Digitalize and Streamline Retail Operations with Advanced Master Data Management
Gain a **Unified View** of Master Data Across the Enterprise

Retail and fashion companies deliver a diverse and dynamic array of products and services to meet the demands and expectations of empowered consumers in the digital economy. Making it happen depends on managing information and attributes across channels and the enterprise, eliminating data and process disconnects, and **increasing responsiveness to market change**.

Digital business transformation is built on a foundation of reliable, trusted data. To enable intelligent retail and fashion operations, it is essential to manage master data accurately, make updates and changes quickly and efficiently, and strategically govern the creation and consumption of data across the organization. Smart, unified master data management increases data visibility and control and supports your ability to maintain a single view and version of the truth.

Accurate, up-to-date master data empowers stakeholders and fosters better decision-making for people in all roles, driving bottom-line business results. You can eliminate error-prone manual processes and spreadsheets, bring new articles to market fast, streamline IT data management, and improve speed and efficiency while reducing costs. You also can pave the way for your move to SAP S/4HANA® by getting a jump on data migration.
Enable **Comprehensive Master Data Governance**

With the SAP® Master Data Governance application, retail and fashion management extension by Utopia, you can deliver a single version of correct, complete retail and fashion management master data to all users, reducing costs and supporting informed decision-making. The retail and fashion management extension enables you to reduce or eliminate reliance on spreadsheets and e-mails to manage master data of retail articles and centralize that master data across business processes. It supports your ability to govern and gain a comprehensive view of master data and improve data accuracy in an efficient manner. With clean master data, you can ensure downstream client applications collect and deliver accurate and complete customer, supplier, and materials data.

The extension provides a single-entry solution for your retail and fashion domains and processes and support for both centralized and distributed ownership models of governance. Preconfigured, domain-specific support for master data governance allows you to centrally create, change, and distribute or consolidate master data across your complete enterprise system landscape. Centralized data-creation processes allow users to author new data based on governance policies, while the application supports consolidating, cleansing, enriching, merging, and syndicating data from disparate source systems.

**Enable Comprehensive Master Data Governance**

- Build on a Predefined Master Data Model for Articles
- Facilitate Data Maintenance and Empower Business Users
- Gain Insights and Increase Visibility with Powerful Reporting
- Standardize and Facilitate Article Management
- Build a Bridge to SAP S/4HANA
Build on a Predefined Master Data Model for Articles

Standardization is key to ensuring reliable, consistent information and the right input for all of your business processes. The retail and fashion management extension features a predefined model for standard data objects used in article management and helps keep information and attributes accurate and current, including description, unit of measure, characteristics, variants, and applicable taxes. The extension automatically manages vendor details, purchasing master data such as approved suppliers, and logistics data, including destination stores and distribution centers.

The predefined model accommodates a comprehensive array of article master data. You can manage structured objects, including single and generic articles, sets and prepacks, characteristics and categories, article hierarchies, bills of materials, stores and distributions centers, and more. You also can manage functions including rules-based governance, duplicate checks, keyword searches, embedded process analytics, business rules validation, user interface configuration, and reference, image, and mass data handling.

Control and all activities for managing your master data, starting with the point of creation.
Facilitate Data Maintenance and Empower Business Users

The retail and fashion management extension supports mass processing of retail objects data, speeds up new product introductions or updates, and enables you to maintain master data quickly and intuitively. With just a few clicks, you can display the entire list of master data and select a range of information for update, or drill down to update an individual data object. You can define business rules that validate data input, helping ensure data accuracy and completeness, and set up authorizations and governance processes to enforce security in all workflows across the enterprise. The flexible user interface enables you to customize user screens to suit business requirements or end-user preferences, accelerating data maintenance, saving time, and reducing the risk of errors.

Make **timely decisions** based on accurate, up-to-date information and respond quickly and effectively to market change and opportunities.

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Gain Insights and Increase Visibility with Powerful Reporting

Standardize and Facilitate Article Management

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Gain Insights and Increase Visibility with Powerful Reporting

To help ensure that master data is reliable throughout its lifecycle, the retail and fashion management extension enables you to continuously monitor and manage master data quality in line with business process metrics. Sophisticated analytics functionality powers detailed reporting, including time-dependent and period-dependent versioning, and helps you analyze multiple time periods simultaneously.

