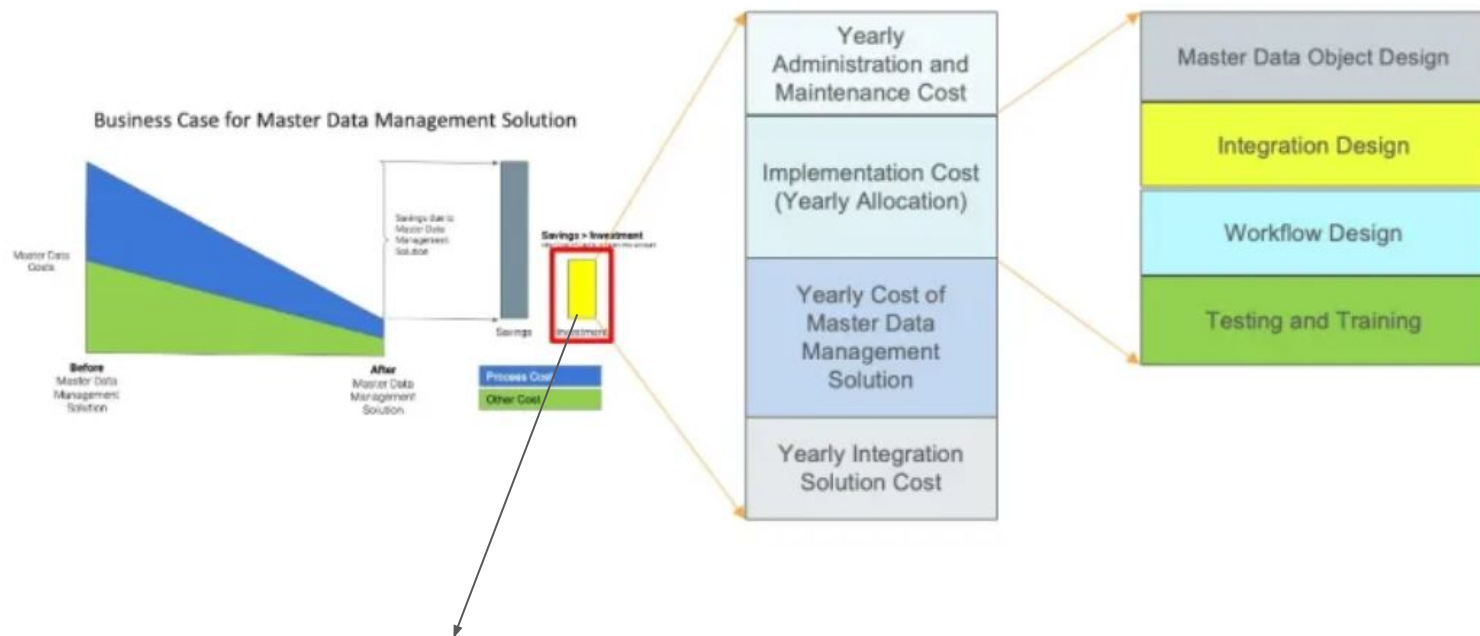
Master Data Process	Master Data Domain	Annual Number	Current Process Cost	Total Annual Cost
New Material Creation	Material Master	1,000	250	250,000
Extending Materials	Material Master	5,000	120	600,000
New Part Request	Material Master	1,500	50	75,000
New Pricing	Material Master	5,000	25	125,000
Pricing 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

Analyze and Highlight Other Business Costs due to Poor Master Data

Some examples below:

- Excess Inventory costs - due to duplicate materials
- Retail Chargebacks - Incorrect UPC and GTIN
- Order rework - missing master data for Units of Measure
- Cost of NPI delay
-

Investment

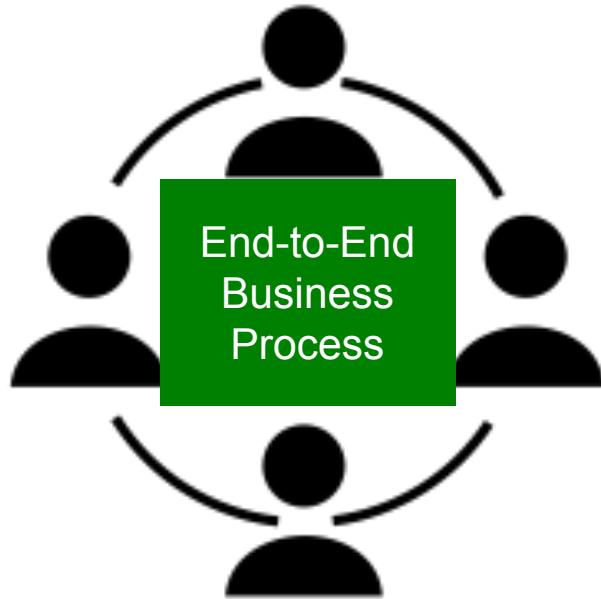


Should be as low as possible for a strong business case
(ideal 6 months - 1 year payback period)

