



Hewlett-Packard
Enterprise

EMDM HIGH LEVEL OVERVIEW

January 2021

EMDM

ENTITY MDM TRANSFORMATION OVERVIEW

What's changing?

- **Single Source of Master Data** accessible across HPE
- **Standardized data management** processes to ensure data quality
- **Unified Enterprise Data Model** that aligns across the enterprise
- High-trust quality data improving **speed and accuracy** for all business processes
- More **Self-Service** data consumption

Entity Data



Customers
Partners
Vendors

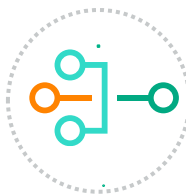


Contacts

Marketing
Partner
OM
Service Contacts

Enabling Key Benefits

Connected, real-time data
available end-to-end



Greater data accuracy and
dependability



Insight for more targeted
experiences



Supporting faster E2E
business processes



Faster E2E process through
data quality and self-service



100% of the respondents were female, and 90% were aged 18 years or older. The majority of the respondents were students (60%), followed by employees (20%), and the remaining 20% were categorized as "other." The majority of the respondents were from the United States (60%), followed by Canada (20%), and the remaining 20% were from other countries.

Company

Business Relationship : Customer

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Company Hierarchy

- # Entity MDM + HPE Company Hierarchy
- Global Entity**
- Microsoft Corp WW
- Country Entity**
- Nokia Finland
- Party**
- A B C
- D&B
- \$ \$ \$ \$ \$ \$

Partner Profiling

- © 2010 Blackwell Publishing Ltd, *Journal of Internal Medicine* 268: 103–111

- Channel Partner: T2 Reseller ...

Contact

Used on transaction (eg system manager contact or end customer contact)

PARTY DATA MODEL WILL REPLACE MULTIPLE CUSTOMER IDS

Party definition

- A legal entity that HPE conducts business with; an organization or person and is associated to standardized addresses
- Parties identify HPE Partners, Vendors, Customers, Competitors
- Validation rules such as Address Standardization, D&B synchronization



What's changing?

- New standard Business ID (*Party ID*) will replace PRM & Location ID, CRS, CBN and CLE across HPE business transactions for Partner and Customer Roles
- Unique identifier will enable improved end-to-end quote-to-cash visibility and simplified data management for partners

Business Relationship definition

- **Business Relationship:** A Party's business affiliation to HPE (**Channel Partner, Customer, Vendor**)

Example

Company XYZ

120 Celebration Blvd.

Celebration, Florida, 34747-2341, US

Tax Id : 12-345678,

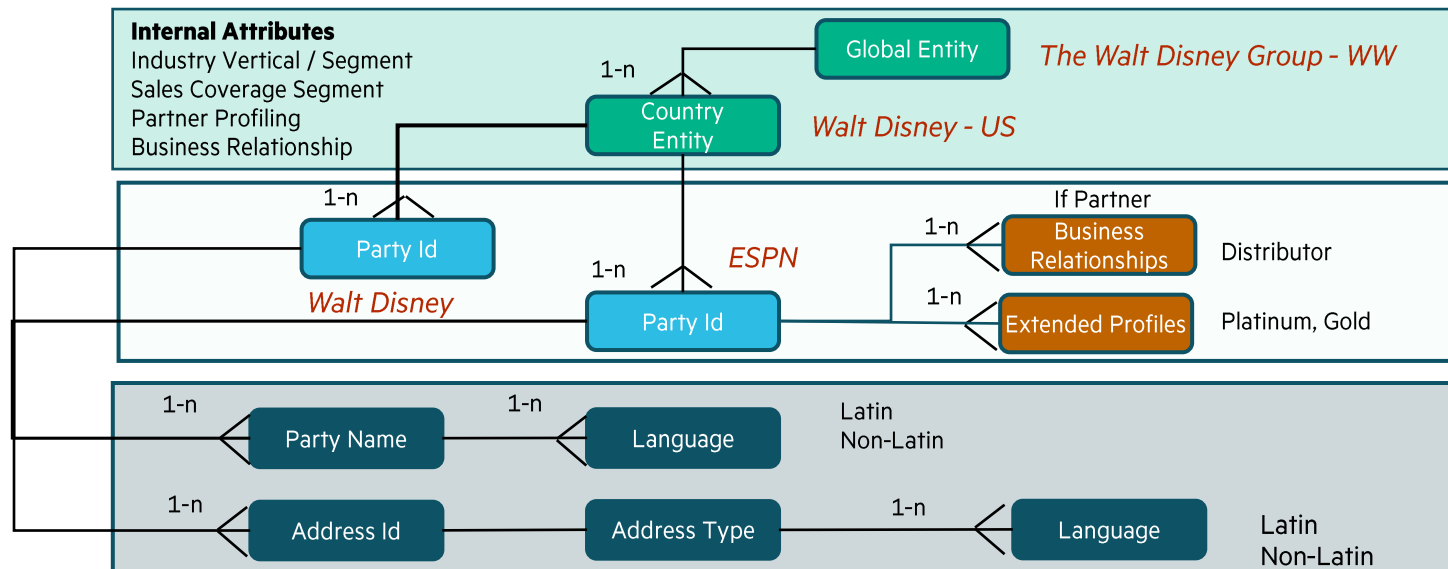
Site DUNS .., Domestic DUNS, ... Global DUNS ...

