Master Data Fuels the Intelligent Enterprise
Achieve information excellence through master data governance

Market leaders are moving to digital business to capture emerging opportunities in real time. Intelligent enterprises use their data assets effectively to achieve the desired outcomes faster – and with less risk. To regulate the lifeblood of a new IT landscape, organizations need a rigorous system of master data governance for seamless integration and quality control.

Consistent master data fuels operational excellence. Clean master data helps ensure that client applications collect and deliver complete, accurate transactional data to construct a 360-degree view of each domain. Trusted master data fuels cross-functional analytics to drive performance management and business decision-making. Integration of master data with high-volume unstructured and machine data is critical to understand real-world performance and opportunity. Audit trails of all financial data across functional boundaries support compliance with government and industry regulations.

The SAP® Master Data Governance application provides ready-to-run, domain-specific master data governance, enabling you to decentrally own and consolidate or to centrally create, change, and distribute master data across your enterprise system landscape. Tight integration with other SAP solutions supports the reuse of data models, business logic, and validation frameworks with open integration to third-party products and services to support your entire technology stack.
Master data consolidation and central governance

SAP Master Data Governance supports master data consolidation and central governance scenarios in a single application (see Figure 1).

You can eliminate data silos by consolidating master data stored and maintained in SAP software and third-party sources. You can process master data from cloud and on-premise sources, standardize it, and detect duplicates and put them in match groups. For each match group, the application builds a best record using fields from multiple source records based on survivorship rules. You can then replicate the validated best records back into the transactional applications or to a data warehouse to help improve business process efficiency and business analysis.

The application supports centralized creation and maintenance of master data. This helps automate governance by controlling data quality at the point of authorship. By integrating data governance into business processes, you can help ensure that duplicate checks and field validations are performed before a new record is created. Standardized and automated workflow routing and notification help ensure participation from the right people at the right time, and they increase overall productivity. Version control and an audit history improve transparency and help ensure policy and regulatory compliance. In addition, role-based data access helps enforce security policy, even on mobile devices.
Objectives

- Master data consolidation and central governance
- Replication and syndication
- Data and process quality management
- Multidomain, multivector master data management

Solution

- LoB customer
- LoB procurement
- LoB finance
- LoB PLM
- Other LoB

Benefits

- Consolidation with SAP® Master Data Governance
  - Enterprisemaster data into a single view for accurate analytics and operational insight (continuously or on request, for example, for initial load or mergers and acquisitions)
- Central governance with SAP Master Data Governance
  - Create master data in line with business processes (for example, integrated product development or supplier management)

Quick Facts

- LoB – Line of business
- PLM – Product lifecycle management

© 2019 SAP SE or an SAP affiliate company. All rights reserved.
Replication and syndication

Once you have validated and approved master data, the application can distribute it to any SAP or third-party software system, eliminating the need to perform manual maintenance multiple times in different systems. A wide array of movement mechanisms is supported, including Web services, application link enabling, remote function calls, and file transfers, and orchestration is independent of the mechanism used. The application keeps track of what data needs to be distributed where and what has been distributed successfully, or not, at the level of master data object. Target systems can subscribe to the distribution of master data based on filter criteria and delta tracking, which enables tailored selection of master data for specific applications.

SAP Master Data Governance also provides key- and value-mapping capabilities to support scenarios where the same master data object is used in different systems with different identifiers. Key mapping is used when the primary key for a supplier is different in various systems, and it helps ensure that you know which primary keys represent the same thing in different systems. Value mapping is used when codes used in master data attributes are different between systems, and it helps ensure proper translating when you are distributing master data between systems.
Data and process quality management

SAP Master Data Governance has robust quality management capabilities to define, validate, and monitor domain- and process-based business rules, helping ensure master data is of high quality and fit for use. It supports proactive data quality checks at the point of entry – automatically validating supplier address data or enriching vendor tax codes, for example – to prevent the costly downstream effect of bad data. You can monitor data quality by using dashboards to view data quality key process indicators, trends over time, or the distribution of errors along various domains or dimensions, as an example, so you can manage data quality initiatives and prioritize your efforts according to impact and business value.

