Business-led Master Data Excellence

Master Data for Business, By the Business

Oct 23, 2025

ZMDM

Cambrian Lab

Agenda

- Brief Introductions
- The Counterproductive Cycle of Master Data Management
- Business-led Master Data Management is Fundamentally Different and Better
- Business-led Master Data Management in Practice
- Business-led Master Data Process Orchestration - Demo
- How to Get Started

Panelists

Justin Williams
Global Data Governance Solution Enablement Manager

Edgewell Personal Care

Manish Mathur
Engineering

Cambrian Lab

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, 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)

Examples of Our Work in Master Data Management

Embedded Systems, Memory and HPC Computing Systems Manufacturer

NPI Engineering, Master Data Management

Global Industrial Manufacturer

Master Data Management (Materials, NPI)

Global Pharma

NPI Finished Goods, Packaging Materials

Global Network Equipment Manufacturer

Supplier Development and Collaboration

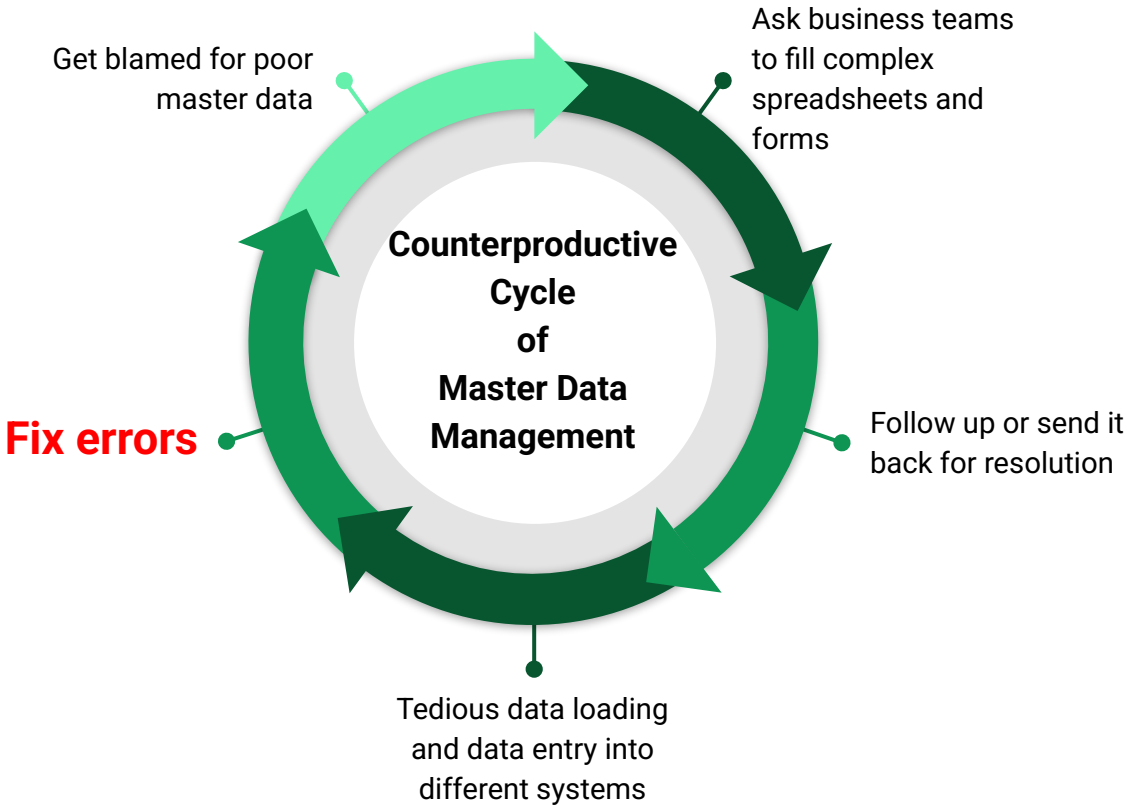
Global CPG Company

Master Data Management (Materials, Costing, PLM)

Specialty Chemicals Leader

Master Data Management (Materials, Customers, Suppliers)

The Counterproductive Cycle of Master Data Management



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The Costly Master Data Misadventure

