

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)

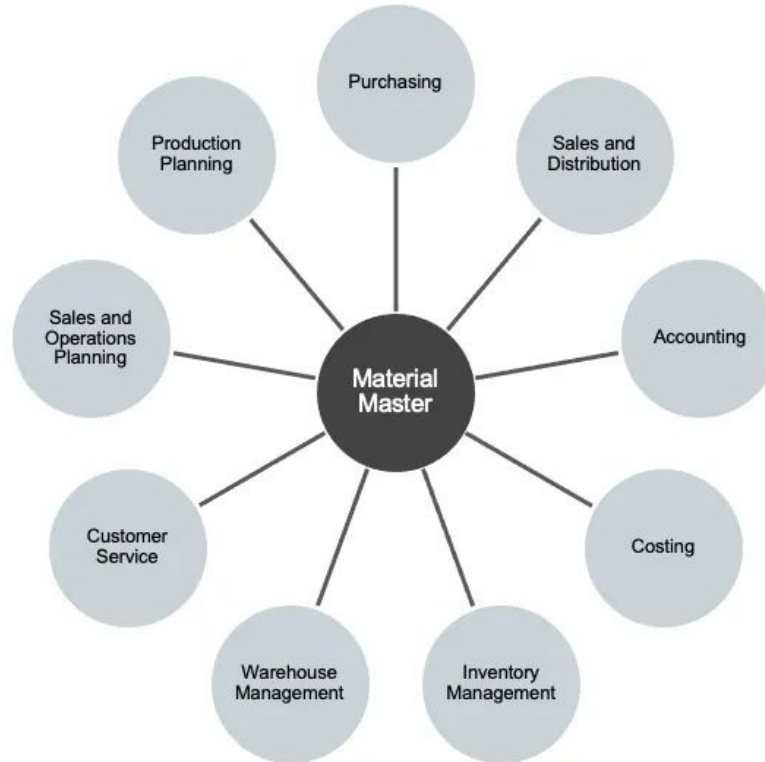
Food and Beverage Leader

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

Paper and Pulp Industry Leader

Finished Goods Material Request
and Setup

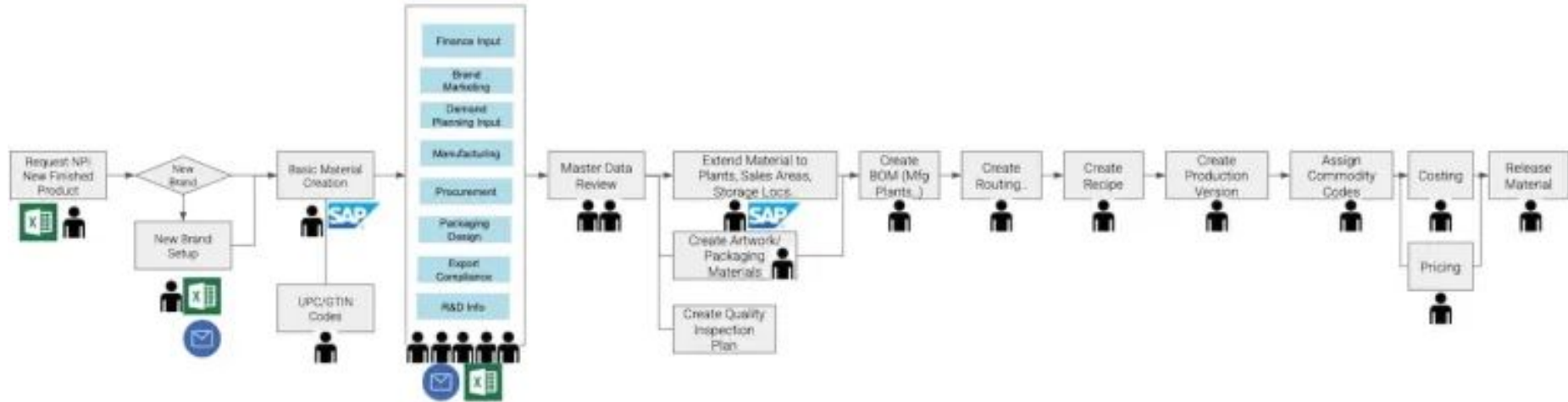
Material Master is Central to Business and Operational Excellence



