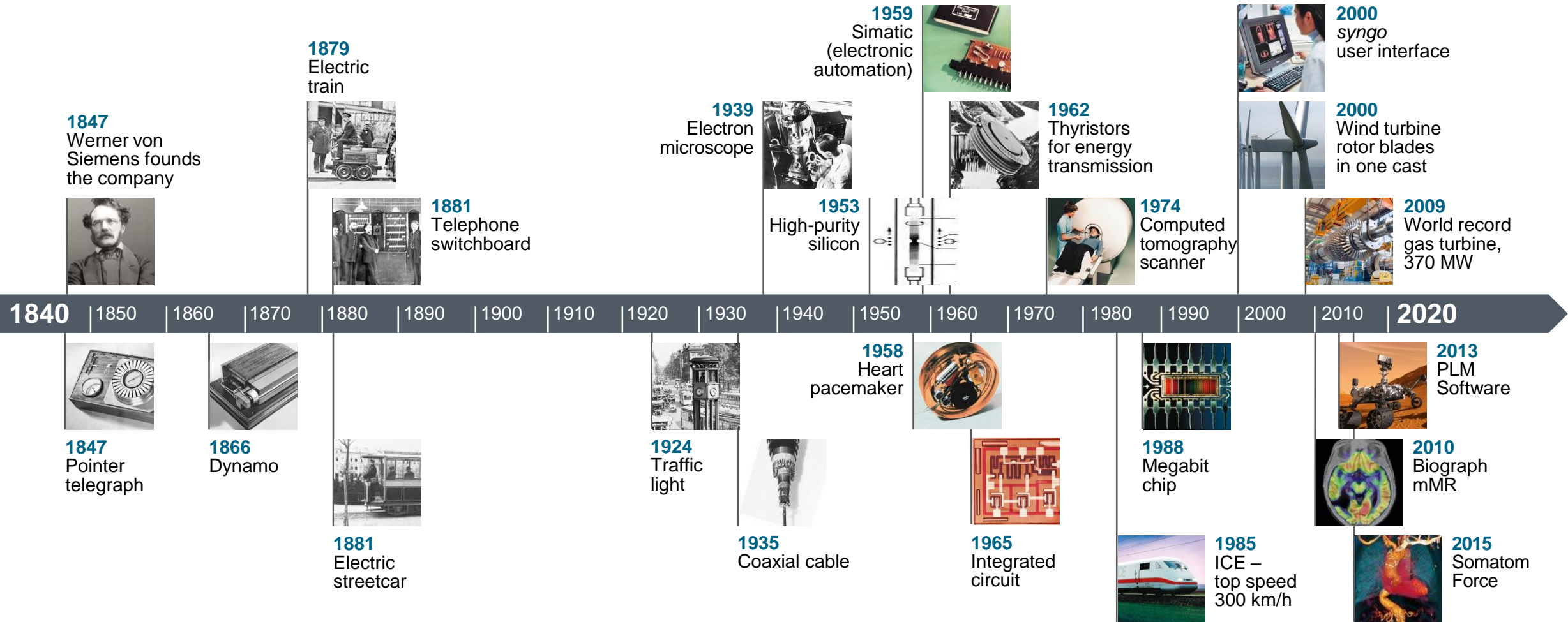


Master Data Management@Siemens

Drive standardization at the same time as supporting local flexibility

# 169 years of innovation – Milestones

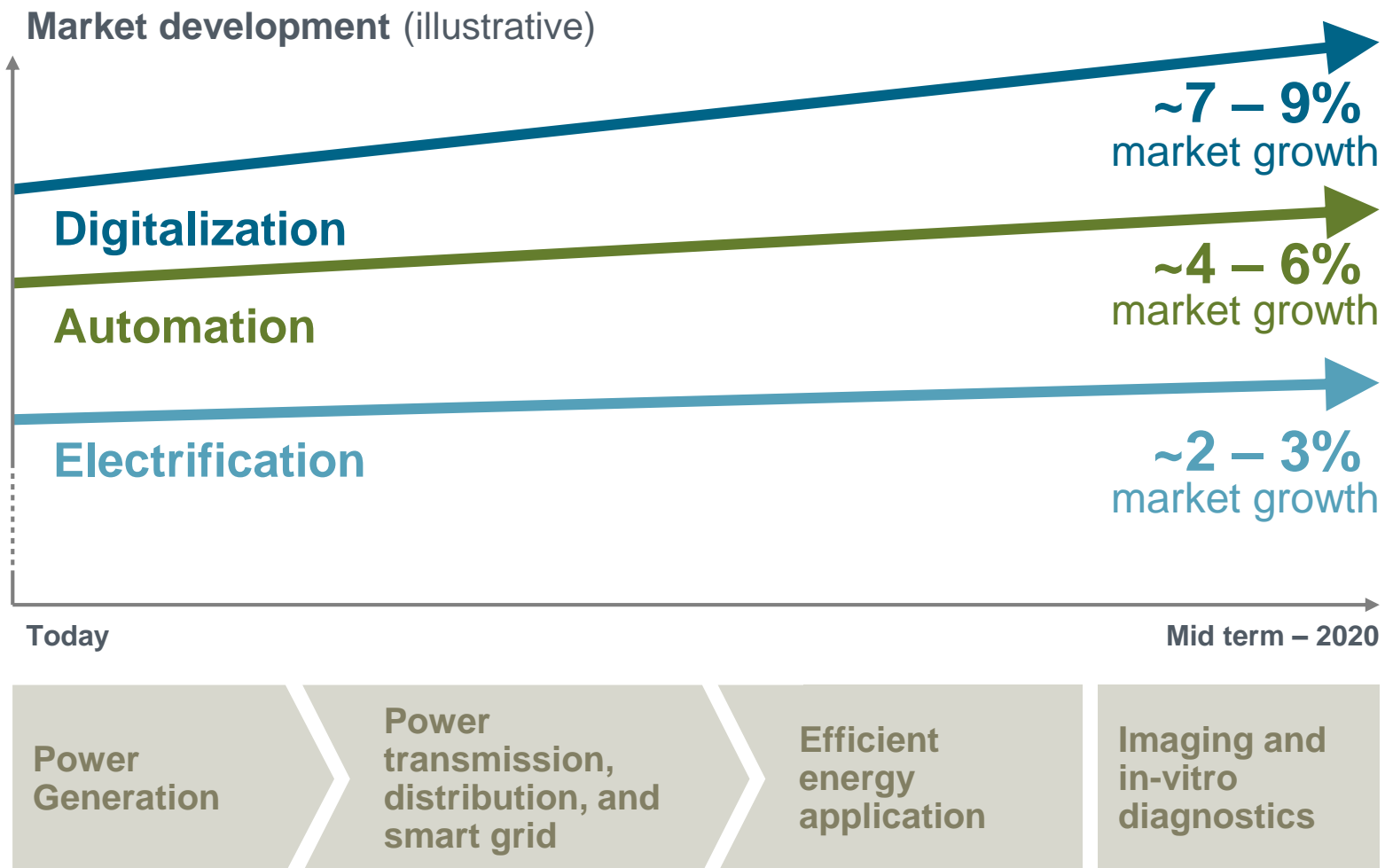


# Vision 2020 – Electrification, automation, and