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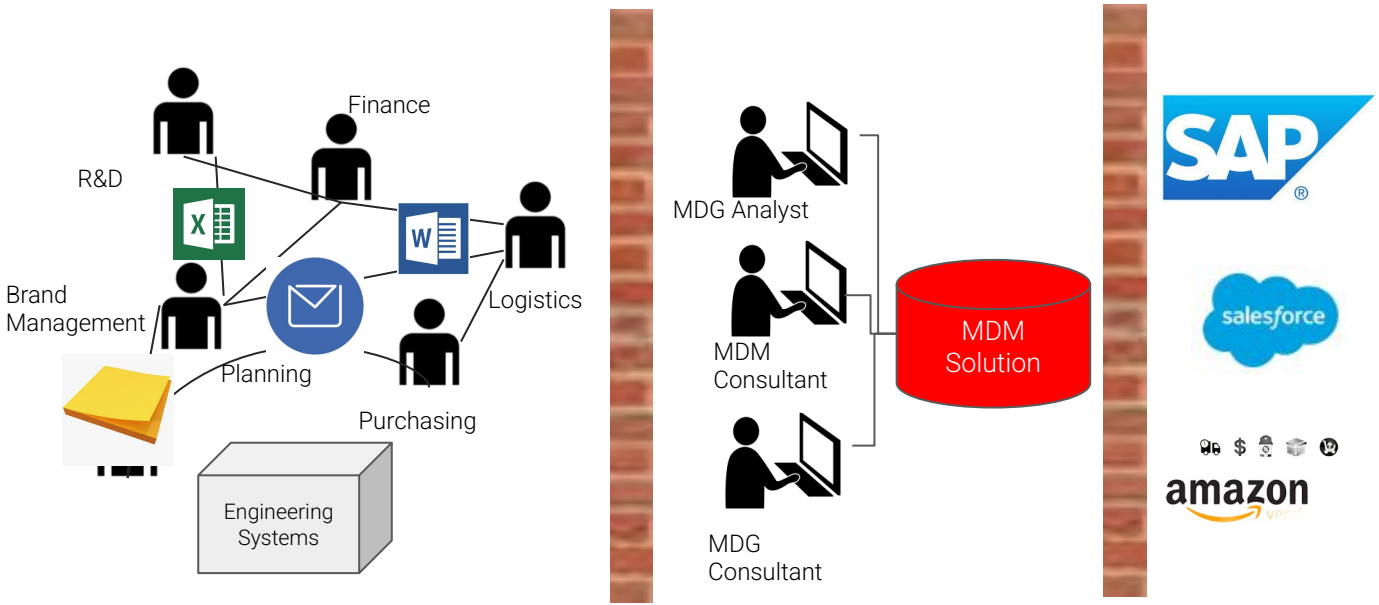
Traditional Master Data Management makes it Worse



Focus is on fixing errors, not prevention

Longer cycle times

MDM Team is now the bottleneck

Inefficient

Complex for business to understand

Data Loading / ETL / Integration issues multiply

Costly to operate

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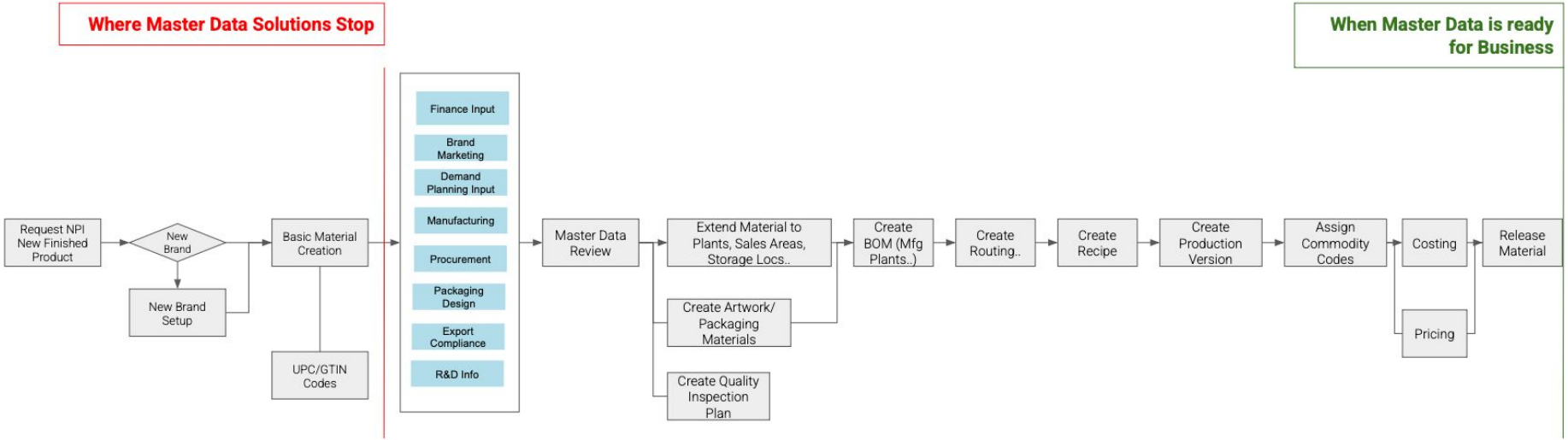
Incomplete despite the effort



