

SAP Master Data Management Excellence *made* Simple and Efficient

Sep 14, 2023

 Z MDM

Designed by

Cambrian Lab



Agenda

- Panelists
- Brief Intro
- Unique Challenges related to SAP Master Data
- Overcoming SAP Master Data Challenges with Digital Workflows
- Demo
- Case Study
- Q&A

Panelists

Justin Williams

Manager, Master Data Solution
Enablement

Edgewell Personal Care

Kris Gorrepati

Product Management

Cambrian Lab

Manish Mathur

VP of Engineering

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)

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Good SAP Master Data is Critical for Operational Excellence



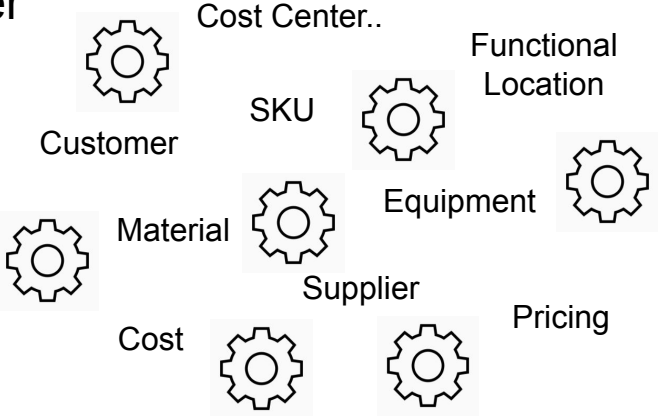
Customer Service



Supply Chain



Sales & Distribution



Manufacturing

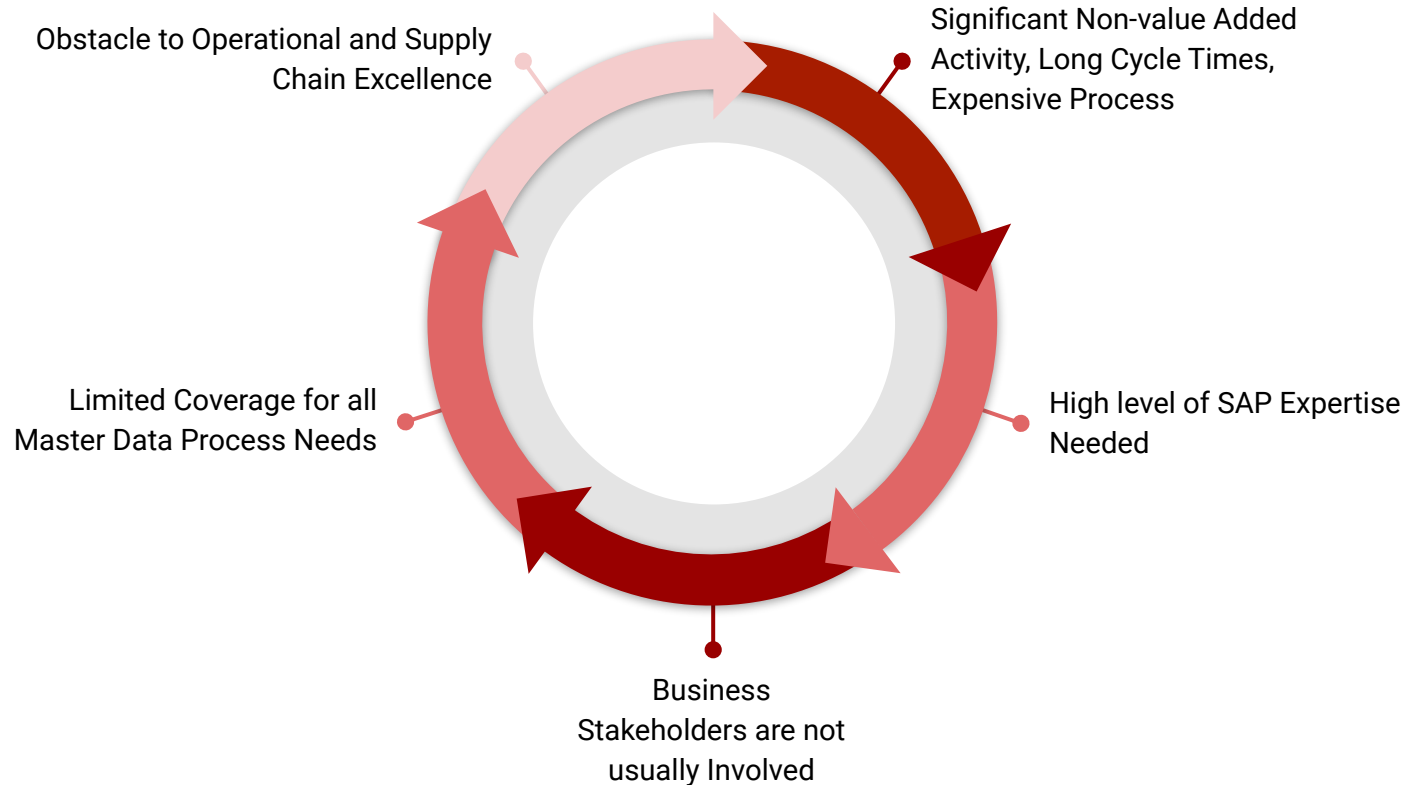


Finance

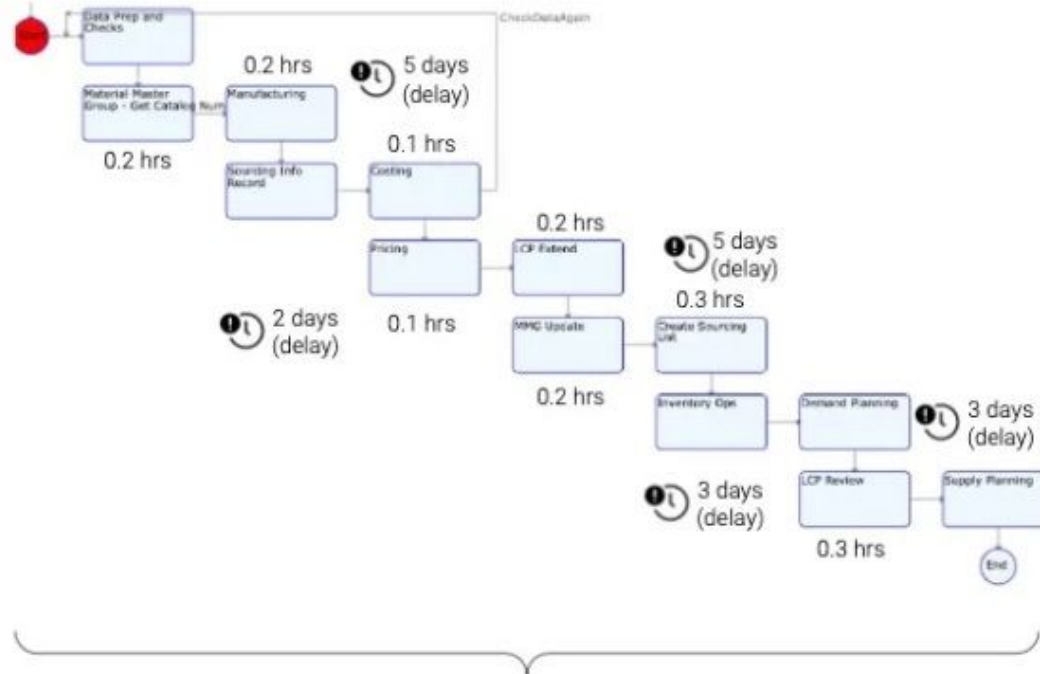


Maintenance

What we observed about SAP Master Data Management



SAP Master Data Processes - Significant Non-value Added Activity, Long Cycle Times, and Expensive

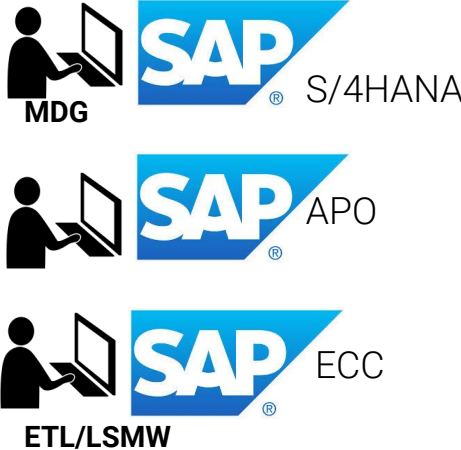
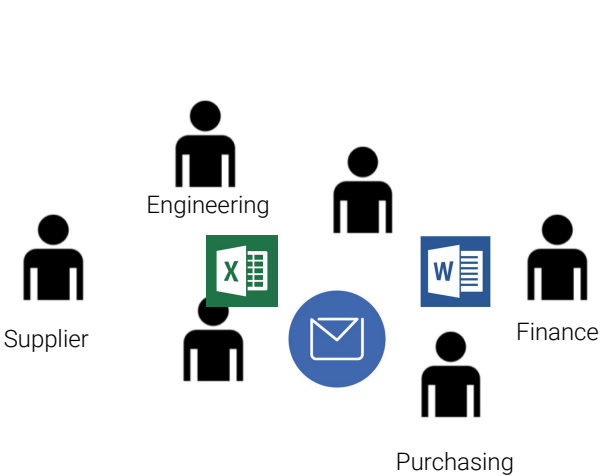


- Significant Non-value added activity
- Activities with waiting time

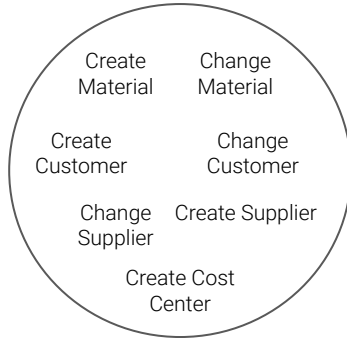
SAP Master Data Process Costs can Add up

