

# Mastering Material Master Data Management

December 18, 2025

# Agenda

- Intros
- Our Experience with Material Master Data Management
- Challenges with Material Master Data Processes
- Why Traditional Approaches do not work for Material Master Data Management
  - Core Material Master Data and Extended Material Master Data
  - When is Material Master ready for Business
  - How New Product Introduction, Engineering Change Management support Material Master Data Management
- Process Orchestration for Material Master - Faster, Error-proofed, Lower Cost
- Demo - Process Orchestration
- Q&A
- How to get started

# 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)

# Panelists

**Kris Gorrepati**

Product Management

**Cambrian Lab**

**Siva K**

SAP Solution Architect

**Cambrian Lab**

# Sampling of our work in Materials Master Data Management

## **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

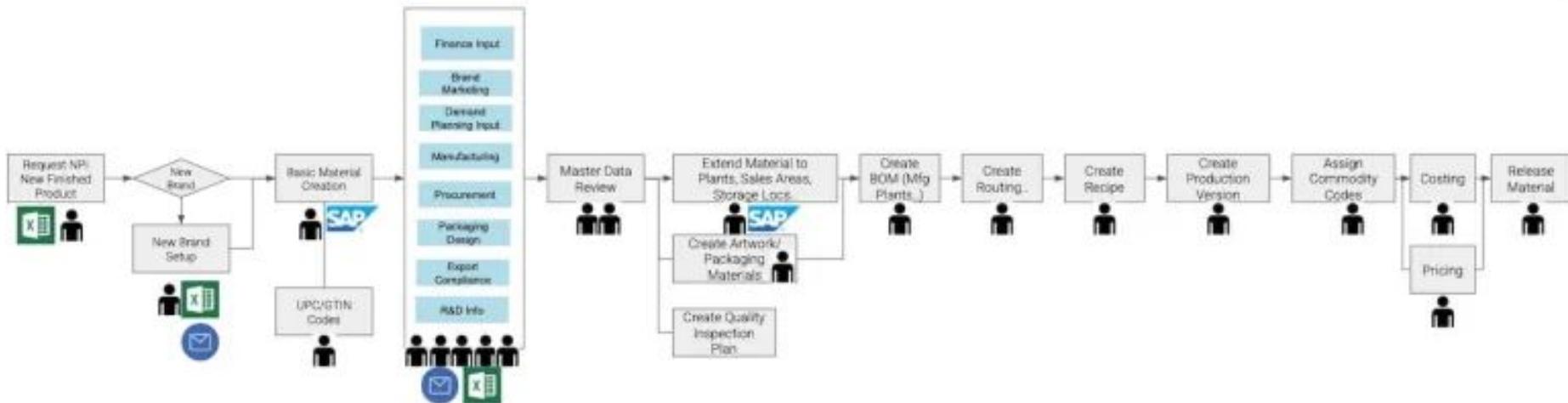
# Material Master is Central to Business and Operational Excellence