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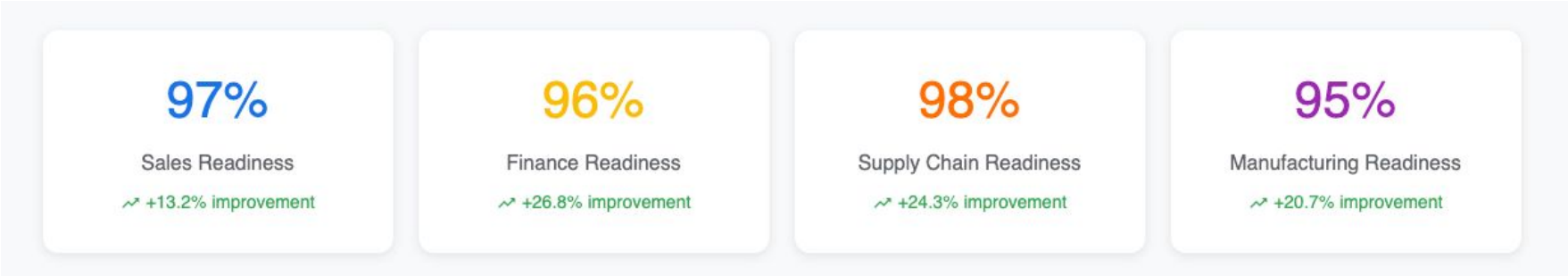
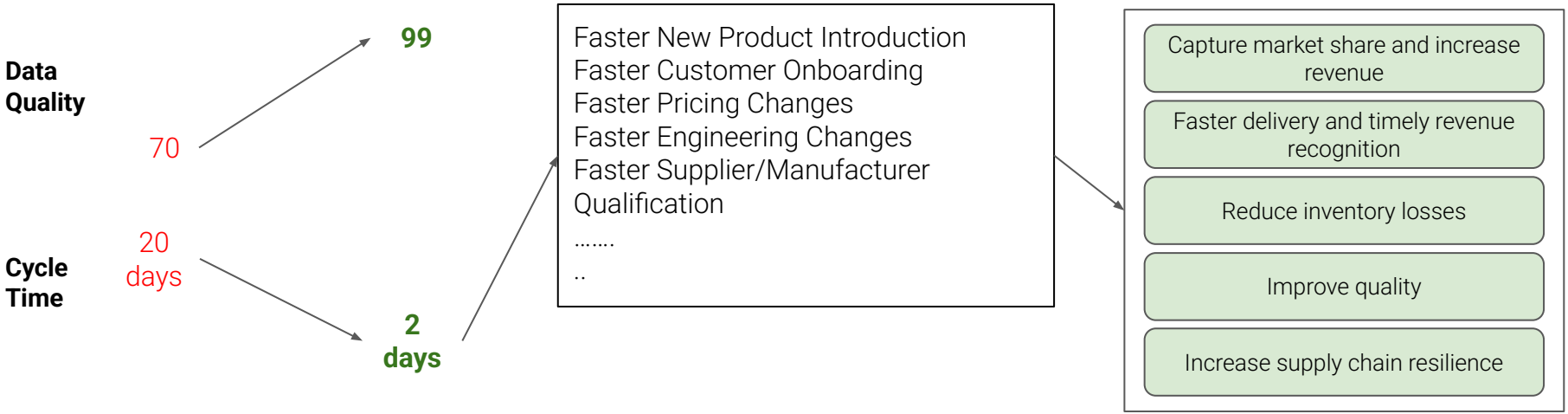
What Business Teams Want from Master Data Management





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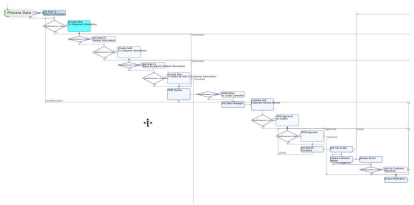
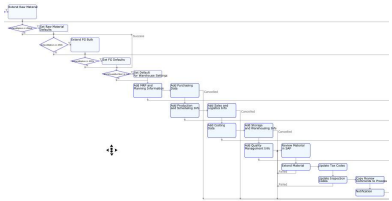
Make Master Data Integral to Business Processes

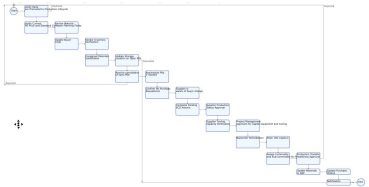
New Customer



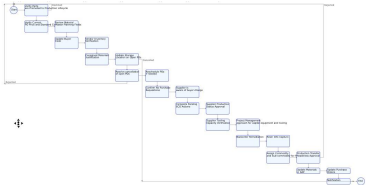
Extending a Material



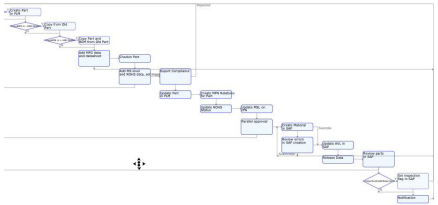
NPI to Production Transfer



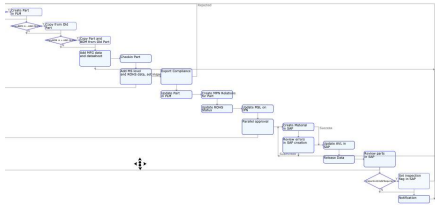
Site to Site Transfer



Product Release (Materials, BOM, Routing, Production Version…)



New Component (with Approved Vendors/Manufacturers)