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

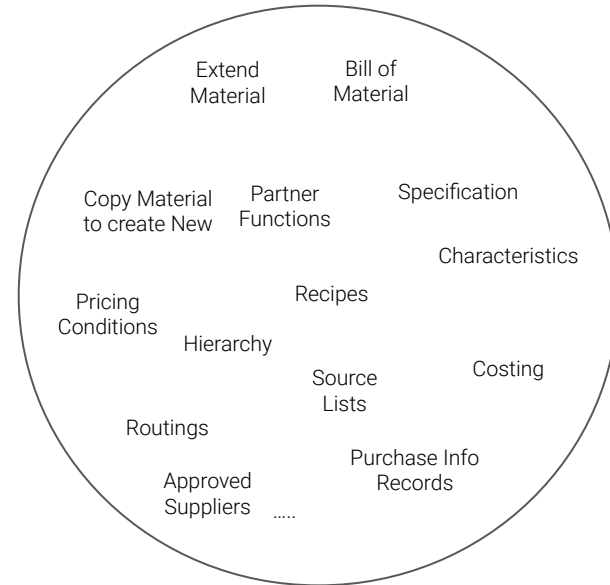
Business Users are out of the Loop



Many Unsupported SAP Master Data elements with Traditional Approaches



Supported by Traditional Approaches



Unsupported

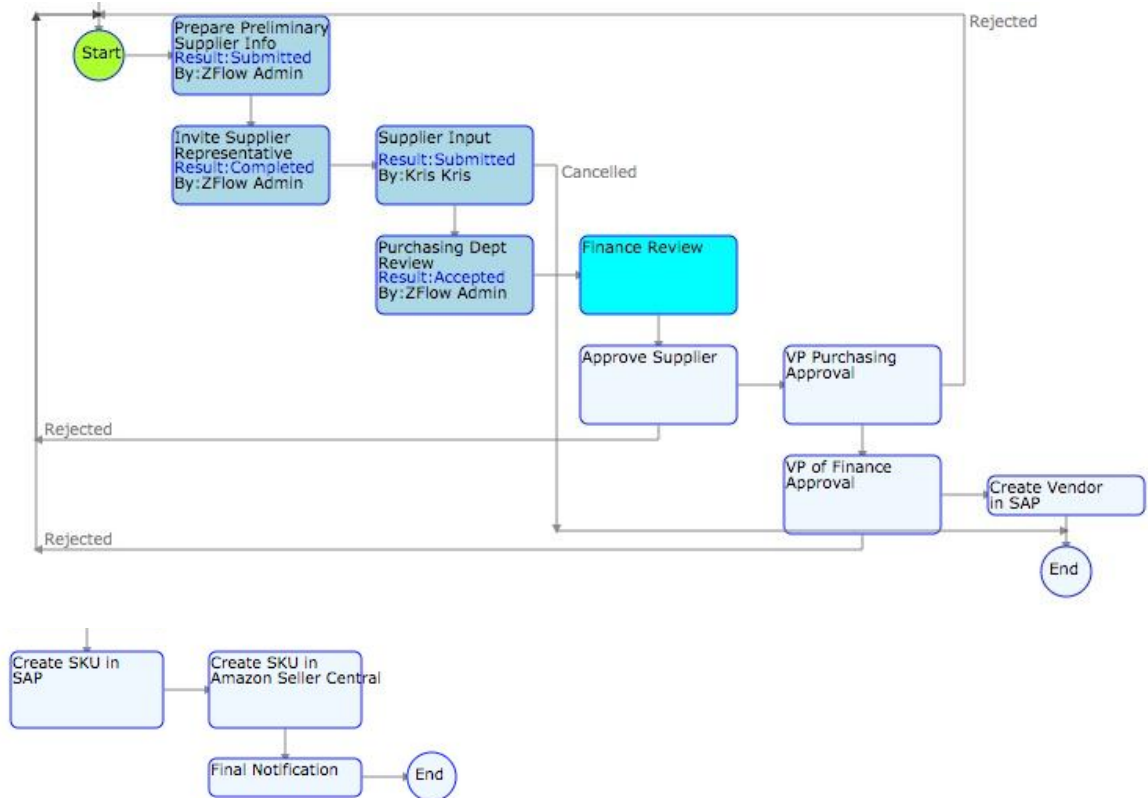
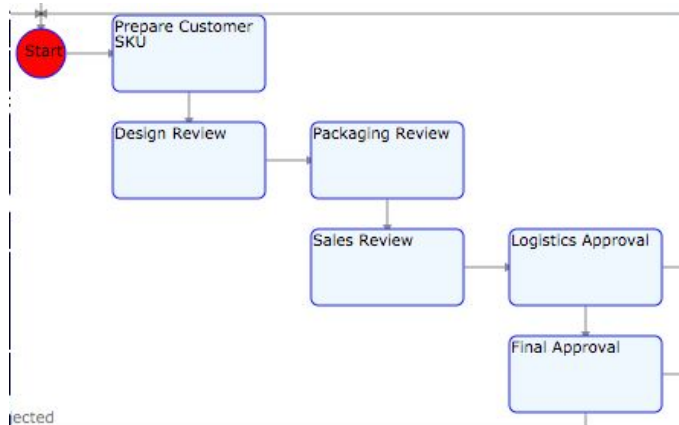
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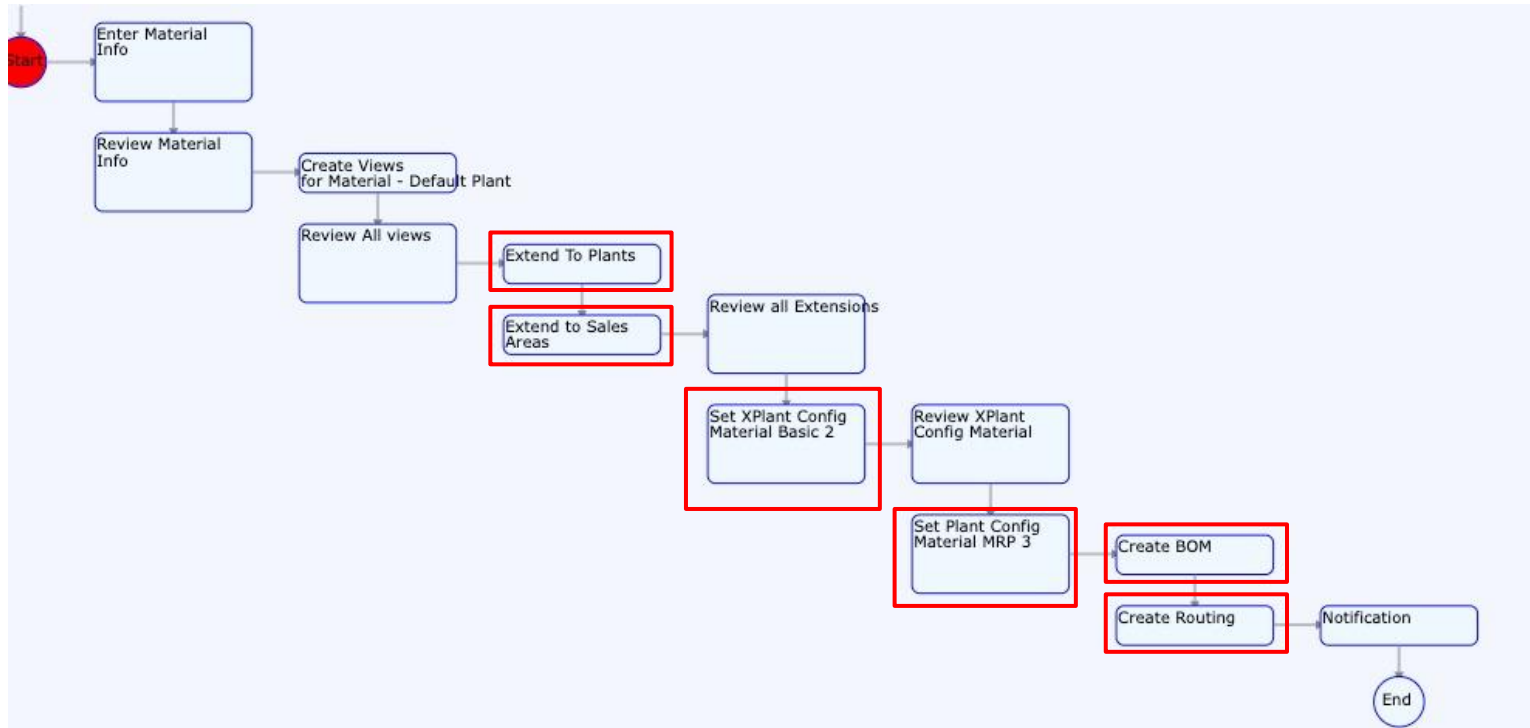
SAP Master Data Management



Cross-functional Master Data Workflows with Business Stakeholders Driving the Process

