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Master Data Management

Leveraging the power of master data management to drive digitalization

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172 years of innovation – Milestones

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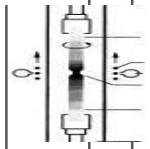
1847
Werner von Siemens founds the company

1879
Electric train

1881
Telephone switchboard

1939
Electron microscope

1953
High-purity silicon



1959
Simatic (electronic automation)

1962
Thyristors for energy transmission

1974
Computed tomography scanner

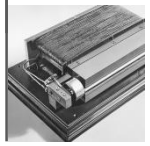
2000
syngo user interface

2000
Wind turbine rotor blades in one cast

2009
World record gas turbine, 370 MW

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

1847
Pointer telegraph



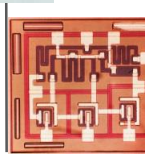
1866
Dynamo

1881
Electric streetcar

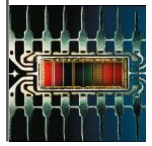
1924
Traffic light

1935
Coaxial cable

1958
Heart pacemaker



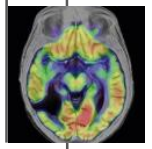
1965
Integrated circuit



1988
Megabit chip

1985
ICE – top speed 300 km/h

2013
PLM Software



2010
Biograph mMR

2015
Somatom Force

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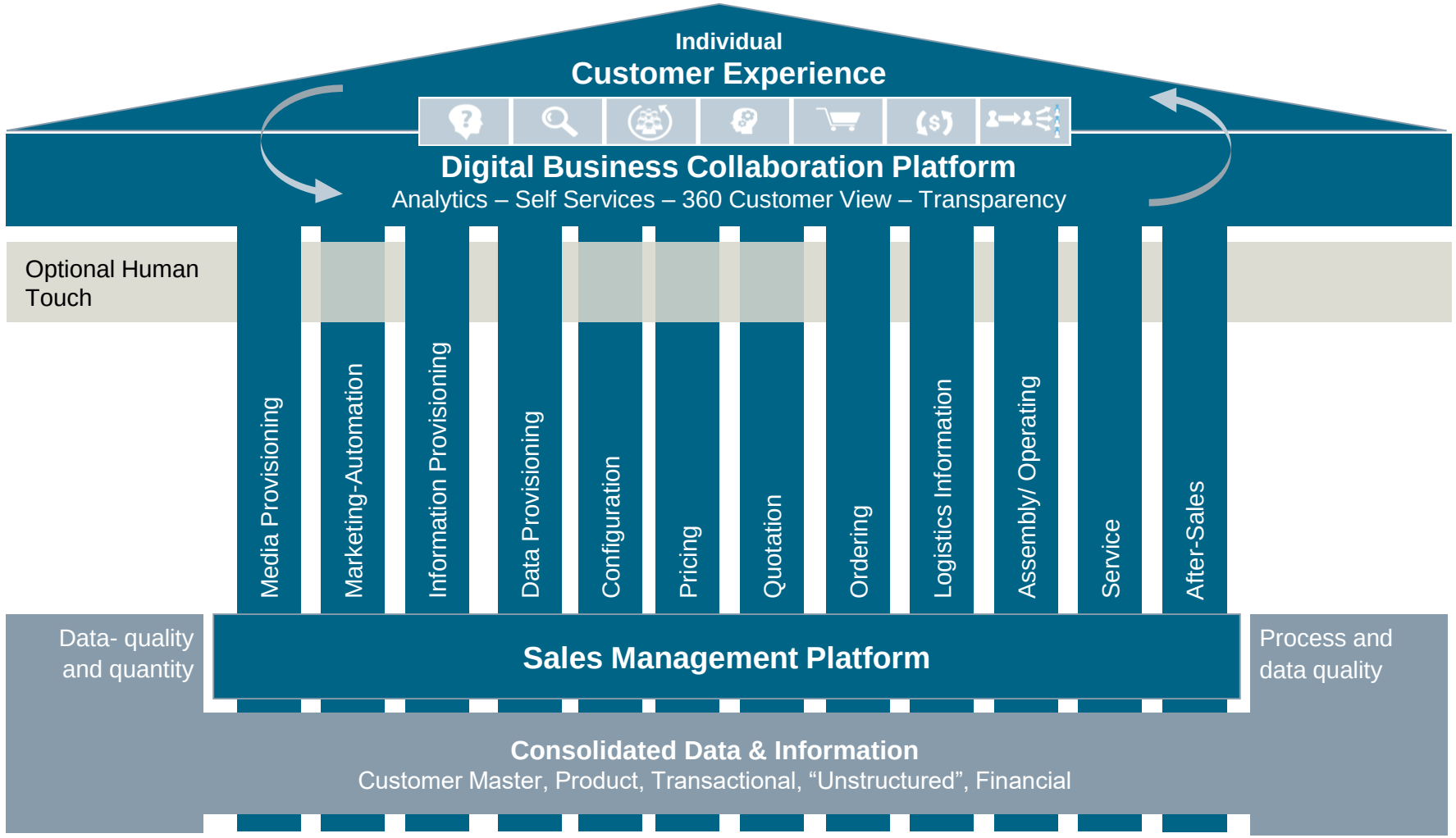
Harmonized processes, IT-solutions and data are building blocks for an individual customer experience and collaboration