digitalization

## Our mission

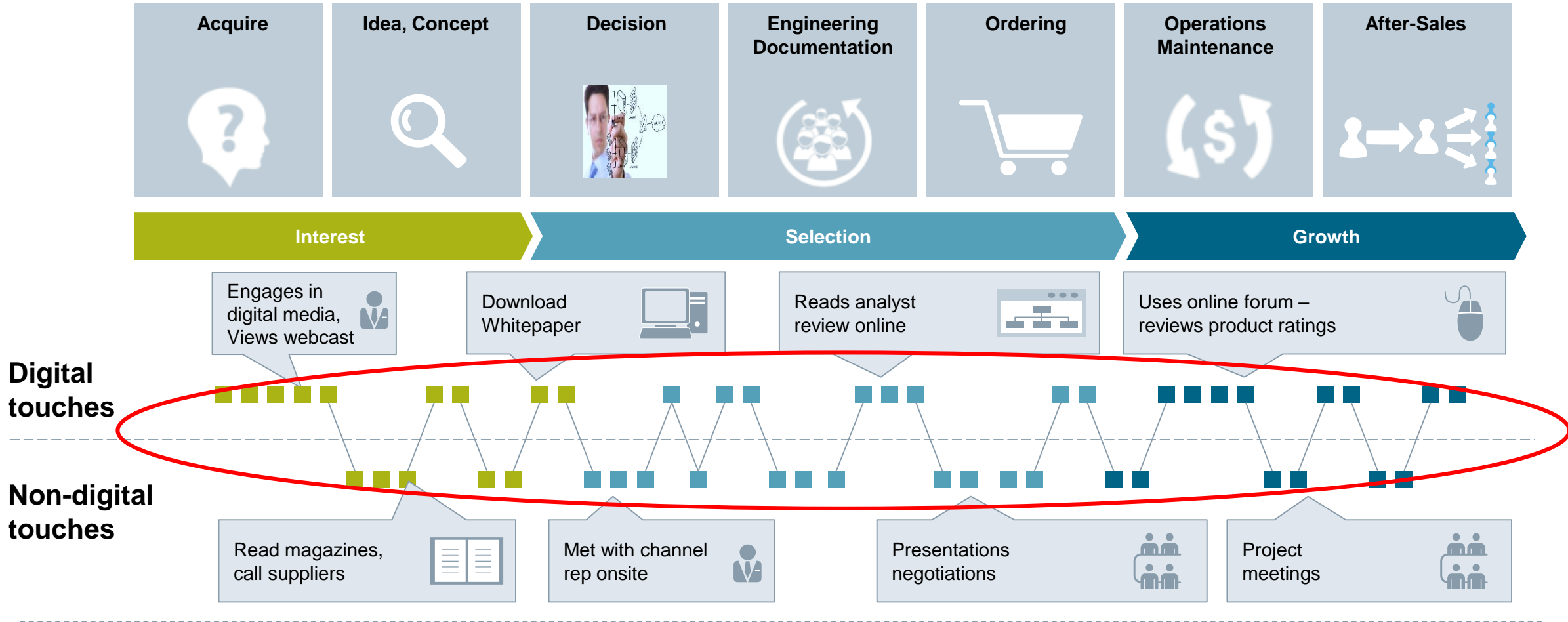
We make real what matters, by setting the benchmark in the way we electrify, automate, and digitalize the world around us. Ingenuity drives us and what we create is yours.

Together we deliver.