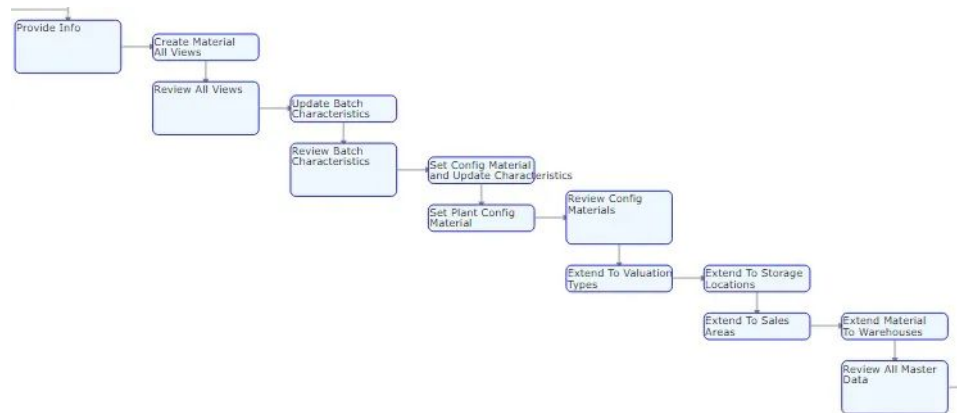
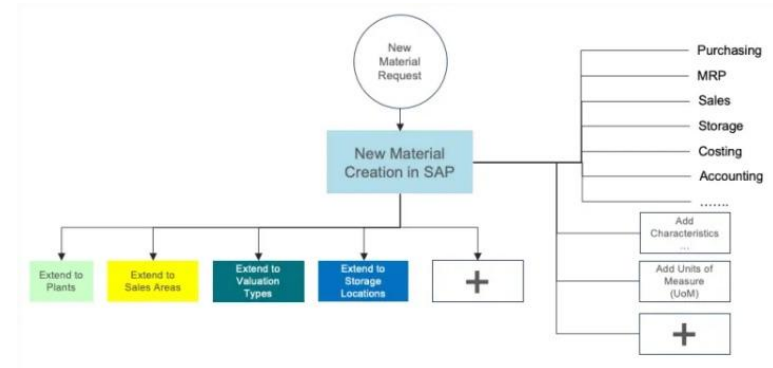


Coverage for Unsupported SAP Master Data Processes/Elements using (B)API based integration



Cross-functional Workflows Eliminate Non-value Added Activity, Minimize Cycle Time, and Reduce Cost

	Traditional Approach	Workflow-driven Approach
Process Cycle Time	30+ days	2-3 days
Process Cost	\$300-500	\$50
Actual Activity Time	2-4 hours	5 mins



Most Common SAP Master Data Workflows

Part/Item/Material Master Data Management

- New Part Material(s) Request
- New Material(s) Creation
- Copy Material to create New Material
- Extend Material(s) to (Plant, Storage Locs, Sales Orgs)
- Change Material(s)
- Delete Materials
- Specification
- Class/Characteristics (SAP)
- Packaging Master Data
- Recipe
- Pricing Condition
- Source Lists
- Purchase Info Record
- Approved Supplier/Manufacturer
- ..

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
- Partner Functions
- Block/Unblock Supplier
- Update Supplier Master Data
- ..

Manufacturing Master Data Management

- Work Center
- Routing
- Bill of Material
- Recipes
- Production Version
- ..

SKU Master Data Management

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

Customer Master Data Management

- New Customer Onboarding
- New Customer Creation
- Customer Hierarchy
- Partner Functions
- New Ship-to Location
- Block/Unblock Customer
- Update Customer Master Data

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Demo

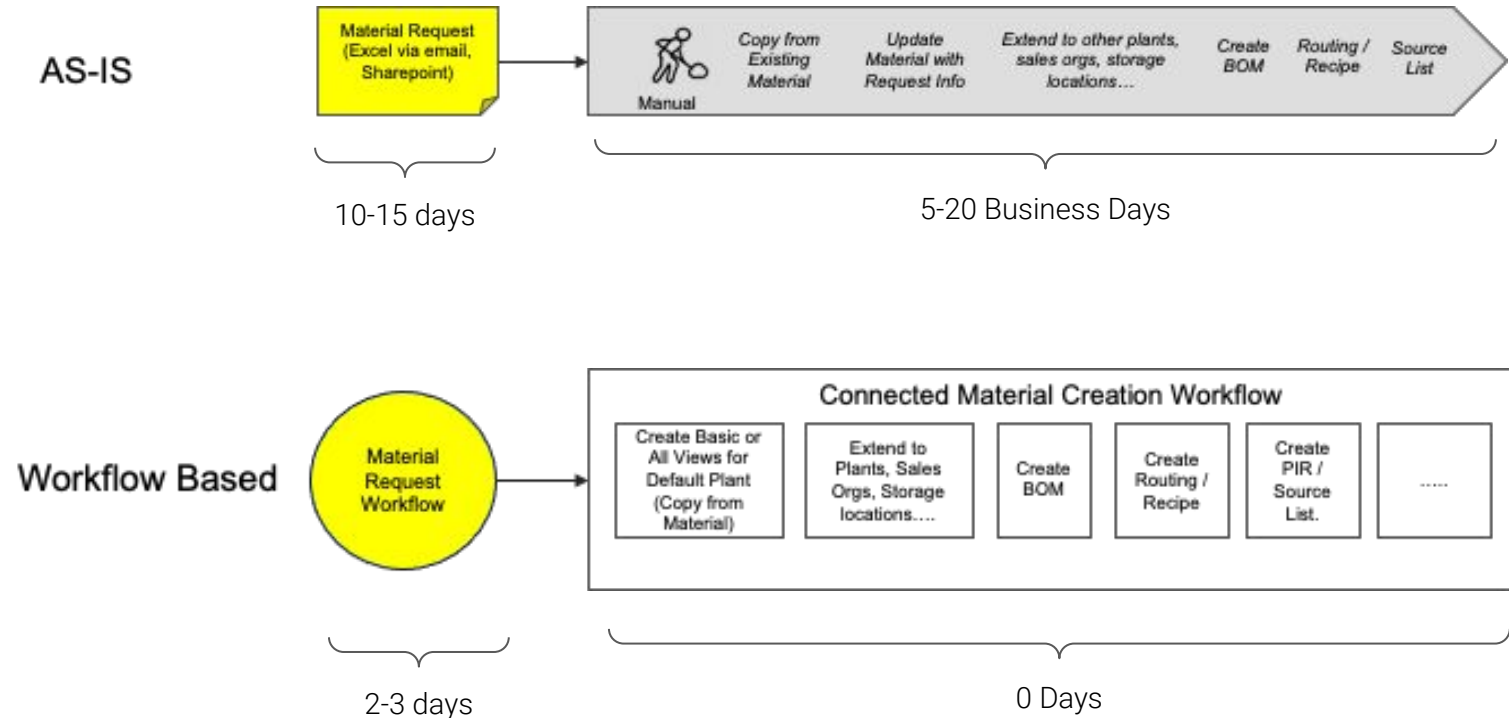
How to eliminate
non-value added
activity and reduce
cycle time
(Creating Materials)

Extending Master
Data workflows to
Supply Chain
(Supplier
Self-service..)

Connecting CRM
Systems
(Salesforce...) and
SAP

Connecting PLM
Systems and SAP
with Digital
Workflows

How to Eliminate Non-value Added Activity and Reduce Cycle Time (Creating Materials)



Demo

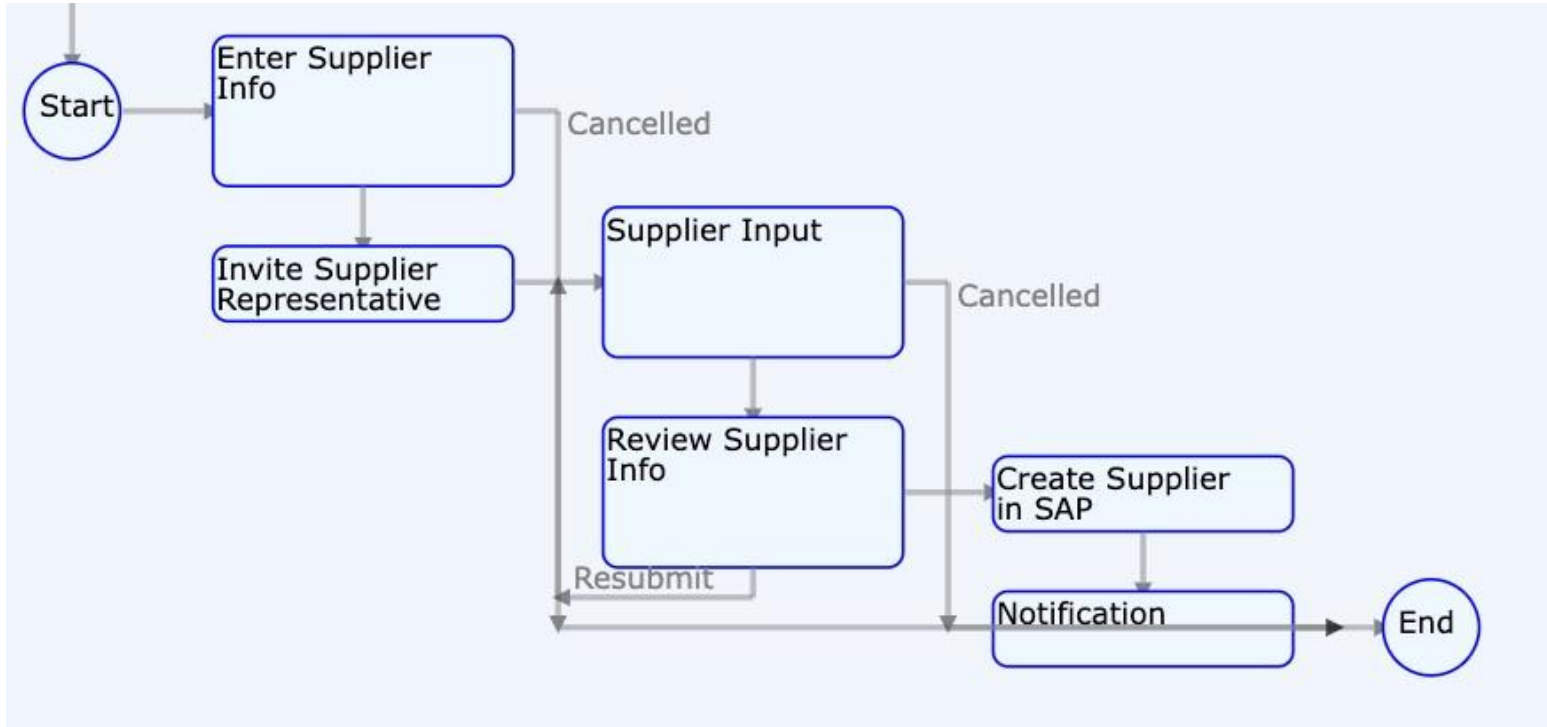
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Connecting PLM
Systems and SAP
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Workflows

