



Customer Success

The golden nugget for increasing e2e efficiency - Global Master Data Management

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A photograph of a modern Siemens building at night. The building is illuminated from within, and the Siemens logo is visible on the facade. A large sculpture is in the foreground. The sky is dark blue.

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Ingenuity for life

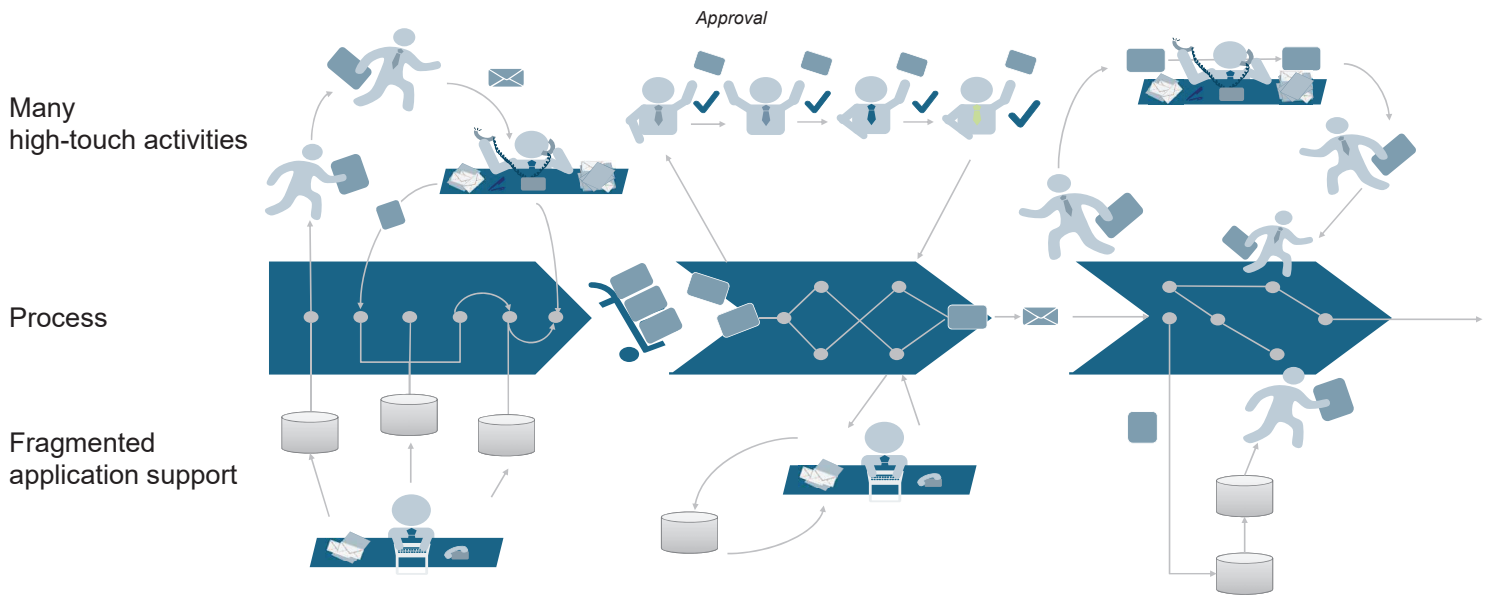
Master Data Management

Leveraging the power of master data management to drive digitalization

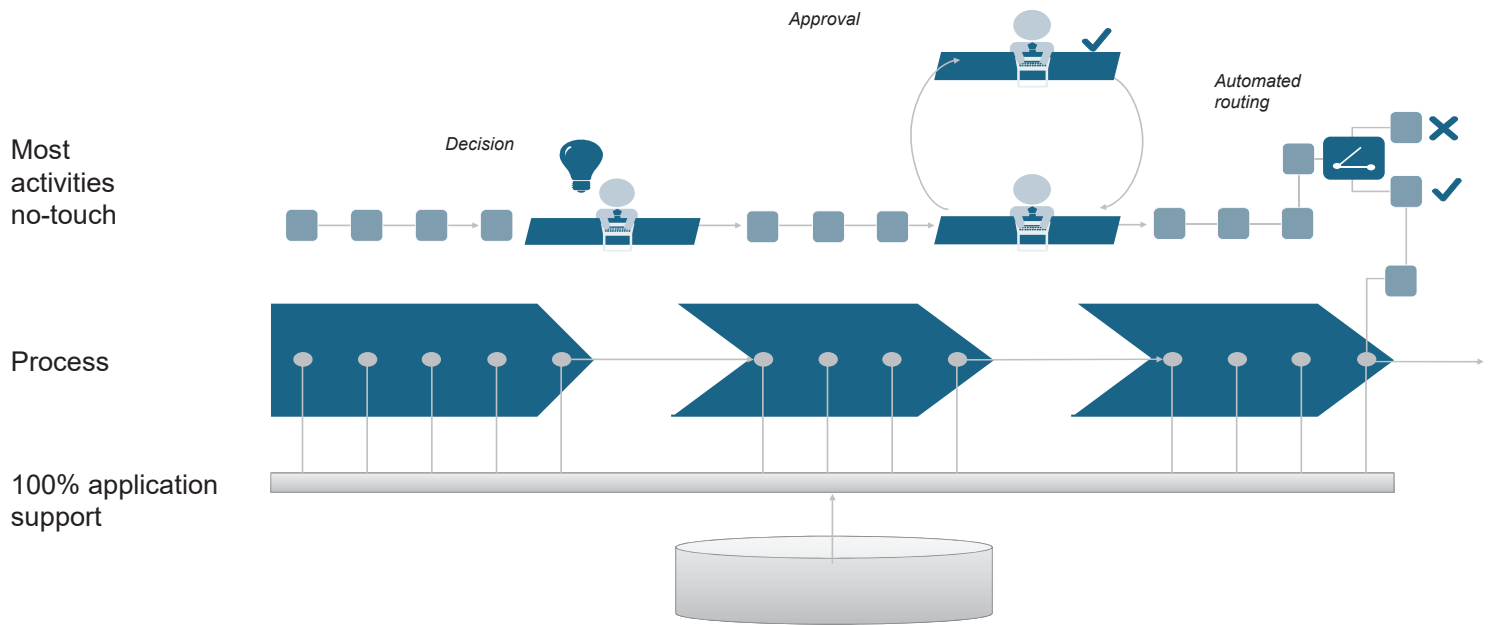
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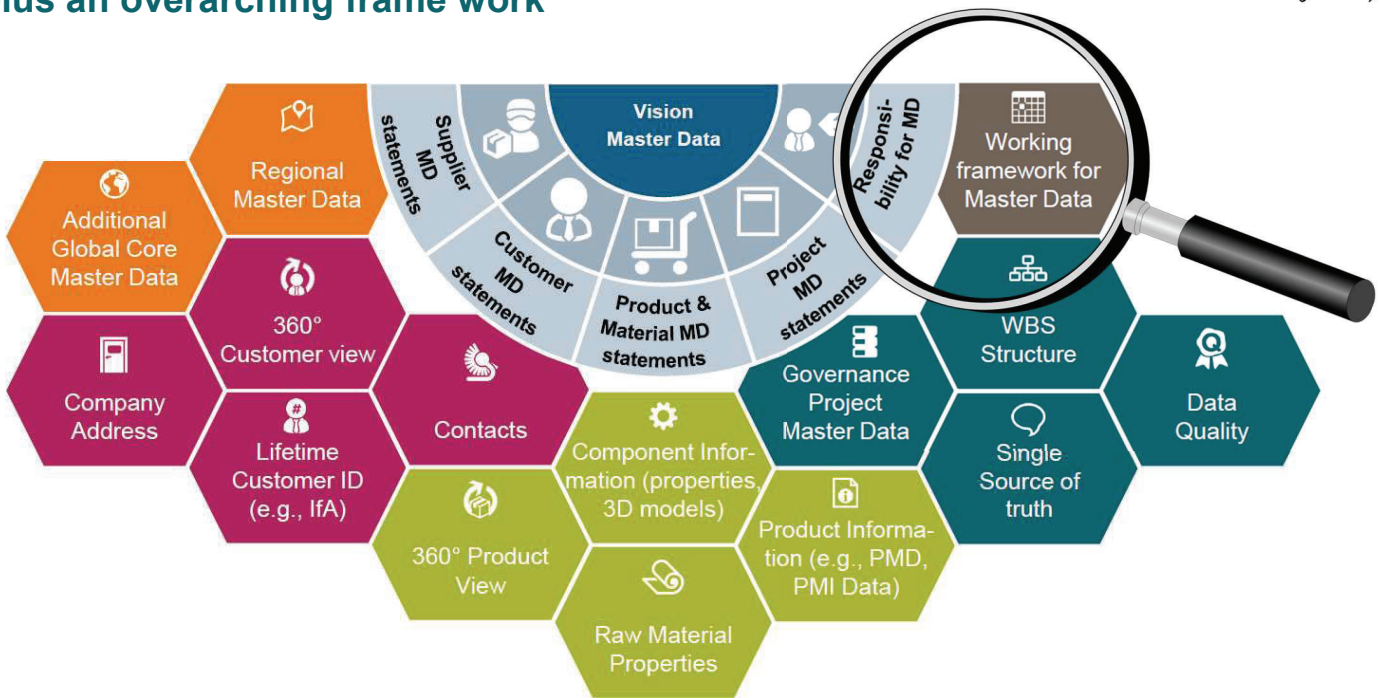
Drive E-2-E process automation through Master Data Management From process gaps and multiple manual touchpoints ...



