From inventing the single-handle faucet to managing water use from a smartphone, Moen Incorporated has been reinventing how we experience water for more than 75 years. Water innovation put Moen on the map, but **strong customer connections keep it on top**. Maintaining relationships as the company expands is critical, and step one is ensuring correct customer address data. With SAP® Data Quality Management software, microservices for location data, Moen can stay in touch and keep new business flowing.
Solidifying Relationships with SAP® Data Quality Management, Microservices for Location Data

Before: Challenges and Opportunities
• Consolidate and centralize customer data across the group
• Ensure correct contact data for customers and suppliers
• Replace third-party software

Why SAP
• Longtime user of SAP® software
• Analyst assessments of SAP Data Quality Management software, microservices for location data, as a market leader
• Comprehensive and robust address cleansing with an intuitive UI
• Integration with SAP and third-party systems

After: Value-Driven Results
• User-friendly way to make sure address data is correct and current
• Deployment that was on time and within budget for a fast return on investment
• Time and money saved on shipping catalogs and other materials
• Better customer and supplier relationships by mitigating the risk of incorrect recipient information
• Fewer user queries to IT – from three to four per day to one or two per month
• Upgrades requiring a fraction of the time and effort (four people down to two people, two to four months down to weeks)

"With SAP Data Quality Management, microservices for location data, getting the correct address is simple. Sending materials to the right people solidifies our relationships with customers and suppliers."
Gina Carlson, Senior IT Director, Moen Incorporated

~97% Reduction in user support requests*
50% Fewer people needed to perform upgrades*
25% Less time required for upgrades*

*Compared to previous third-party software

Moen Incorporated
North Olmsted, Ohio
www.moen.com

Industry: Consumer products
Products and Services: Water systems and services
Employees: 1,100
Revenue: US$1.3 billion
Featured Solutions: SAP Data Quality Management, microservices for location data
Maintaining **Close Customer Connections** Across a Growing Business

For more than 75 years, Moen Incorporated has been inspiring customers by designing beautiful experiences with water. Whether in the bathroom or the kitchen, Moen provides the perfect combination of style, comfort, and precise water management – making sure every customer interaction with water is a meaningful one.

Beyond faucets and showerheads, Moen offers an array of bath safety products, garbage disposals, and kitchen sinks, as well as mobile smart water management solutions. In addition to Moen innovation, utility, and value, customers can also count on world-class support and service.

It is no surprise, therefore, that Moen is the number-one consumer faucet brand in North America and that the business continues to grow. Moen is now part of the Fortune Brands Global Plumbing Group, which also includes the House of Rohl brands. To ensure that Moen maintains the expected level of customer service, it is imperative that Moen consolidate and centralize customer data across the group of companies – starting with contact information. The company wanted a powerful address-cleansing solution that could be integrated across existing back-end systems.

“*We send literature to our customers. Mailing them to the wrong place is very costly – and has the potential to damage customer relationships. We wanted to better control and further cleanse our master data.*”

Gina Carlson, Senior IT Director, Moen Incorporated
Upgrading to a More Powerful Address-Cleansing Solution

Moen was originally using third-party software for address validation, but it proved cumbersome and difficult to manage. Already running SAP® software systems for more than 20 years, Moen has a long-standing and trusted relationship with SAP. Plus, when it comes to data quality management solutions, analysts cite SAP as a market leader. For Gina Carlson, Moen’s senior IT director, the choice was clear. “We have a robust SAP landscape, so we immediately evaluated an SAP solution. There was no need to look elsewhere.”

SAP Data Quality Management software, microservices for location data, would allow Moen to verify addresses using postal authority reference data, standardize address formats, correct inaccurate address elements, and fill in missing fields. It also allows users to ensure that all addresses entered into systems are clean and valid.

Moen first deployed SAP Data Quality Management to its SAP Customer Relationship Management (SAP CRM) application, then expanded it to the SAP ERP application – a phased project completed over four months and covering operations in the United States and Canada. Then it deployed the microservices for location data to its newly deployed SAP C/4HANA suite. Both projects were on time and within budget, and Moen has since quickly met its return on investment.

“We wanted a more robust and mature solution. SAP Data Quality Management, microservices for location data, was the obvious choice.”

Gina Carlson, Senior IT Director, Moen Incorporated
Saving Time by **Making It Easier** to Get the Right Address

In the first quarter of this year alone, Moen has completed 10,619 data cleanses using SAP Data Quality Management. The software and microservices are helping Moen:

- Save money and reduce waste of returned paper literature and mailers
- Simplify the identification of duplicates for cleansing
- Improve address consistency, which helps prevent future duplicates
- Strengthen communication and relationships with customers and suppliers

One of the greatest benefits of SAP Data Quality Management is its usability. Users from sales, marketing, pricing, and accounts appreciate the real-time address and postal validation for sending everything from invoices to catalogs, campaign mailers, and thank-you notes. “They get pop-ups if there is a problem with an address,” explains Carlson, “It’s very user-friendly.”

The switch to SAP Data Quality Management also translates into significant time savings for Carlson and her team. “Our previous software was extremely hard to upgrade,” she says. “It took four people working full-time for two to four months. With SAP Data Quality Management, two people can get it done in a matter of weeks.” She also spends less time on user support. “We used to have three or four people contacting us each day for help. Now, we hear from users a couple times a month.”

“SAP Data Quality Management saves my team a lot of time. It is much **easier to upgrade** than our previous system and also a lot **easier for people to use.**”

Gina Carlson, Senior IT Director, Moen Incorporated
Bringing Better Data Quality Management to All Group Companies

As Moen continues moving its CRM processes to the cloud, it plans to keep expanding its data quality management landscape both within the company and to newly acquired enterprises. This includes widening the reach of SAP Data Quality Management as well as introducing SAP Data Services and SAP Information Steward software (which are already being used by Moen’s business intelligence team) to manage customer data that currently sits in third-party systems.

The geocoding functionality of SAP Data Quality Management will also be useful as Moen moves to SAP C/4HANA – helping identify trends by customer region and location.

“As we continue investing in SAP C/4HANA, we will be using more SAP tools to get other companies integrated,” explains Carlson. “We know there is a lot more SAP Data Quality Management has to offer, and we are keeping that in mind as we determine how IT should align to support the needs of the business.”

Wherever its course of expansion and growth leads, SAP can help ensure Moen’s operations and customer relationships continue to flow as steadily as its water innovations.

“As we venture into the cloud with SAP C/4HANA and bring new entities into the Moen landscape, we hope to continue using SAP Data Quality Management, microservices for location data. It is a solid investment.”

Gina Carlson, Senior IT Director, Moen Incorporated