Material Master Data Management is Extensive & Cross-functional

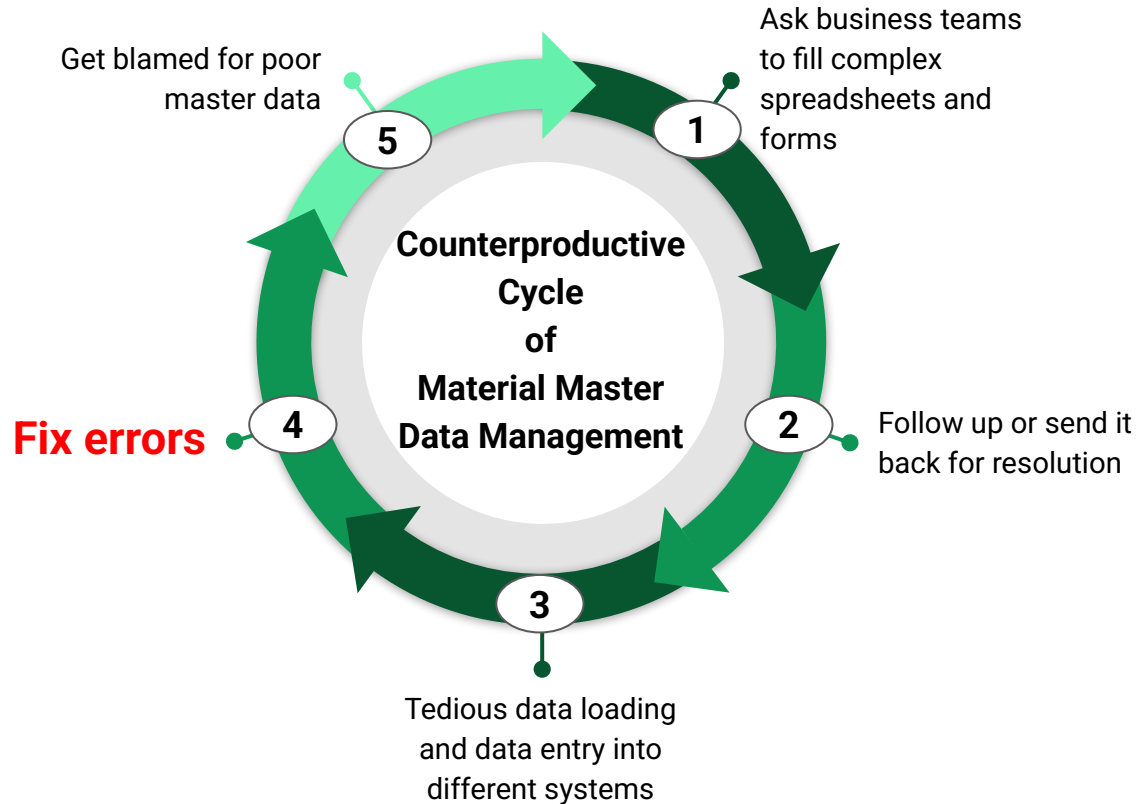
However - Long cycle times, data quality is low, high process costs