Drive E-2-E process automation through Master Data Management ... to streamlined process and little manual touchpoints



Master Data Vision at Siemens is composed of 5 components: Supplier, Customer, Product & Material and Project MD plus an overarching frame work



Master Data Governance Framework as fundament to drive master data management



Master Data Governance

Suggestions/Recommendations on:

- Master Data Management Vision
- Strategy to realize MDM vision
- Roles & Responsibilities (high level) and guiding principles

Processes

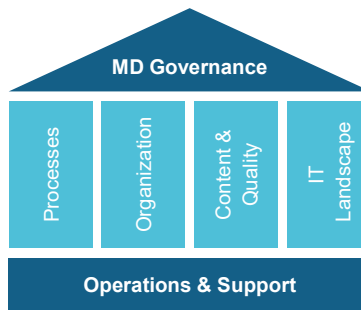
Analysis of:

- Processes for authoring, validating, enriching, publishing and consuming the master data
- Global processes for Master Data

Organization

Description of:

- Who is authoring, managing, consuming and maintaining master data
- Guiding principles and policies to ensure quality and compliance



Quality & Content

Suggestions/Recommendations on:

- Define, measure, improve Data Quality
- Align level of needed Data Quality
- Definition of content, rules and validation

IT Landscape

Overview of:

- Relevant IT infrastructure & architecture
- Data flows between systems
- Technical implementation of business requirements

Operations & Support

Analysis and Recommendations:

- Support Master Data Lifecycle (creation, maintenance & deletion)
- Automated processing (RPA, RDA) and Artificial Intelligence