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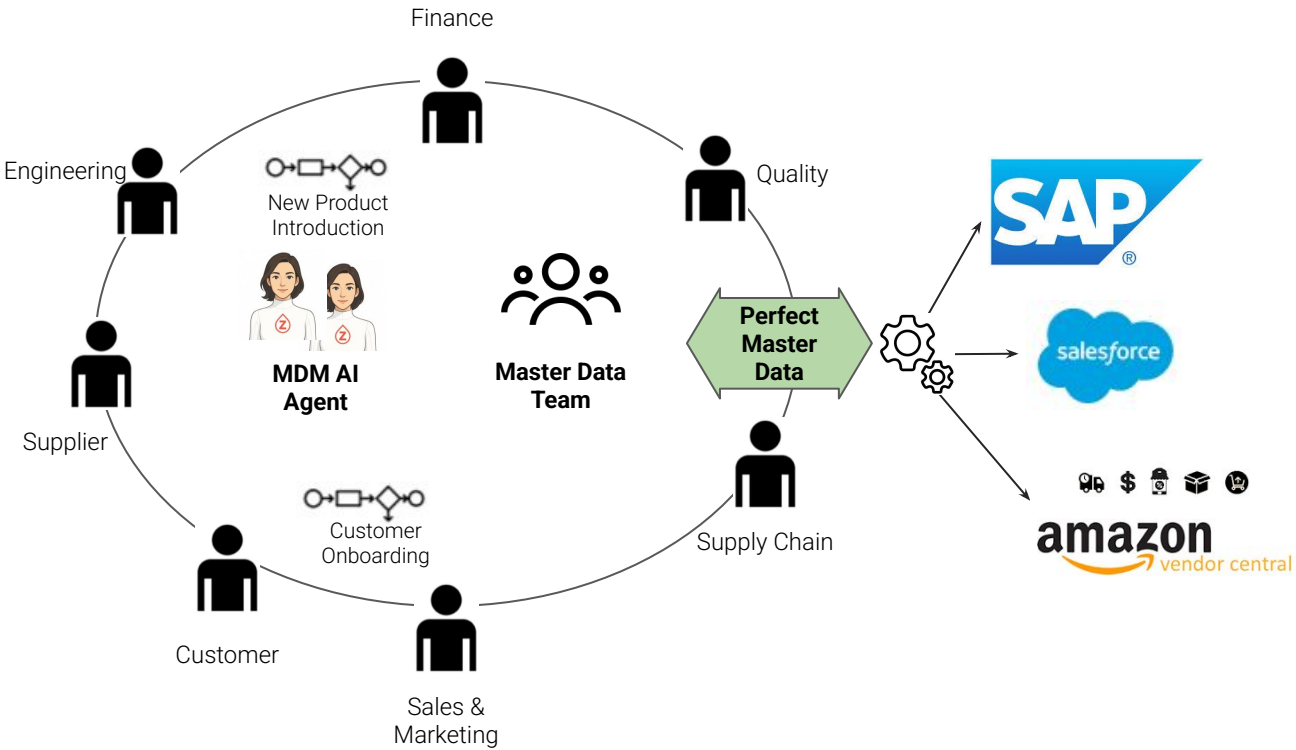
Business-led Master Data Management