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

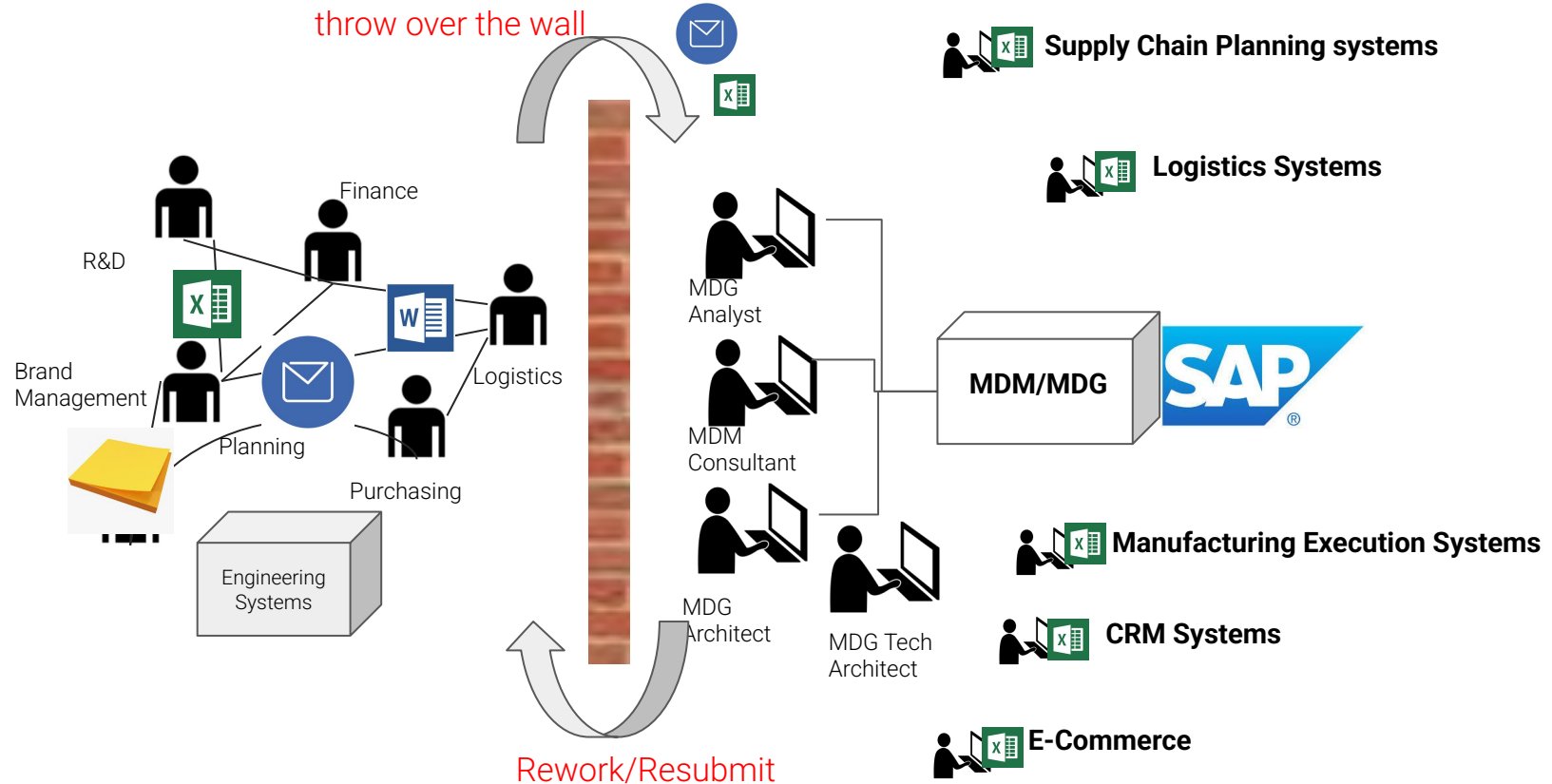


The Counterproductive Cycle is Common

With and without Master Data Management solutions

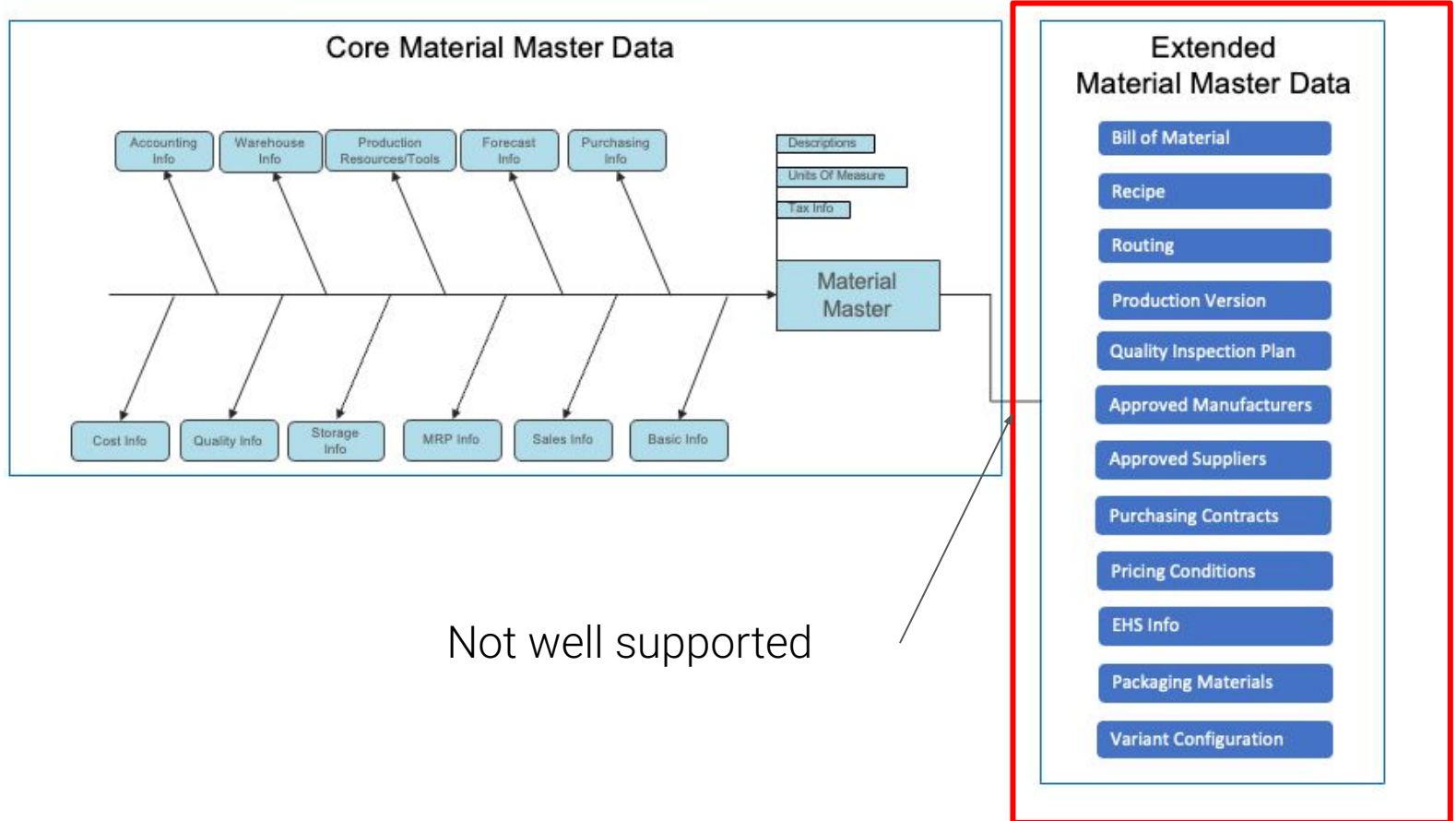