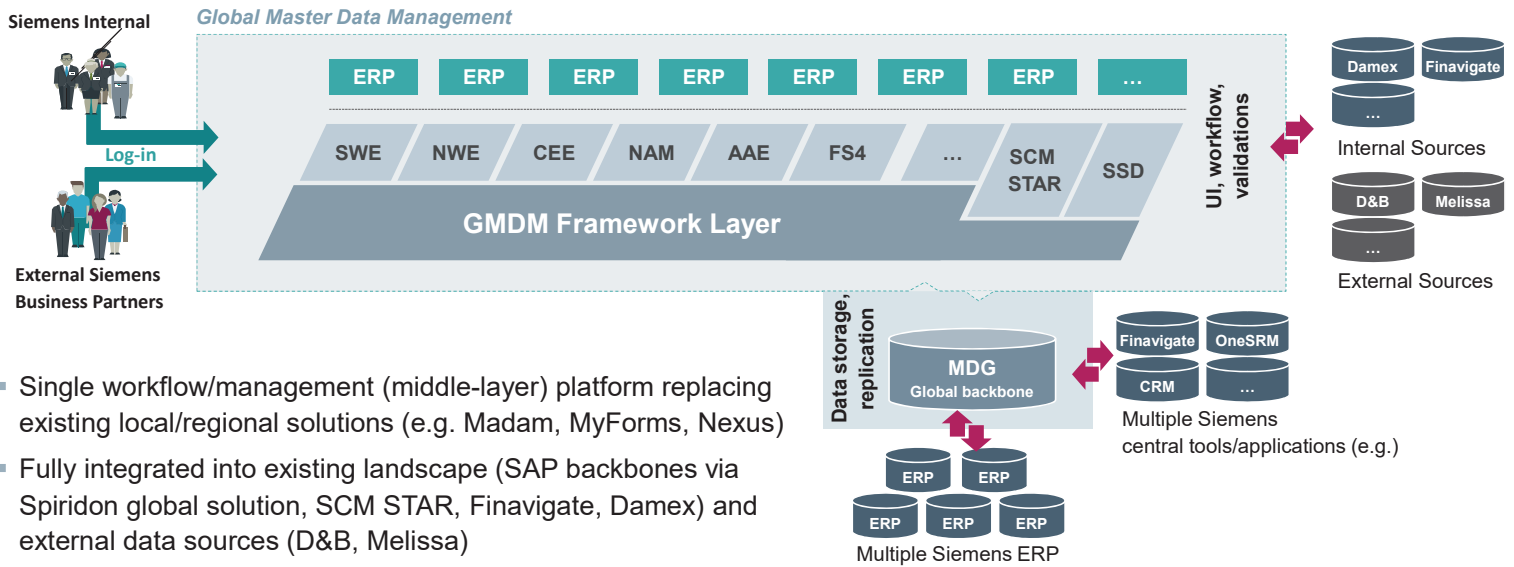
FocuS/4: Global Master Data Management

Business Partner - TO BE Process

Process	Process Steps					
	1 1 Search	2 2 Request	3 4 Approve / Inform	4 Collaborate *	5 3 Validate / Pre-Control	6 5 Activate / Distribute
Business Partner <i>Creation</i>	<ul style="list-style-type: none"> •Screening of Business Partner database •Verification via CMD lookup (duplicate check)/ local ERP lookup/ SSD lookup •Pre-defined search fields for Business Partner records •Displaying of existing Business Partner records, selected data fields and related backend systems 	<ul style="list-style-type: none"> •Create new Business Partner records •Maintain and un-/block existing Business Partner records •Additional fields to trigger follow-up activities •Address verification via Melissa •Requestor information derived via SCD based on GID •Verification via local ERP lookup / SSD lookup / request (duplicate check) 	<ul style="list-style-type: none"> •Workflow-support through approval/ information based on information matrix for respective backend •Notifications via Outlook/ Dashboard 	<ul style="list-style-type: none"> •Workflow-support •Invitation to supplier to register via portal •Notifications via Outlook/ Dashboard •Complementing supplier record by pre-defined questionnaire and global mandatory fields/ complementing supplier record by Siemens 	<ul style="list-style-type: none"> •Tool-support for bank account verification (at the time field content is entered/ changed) •Global mandatory pre-control set •Workflow-support in case of findings/ verifications and approval •Notifications via Outlook/ Dashboard •Enhancement with system-created IfA •Finalization of requests 	<ul style="list-style-type: none"> •Activation of Business Partner record and storing of pre-defined data in SCM STAR •Push to related backend system
Business Partner <i>Extension</i>						
Business Partner <i>Update</i>						
Business Partner <i>Blocking</i>						
Business Partner <i>Unblocking</i>						
Business Partner <i>Reactivation</i>	<p>In case an existing Business Partner (i.e. IFA number) has been deactivated from all related backend systems, a potential reactivation can occur – for all of the reactivation options, the creation use cases come into place; stored data (e.g. pre-controls even if old) shall be available for verifications and potentially available business partner number shall be re-used.</p>					