Supplier Onboarding (Supplier Self-service)



Demo

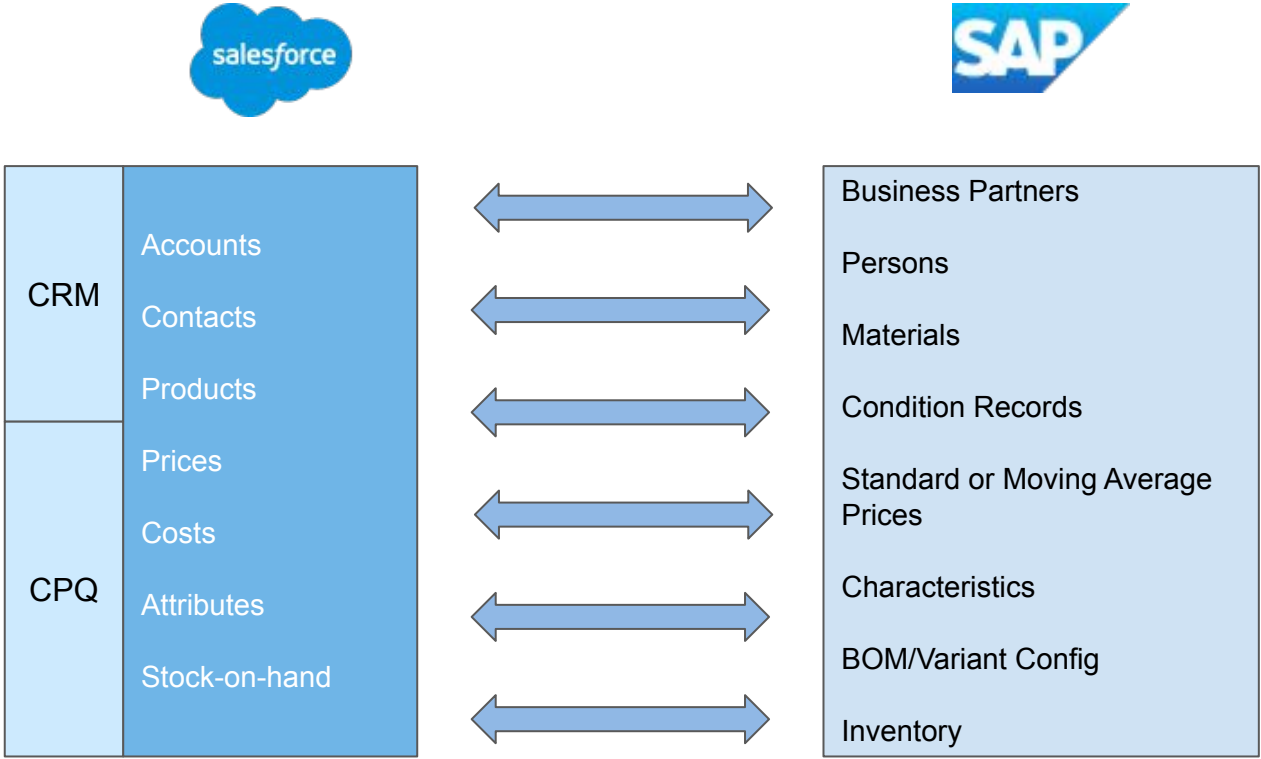
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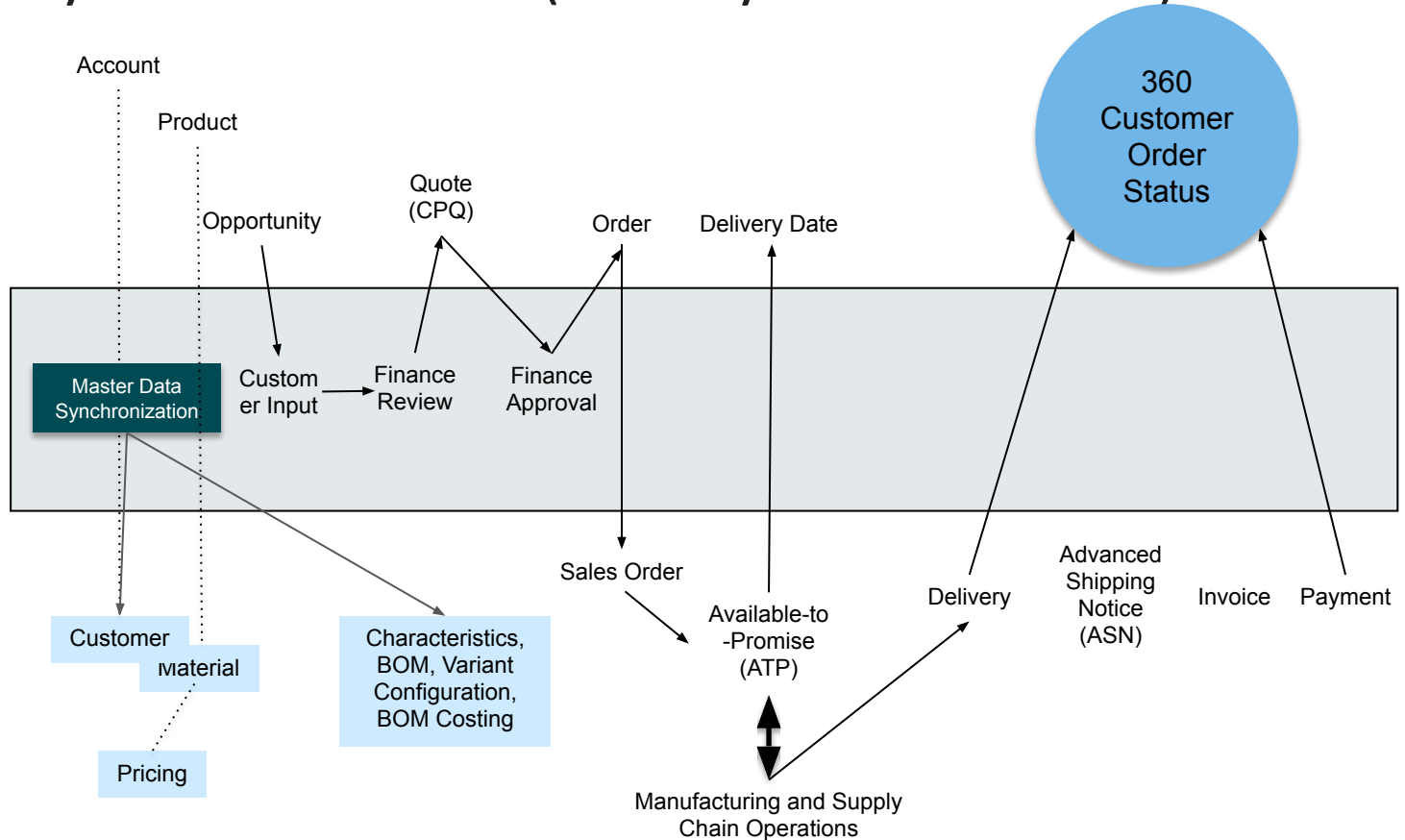
Connecting CRM
Systems
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SAP

Connecting PLM
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Workflows

Master Data Flow Between CRM Systems and SAP



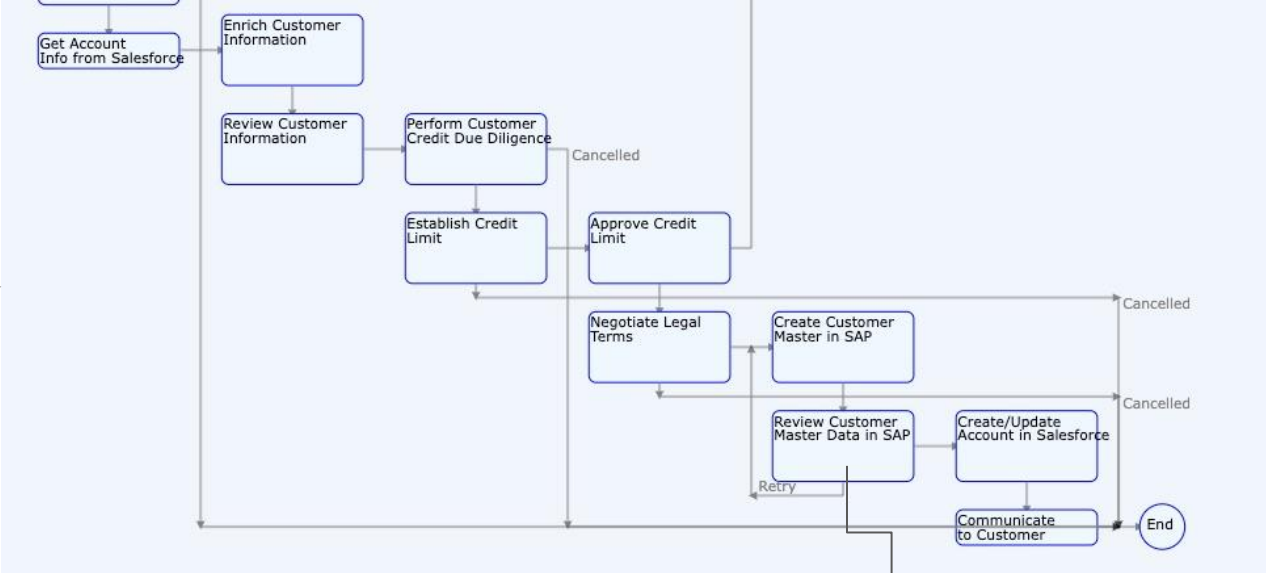
Opportunity-to-cash Process (CRM Systems and SAP)