Empower business teams to own, govern and create perfect master data



Prevent Errors. Do it right the first time

Driven by business stakeholders

Faster

Simpler

Efficient

Seamless Integration

Suppliers and customers in the loop

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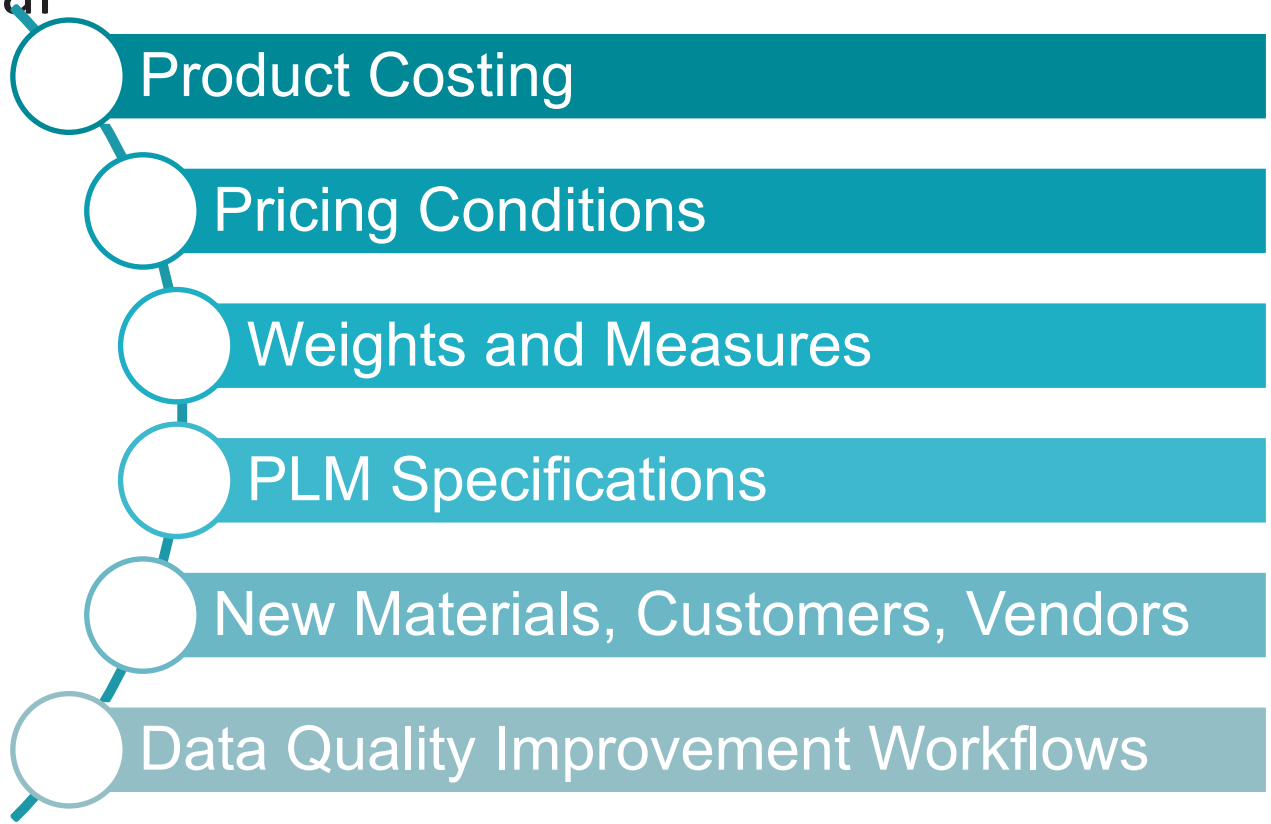
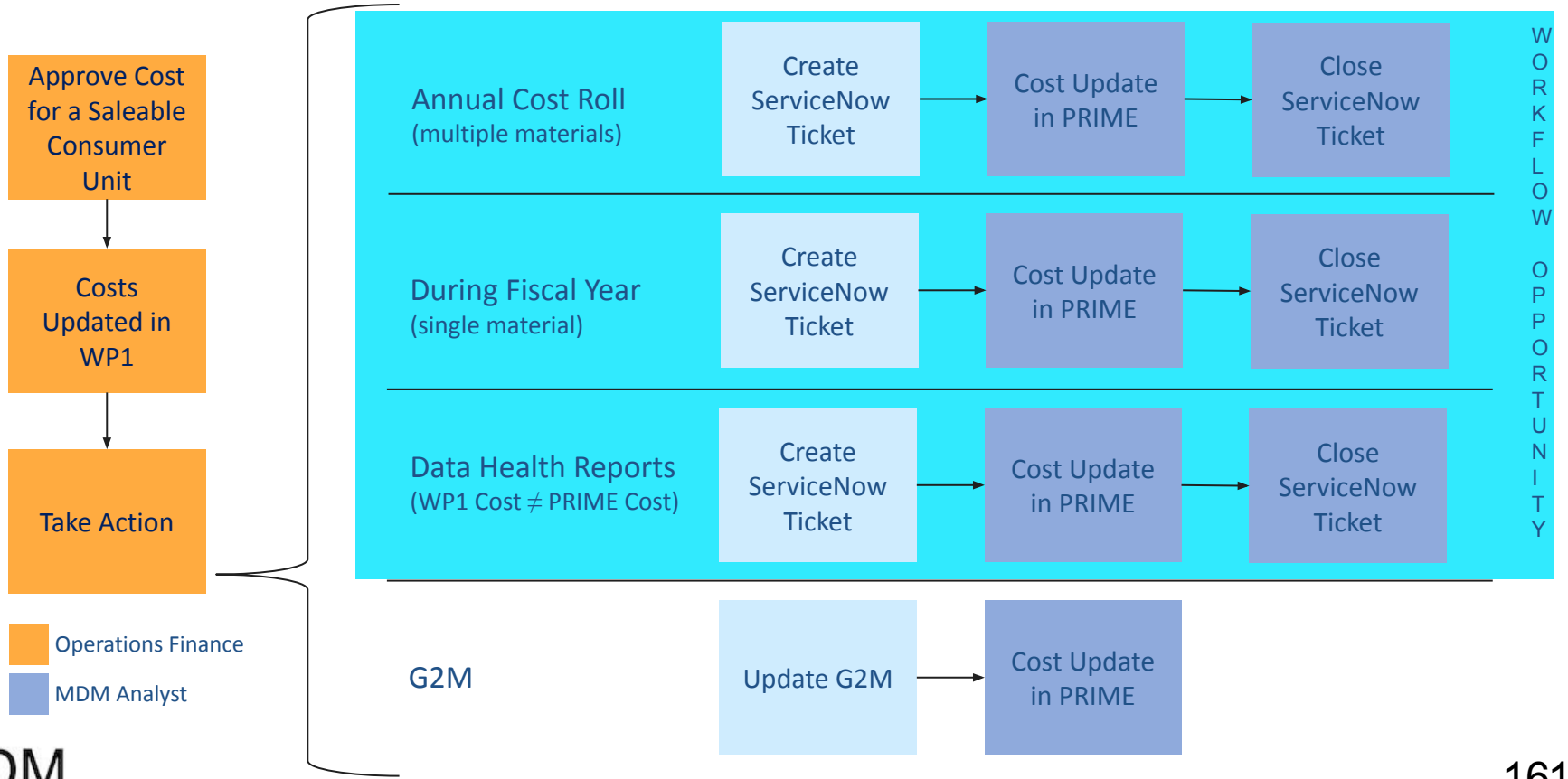
Schick WILKINSON SWORD PERSONNA edge Skintimate BANANA BOAT HAWAIIAN Tropic Playtex Carefree Stayfree o.b Wet Ones BULL DOG Jack Black Authentic and Original CREMO billie