Business Relationship : Customer



ENTITY MASTER DATA MODEL - CONCEPTUAL OVERVIEW

Party and Company Hierarchy



D&B entity type = HQ, subsidiary, branch

DUNS = GU, DU, Site DUNS

External Attributes = SIC codes, Industry V/S, # employees...

Business Relationship (rolldown) = Customer, Vendor, Partner, Competitor

Type = Organization, Individual

Standard = Y/N

Internal = Y/N

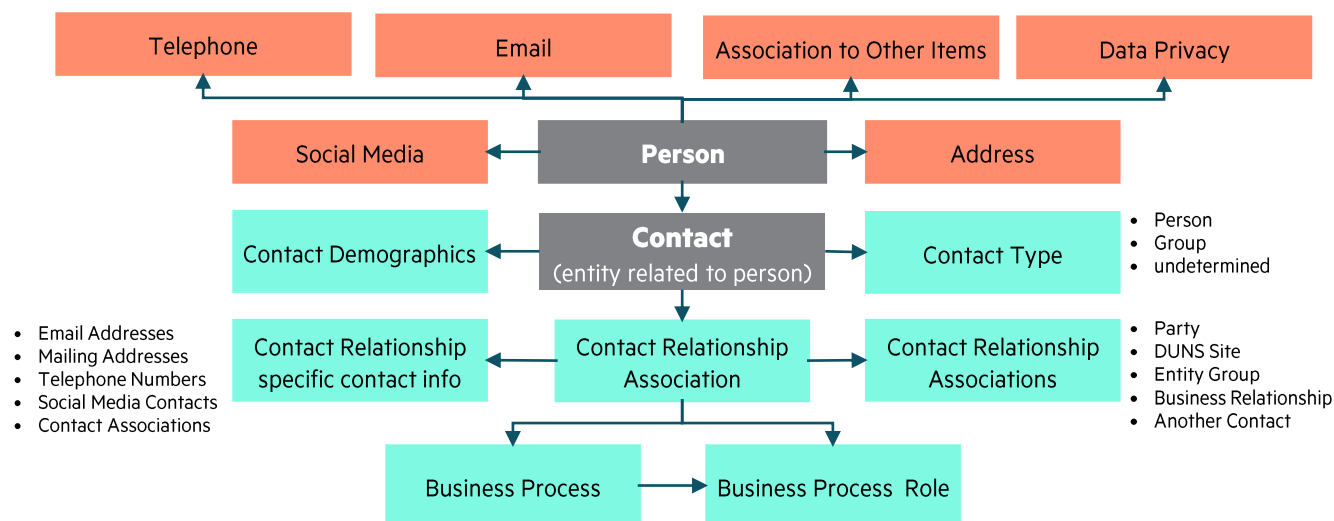
Address (DNB enriched with Address Doctor) : 545 Middle Street, Bristol, CT 06010