Traditional Master Data Management Approaches Fall Short

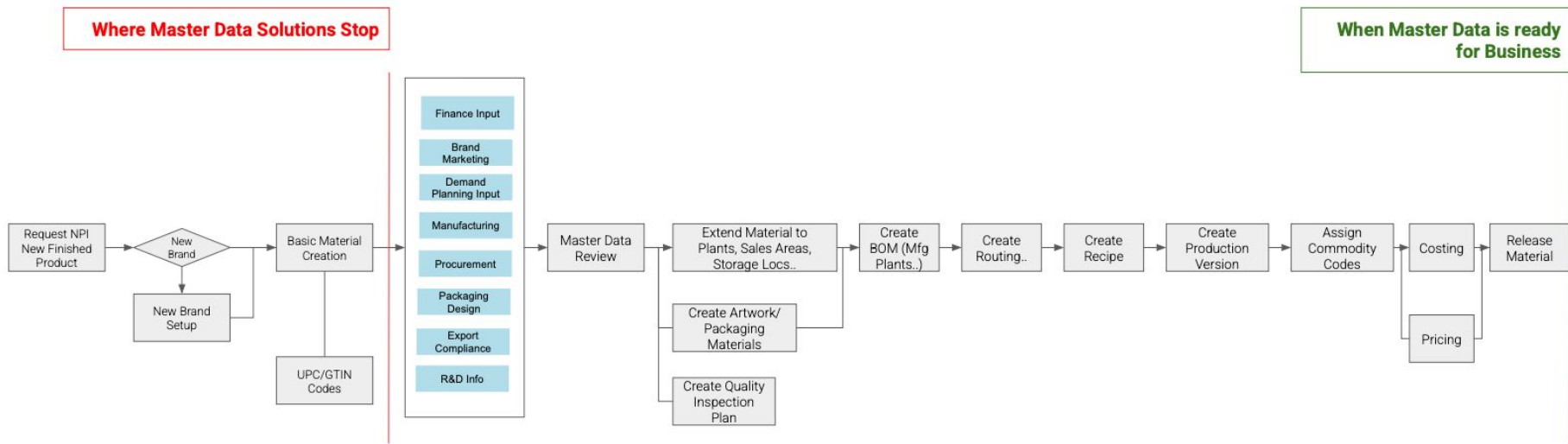


Extended Material Master Data Escapes Governance

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