Many Areas for Improvement - Traditional and Non-Traditional



Master Data Process Improvement Opportunity - Example

Multiple streams, multiple points of failure



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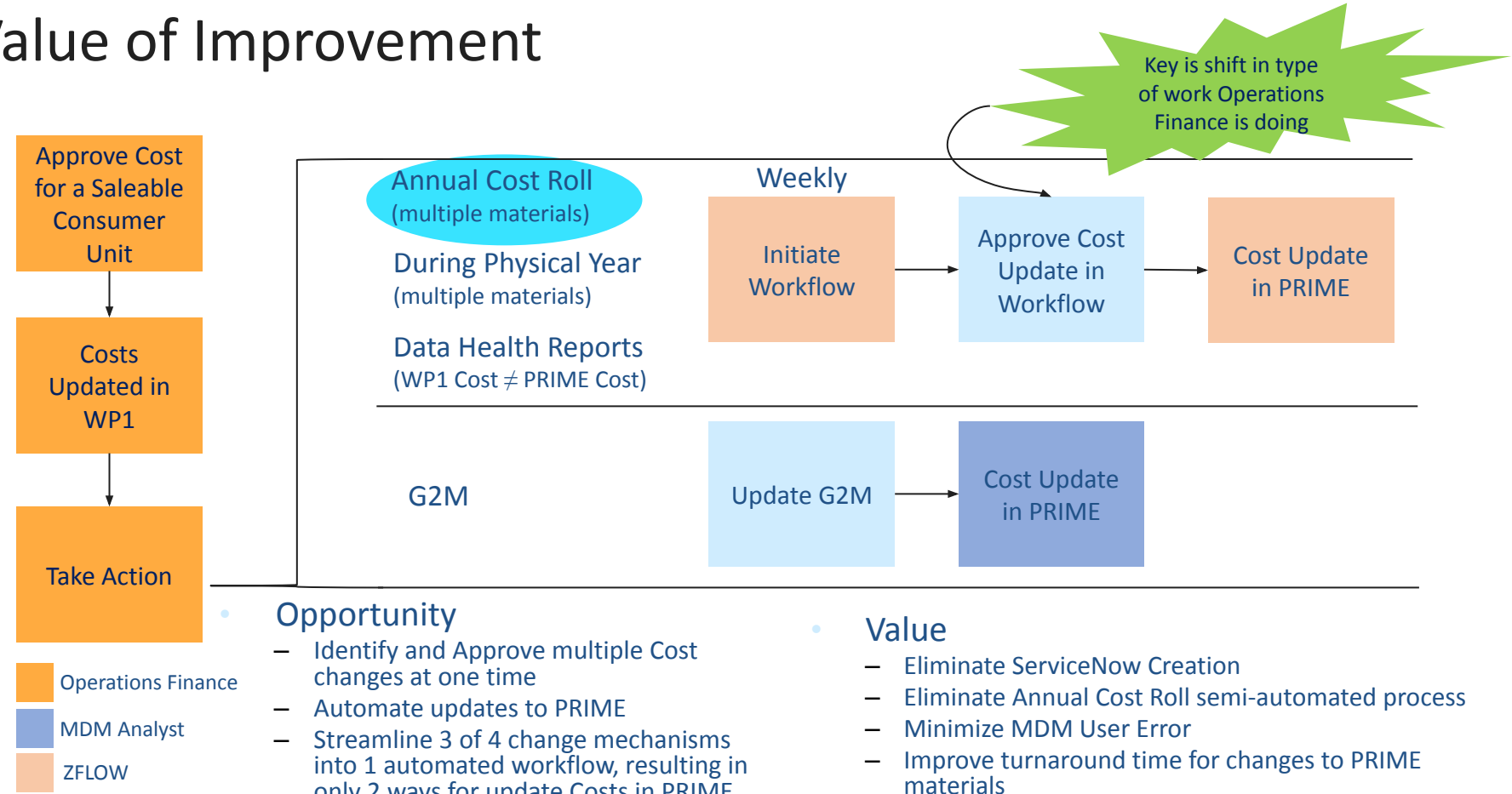
Value of Improvement