You can define service-level-agreement metrics and monitor master data processes and activities against those metrics. This includes the ability to set up automated notifications based on thresholds and to perform root cause analysis by drilling down from top-level aggregated metrics to the individual level of object, change request, workflow step, and person. You can compare processes across different organizational units, different master data domains, and different change request types, as well as over time. Then, you can perform analyses to identify inefficiencies, such as workflow steps that are causing backlogs, as well as business outcomes.

Master data consolidation and central governance

Replication and syndication

Data and process quality management

Multidomain, multivector master data management
Multidomain, multivector master data management

SAP Master Data Governance supports all master data domains, business processes, and implementation styles, as shown in Figure 2. It reduces the total cost of owning data by serving as a single application for all your master data management needs. For example, you can reuse components across processes and manage cross-domain intersections with integrated data models. Ultimately, a single solution speeds implementation, reduces administrative costs, and facilitates knowledge sharing across projects.

SAP Master Data Governance accelerates time to value with the use of prebuilt data models, business rules, workflows, and user interfaces and roles, which enable you to quickly deploy tasks such as financial consolidation, customer service, and supplier onboarding. You can tailor the prepackaged content or create completely new content to address specific needs. In addition, SAP offers a broad range of professional services designed to speed implementation, maximize ROI, and help ensure your success with SAP Master Data Governance. These include strategy, architecture and scoping workshops, implementation services, and user training, all based on the experience and best practices that come with more than a thousand production customers.
SAP is in the unique position to truly understand how master data is used in the context of business-led integration scenarios. SAP Master Data Governance provides interfaces based on a process choreography for end-to-end integration in a heterogeneous system landscape. There are ready-to-run integration capabilities for SAP applications and open interfaces for other solutions within your technology stack. The application also synchronizes master data across on-premise and on-demand solutions, supporting your organization’s transition to the cloud.

Achieve **high-performance data processing** on a highly scalable platform that supports cloud and on-premise master data replication.
Figure 2: Support for Master Data Domains, Business Processes, and Implementations

Ready-to-run, domain-specific solutions delivered by SAP

- Master data consolidation and central governance
- Replication and syndication
- Data and process quality management

Domains implemented by customers using the extensible application framework with SAP Master Data Governance

- Customer
- Supplier
- Material
- Financials
- Retail article
- Technical asset
- Warehouse
- Location
- Legal entity
- Site
- Country code
- Tax code
- Sales organization
- Material group
- Distribution channel
- Activity type
- Document type
- Order type
- Bank code
- Currency code
- Dunning key
- Divisions
- Commodity code
- Incoterms
Realizing the benefits

With SAP Master Data Governance, you can gain a single, trusted view of your data and address digital, analytical, and operational challenges head on. SAP Master Data Governance enables you to:

• Drive data consistency across your enterprise by consolidating and managing master data across the business, whether information is exchanged and accessed in SAP or third-party solutions
• Improve the speed and accuracy of business processes and analytics by automating the task of maintaining and distributing master data, integrating data more tightly, and increasing data quality and consistency
• Decrease risk and simplify compliance with regulations such as IFRS and GAAP through a governed master data process with auditable data, data changes, and audit trails
• Reduce the total cost of owning data when you can support all your master data domains in one application and implement it in an on-premise, cloud, or hybrid environment

Support both consolidation and central governance to help your organization simplify management and gain a single, trusted view of your data.
Summary
Gain a single, trusted view of your data and address digital, analytical, and operational challenges head on. The SAP® Master Data Governance application simplifies enterprise data management, increases data accuracy, and reduces your total cost of ownership with a single solution that facilitates consolidation and central governance.

Objectives
• Ensure consistency of master data across the entire organization
• Improve data analysis and insight
• Simplify and streamline business processes
• Automate and centralize master data maintenance

Solution
• Consolidation and central governance of master data
• Automation of the replication and syndication of master data throughout the system landscape
• Measurement, monitoring, and improvement in master data quality and processes
• One application for enterprise master data management

Benefits
• Increase data consistency across the enterprise
• Improve speed and accuracy of business processes and analytics
• Reduce risk and simplify compliance
• Lower the total cost of owning data

Learn more
To find out more, call your SAP representative today or visit us online.