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Master Data Management@Siemens

Drive standardization at the same time as supporting local flexibility

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169 years of innovation – Milestones

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1847
Werner von Siemens founds the company

1866
Dynamo

1879
Electric train

1881
Telephone switchboard

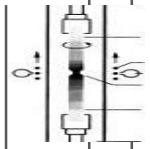
1881
Electric streetcar

1924
Traffic light

1935
Coaxial cable

1939
Electron microscope

1953
High-purity silicon



1958
Heart pacemaker

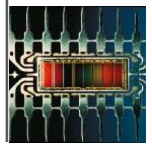
1959
Simatic (electronic automation)

1962
Thyristors for energy transmission

1965
Integrated circuit

1974
Computed tomography scanner

1988
Megabit chip



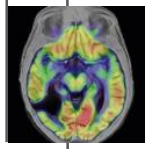
1985
ICE – top speed 300 km/h

2000
syngo user interface

2000
Wind turbine rotor blades in one cast

2009
World record gas turbine, 370 MW

2010
Biograph mMR



2013
PLM Software

2015
Somatom Force

1840 | 1850 | 1860 | 1870 | 1880 | 1890 | 1900 | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2010 | 2020

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Vision 2020 – Electrification, automation, and digitalization

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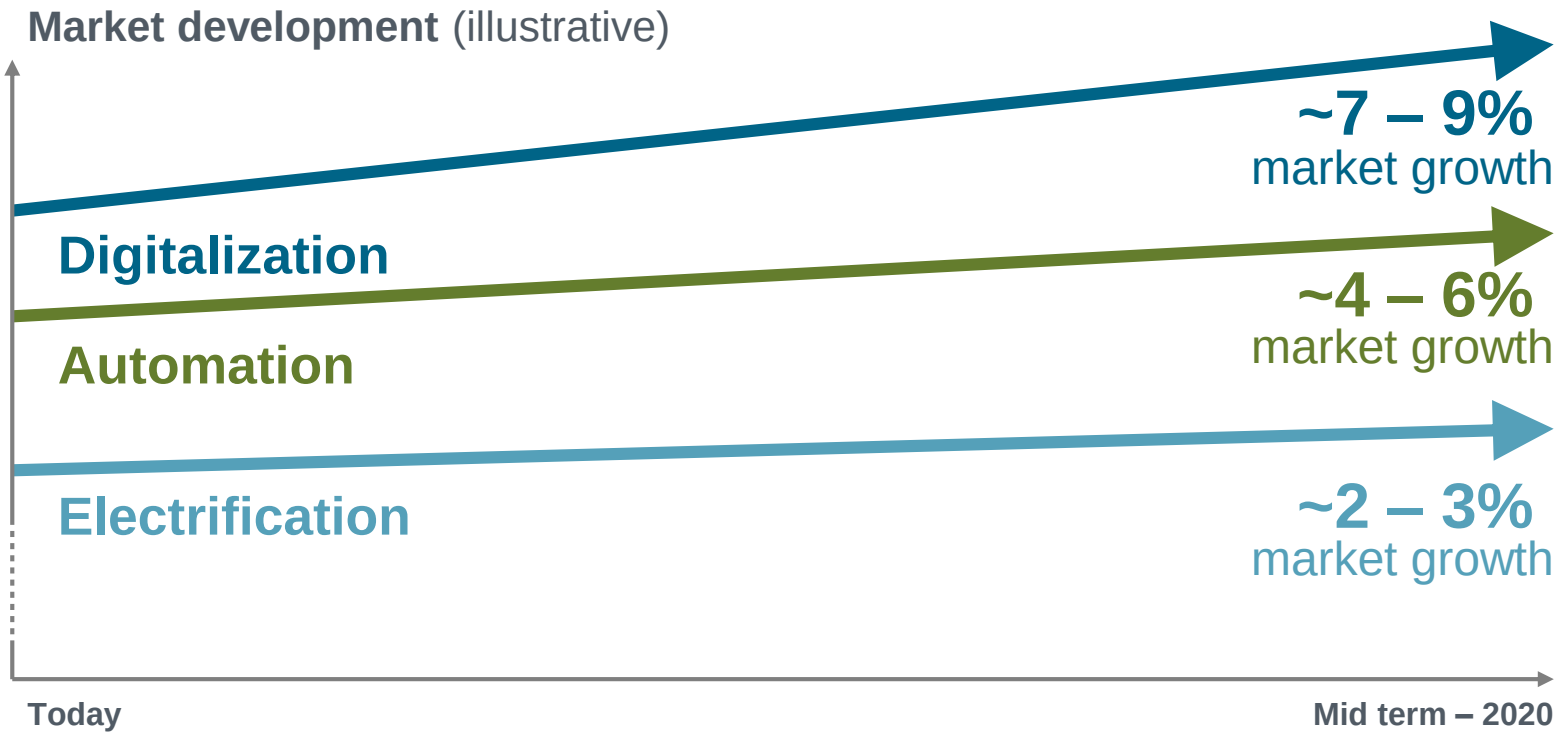
Our mission

We make real what matters, by setting the benchmark in the way we electrify, automate, and digitalize the world around us.
Ingenuity drives us and what we create is yours.

Together we deliver.