# Material Master Data Management is Extensive & Cross-functional

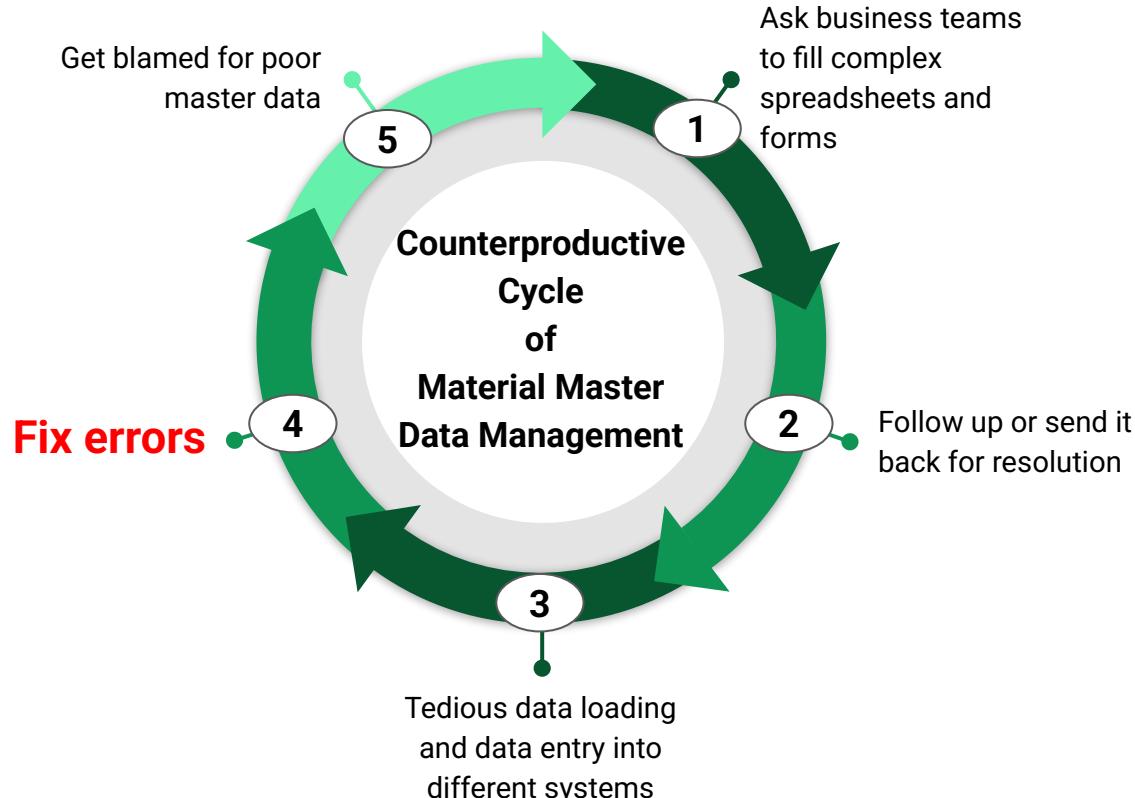
However - Long cycle times, data quality is low, high process costs