Global Master Data Management

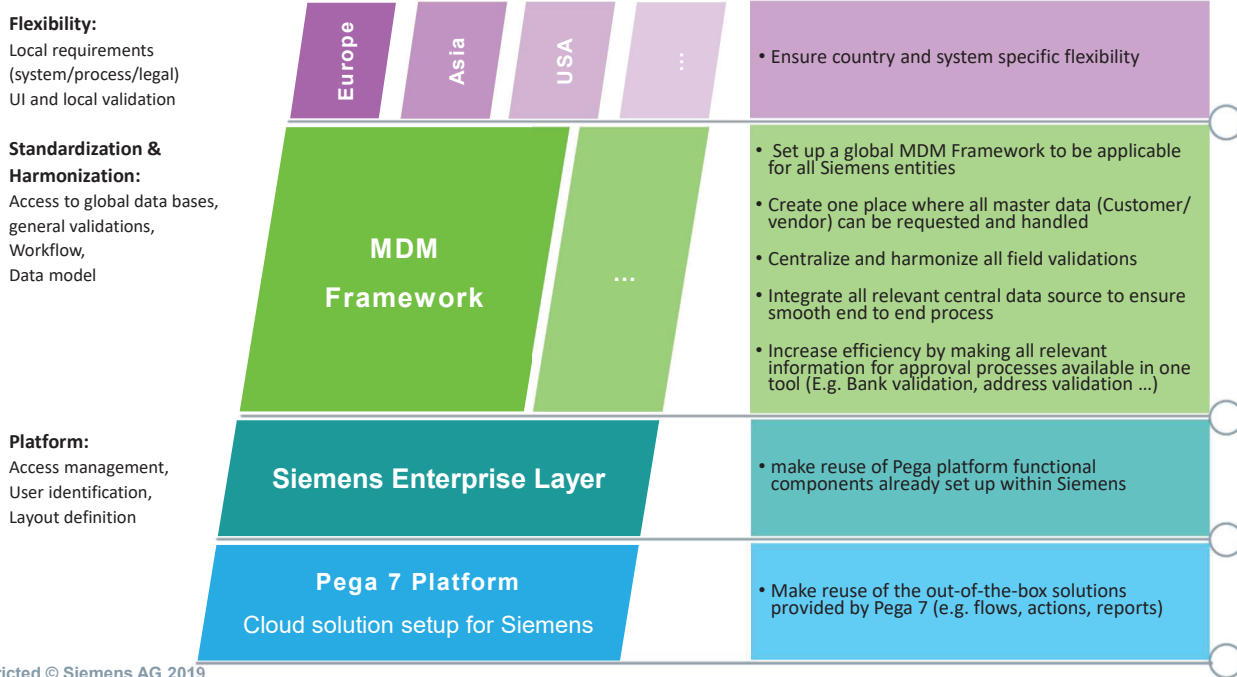
The big picture: HOW?



- Single workflow/management (middle-layer) platform replacing existing local/regional solutions (e.g. Madam, MyForms, Nexus)
- Fully integrated into existing landscape (SAP backbones via Spiridon global solution, SCM STAR, Finavigate, Damex) and external data sources (D&B, Melissa)

Global Master Data Management

Global standardization with flexibility for local needs

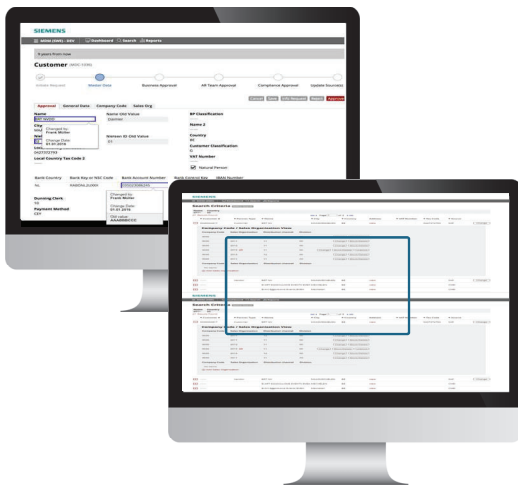


Global Master Data Management

Value Add and Advantages



GMDM is a single workflow solution, based on the Pega platform, for **business partner master data**, including maintenance and distribution for vendor and customer master data



Advantages

- **Automated data validations** ensure that data quality is enhanced, duplicates are reduced and already validated data entries are reused.
- Making use of **internal and external data sources to validate** the data (e.g. Finavigate, CMD, D&B, SSD, Melissa, SAP, SCM Star)
- **Mandatory fields** increase the completeness of data, supported by **auto-completion** as well as **drop-down-values** which improve data correctness.
- **Default values** based on several parameters increase the efficiency of the users and improves the data quality

This ensures that data in the underlying ERP systems is **consistent, correct and complete**.