New Customer Onboarding



Initiates workflow



Demo

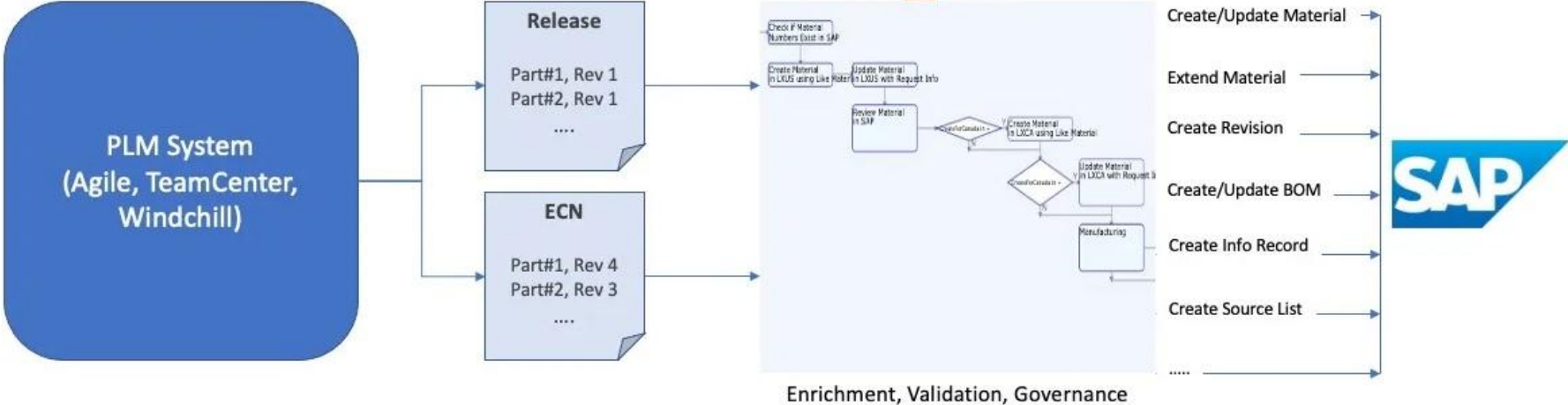
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Data workflows to
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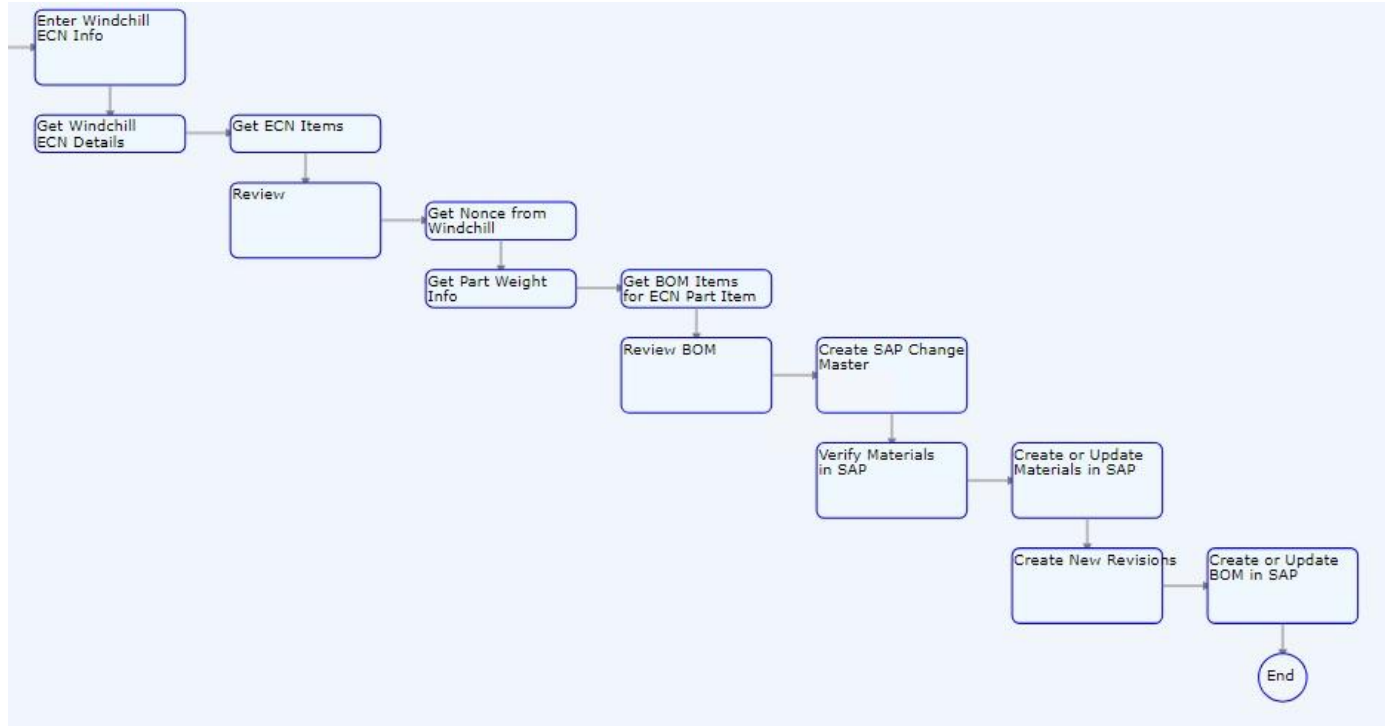
Connecting CRM
Systems
(Salesforce...) and
SAP

Connecting PLM
Systems and SAP
with Digital
Workflows

PLM Systems and SAP



Example - Integration Between Windchill and SAP using Workflows



ECN Items

The screenshot displays a list of 15 ECN items in a table format. Each row includes a selection checkbox, a set of icons (edit, delete, refresh), a description, a status indicator, a date, and a type. The items are numbered 3 through 17. The toolbar at the bottom contains icons for Stop Process, Save Changes, Delete Items, Rename, Reset Form, Email Status, Export Excel, Close Process, Copy, Process Link, and Tree View.

ID	Description	Status	Date	Type
3	OR:wt.doc.WTDocument: [redacted]	9	021C	2D Document
4	OR:wt.doc.WTDocument: [redacted]	11	021C	2D Document
5	OR:wt.doc.WTDocument: [redacted]	10	021C	2D Document
6	OR:wt.doc.WTDocument: [redacted]	1	021C	2D Document
7	OR:wt.doc.WTDocument: [redacted]	X	310C	2D Document
8	OR:wt.doc.WTDocument: [redacted]	0	310C	2D Document
9	OR:wt.doc.WTDocument: [redacted]	16	310C	2D Document
10	OR:wt.part.WTPart: [redacted]		102C	Part
11	OR:wt.part.WTPart: [redacted]	2	1006	Part
12	OR:wt.part.WTPart: [redacted]		102C	Part
13	OR:wt.part.WTPart: [redacted]		102C	Part
14	OR:wt.part.WTPart: [redacted]		1019	Part
15	OR:wt.part.WTPart: [redacted]		102C	Part
16	OR:wt.part.WTPart: [redacted]		102C	Part
17	OR:wt.part.WTPart: [redacted]		102C	Part

Toolbar: Stop Process, Save Changes, Delete Items, Rename, Reset Form, Email Status, Export Excel, Close Process, Copy, Process Link, Tree View

BOMs of ECN Items (Windchill Parts)

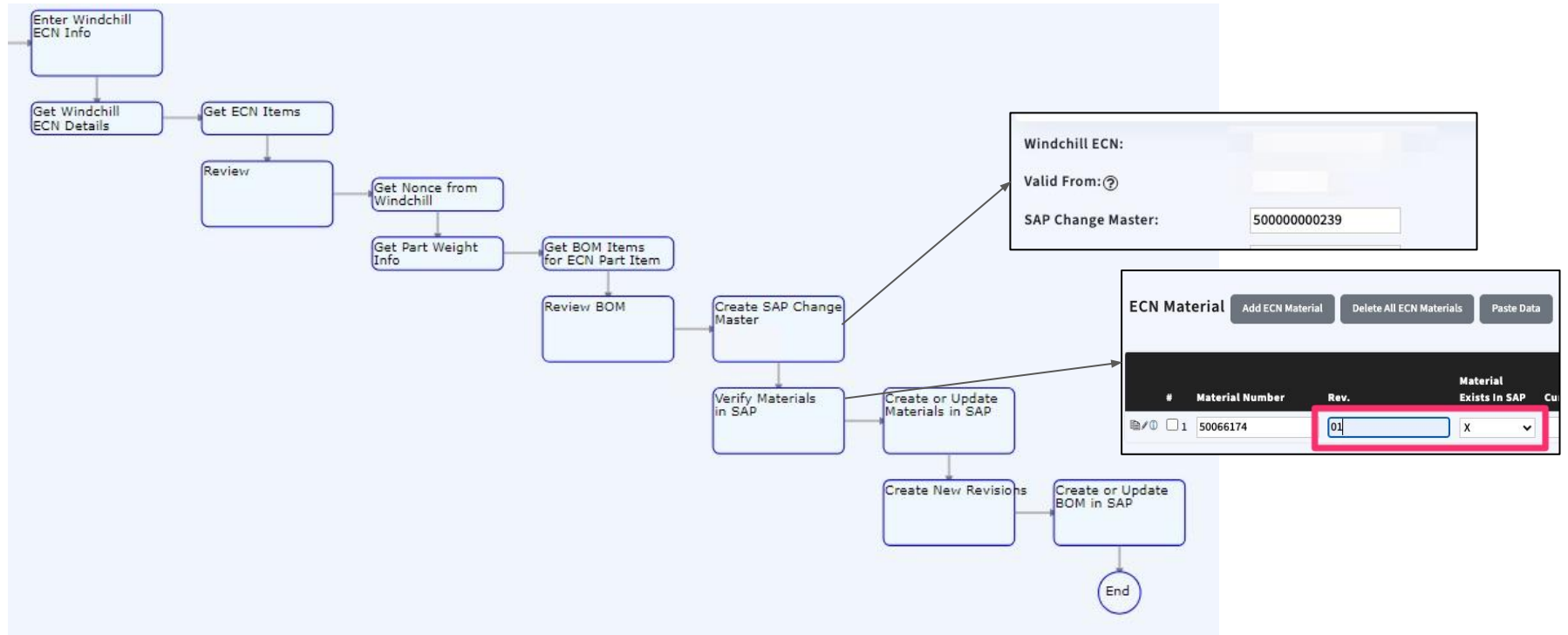
ECN Item Windchill ID: Object Number: Object Name:

Type: Weight: Weight UOM:

ECN Part BOM Component

#	Part Windchill ID	Part Number	Quantity	Quantity UOM
<input type="checkbox"/> 1	<input type="text"/>	<input type="text" value="100"/>	<input type="text" value="1.00"/>	<input type="text" value="ea"/>
<input type="checkbox"/> 2	<input type="text"/>	<input type="text" value="100"/>	<input type="text" value="1.00"/>	<input type="text" value="ea"/>
<input type="checkbox"/> 3	<input type="text"/>	<input type="text" value="100"/>	<input type="text" value="1.00"/>	<input type="text" value="ea"/>

Creating/Updating Materials and BOMs in SAP



Support for Different Languages, Types, Plants, Divisions...

Pad de lancement Administration Maintenance des données Dépôt Rapports Rechercher ZFlow Admin

New Material Test - NMCT00001

Processus Info **Activité actuel** Les données Membres Les rôles Flux de travail Journal Graphique Le communiqué

Activité actuel: Review SAP Material (Statut d'activité: Activity commencé) Vous êtes un interprète Interprètes: ZFlow Admin

Accepter

Activity Comment

Numéro du matériel: 123457

Material Description: Test Material from ZFlow

Type de matériel: ZF01

Material Group: CS

Base UOM: AKG

Netweight: 66.00

Le document

Nom	Description	Type de fichier	Taille du fichier	Date
No attachments found				

Statut d'approbation:

pas	Nom	Résultat	date d'achèvement	Commentaires
Start	ZFlow Admin	Terminé	2022/01/15 0:00:00	
New Material Info	ZFlow Admin	Présenta	2022/01/15 0:00:00	
Review	ZFlow Admin	Accepté	2022/01/15 0:00:00	

Enregistrer le formulaire Formulaire de réinitialisation Ajouter des fichiers Show Comments

Launch Pad for Administrator

New Material Request

Pre NPI Multiple Material Request

List | Find | Insights | New

Pre NPI Single Material Request

List | Find | Insights | New

Materials Master Data Management

NPI Process for ERSA Materials

List | Find | Insights | New

NPI Process for Finished Goods

List | Find | Insights | New

NPI Process for HAWA Materials

List | Find | Insights | New

Customer Master Data Management

Create Customer - EMEA

List | Find | Insights

Create Customer - N. America

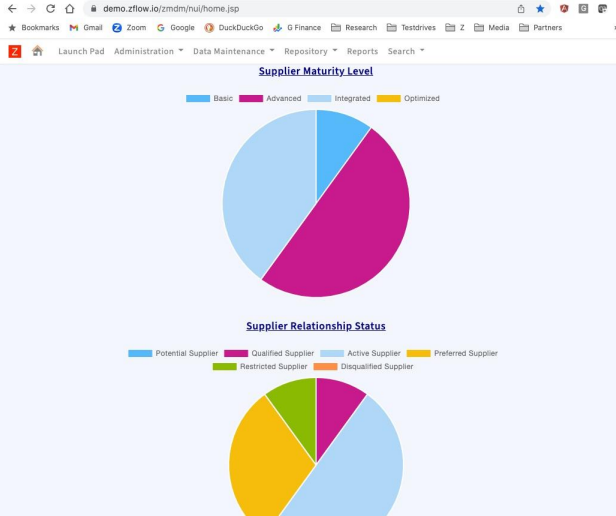
List | Find | Insights

SAP Customer Master

List | Find | Insights

Flexible Reporting and Analytics

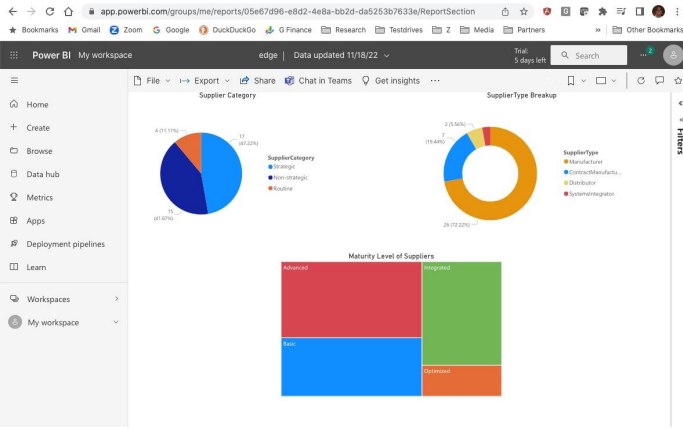
Embedded



Internal Reporting Framework

The screenshot shows a 'Reports' menu in a web application. The menu is titled 'Reports' and includes a 'General' section with a dropdown arrow. Below this are several report categories: 'User', 'MPN Reports', 'BOM Reports', 'Other Reports', 'Data Inconsistency Reports', 'Data Extracts', 'Cycle Time Reports', 'Deviations', and 'EOL DB Reports'. Each category has a dropdown arrow.

Connect with PowerBI/Tableau



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Development Framework Opportunity and Value