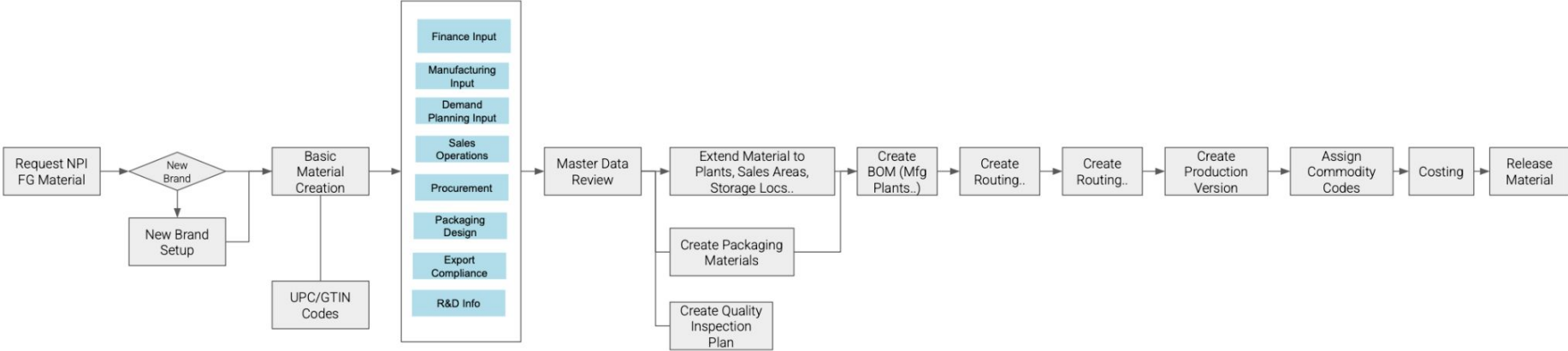
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Supply Chain Master Data Management



End-to-End Process



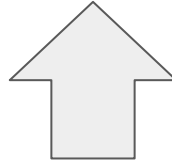
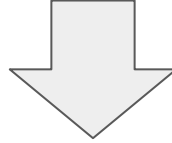
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Pursuit of Perfect Master Data

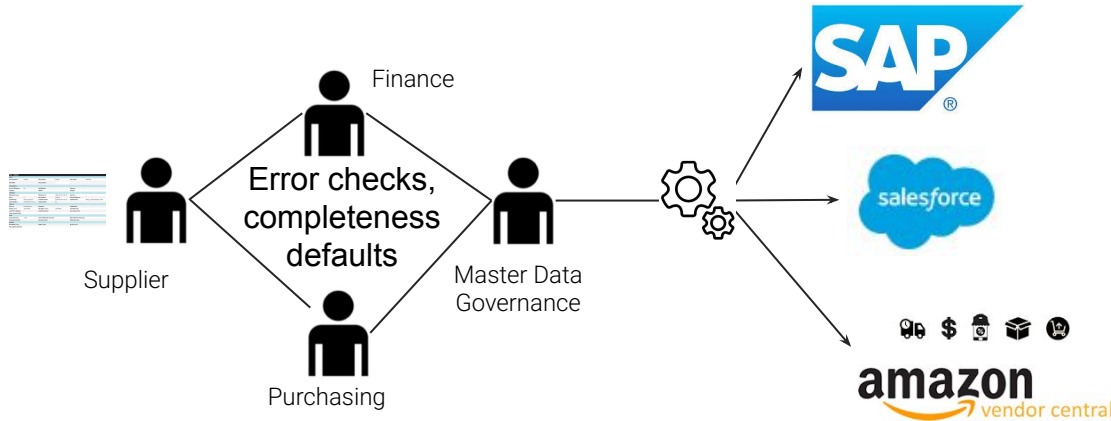
Error-proofing (Create/Update Master Data)

Error-proofing is better and cheaper than Error correction



Error correction (Existing Master Data)