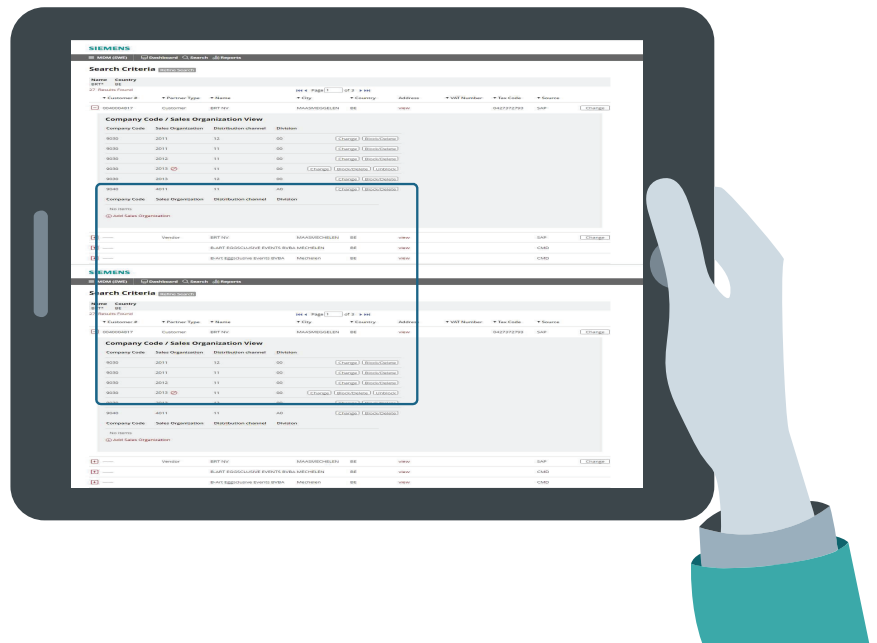
Additionally, GMDM **harmonizes and standardizes** the business partner processes without losing the **flexibility** to reflect local specialties.

FocuS/4: Global Master Data Management ...connects the user to all relevant data sources (single point of entry)

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Example: SAP & CMD Search

- FocuS/4 PEGA MD solution is fully integrated in internal databases (e.g. CMD, SSD) 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
- One request can contain multiple task based on company code level (e.g. deactivate a sales org and at the same time update general data)

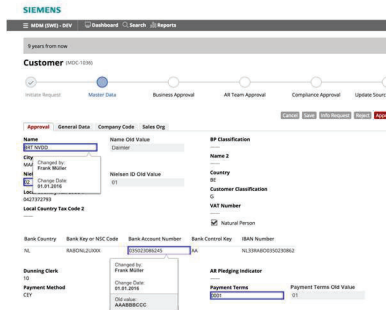


FocuS/4: Global Master Data Management

...provides multiple advantages to the users...



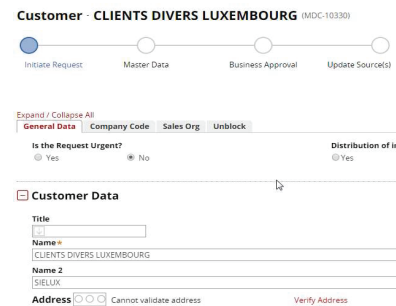
....examples from the UI



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



- Creation / Change of multiple Sales- / Purch-Orgs
- Execute multiple actions in one step
- Lean approver flow



FocuS/4: Global Master Data Management ...provides multiple advantages to the users...

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Street (House Number) =
 Otto-Hahn-Ring 5
 Otto-Hahn-Ring 6
 Otto-Wels-Str. 1
 Otto-Wels-Str. 3
 Otto-Wels-Str. 5
 Otto-Wels-Str. 6
 Otto-Wels-Str. 7
 Otto-Wels-Str. 8
 Otto-Wels-Str. 9
 Otto-Wels-Str. 11
 Otto-Wels-Str. 13
 Otto-Wels-Str. 15
 Otto-Wels-Str. 16
 Otto-Wels-Str. 17
 Otto-Wels-Str. 19
 Otto-Wels-Str. 21
 Otto-Hahn-Ring 5
 Otto-Hahn-Ring 6
 Otto-Hahn-Ring 16
 Otto-Hahn-Ring 20

Country =
 DE - Germany

Postal Code =
 81739 München
 74071 Munchen

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. Melissa)

Example:

bank detail completion & validation (via Finavigate)

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

Edit basic bank details

Account holder =
 Bank name
 IBAN =
 Country =
 Account number =
 SWIFT =
 Bank key / NSC
 Control key