30+ days cycle time, \$500-\$1000 process cost, 70-80% data quality

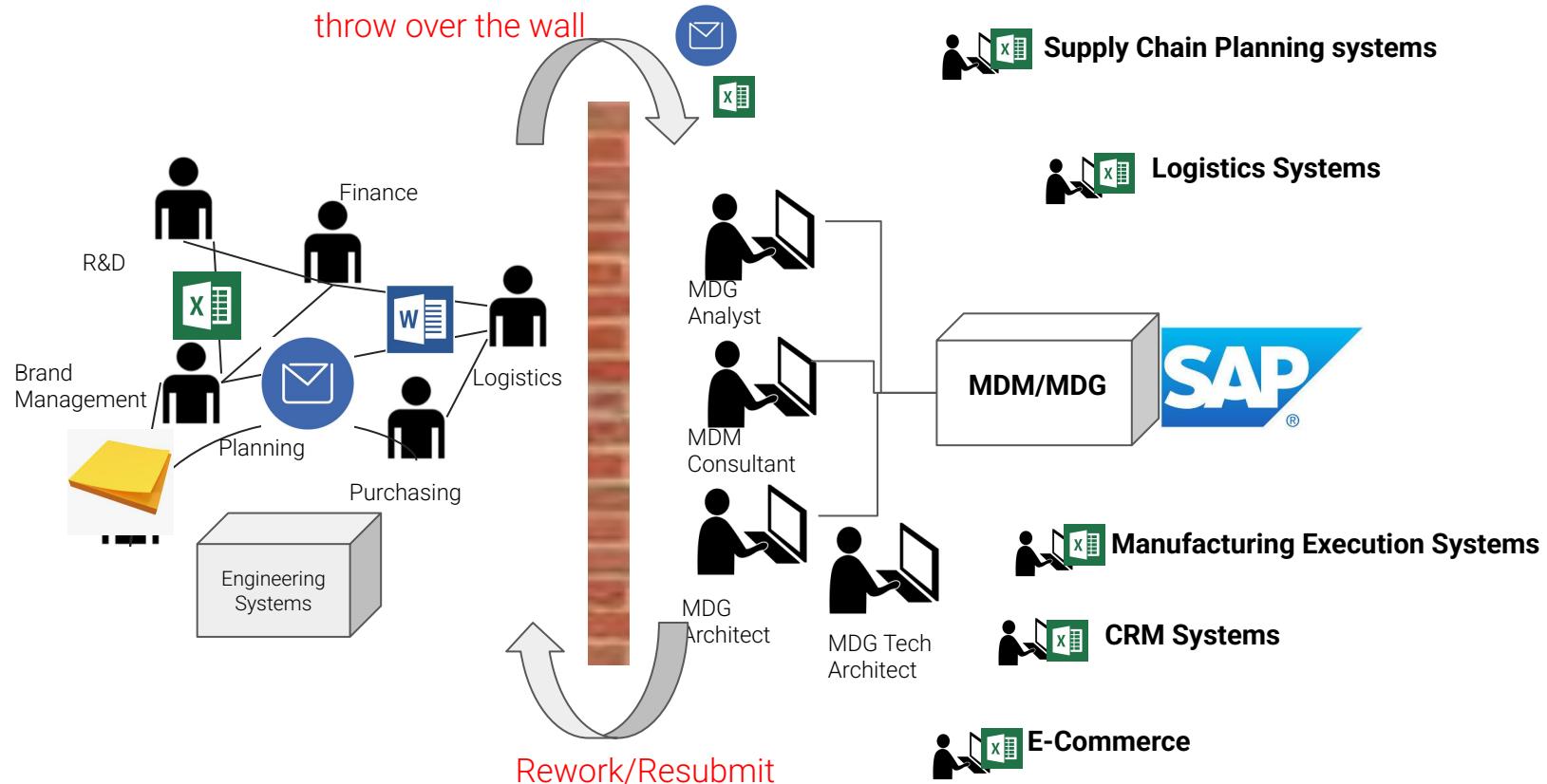


# The Counterproductive Cycle is Common

## With and without Master Data Management solutions

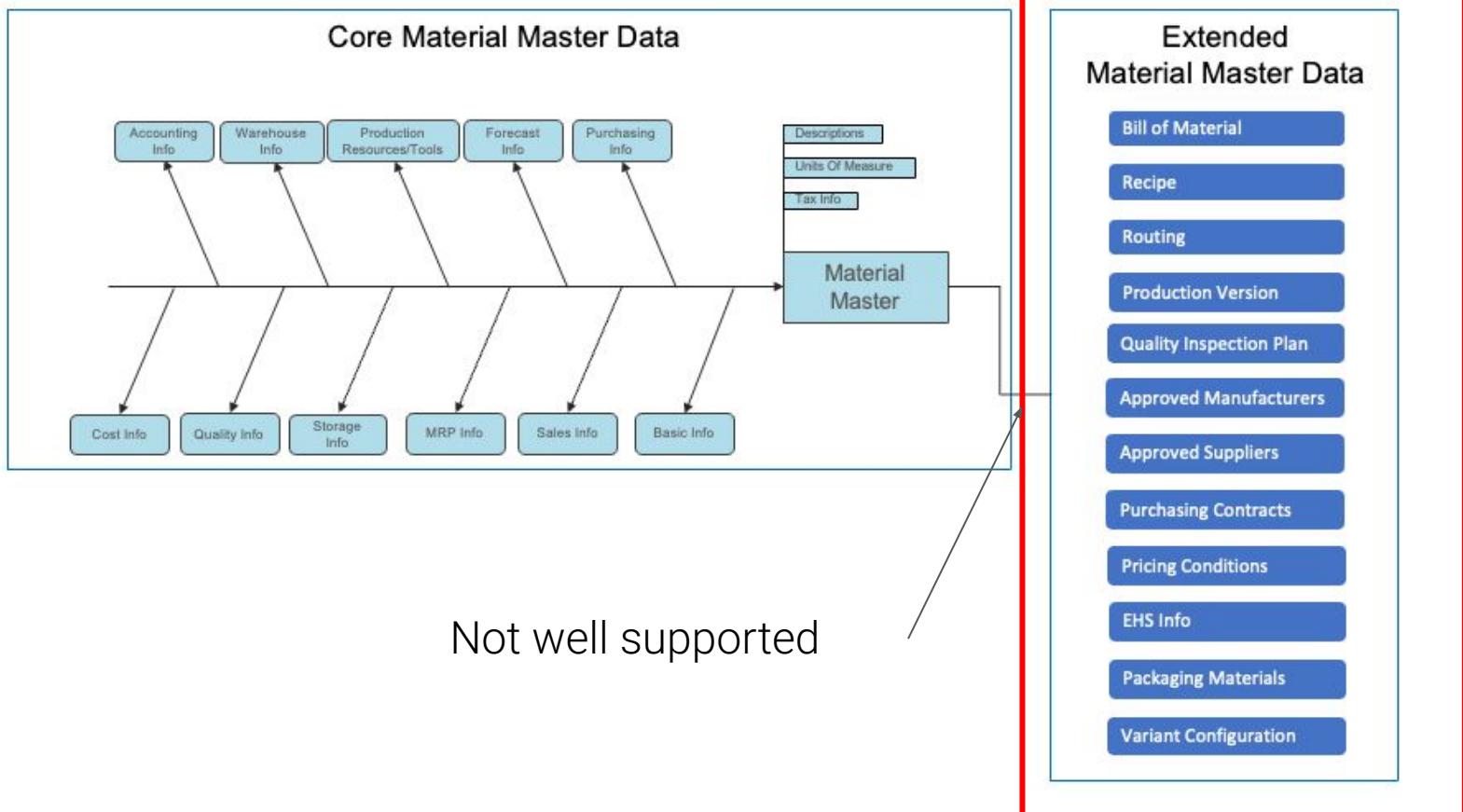