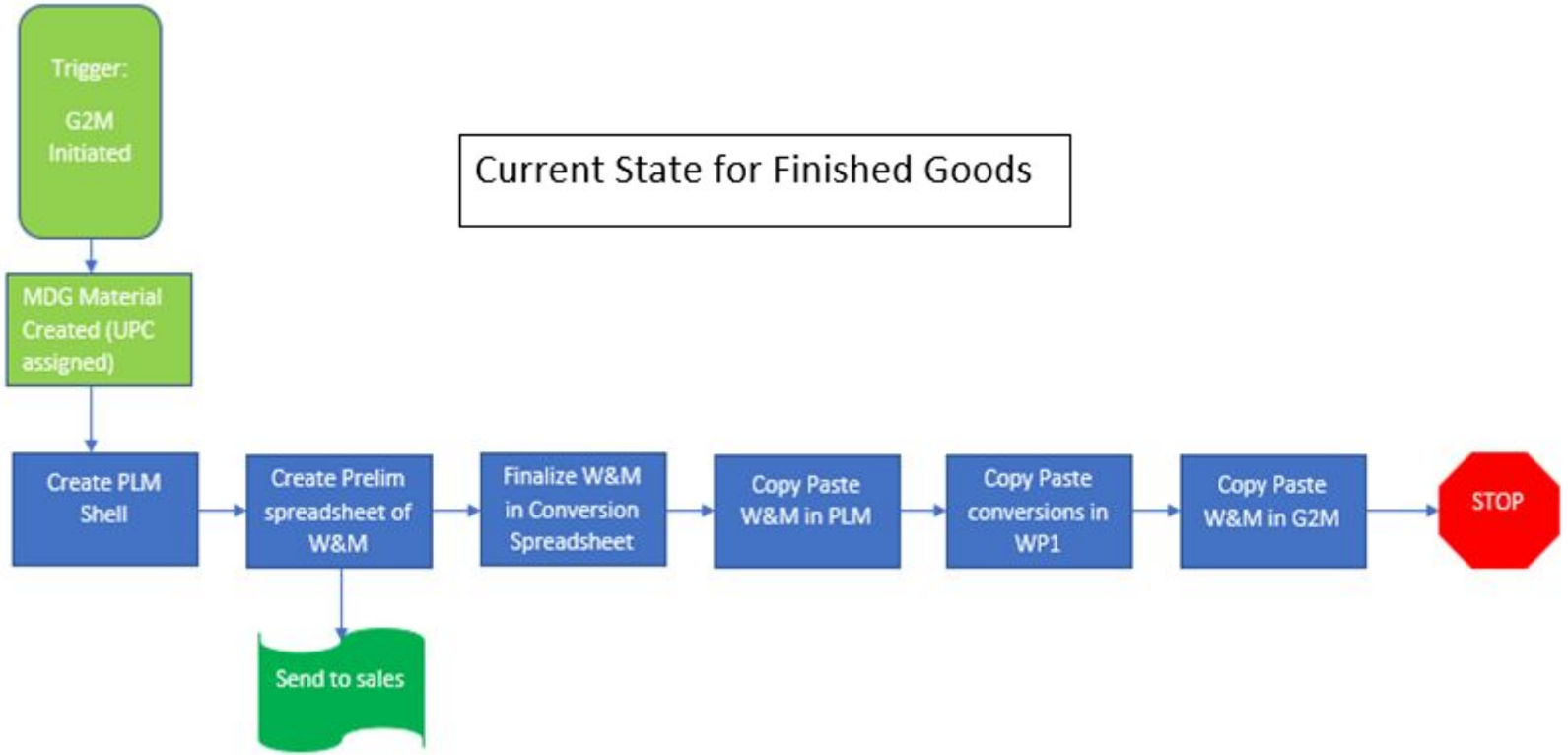


- **Opportunity**
  - Identify and Approve multiple Cost changes at one time
  - Automate updates to PRIME
  - Streamline 3 of 4 change mechanisms into 1 automated workflow, resulting in only 2 ways for update Costs in PRIME

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

Master Data Process Improvement Opportunity - Example

Master Data Connected to Go-to-market NPI Process



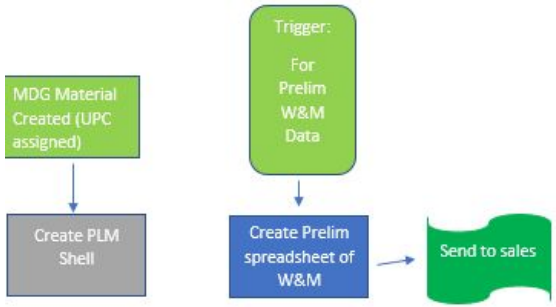
Value of Improvement

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

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Weights and Measures - Digital Workflow Value

Time Savings

81 Total hours

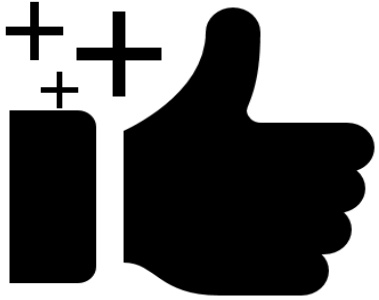
- Packaging Engineers
- Base: 101 Hours
- New: 20 Hours ↑
- Savings: 80%

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 □ 0
- Number of areas involved in a change reduced from 2 □ 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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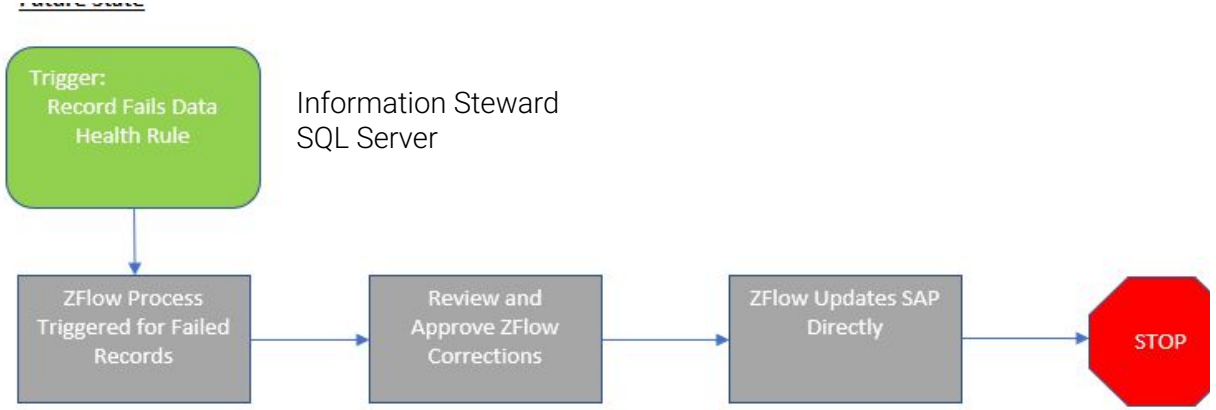
Continuous Master Data Quality Improvement



Trigger workflow from Data Quality Health Check

Automated data correction or manual intervention when needed

Automated updates in SAP

Continuous improvement of master data quality (drive to zero errors)