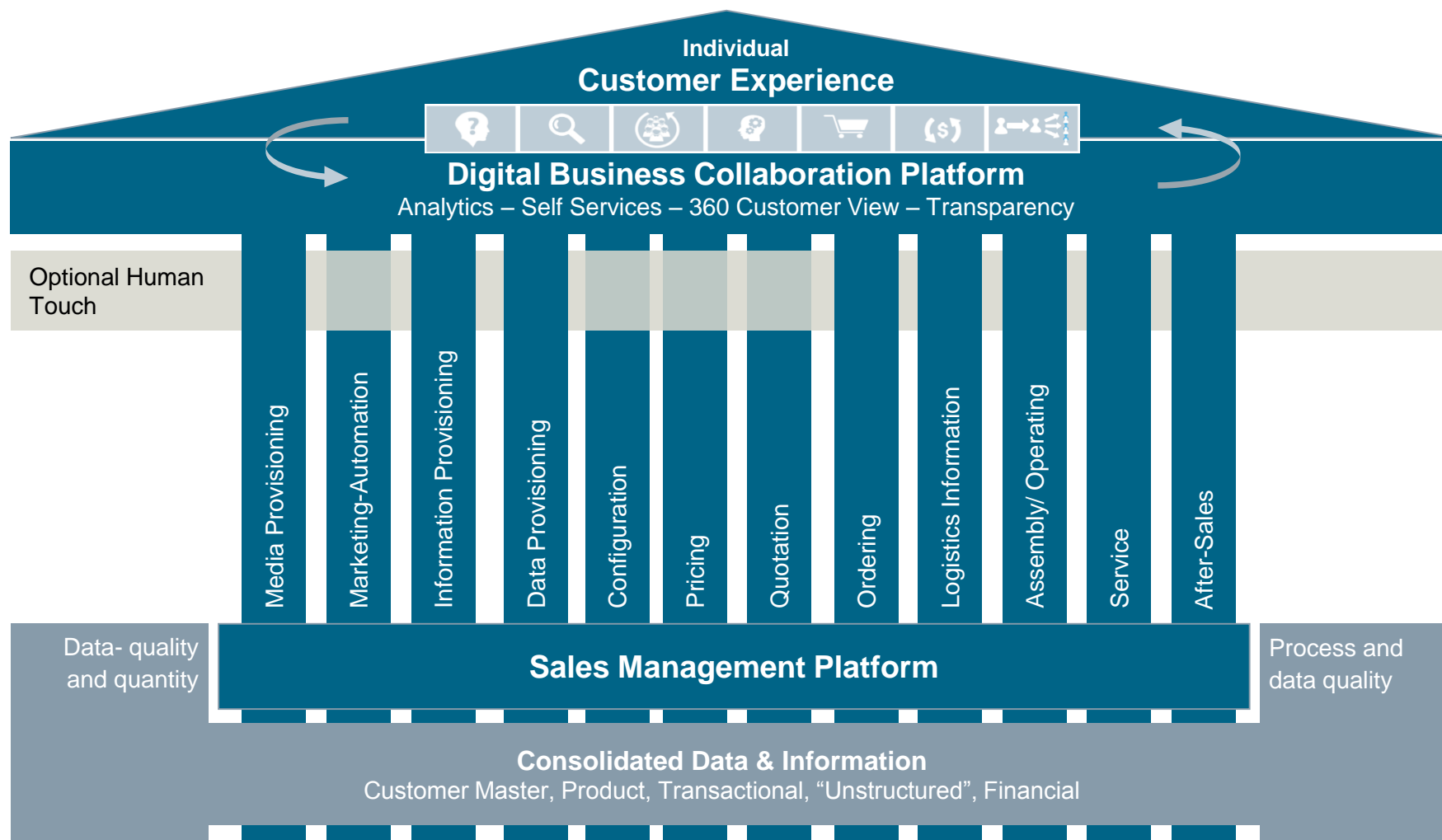


# Driving sales excellence by digital transformation which requires consistent processes and IT landscape - Customers are increasingly using Digital Sources along the entire Sales Process