Using Poka-Yoke Principles for Error Proofing



Simplified and Minimal Input

Default Values

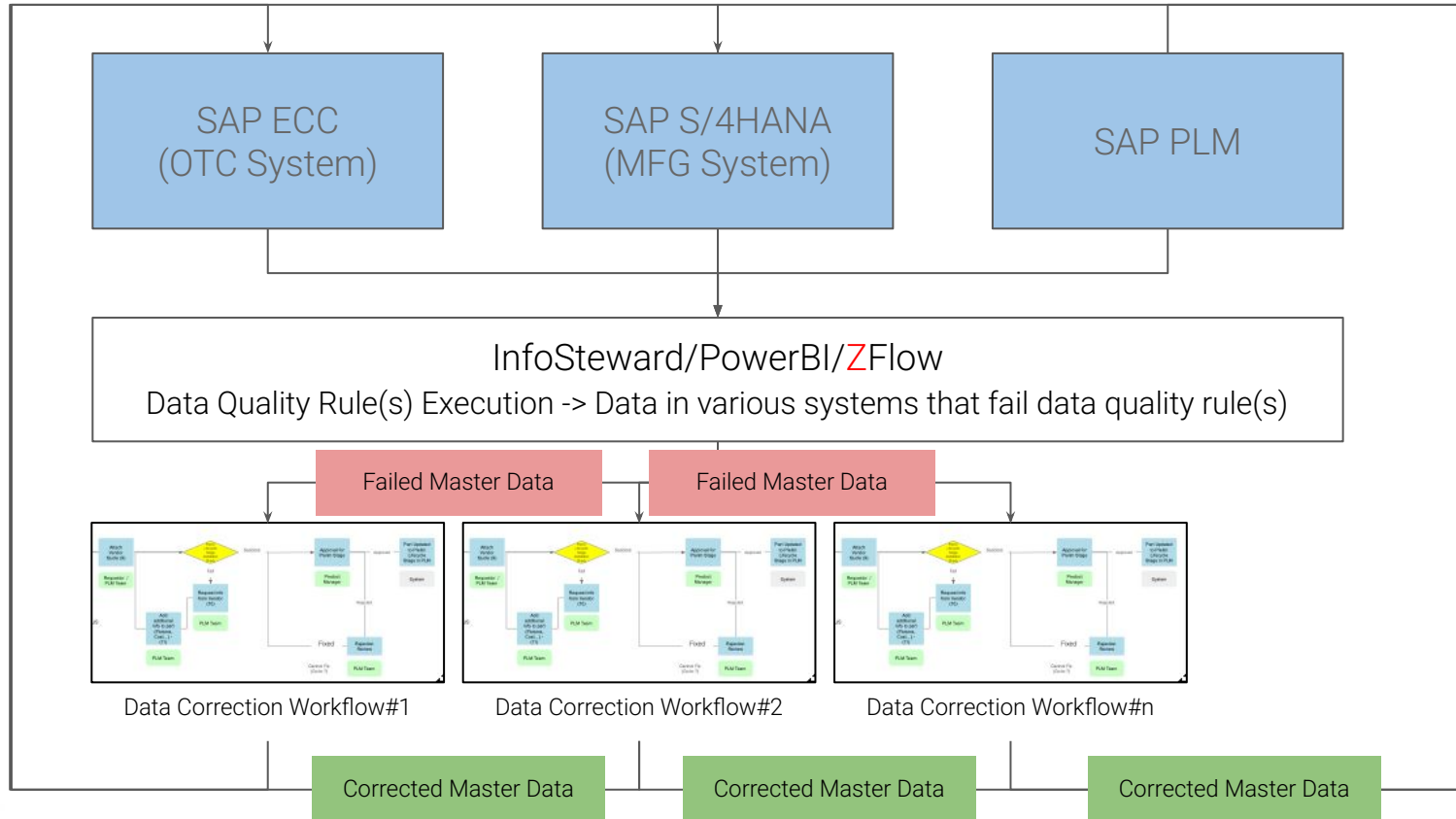
Drop-downs

Dependent auto-selection of values based on logic

Calculated values

Type, Min-Max....