- Power Generation
- Power transmission, distribution, and smart grid
- Efficient energy application
- Imaging and in-vitro diagnostics

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Driving sales excellence by digital transformation which requires consistent processes and IT landscape - Customers are increasingly using Digital Sources along the entire Sales Process

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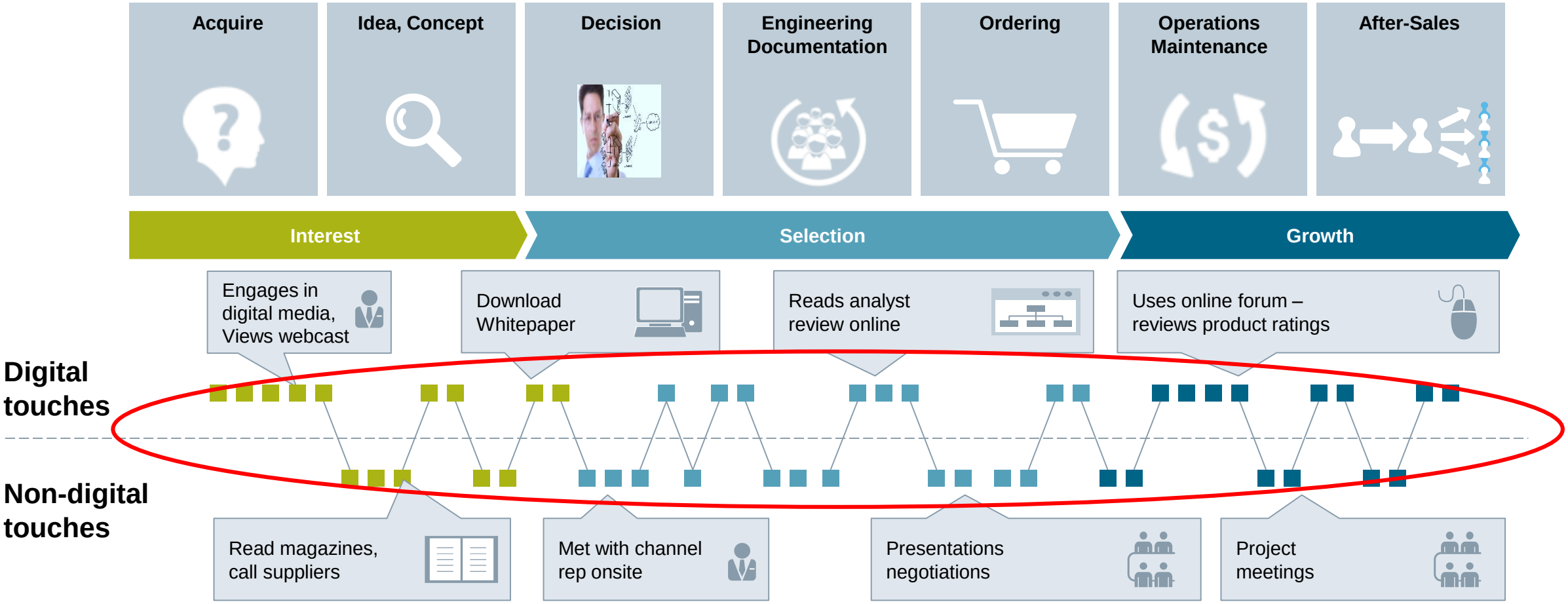
Customer Journey