## Customer Journey



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

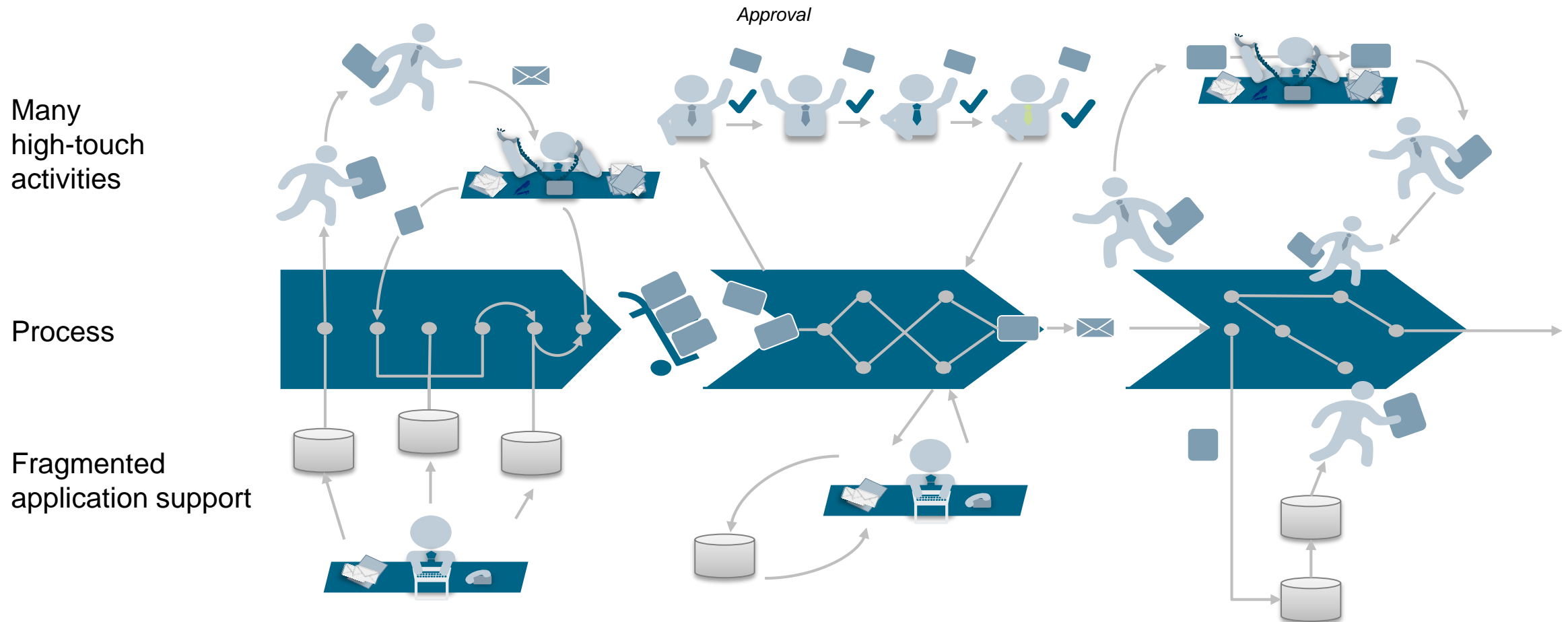


## CRM Vision Principles

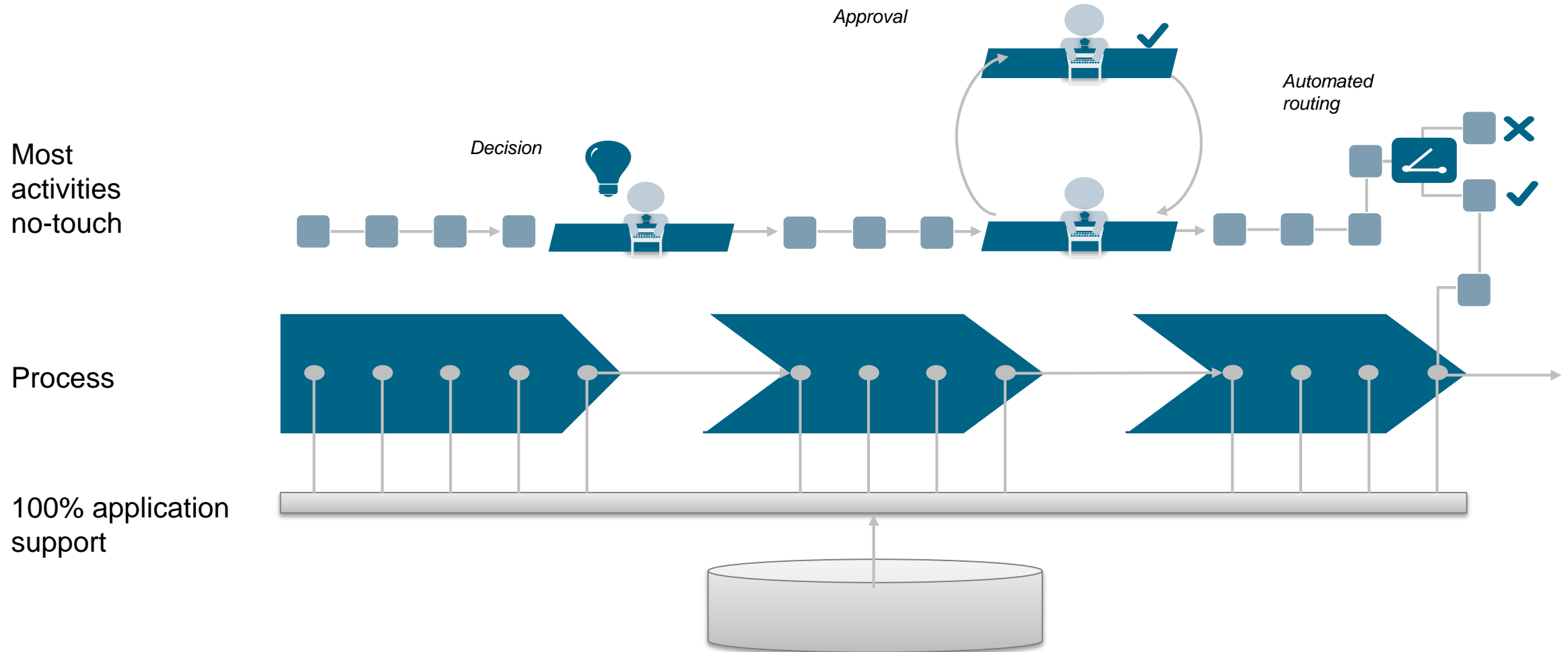
- Quick serving of customers' self-service desires and needs
- Capture digital and physical customer touch points with harmonized systematics
- Ease of use tool landscape for digital collaboration along the customer lifecycle
- Automation where needed and human touch where necessary