# Traditional Master Data Management Approaches Fall Short

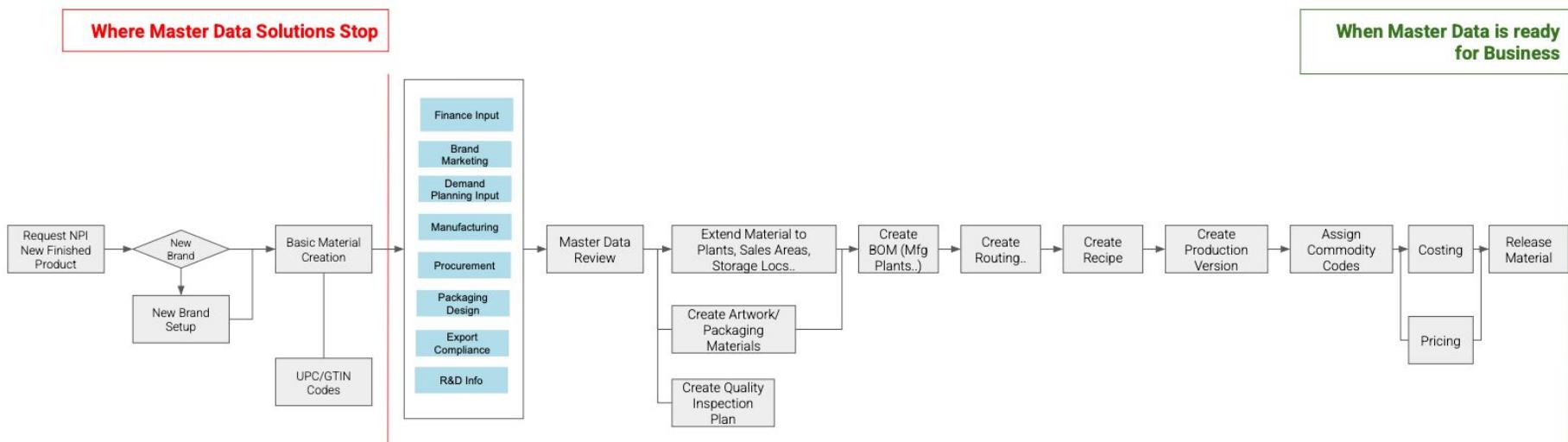


# Extended Material Master Data Escapes Governance

Errors, takes a long time, rework - can create chaos in operations