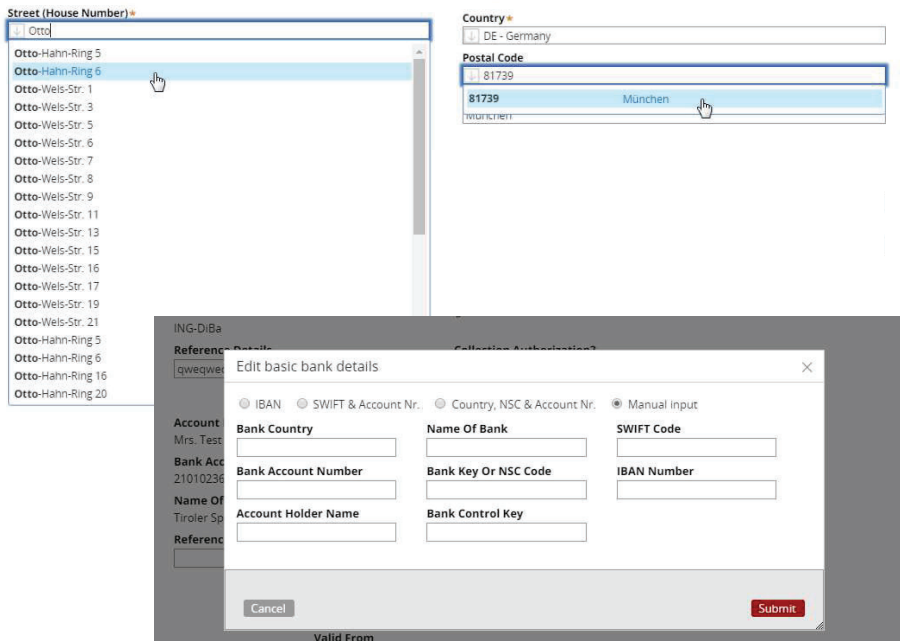
Do you have IBAN?
 Yes No

Populate from IBAN

Cancel Submit

Global Master Data Management

Driving data quality and efficiency by fully integrated data validation



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

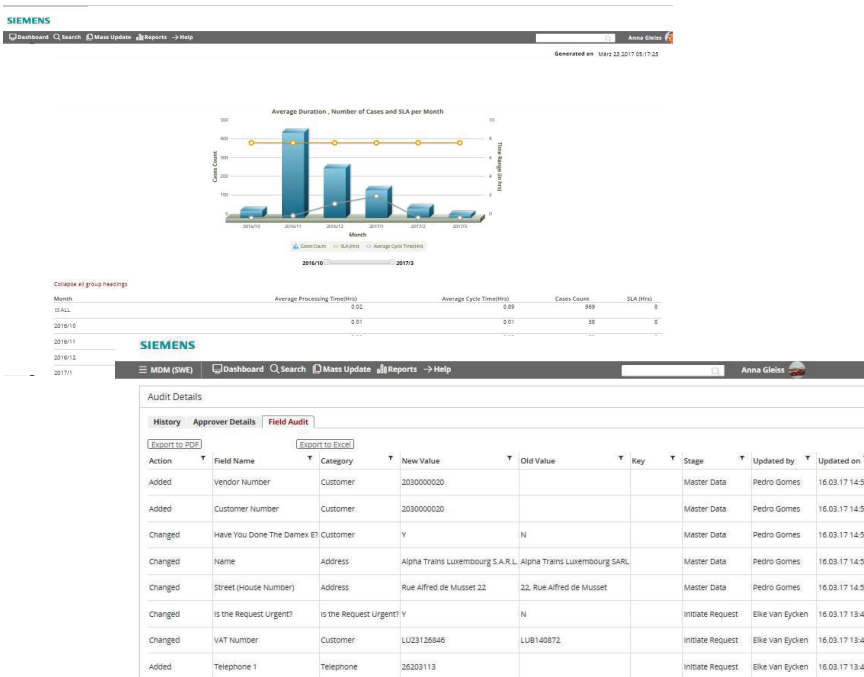
- Proposal inputs are shown real-time when typing
- Proposals are derived from trusted sources (e.g. global postal service)

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)

Global Master Data Management

Ensuring transparency and supporting business operations



Example: Reports, audit trails

- Ready-to-use audit trails to ensure audit requirements
- Define global KPIs to create transparency on different shared service center
- Focus on standardization of processes and turn around times
- Customized standard reports for local requirements

Thank you!

Q&A

Pick your next session!

Next session starts in 5 minutes



Have a question? Tweet #pegaroadshow