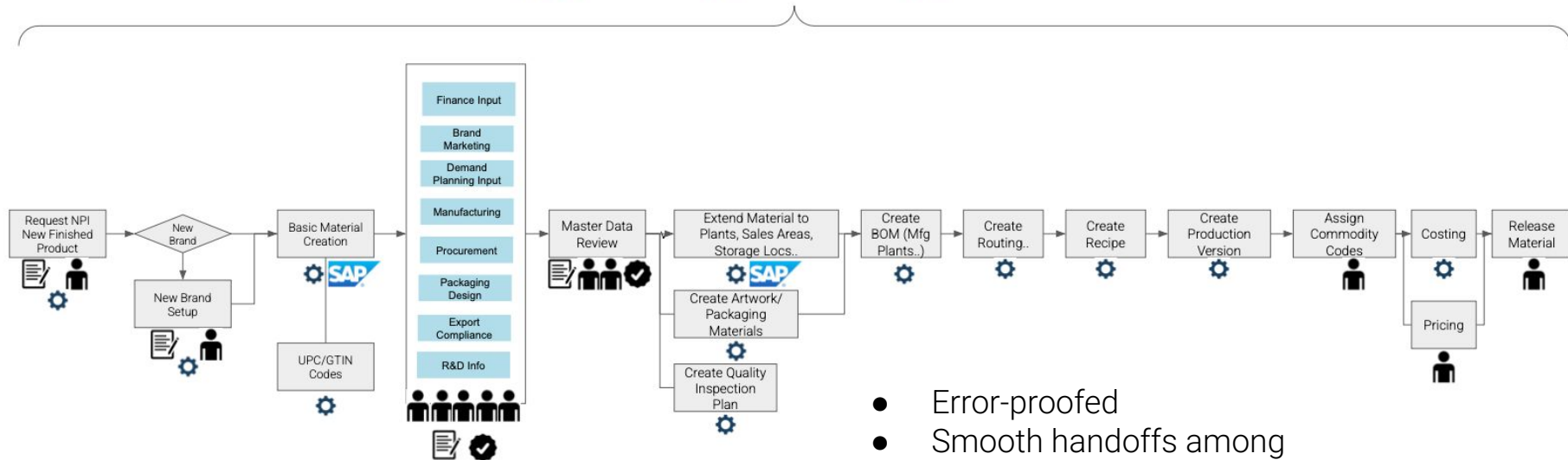


Takes a Lot of Effort, People and a Long Time for Business-ready Material Master



Master Data Process Orchestration is the Answer

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