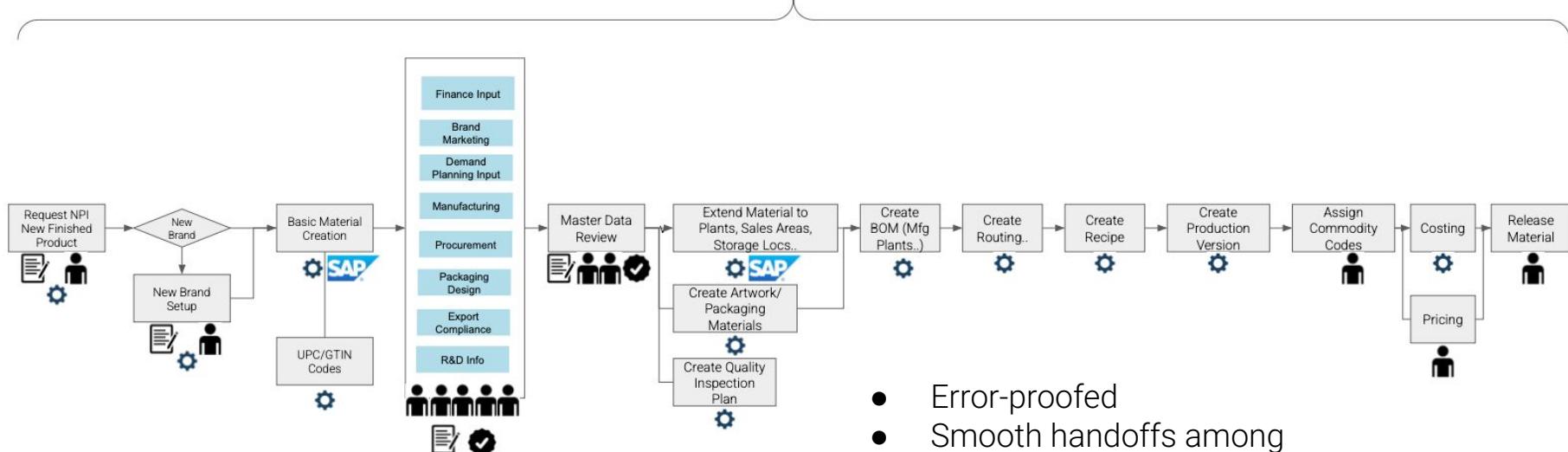


# Takes a Lot of Effort, People and a Long Time for Business-ready Material Master



# Master Data Process Orchestration is the Answer

3 days cycle time, \$50 process cost, 100% data quality