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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Global Master Data Management

Global standardization with flexibility for local needs

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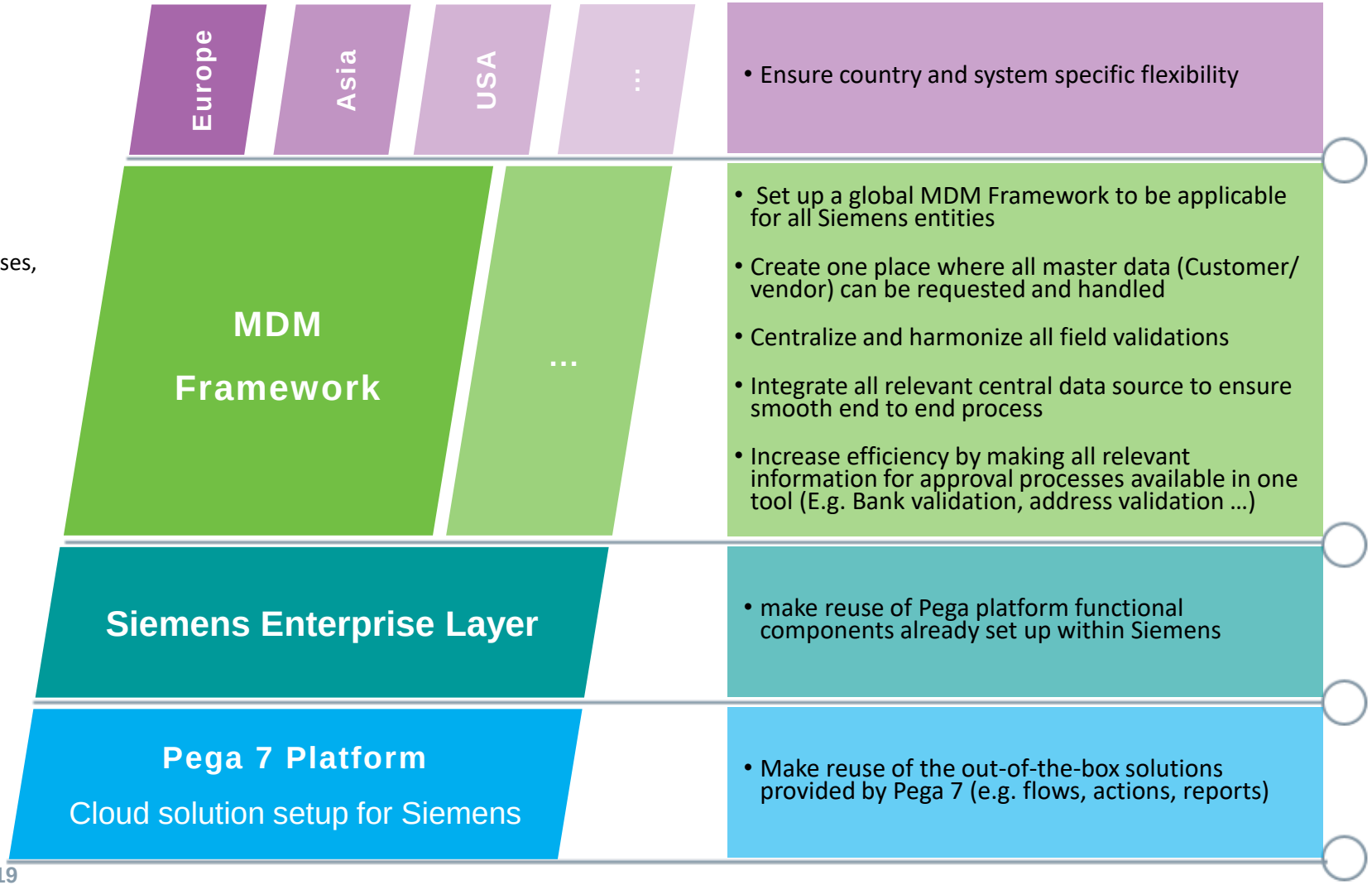
Flexibility:
Local requirements
(system/process/legal)
UI and local validation