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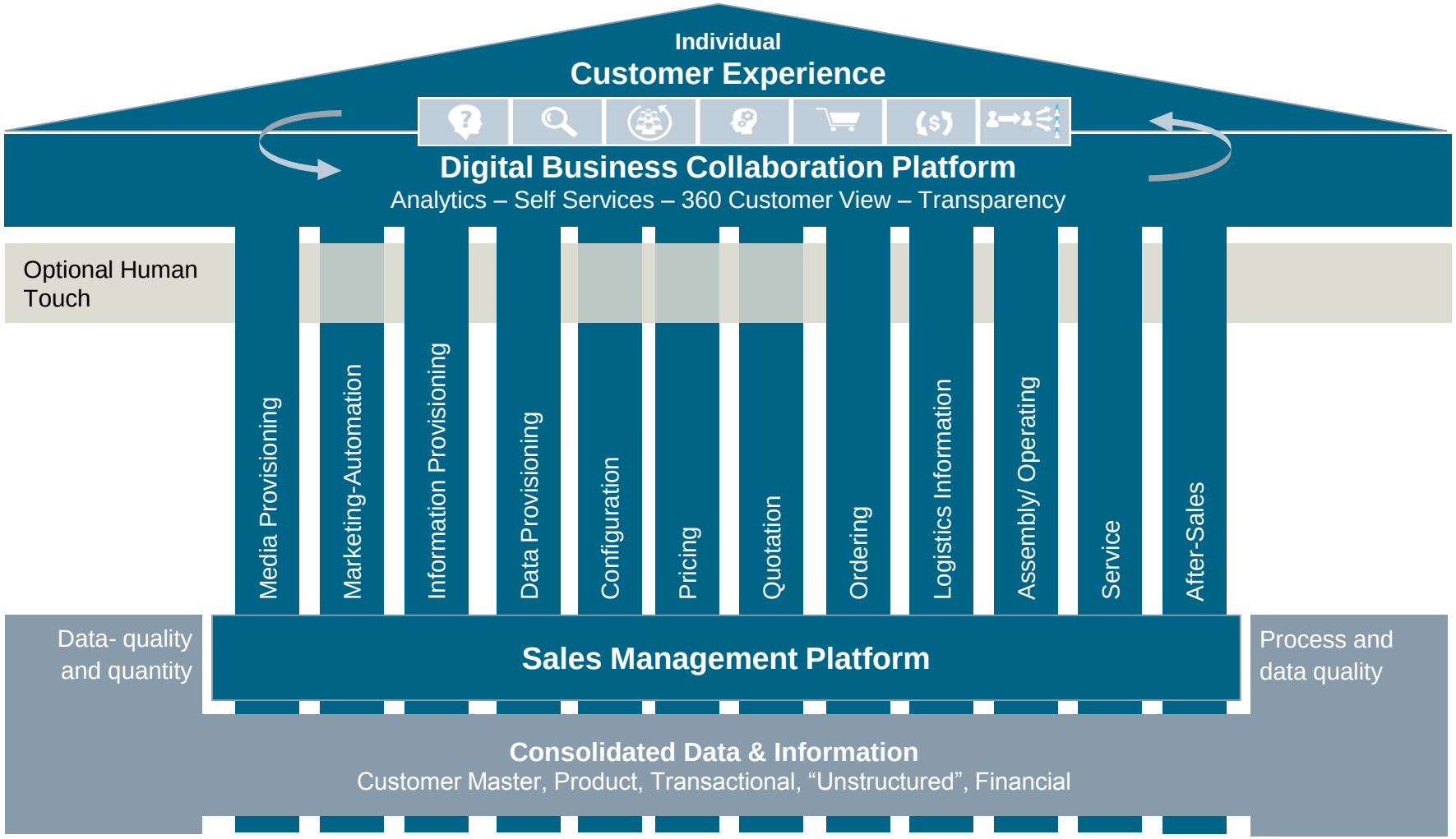
Harmonized processes, IT-solutions and data are building blocks for an individual customer experience (CX) and collaboration



CRM Vision Principles

- Quick serving of customers' self-service desires and needs
- Capture digital and physical customer touch points with harmonized systematics
- Ease of use tool landscape for digital collaboration along the customer lifecycle
- Automation where needed and human touch where necessary

- Joint data framework (definitions and structure like customer master data) as basis for internal and external facing platforms

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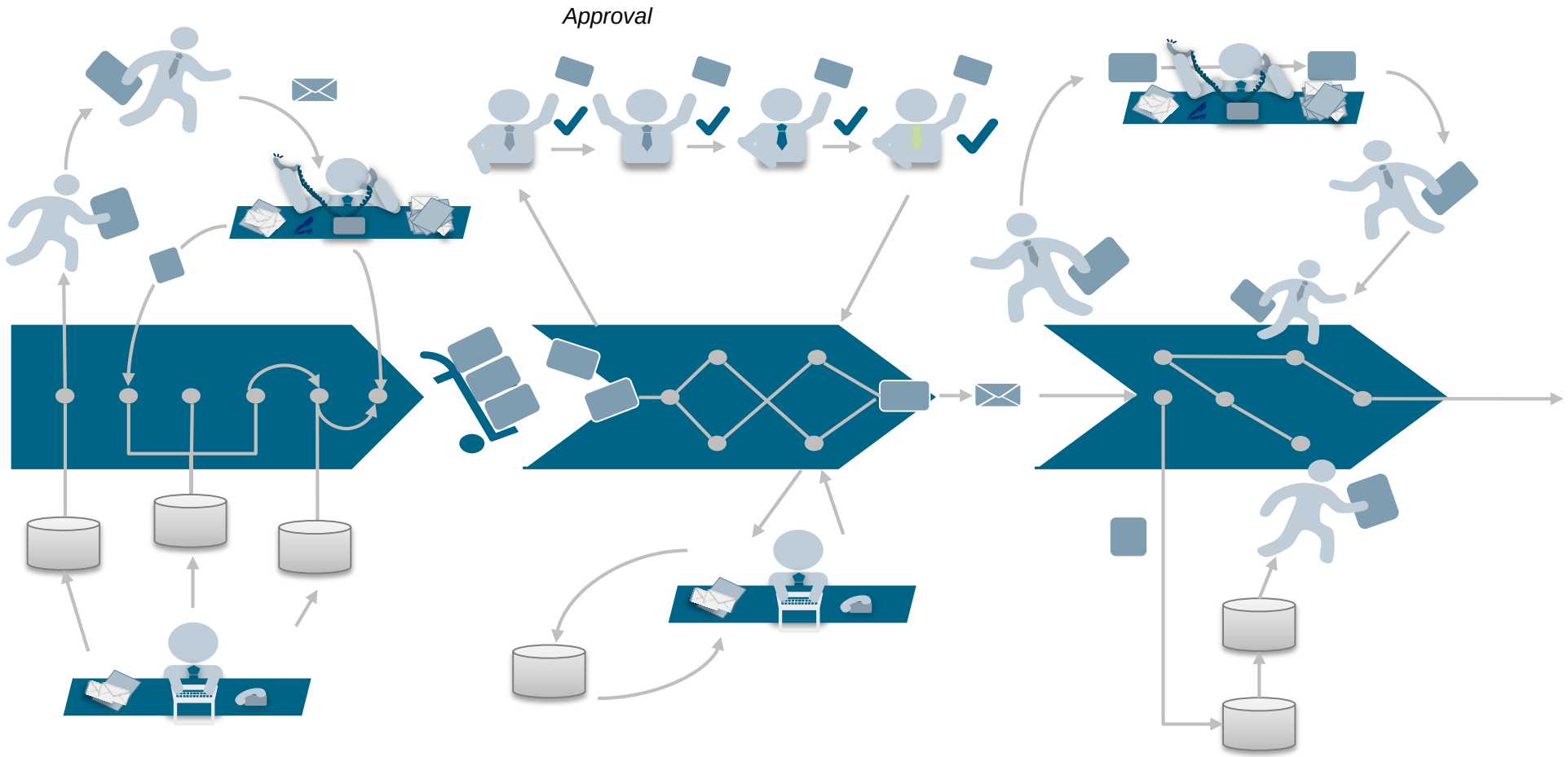
Master Data Management, today: Working effective and efficient?

