Bridging a seamless customer experience with Pega Global Master Data Management

Business goals

- Improve customer experience and operational efficiency.

- Standardize outdated, disjointed master data across broken siloed systems and databases.

Results

- Reduced process cycle time by 60 percent.

- Delivered end-to-end integration.

- Reduced manual processing and complexity.

- Improved data quality and reliability.

- Reduced IT maintenance cost.

- Objective for the initial master data management project was to build the foundation for the customer and vendor master.

- Implementations expanded to other data elements and regions.

> *Pega Global Master Data Management drives efficiency, end-to-end integration, and reduces cost of the overall process.*

Anna Gleiss, Head of Master Data, Siemens AG

Challenge and vision:
Streamline customers, suppliers, and partner journeys

Siemens had grown its business through internal and mergers and acquisitions growth, resulting in a large and complex IT landscape with more than 140 ERP systems, of which 70 were separate SAP instances.

As part of its digital transformation strategy, Siemens wanted to have one globally consistent view of master data in real time, which would eliminate unnecessary variability and waste. This would allow for efficiencies and agility throughout operations, from the initial customer inquiry to the processing of the customer order, to procurement, and revenue consolidation.

Siemens' vision to solve its master data problem was to build a structured Master Data Management layer to connect existing systems as needed, and to streamline processes and activities rather than overload the IT environment with a single database.

Siemens needed help to streamline customer journeys to reduce – if not eliminate – waste, redundant work, and variability, as delayed processing of customers' and suppliers' orders through redundant and broken systems were the norm.

How Pega helped:
Bridged siloed systems across different geographies and business lines

Instead of focusing on managing and cleaning data in disparate systems, or ripping and replacing existing applications, Siemens selected Pega to digitize and Lean its customer and employee touchpoints, while bridging systems, processes, and people at scale, in real time and with agility.

The implementation team integrated local SAP systems and legacy databases across the globe, and applied country-specific requirements, while conforming to global policies and best practices.

For Siemens, Pega was the only vendor that could support and accompany them on their Global Master Data Management journey to consolidate a highly distributed system landscape into a single end-to-end, cost-effective, and agile platform.

Siemens chose Pega because of our:

- Single and complete end-to-end platform solution.
- Highest possible opportunity for re-use.
- Full consistency and transparency.
- Lowest total cost of ownership.
- Full ownership, speed, and agility for any region or partner.

Outcome:
Reduced risk and delivered customer value

The Siemens solution supports global business, compliance, and legal company requirements, while allowing for specialization at the local business level to meet competitive, complex customer requirements with agility.

Top business outcomes included:

- Cost savings through streamlined digitized processes.
- Improved customer and employee collaboration through end-to-end optimization initiatives.
- Transparency through connected processes and case management.
- Risk mitigation related to potential claims, regulatory, and compliance requirements.
- Fewer manual tasks and less switching between screens due to a consistent focus on standardizing 80 percent of common business processes.
- Automatic data validation at initial data entry points.
- System specific validations, leveraging default values, drop-down tables, and pre-formatted checks.

The implementation allowed Siemens' customers, employees, and partners to speak the same language by referring to the same reliable master data definitions throughout the enterprise. This in turn eliminated risk related to processing customers' touch points with inconsistent rules and standards, and translated into a valuable competitive advantage.

SIEMENS Siemens is a 170-year-old global powerhouse positioned along various value chains in more than 200 countries and regions – from power generation, transmission, and distribution, to smart grid solutions, and the efficient application of electrical and turbines energy. The company also operates in the areas of medical imaging and laboratory diagnostics.