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

# Master Data Management, today: Working effective and efficient?



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



# How to combine global standardization with flexibility for local needs?

**Flexibility:**

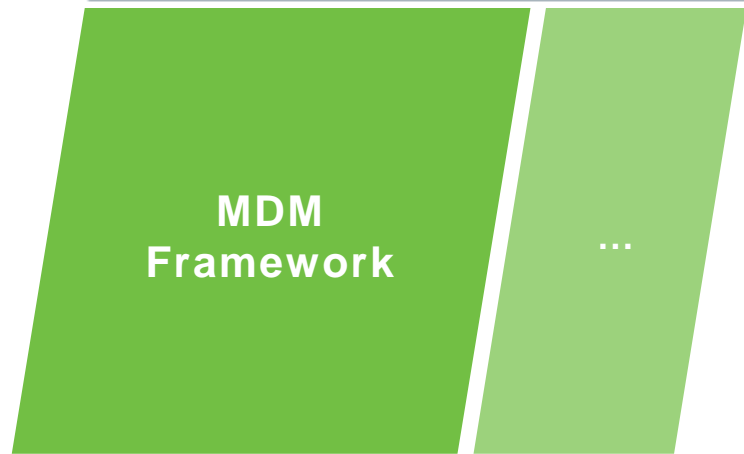
Local requirements  
(system/process/legal)  
UI and local validation



- Ensure country and system specific flexibility

**Standardization & Harmonization:**

Access to global data bases,  
general validations,  
Workflow,  
Data model



- Set up a global MDM Framework to be applicable for all Siemens entities
- Create one place where all master data (Customer/vendor) can be requested and handled
- Centralize and harmonize all field validations
- Integrate all relevant central data source to ensure smooth end to end process
- Increase efficiency by making all relevant information for approval processes available in one tool (E.g. Bank validation, address validation ...)

**Platform:**

Access management,  
User identification,  
Layout definition



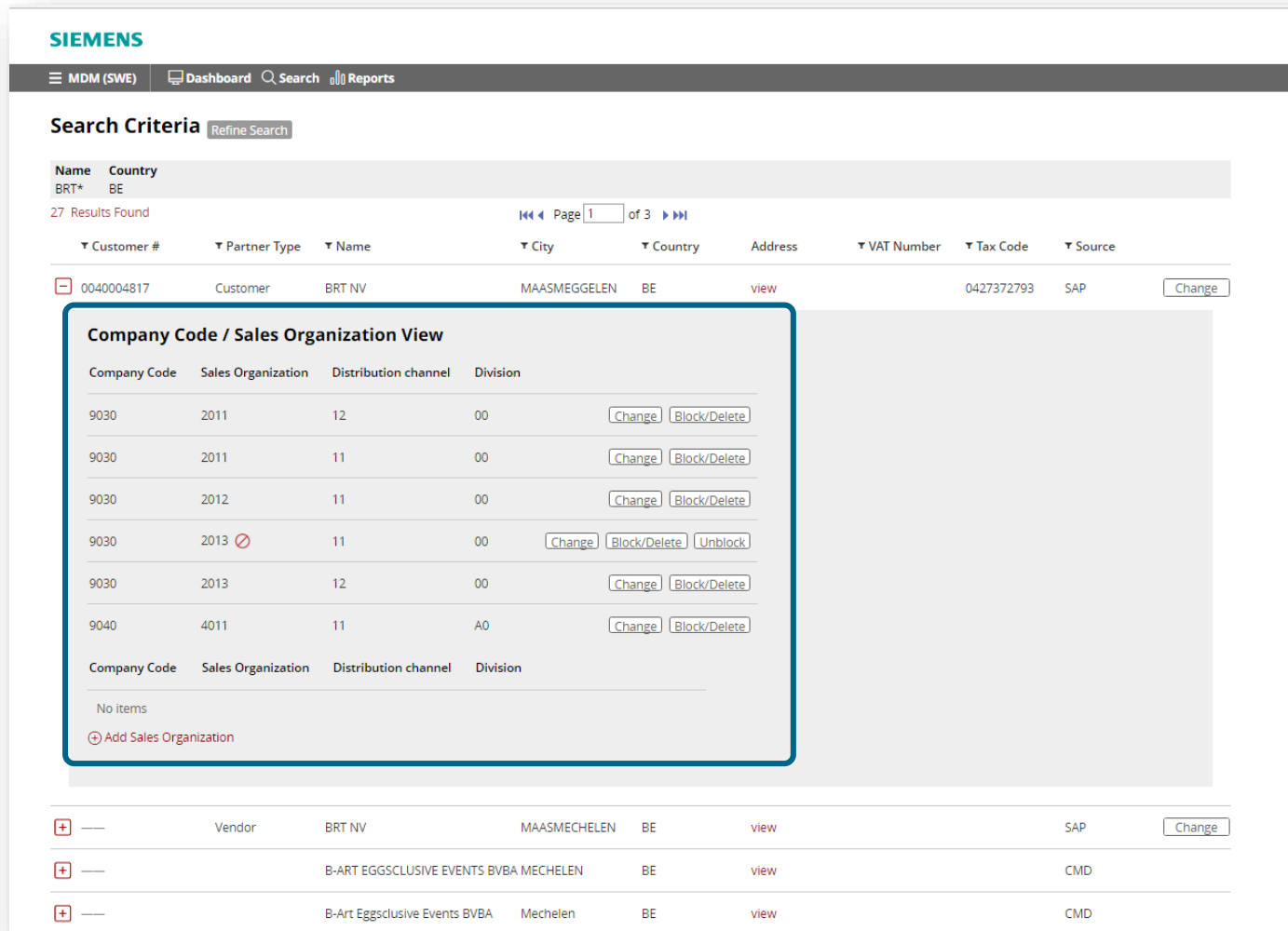
- make reuse of Pega platform functional components already set up within Siemens