Many high-touch activities

Process

Fragmented application support



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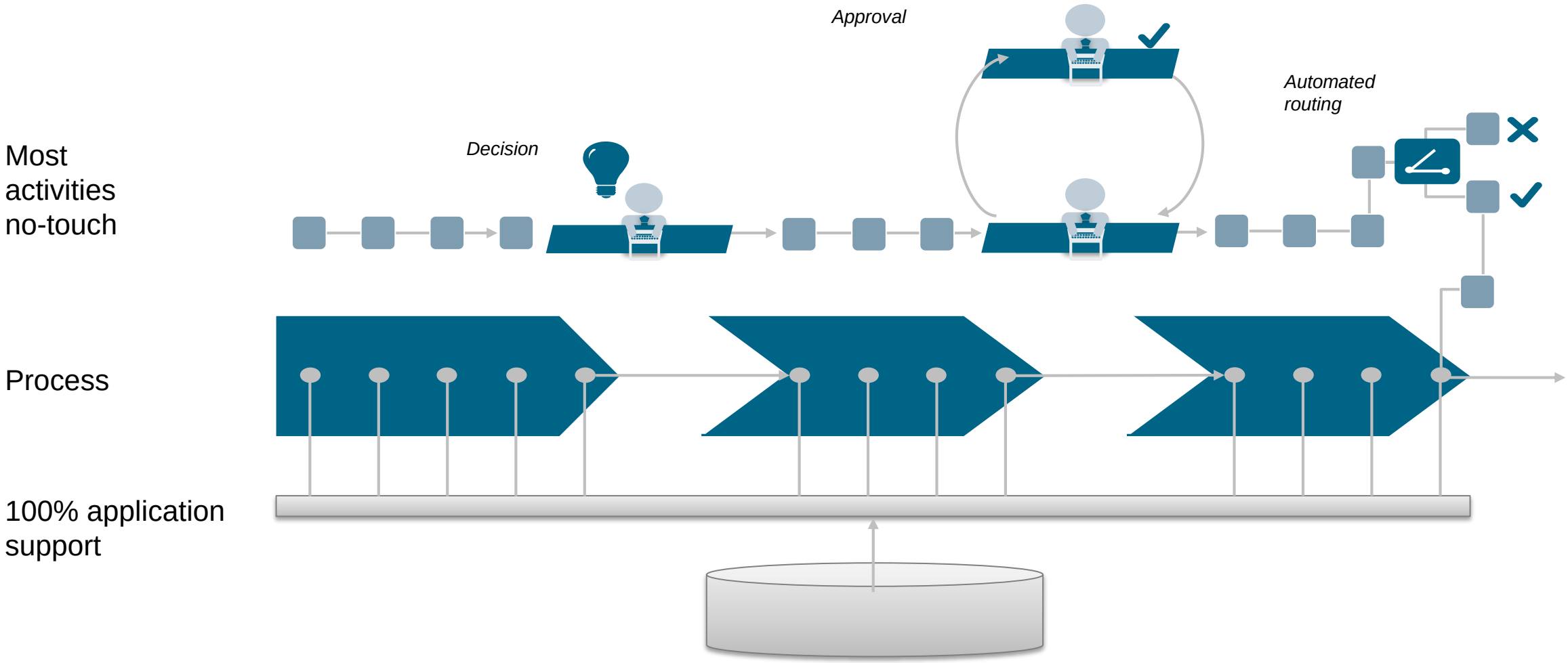
Master Data Management tomorrow:
Less complex and faster in execution!