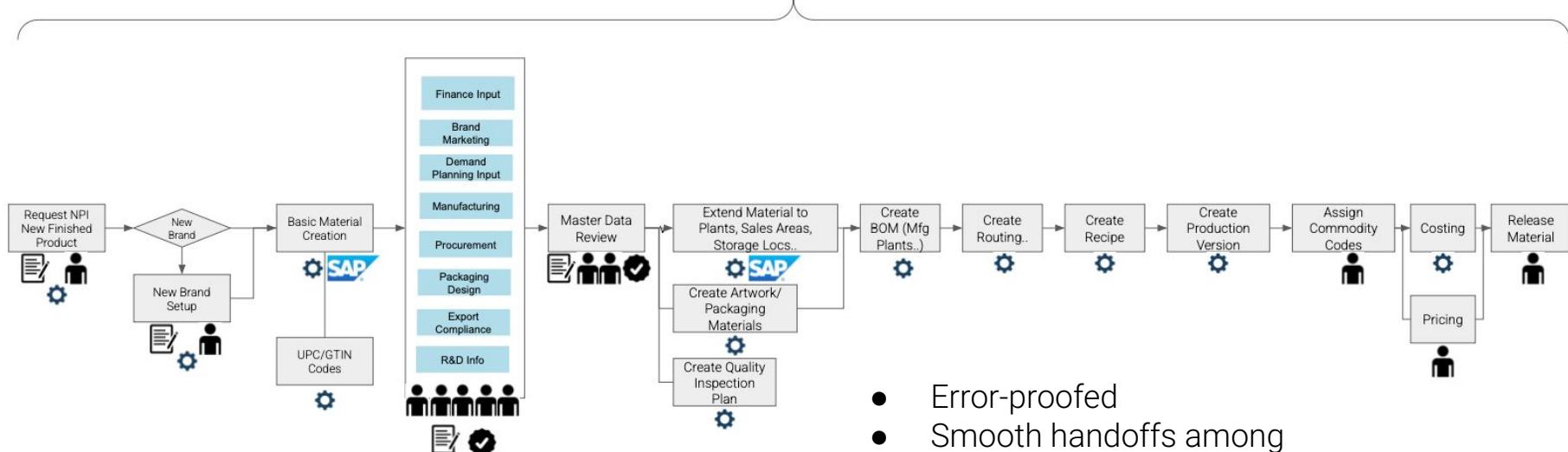
- Error-proofed
- Smooth handoffs among cross-functional teams
- Plug-and-play integration as part of the process
- Consistent and reliable
- Visible and auditable