Schick



SkinIntimate



HAWAIIAN Tropic



Carefree

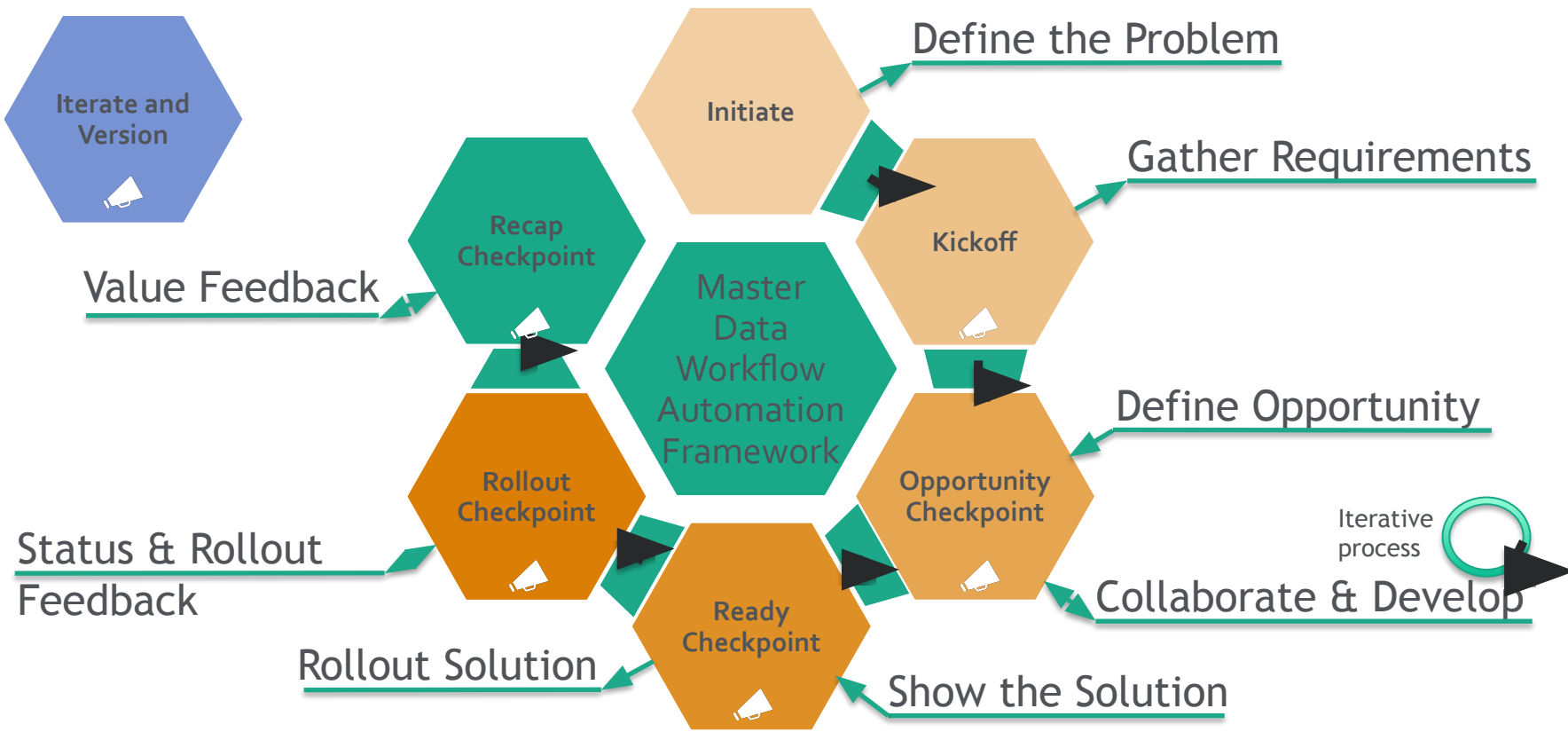
Stayfree



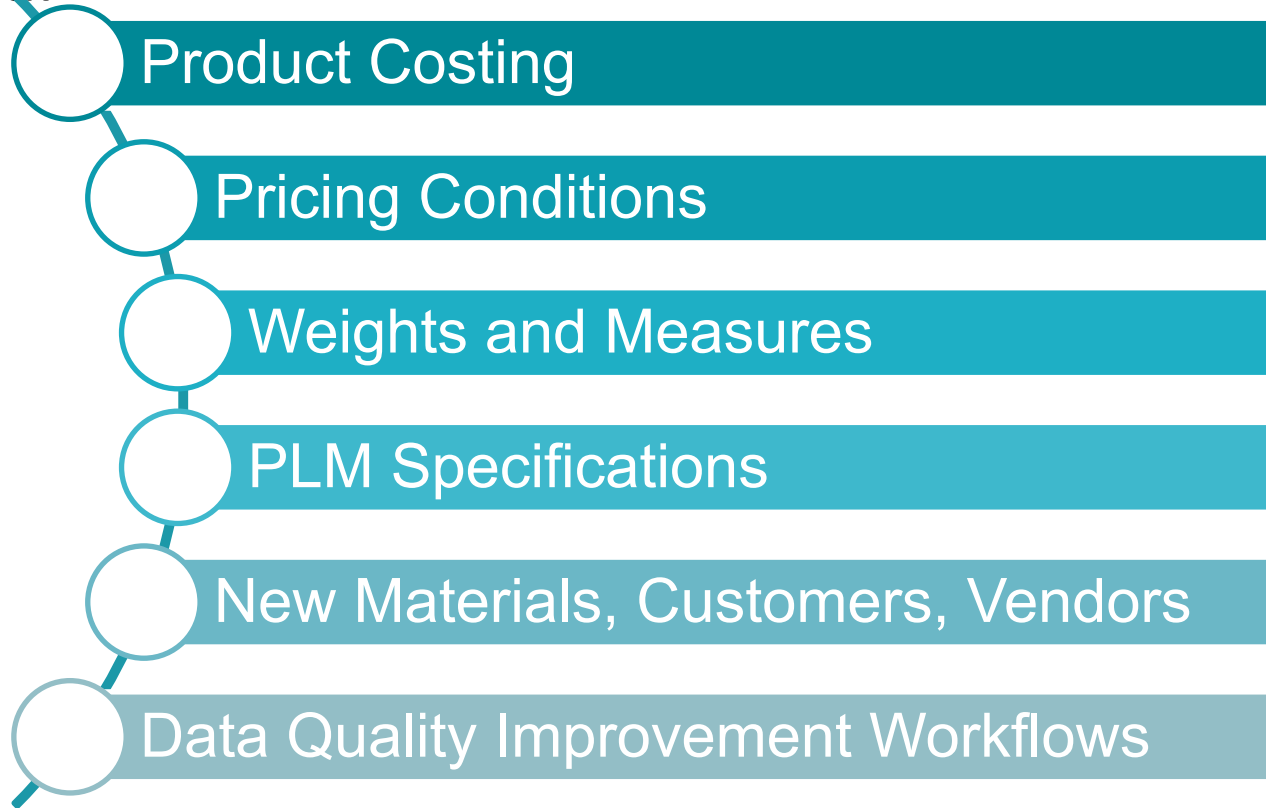
Wet Ones



billie

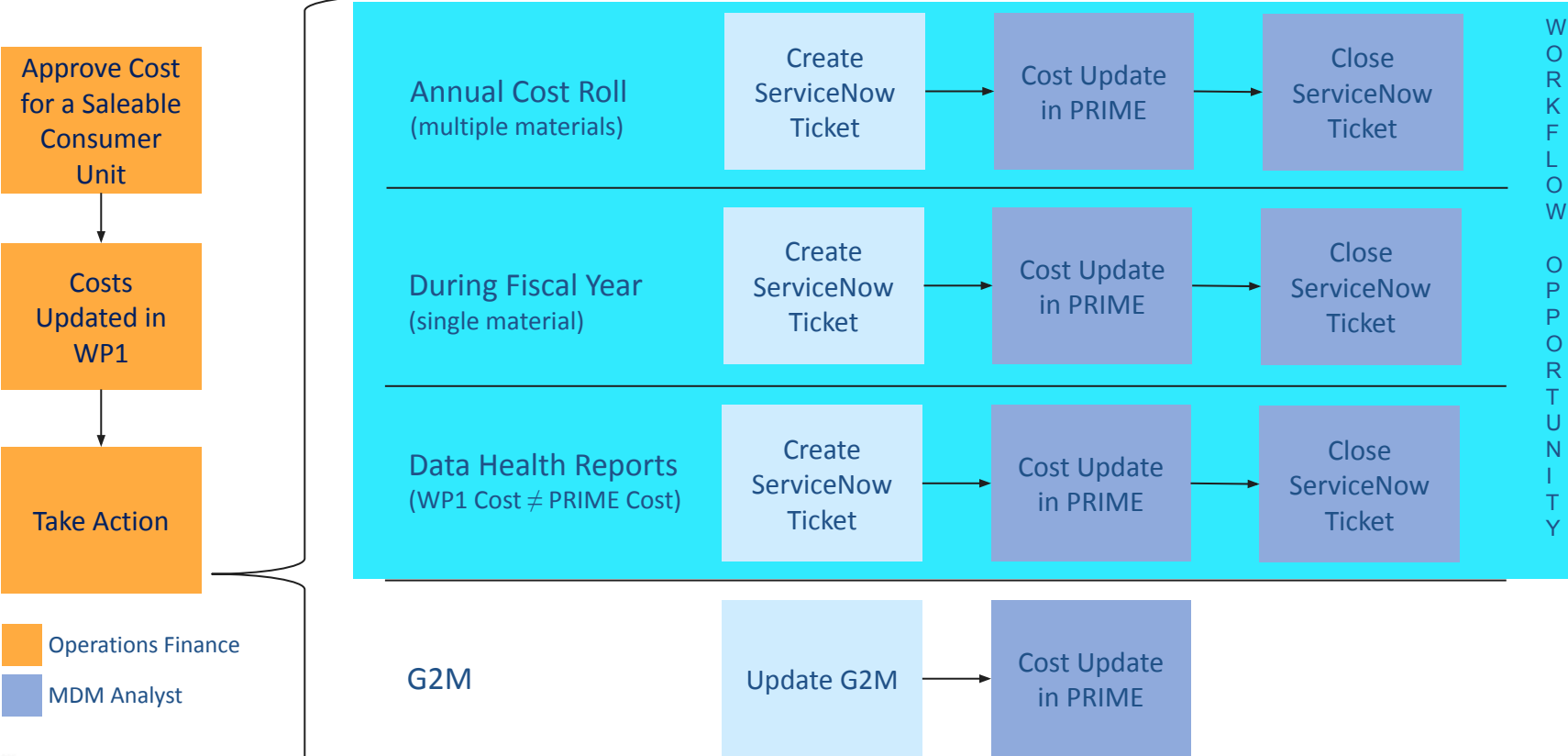


Many Areas for Improvement - Traditional and Non-Traditional

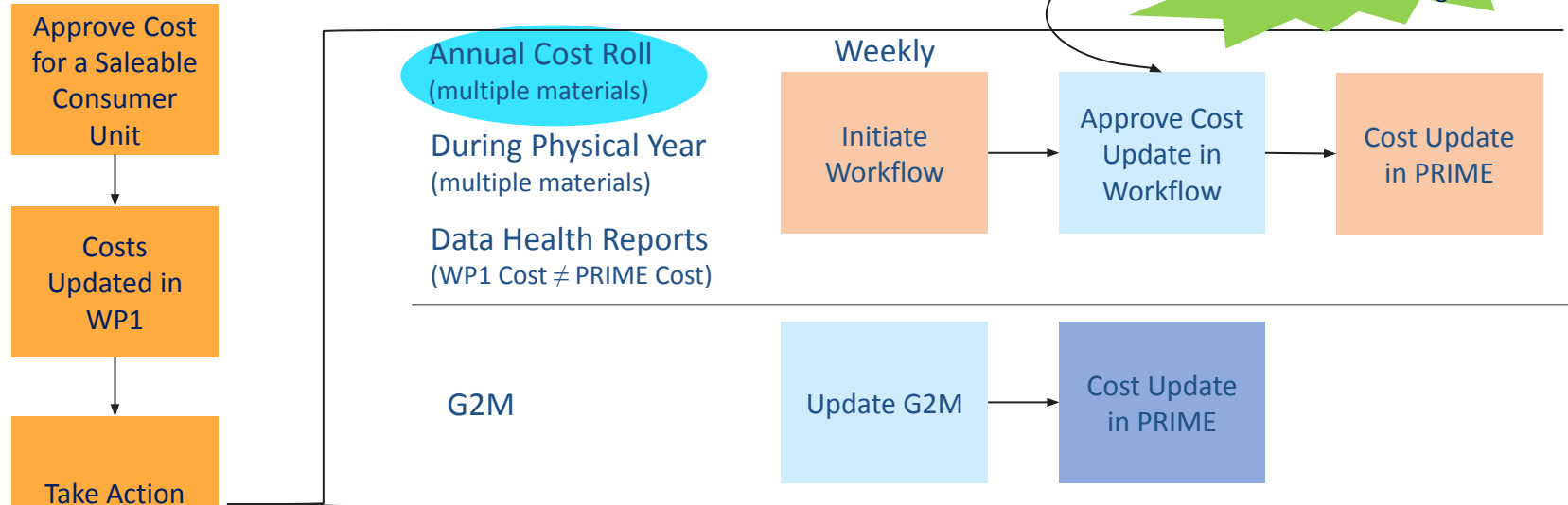


Master Data Process Improvement Opportunity - Example

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

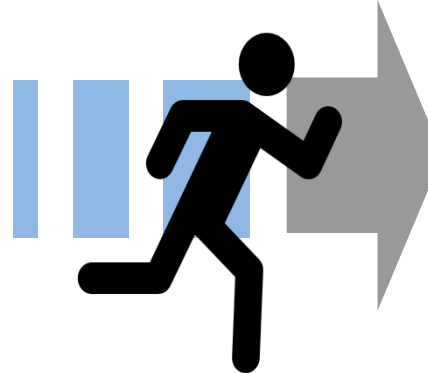
156 Total hours

- 78 in Operations Finance
- 78 in MDM Analyst group



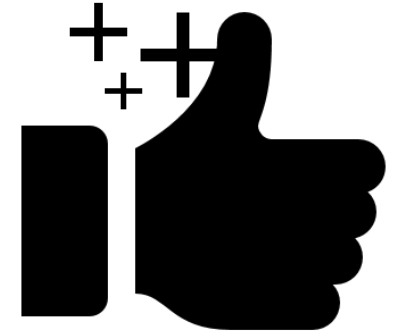
Increased Data Health

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

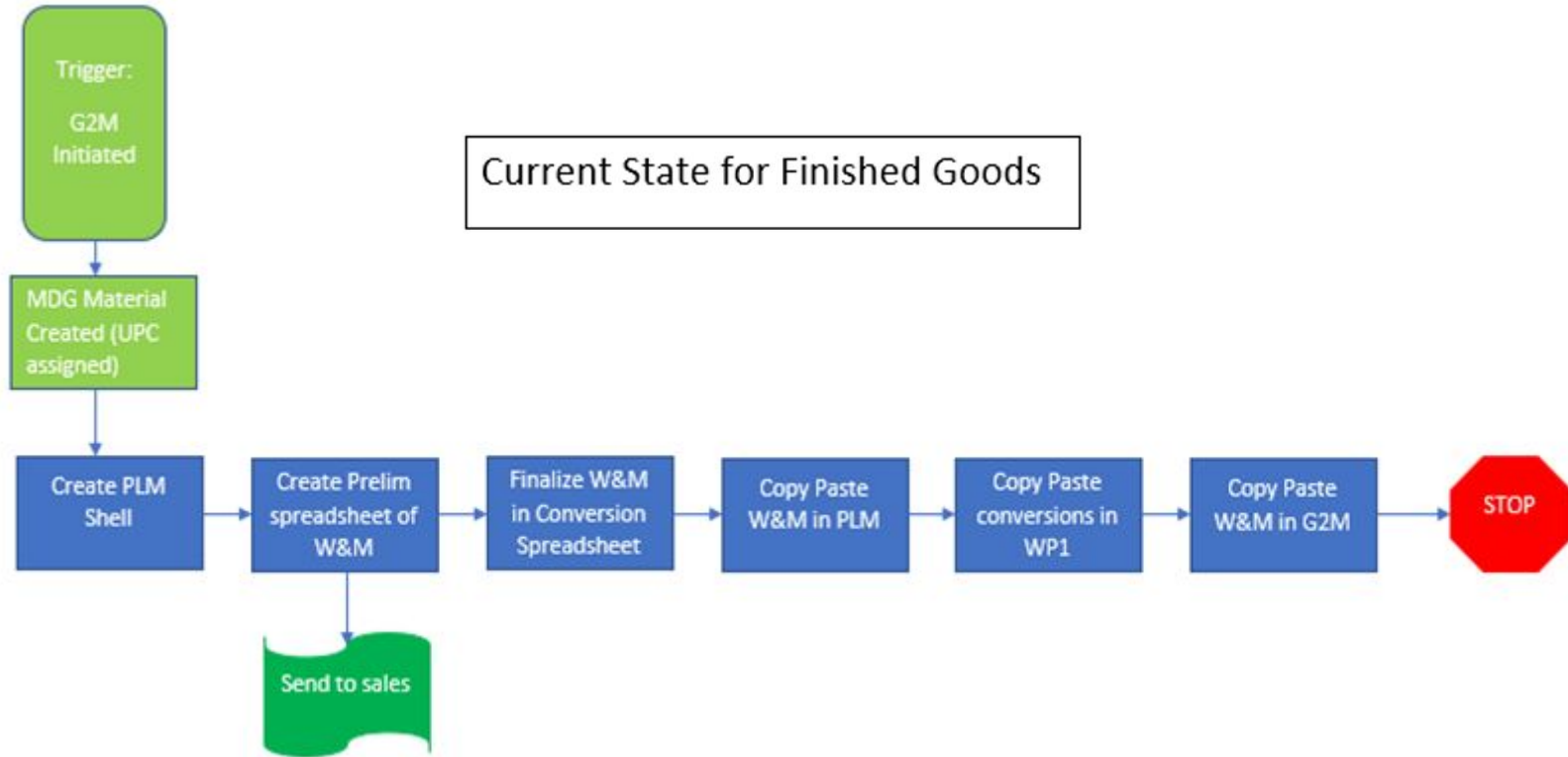


Value-Added Time

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

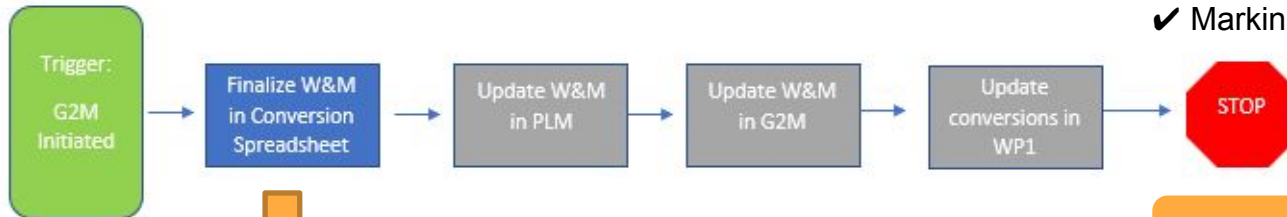
Master Data Process Improvement Opportunity - Example

Redundant data entry



Value of Improvement