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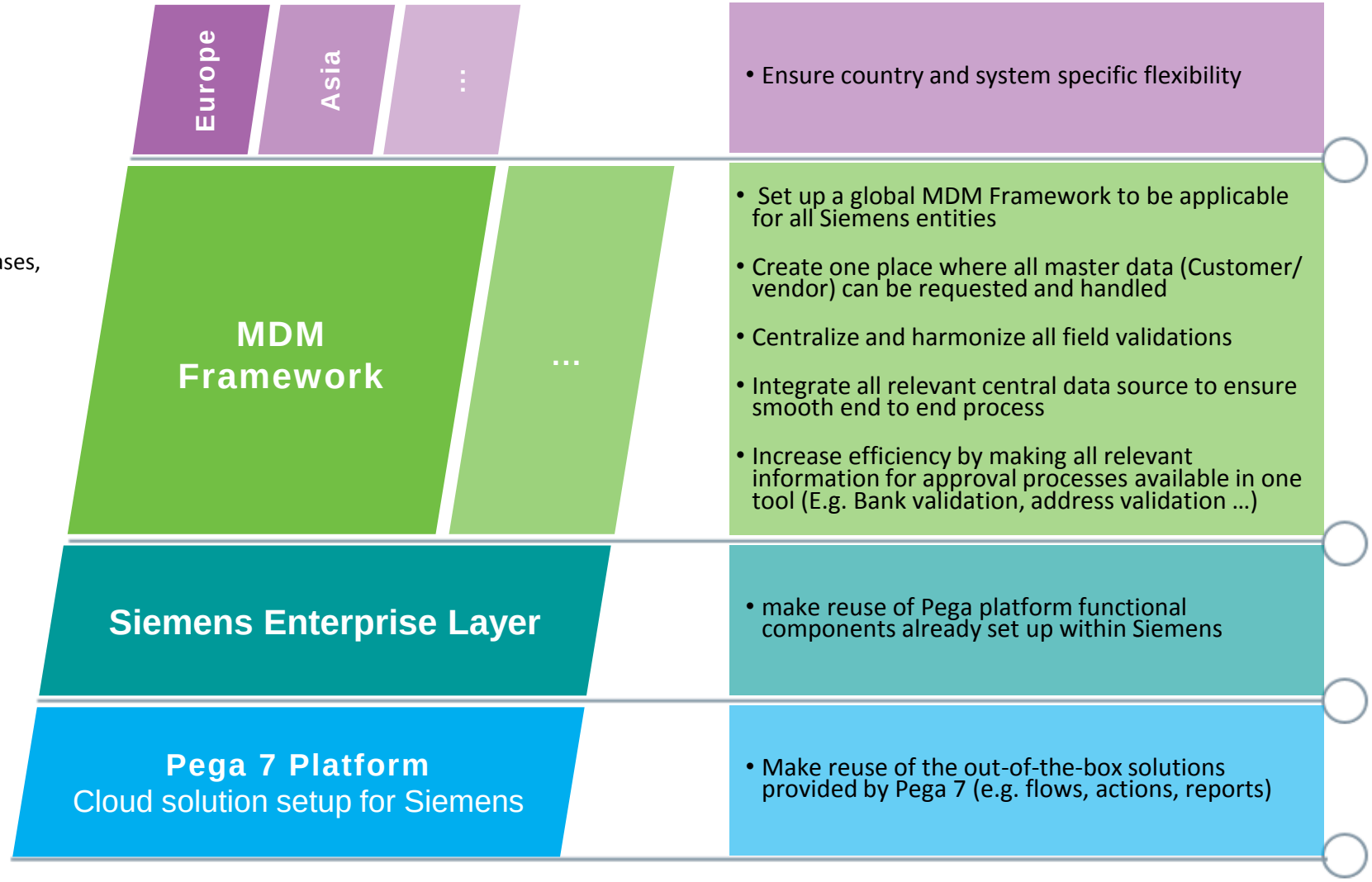
How to combine global standardization with flexibility for local needs?

Flexibility:
Local requirements
(system/process/legal)
UI and local validation

Standardization & Harmonization:
Access to global data bases,
general validations,
Workflow,
Data model