- Make reuse of the out-of-the-box solutions provided by Pega 7 (e.g. flows, actions, reports)



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



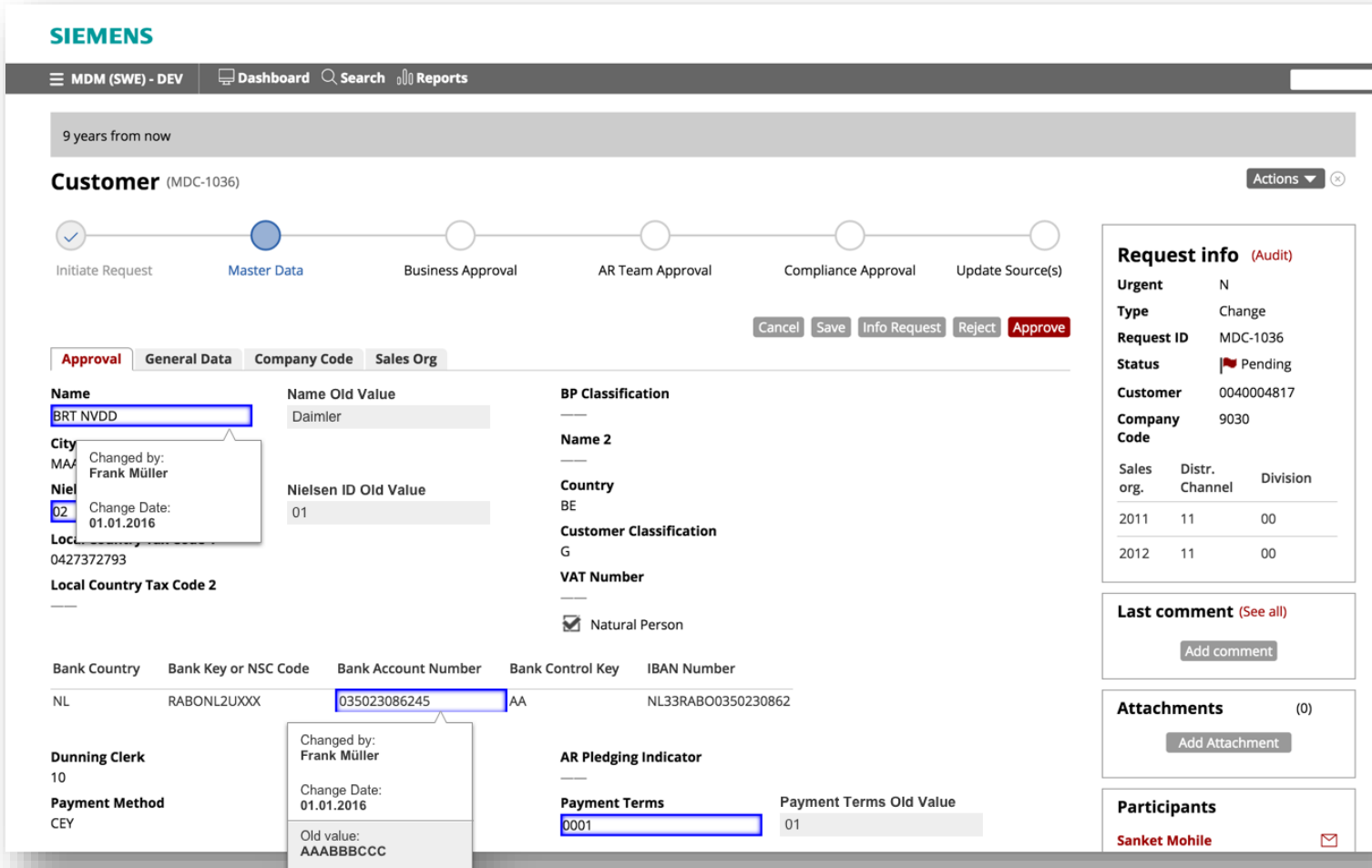
The screenshot shows the Siemens MDM (SWE) interface. At the top, there is a navigation bar with 'MDM (SWE)', 'Dashboard', 'Search', and 'Reports'. Below this is a 'Search Criteria' section with a 'Refine Search' button. The search results show 27 results found, with the first result highlighted. A modal window titled 'Company Code / Sales Organization View' is open, displaying a table of company codes and sales organizations. The table has columns for Company Code, Sales Organization, Distribution channel, and Division. Each row includes 'Change' and 'Block/Delete' buttons. The table shows several rows with different combinations of company codes and sales organizations. Below the table, there is a 'No items' message and a '+ Add Sales Organization' button. The main table below the modal shows a list of search results with columns for Customer #, Partner Type, Name, City, Country, Address, VAT Number, Tax Code, and Source. The first row is highlighted, and a 'Change' button is visible next to it.