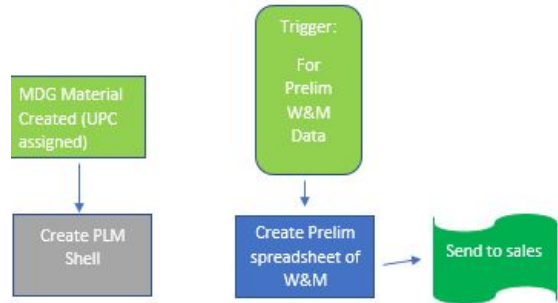
Proposed State for Finished Goods



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%



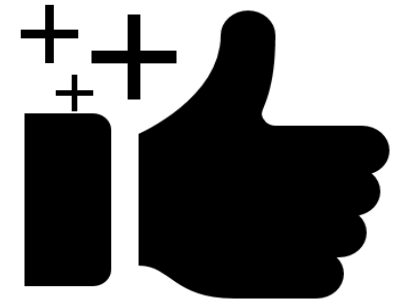
Improved Data Health

- 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 0
- Number of areas involved in a change reduced from 2 1



Value-Added Time

Current activity:

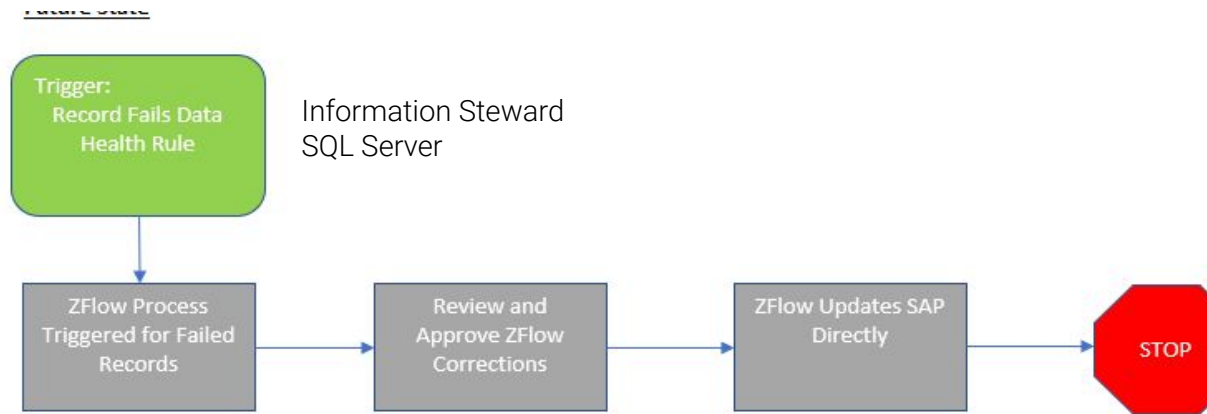
Manually enter data in PLM (SAP), WP1 (SAP), G2M (Custom App)

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

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

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Digital Workflow based SAP Master Data Management

- ❑ *Eliminates non-value added work, shortens cycle time, and decreases process cost*
- ❑ Easy to adopt and loved by users
- ❑ Proven success in many industries

Free Trial

Free Pilot

Contacts

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