Continuous Data Quality Analysis and Error Correction



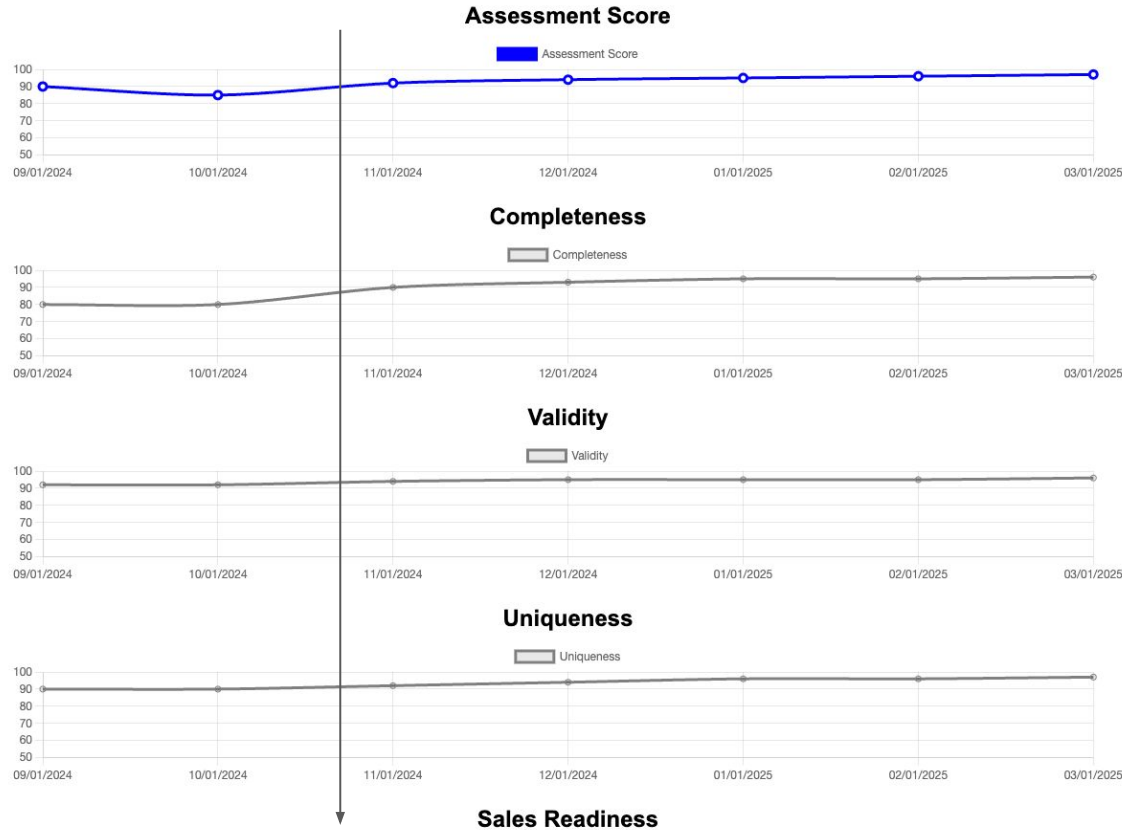
Error Correction Workflows

<u>Start</u>	Process Start	
<u>Get Delivery Unit Failures</u>	Special Function SQL-	1
<u>Verify Failures Exist</u>	Go To	
<u>Calculate Changes Required</u>	Special Function CallUserDefinedFunction	
<u>Enter Correct Data</u>	Data Preparation	
<u>Validate & Approve Updates</u>	Approval	
<u>Update SAP</u>	Special Function -DeliveryUOM	
<u>Review SAP Errors</u>	Review	
<u>Send Confirmation Notice</u>	Notification	
19 <u>End</u>	Process End	

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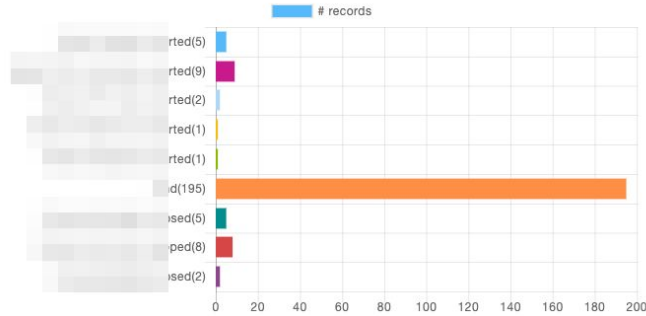
Validating the Business Case - Master Data Quality Improvement



You should see visible improvement (as soon as possible) in different facets of Master Data Quality

Validating the Business Case - Master Data Processes

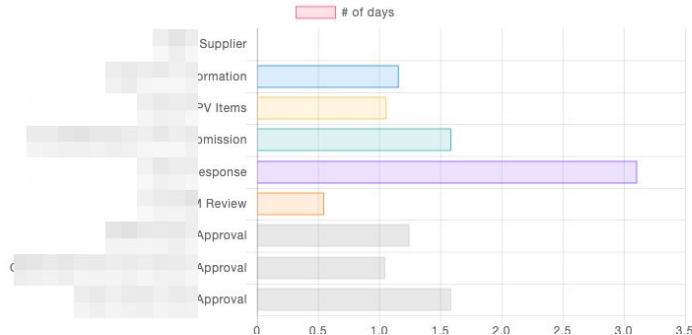
Workflow Activity Status



Process Cycle Time



Activity Cycle Time



You should see reduction in overall Process Cycle time and activity cycle times

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Summary

- ☐ *End-to-End Processes are the best approach for Supply Chain Master Data Management*
- ☐ *Assessment of Master Data Before/After is Critical for justifying and validating the Business Case for Master Data Excellence*
- ☐ *It is possible to achieve Perfect Master Data with a systematic and two-pronged approach*

Test Drive

Free Pilot

For More Information

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