Platform:
Access management,
User identification,
Layout definition



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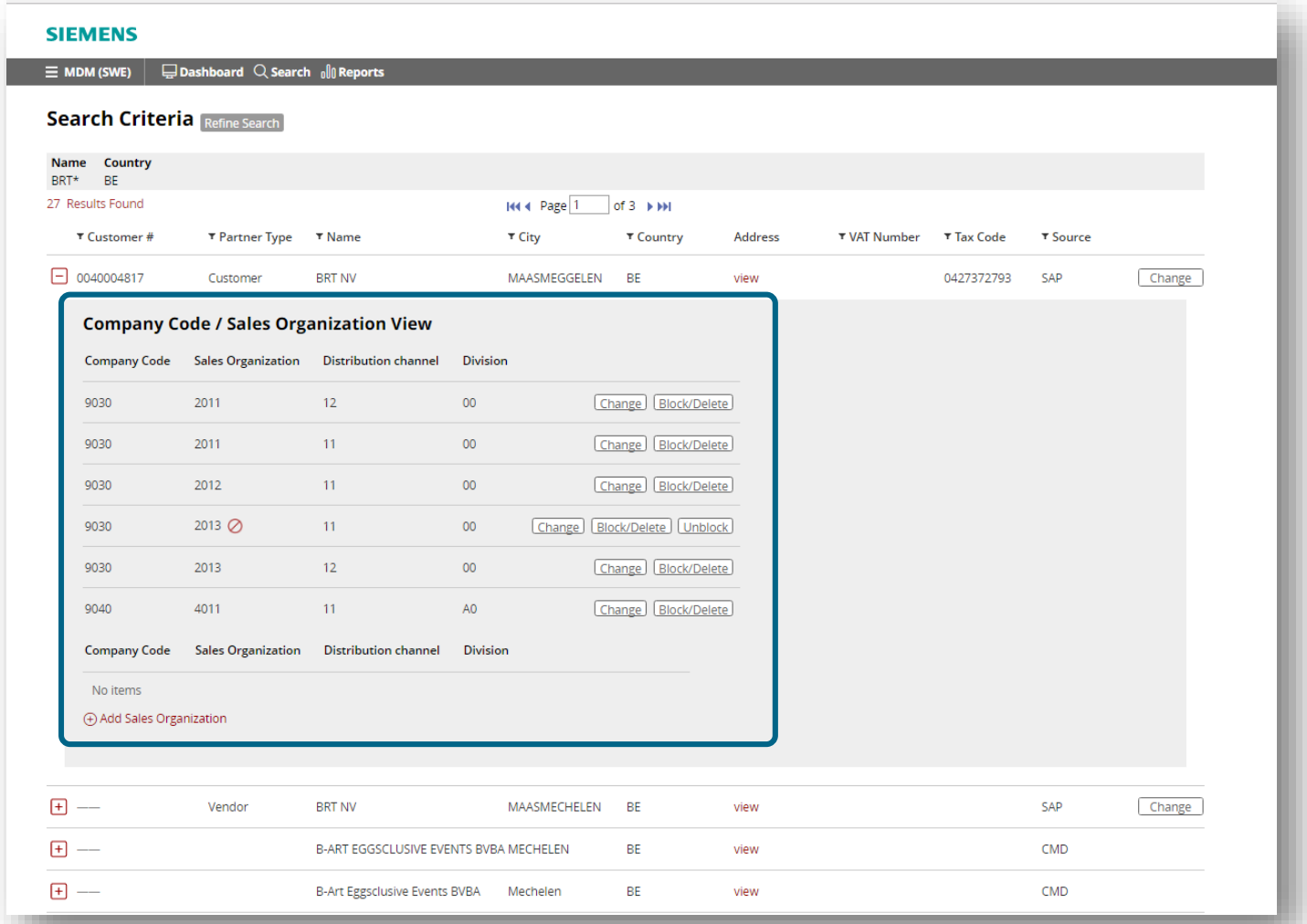
FocuS/4 PEGA MD solution connects the user to all relevant data sources (single point of entry)



Example: local and central search

- PEGA MD solution is fully integrated in internal databases (e.g. internal and external business partner) and SAP backend systems
- Based on search results, possible actions are automatically derived (e.g. unblock only when block is set; update existing business partner)
- Full end-to-end integration: all requests in PEGA are replicated to local SAP systems

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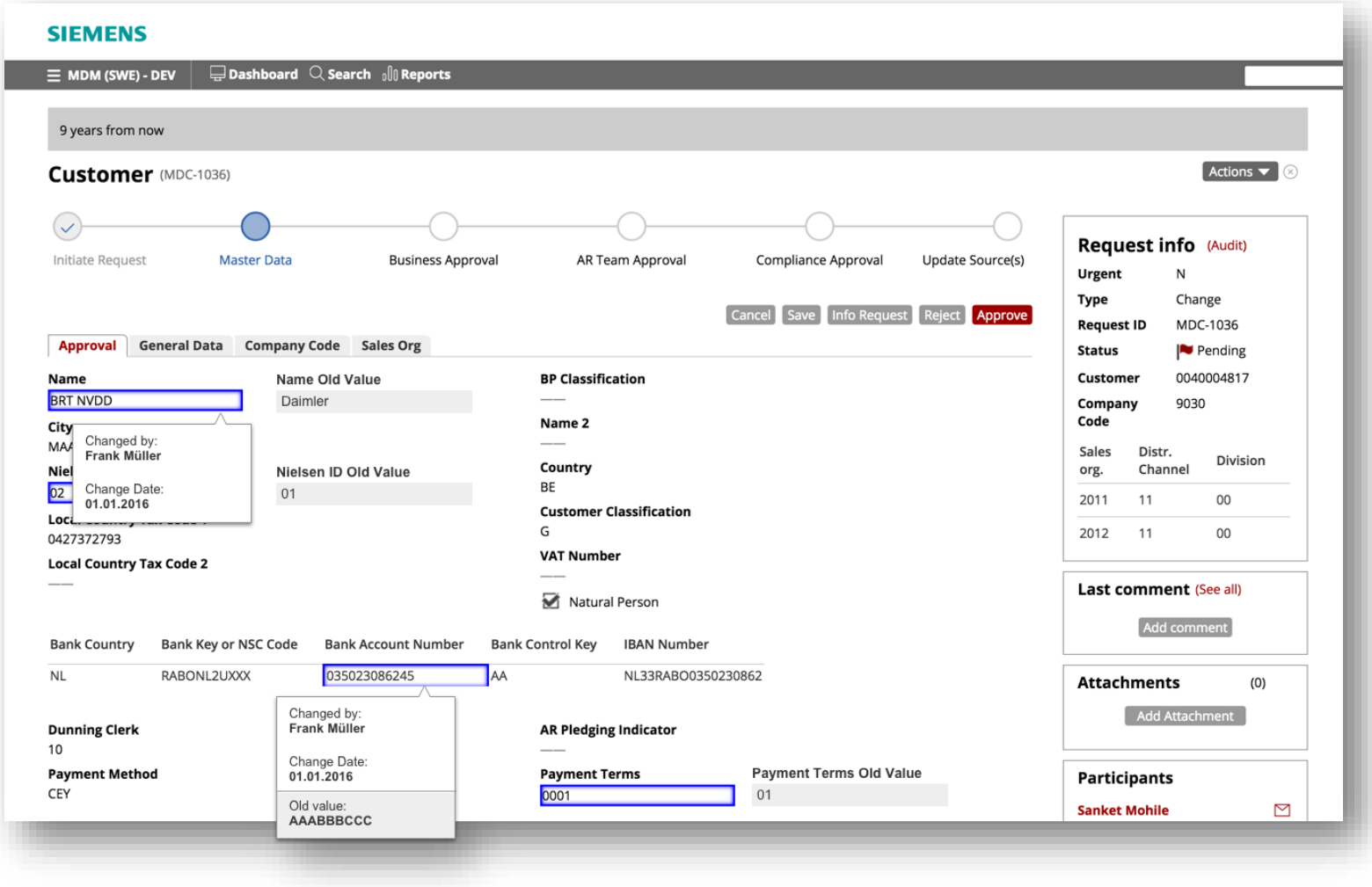
FocuS/4 PEGA MD solution guides the user to what is relevant driving efficiency