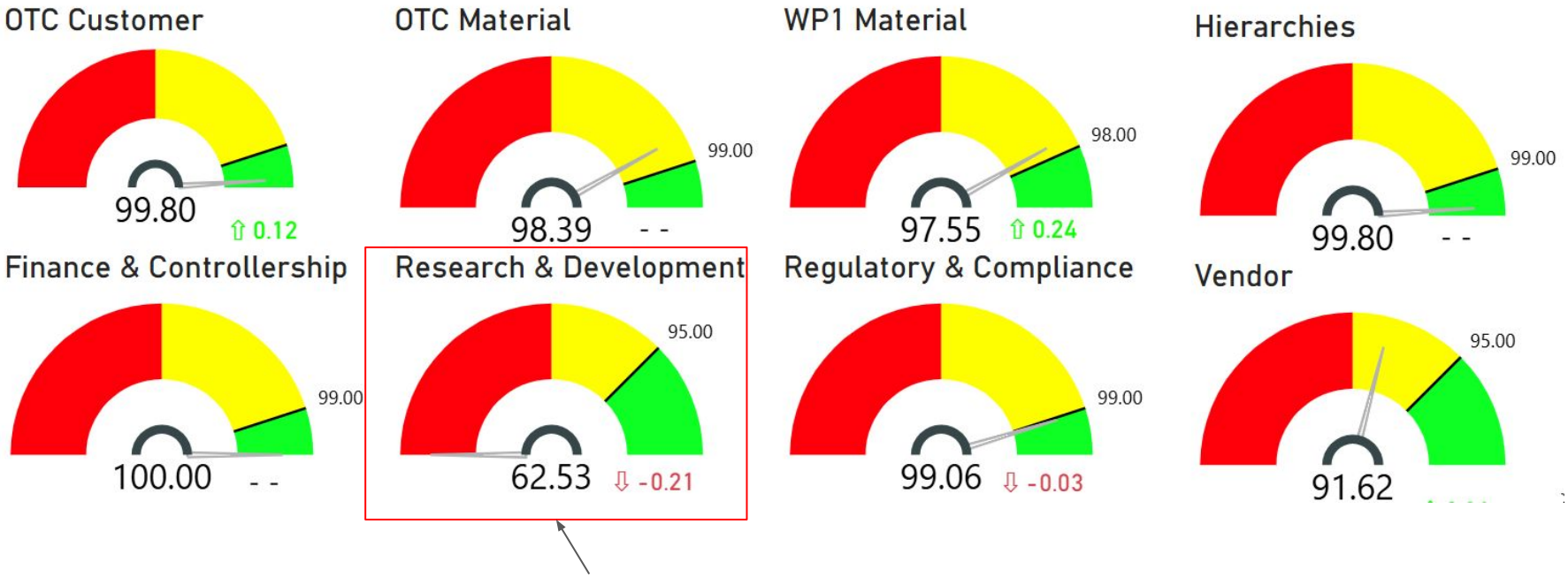
Reduce **system** manual entry from 1 □ Zero

Update SAP automatically

Reduce **response time** to review/update

Reduce **impact** on order processing

Results - Error-proofing + Continuous Data Quality Improvement



Initial Assessment

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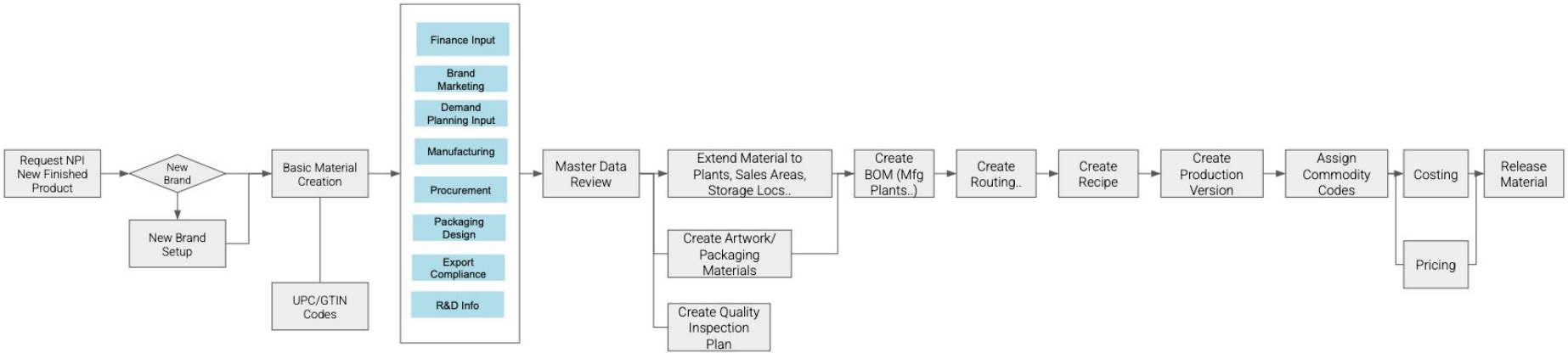
Demo Scenario



Getting Started

1. Master data assessment (data quality, business process, business readiness/relevance gaps)
2. Understand end-to-end master data business processes
3. Error-proofing methods (prevent errors)
4. Design and implement business process orchestration for master data
5. Validate improvement (data quality, process cycle time, readiness for business)

For More Information

Kris Gorrepati

Cambrian Lab

+1-408-569-3744

Kris.gorrepati@cambrianlab.net

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