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

Platform:
Access management,
User identification,
Layout definition



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Global Master Data Management
Value Add and Advantages

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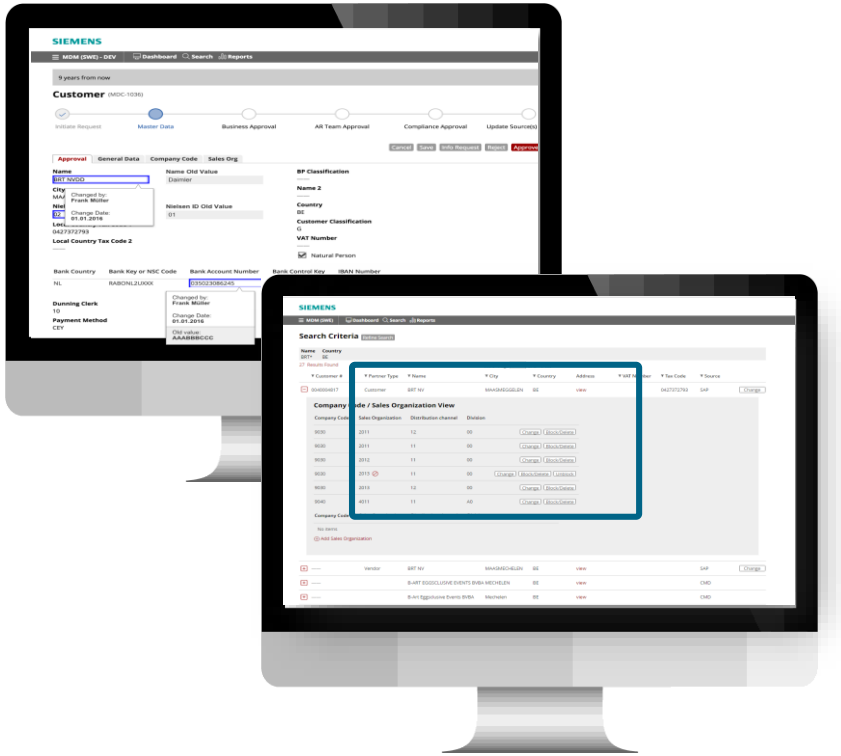
GMDM is a single workflow solution, based on the Pega platform, for business partner master data, including maintenance and distribution for vendor and customer master data



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.

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Master Data Management and digital transformation are inseparably linked

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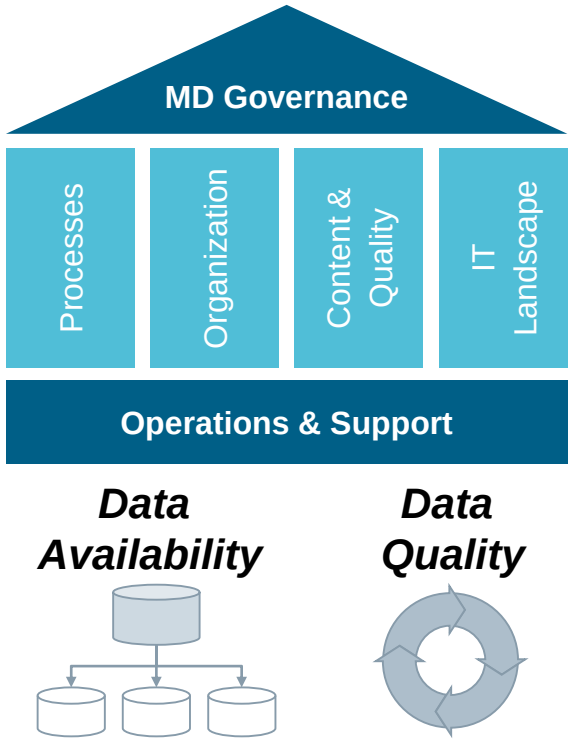
Master Data Management



Value add

Digitalization	• Harmonized, high quality databases ready to be plugged in increase the speed of implementation of digitalization initiatives • Complete, high quality product data bases as prerequisite for our digital offerings
Transparency and speed	• Efficient reporting and analytics • Improved information provision capability for improved customer experience, complete knowledge in negotiations, and smooth operations
Efficiency gains and cost savings	• Simplified, highly efficient end-to-end processes with single sources of truth • Optimization in performance of processes • Reduced “waste” or cost of bad quality (e.g. data storage, duplicate mailings)
Risk minimization	• Lower probability of conceptual breaches and liability claims (trustworthy and consistent data) • Reduced sources of failure in reporting and analytics
Compliance	• Creation and usage of “right” data • Common standards and policy execution to be at any time in line with regulatory requirements

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Thank you!