Company Code	Sales Organization	Distribution channel	Division	Actions
9030	2011	12	00	Change Block/Delete
9030	2011	11	00	Change Block/Delete
9030	2012	11	00	Change Block/Delete
9030	2013	11	00	Change Block/Delete Unblock
9030	2013	12	00	Change Block/Delete
9040	4011	11	A0	Change Block/Delete

## 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

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



**SIEMENS**  
MDM (SWE) - DEV | Dashboard | Search | Reports

9 years from now

**Customer (MDC-1036)** Actions

Initiate Request | **Master Data** | Business Approval | AR Team Approval | Compliance Approval | Update Source(s)

Cancel Save Info Request Reject Approve

**Approval** | General Data | Company Code | Sales Org

**Name**  
BRT NVDD  
Name Old Value: Daimler

**City**  
MAA  
Changed by: Frank Müller

**Niel**  
02  
Change Date: 01.01.2016

**BP Classification**  
---

**Name 2**  
---

**Country**  
BE

**Customer Classification**  
G

**VAT Number**  
---

Natural Person

**Bank Country** NL | **Bank Key or NSC Code** RABONL2UXXX | **Bank Account Number** 035023086245 | **Bank Control Key** AA | **IBAN Number** NL33RABO0350230862

**Dunning Clerk** 10  
Changed by: Frank Müller

**Payment Method** CEY  
Change Date: 01.01.2016  
Old value: AAABBBCCC

**AR Pledging Indicator**  
---

**Payment Terms** 0001 | **Payment Terms Old Value** 01

**Request info (Audit)**

Urgent: N  
Type: Change  
Request ID: MDC-1036  
Status: Pending  
Customer: 0040004817  
Company Code: 9030