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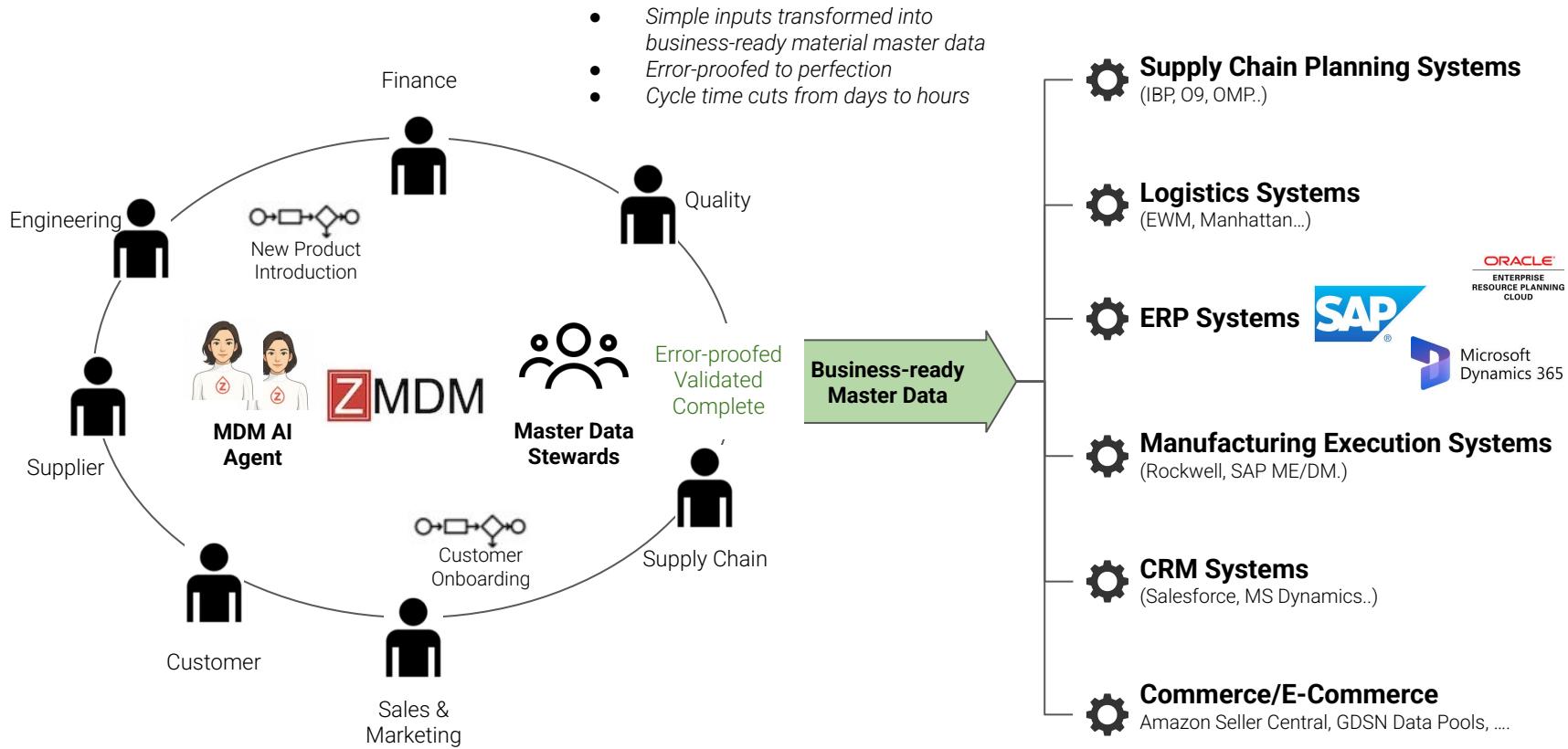
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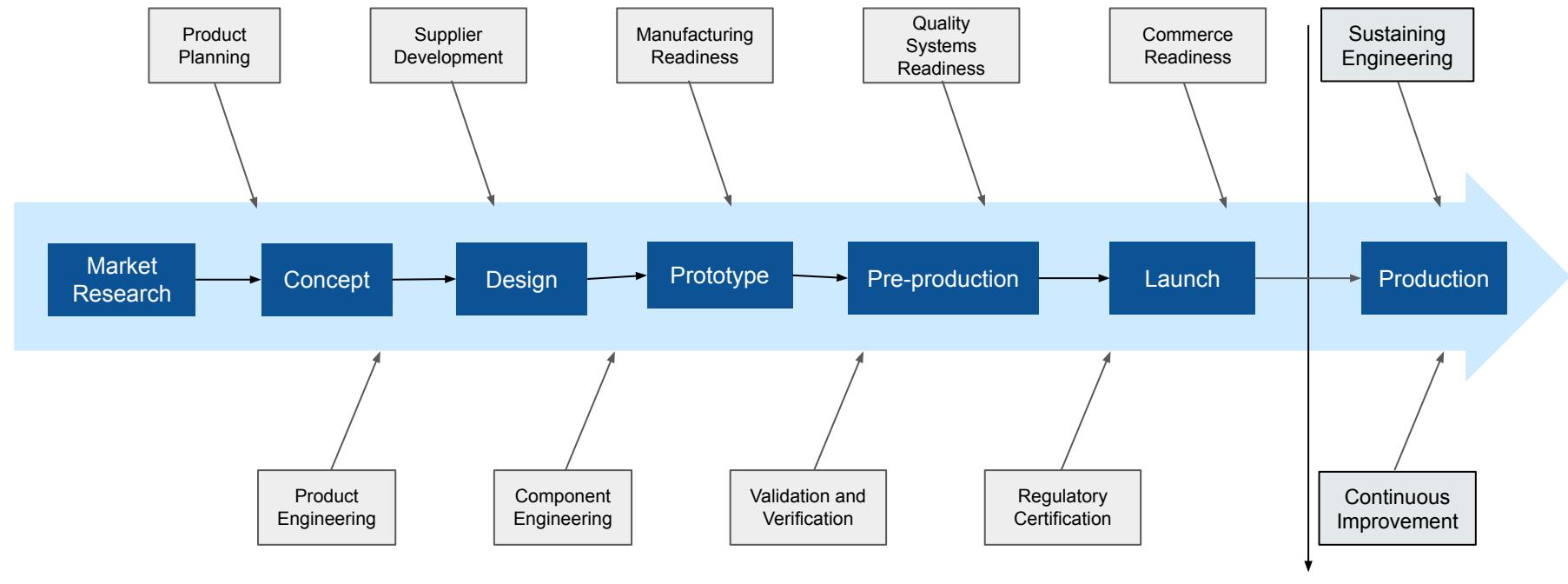
- Error-proofed
- Smooth handoffs among cross-functional teams
- Plug-and-play integration as part of the process
- Consistent and reliable
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# Business-ready Material Master Data with Process Orchestration