Increased visibility deepens your understanding of customers, behaviors, and products and lets you access new insights into how to improve merchandising, enhance the omnichannel customer experience, and accelerate new-product introductions.

For example, you can produce a report on the master data of articles used during two consecutive quarters to see what has changed.

Clear and accurate reporting provides transparency and traceability for all articles, across channels, stores, and distribution centers, and supports informed decision-making, real-time situational awareness, and responsiveness. You can get a better understanding of what to bring to market and when, source strategically for lower material costs, and improve efficiency and accuracy by eliminating the need to manually confirm article attributes.

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With the retail and fashion management extension, you can establish a standard data model across article management operations and distribute this model across all systems in your enterprise, supporting increased data consistency and accuracy. The extension allows you to manage article management information on the same platform you use to manage master data for finance, materials management, and supplier and customer relations. By linking all master data, you can standardize and streamline data governance processes across the retail enterprise, simplifying and streamlining article management and contributing to positive business results.

You can configure change authorization processes to keep detailed records of changes to article master data – with the why, who, and when of each change. You can restrict changes to those backed by a valid business reason and made by people with full clearance to do so. And you can maintain a clear and verifiable audit trail for troubleshooting and governance.

Because the data that powers your operations is up to date and complete, you can thrive in dynamic economic conditions and react rapidly to opportunities.
Build a Bridge to SAP S/4HANA

Making the move to SAP S/4HANA is a complex undertaking with many moving parts. By preparing your master data, you can simplify and streamline your transition, reduce budget and timeline overruns, and satisfy stakeholder expectations. Implementing the SAP Master Data Governance application with the retail and fashion management extension ahead of your SAP S/4HANA transformation gives you a head start. This approach accelerates the migration of article master data, which is typically time and resource intensive, while also allowing your teams to build experience and knowledge.

Addressing and cleansing master data is critical to mitigating risk and reducing the overall effort needed to maintain clean master data that provides a foundation for better decision-making. With clean, high-quality master data, you can accelerate testing by eliminating the need to mock up data and go live sooner while reducing expenses. Moreover, improving data quality enhances your business processes and provides a foundation for better decision-making across the enterprise.

Prepare for the next step in your digital transformation while taking advantage of the benefits of clean data.
Satisfy Your Customers and Enable an Intelligent Enterprise

The retail and fashion management extension improves your control over core data for entities such as characteristics, categories, hierarchies, and points of sale. It safeguards enterprise information, automates processes with machine learning capabilities, and supports both centralized and distributed ownership governance.

Clean master data increases visibility of revenues from products and variants, empowers business users, and supports upselling and repricing while controlling procurement costs. The extension enables new-product introductions and seasonal offerings. Accurate article attribute listings simplify logistics at stores and distribution centers and across channels, lowering inventory carrying costs. Product visibility throughout the supply chain reduces the risk of overstocks and out-of-stocks.

The extension promotes efficient collaboration with vendors and trading partners, raises merchandising team productivity, and reduces the cost of maintaining data quality. Consistent data helps digitally empowered customers find what they want across channels, when they want it, while supporting high service levels keeps them satisfied and encourages brand loyalty.

Speed and facilitate your move to SAP S/4HANA by preparing and cleansing master data and gaining valuable experience.
Summary
Master data enables and drives intelligent enterprises, providing the foundation for digital business. With the SAP® Master Data Governance application, retail and fashion management extension by Utopia, you can automate, unify, and rationalize the creation and maintenance of master data. The retail and fashion management extension enables you to define data standards and policies, assess compliance and remediate issues, and continually monitor and help ensure high data quality.

Objectives
- Improve master data governance and quality
- Gain visibility and timely insights into procurement, merchandising, and sales volumes
- Increase understanding and control of master data changes and updates

Solution
- Enterprise-wide access to up-to-date master data
- Predefined content for standardization and fast time to value
- Change tracking and audit trail
- “Maintain once, use everywhere” best-practice support
- Flexible user interface to fit business processes and roles

Benefits
- Streamlined enterprise master data governance
- Greater agility and responsiveness thanks to insights and increased transparency
- Improved customer understanding, experience, and satisfaction
- Lower warehouse and logistics costs and faster new-product introductions
- Preparation for the move to SAP S/4HANA®

Learn more
To find out more, call your SAP representative today or visit us [online](#).