Sales org.	Distr. Channel	Division
2011	11	00
2012	11	00

**Last comment (See all)**  
Add comment

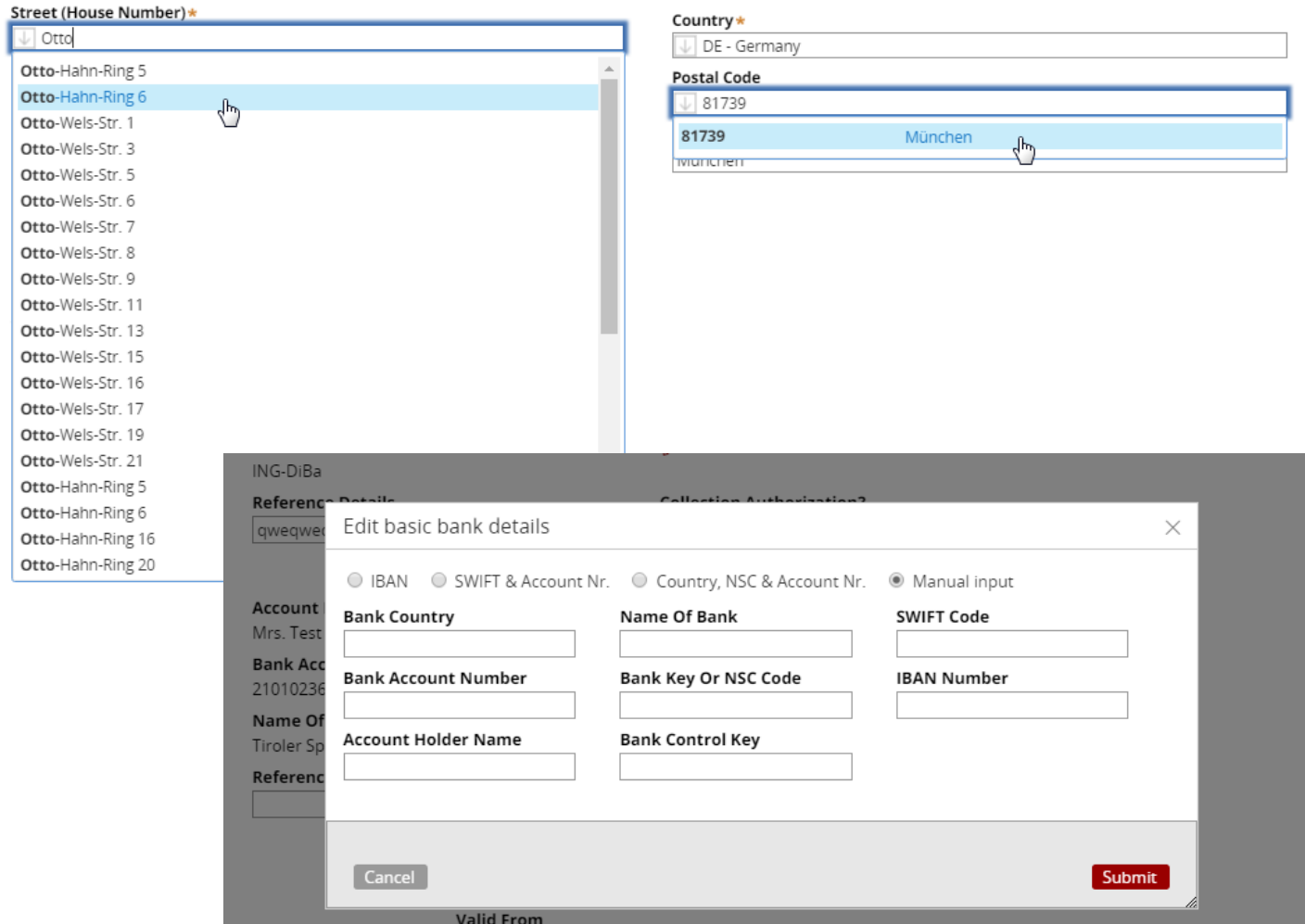
**Attachments (0)**  
Add Attachment

**Participants**  
Sanket Mohile

## 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

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



The screenshot displays a form with two main sections. The top section is for address entry, featuring a dropdown menu for 'Street (House Number)\*' with a list of suggestions including 'Otto-Hahn-Ring 5' through 'Otto-Hahn-Ring 20'. The 'Country\*' dropdown is set to 'DE - Germany', and the 'Postal Code' dropdown shows '81739' with a suggestion for 'München'. Below this, a modal dialog titled 'Edit basic bank details' is open, showing radio buttons for 'IBAN', 'SWIFT & Account Nr.', 'Country, NSC & Account Nr.', and 'Manual input'. The 'Manual input' option is selected, and the form contains fields for 'Bank Country', 'Name Of Bank', 'SWIFT Code', 'Bank Account Number', 'Bank Key Or NSC Code', 'IBAN Number', 'Account Holder Name', and 'Bank Control Key'. 'Cancel' and 'Submit' buttons are at the bottom of the dialog.

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

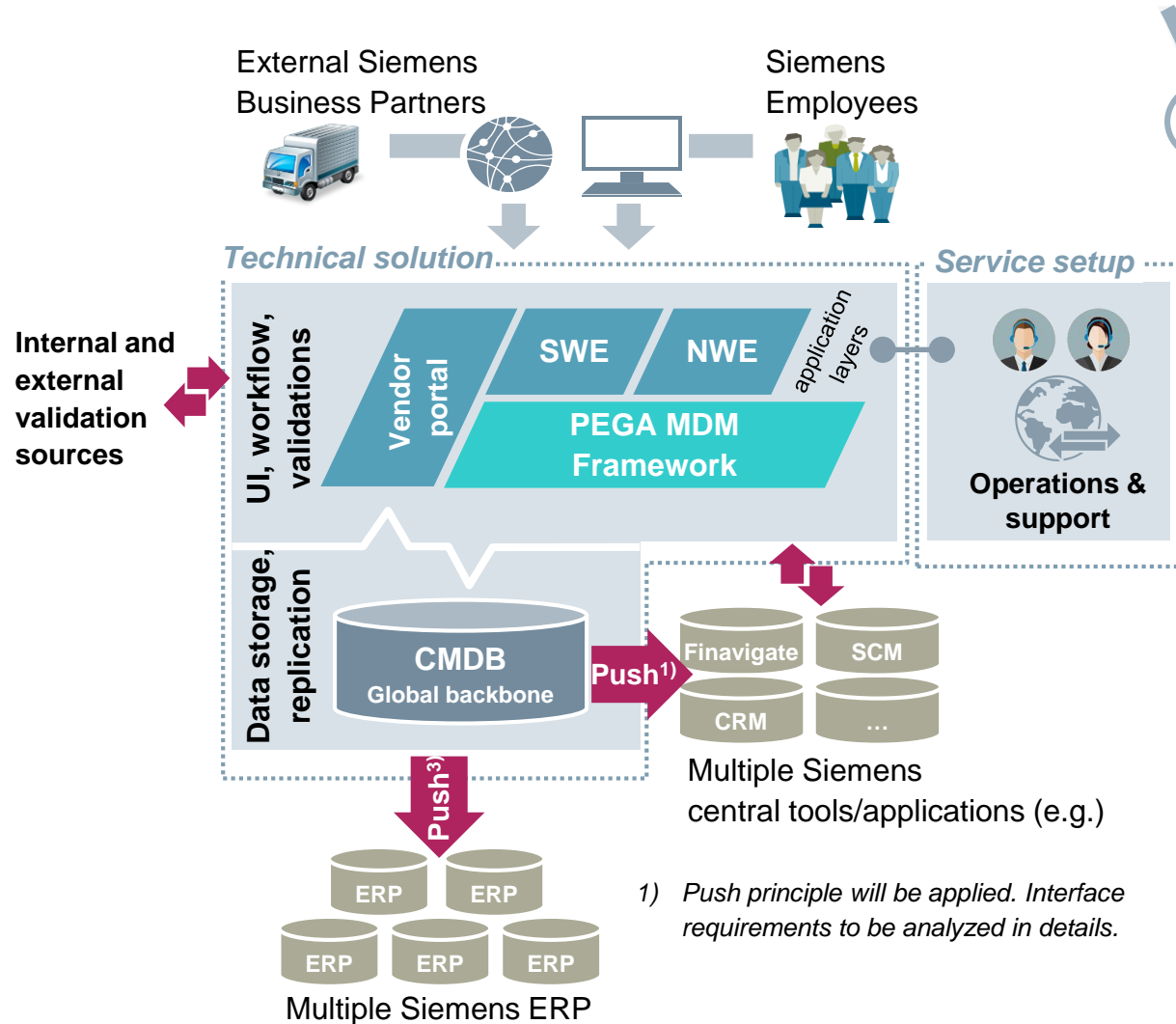
- Proposal inputs are shown real-time when typing
- Proposals are derived from trusted sources (e.g. global postal service)

## ***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)

# FocuS/4: Master Data Management

## The big picture: WHAT?



### 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)



**BUILD  
FOR  
CHANGE®**