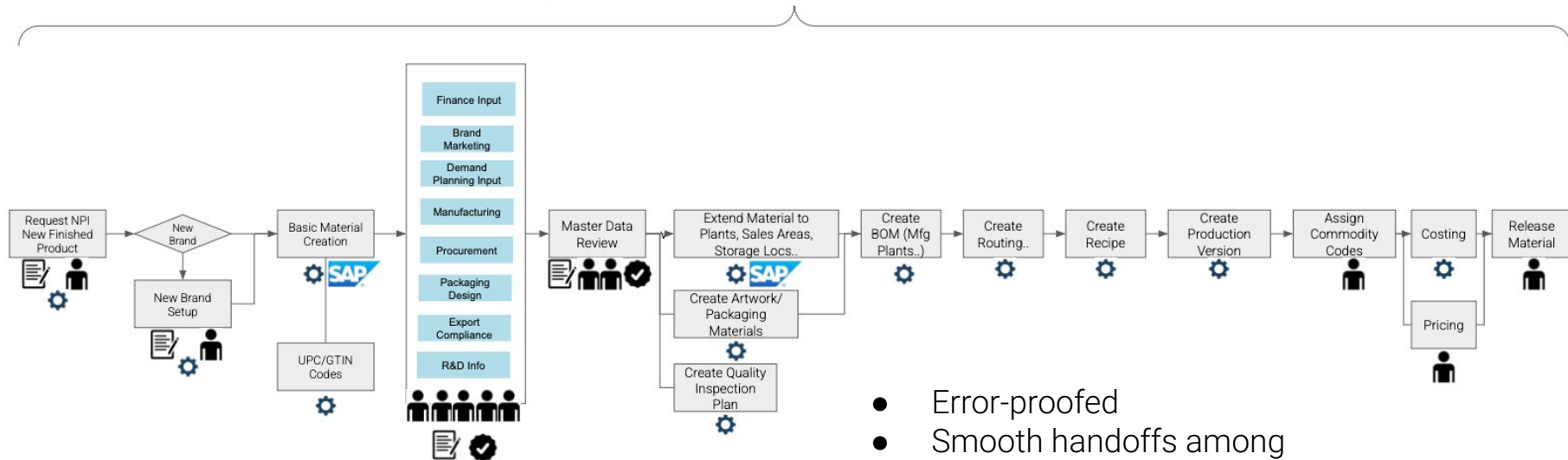
- Error-proofed
- Smooth handoffs among cross-functional teams
- Plug-and-play integration as part of the process
- Consistent and reliable
- Visible and auditable