Example: customer change approval

- Role-based approval tab has been implemented (e.g. different fields highlighted for compliance officer vs. business approver)
- Only relevant fields are displayed & changes to previous versions are highlighted
- All remaining fields are visible via separate standard tabs

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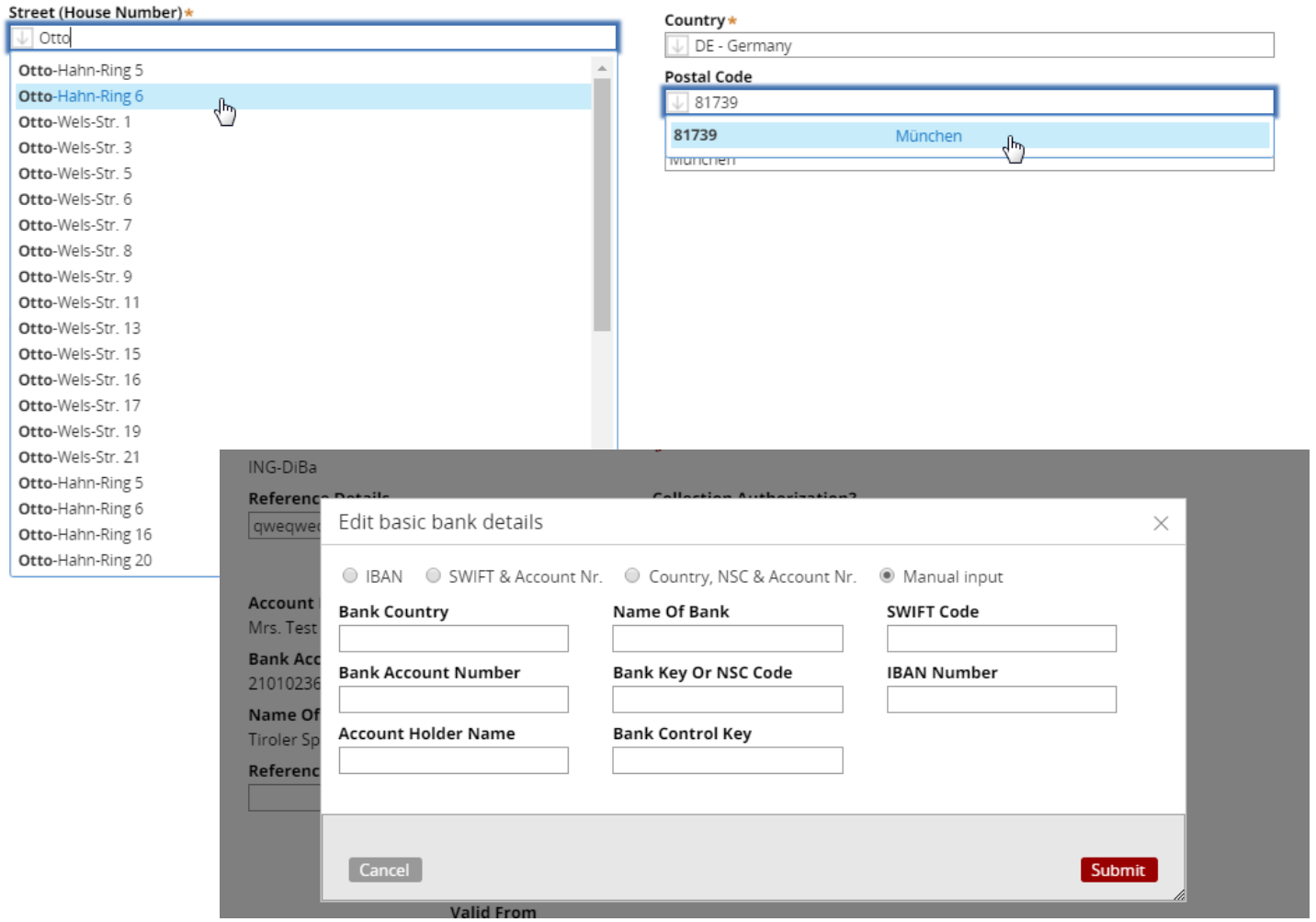
FocuS/4 PEGA MD solution validates entries increasing quality and speed of entry