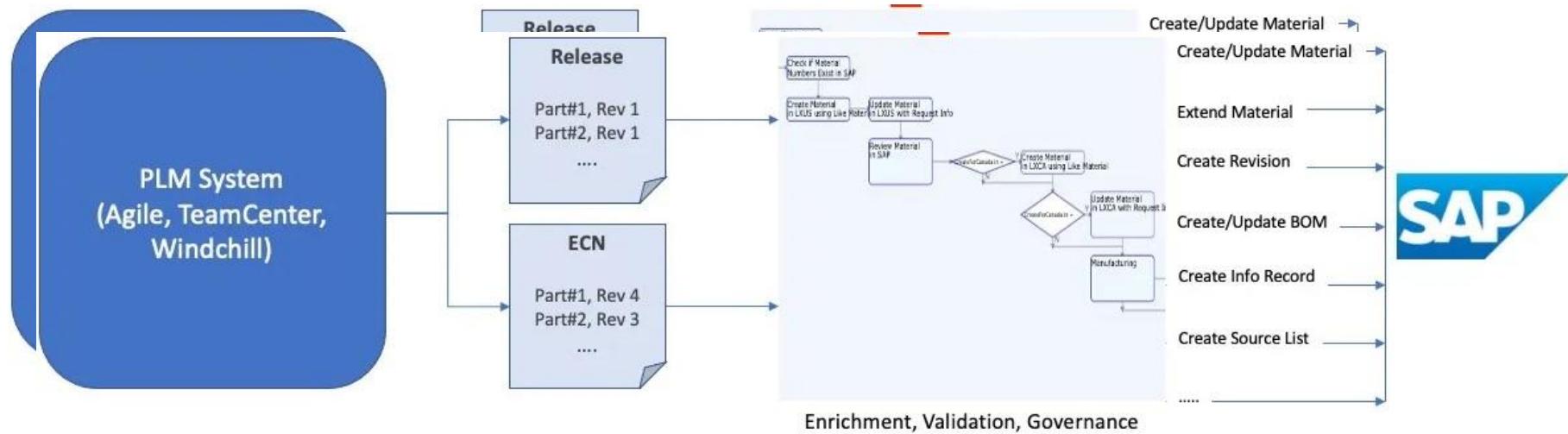
# New Product Introduction (NPI) Creates Material Master Data

## Good Material Master Data is Essential for Smooth and Fast Product Launches



# Many NPI Processes Handle Material Master Data

## Product Release, New Part Requests, ECOs



# Process Orchestration based Materials Master Data Management

- Eliminates errors, shortens cycle time, and reduces process cost*
- Business users drive process, master data teams orchestrate*
- Proven success in many industries*
- Easy to adopt and loved by business users and master data teams*

[Free Trial](#)

[Free Pilot](#)

# For More Information

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