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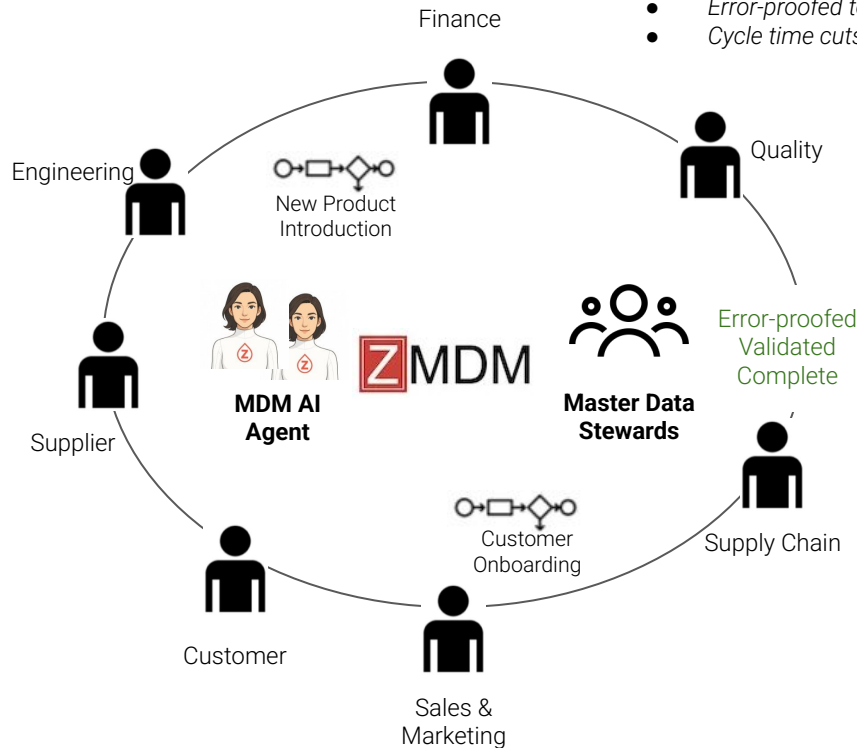
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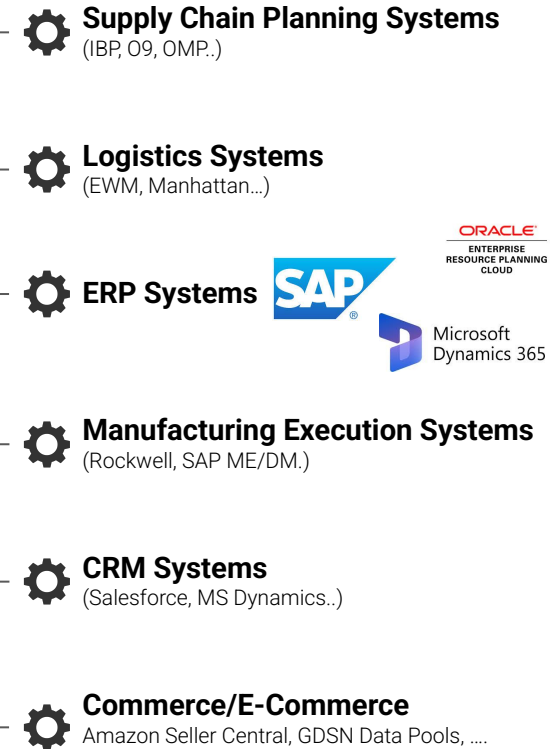
Business-ready Material Master Data with Process Orchestration

- Simple inputs transformed into business-ready material master data
- Error-proofed to perfection
- Cycle time cuts from days to hours