Example: address auto completion & validation (vs. global postal validation)

- Proposal inputs are shown real-time when typing
- Proposals are derived from trusted sources (e.g. global postal service)

Example: bank detail completion & validation

- By entering bank account / IBAN, all bank details can be automatically derived incl. status of bank account (e.g. blocked / not existing)

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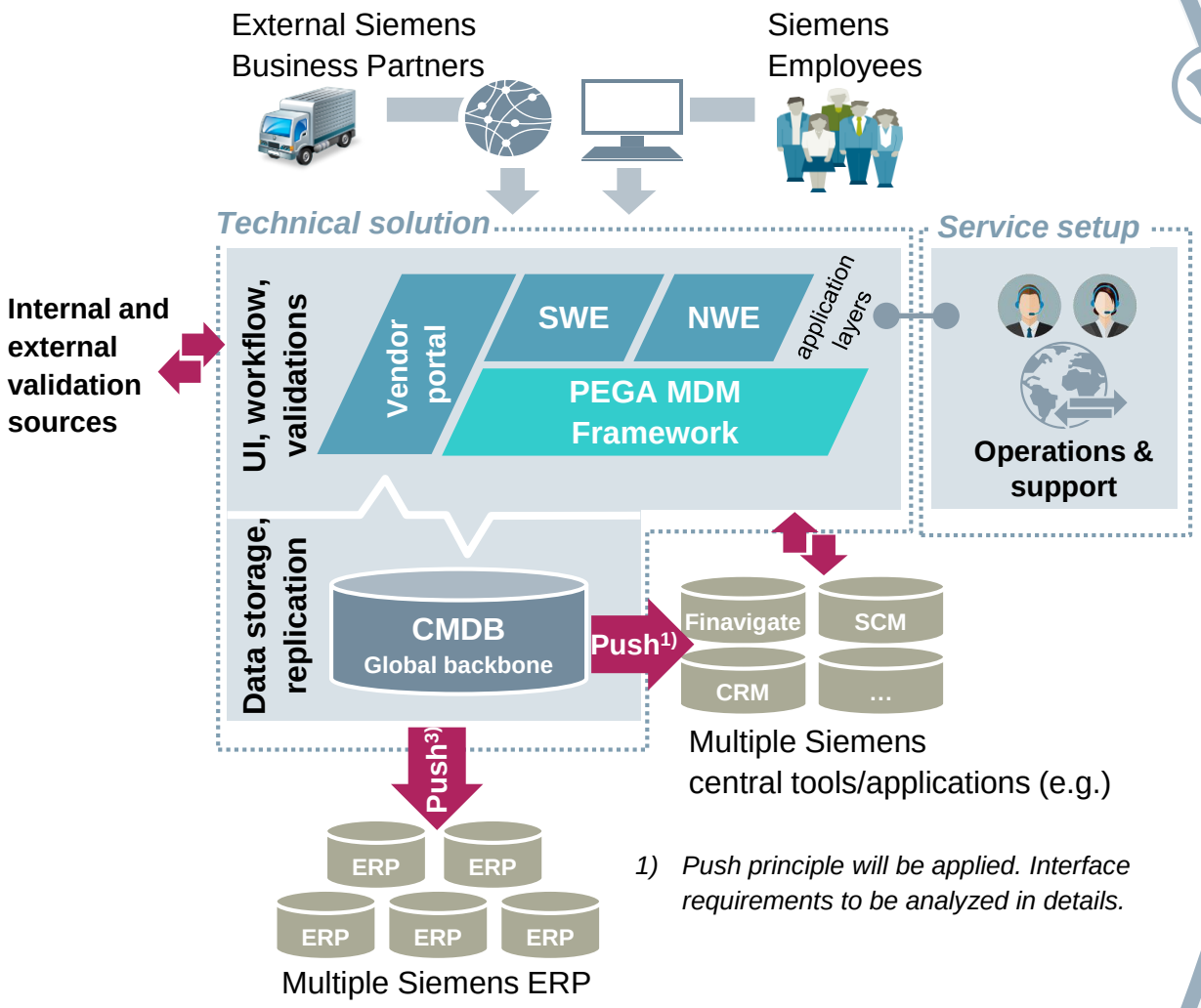
FocuS/4: Master Data Management

The big picture: WHAT?



1) *Push principle will be applied. Interface requirements to be analyzed in details.*

Single source of truth

- Central data creation, maintenance and validation
- Central data distribution via “push” principle
- Integration with internal tools & external sources

Efficiency, Quality and Flexibility

- Quality at creation ensures lower processing & process cost (higher automation, less complaints & returns)
- One single “pre-system” optimizes data footprint (no duplication) and helps reduce tool landscape complexity
- Scalable layer cake platform ensures functional flexibility
- Perform central and standardized validation of addresses, bank details, tax code, e-mail & telephone number formatting, completion and consistency

Leverage of technology and service capabilities

- Deployment of “best of breed” technology taking advantage of harmonization and at the same time supporting flexibility
- Ensure end-to-end integration of master data management processes and tools
- Scaling of cost efficiency master data services (existing know-how across MD areas and activities - from daily maintenance over analytics to automation)

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FOR
CHANGE®