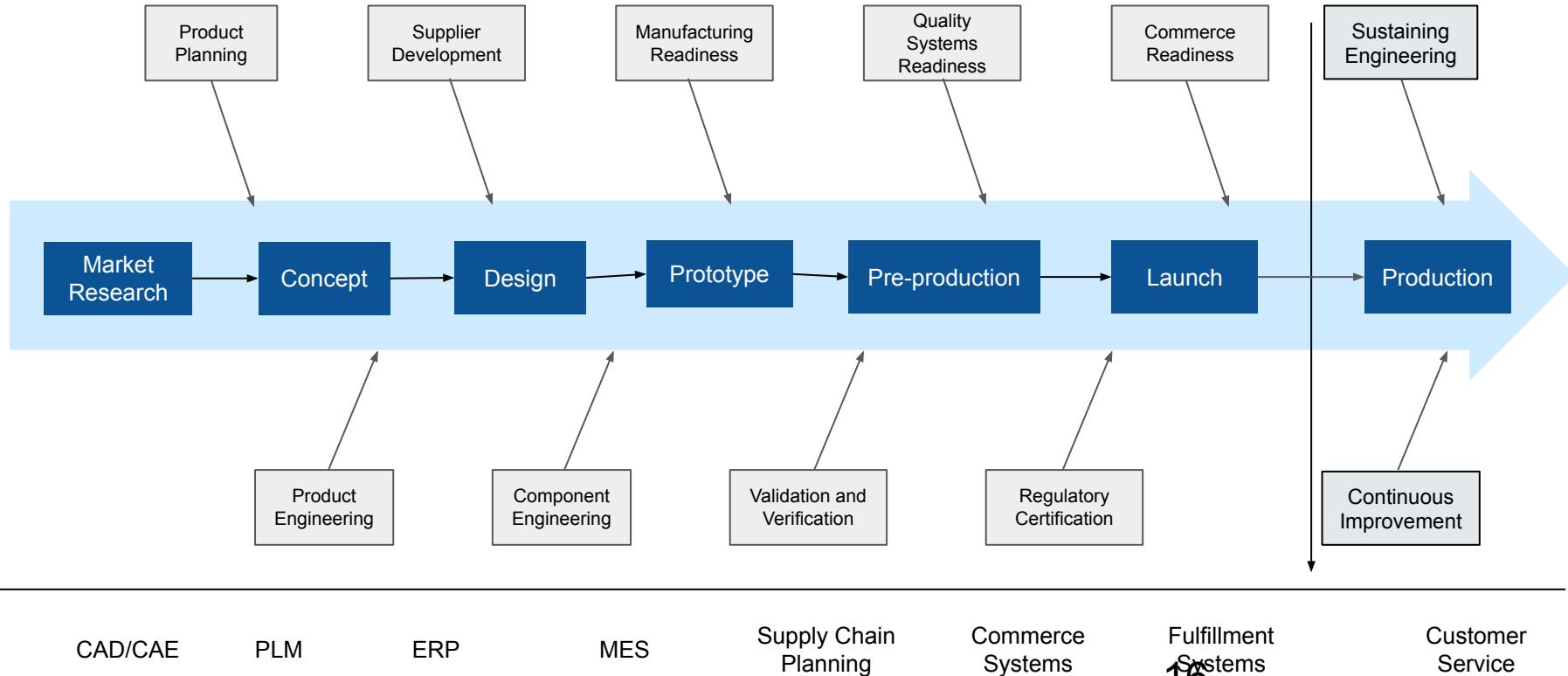
Business-ready
Master Data

Error-proofed
Validated
Complete



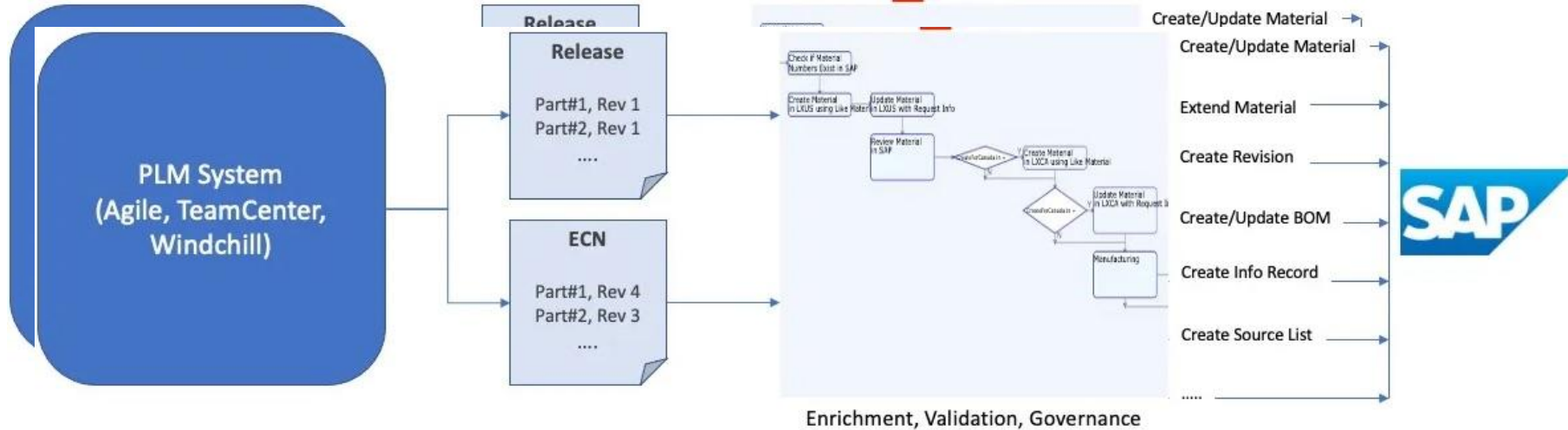
New Product Introduction (NPI) Creates Material Master Data

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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