Standardized Address (ADS) : 545 Middle St. Bristol, CT 06010

Source Address : DNB or other internal source

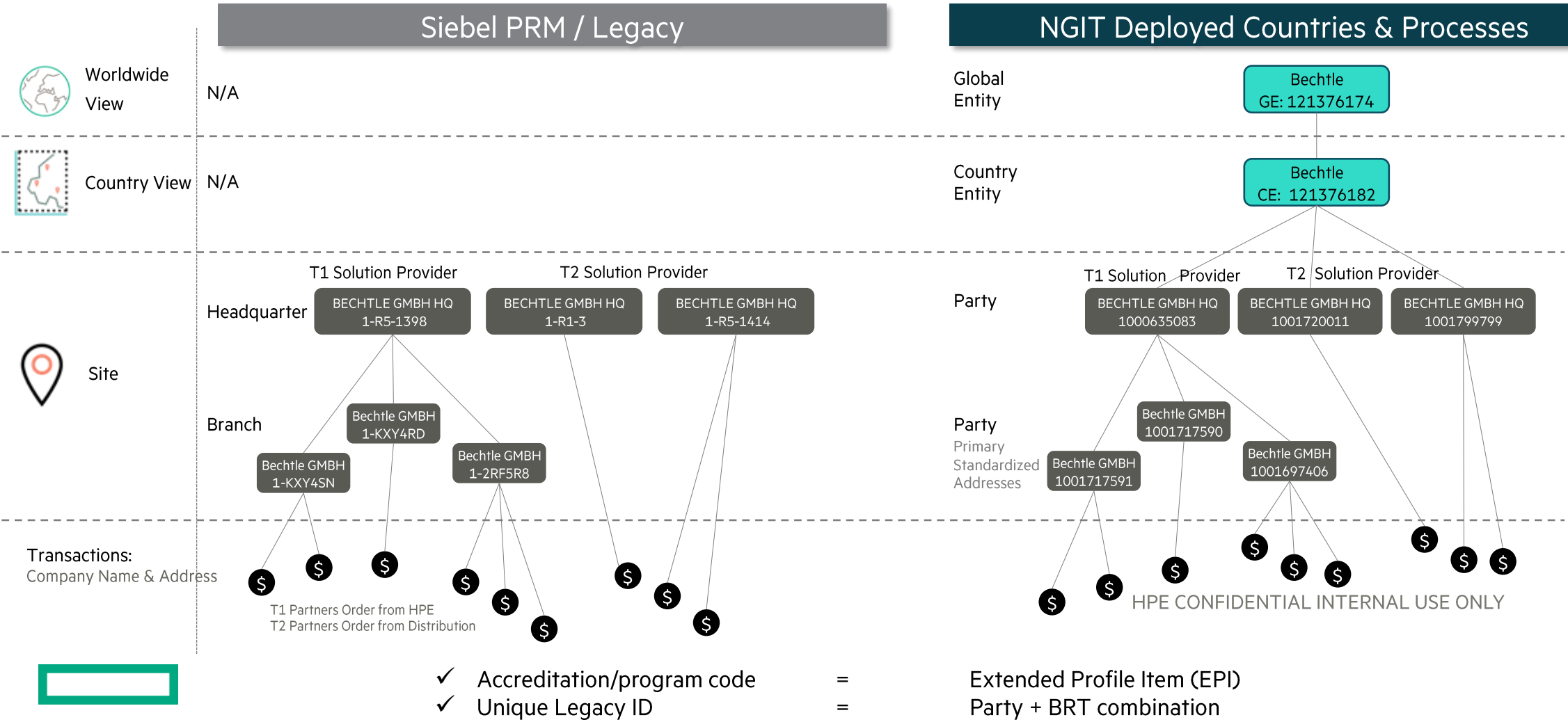
Contact

1. Contact MDM Foundation
 - a. e2e Contact Data Integration (SFDC, PointNext, sERP)
 - b. Data Privacy management including GDPR
 - c. Match, Merge, Update & Enrich scalable capabilities
2. Search Capabilities (SFDC, PointNext, S4, etc.)
3. Partner Contacts (future Integration; PRP/DXP, SFDC)
4. Demographics
 - a. Crowd Sourced Categorization of Contacts
5. Can be associated to Company of Employment (if available)
 - a. Store Party ID on the Contact Record

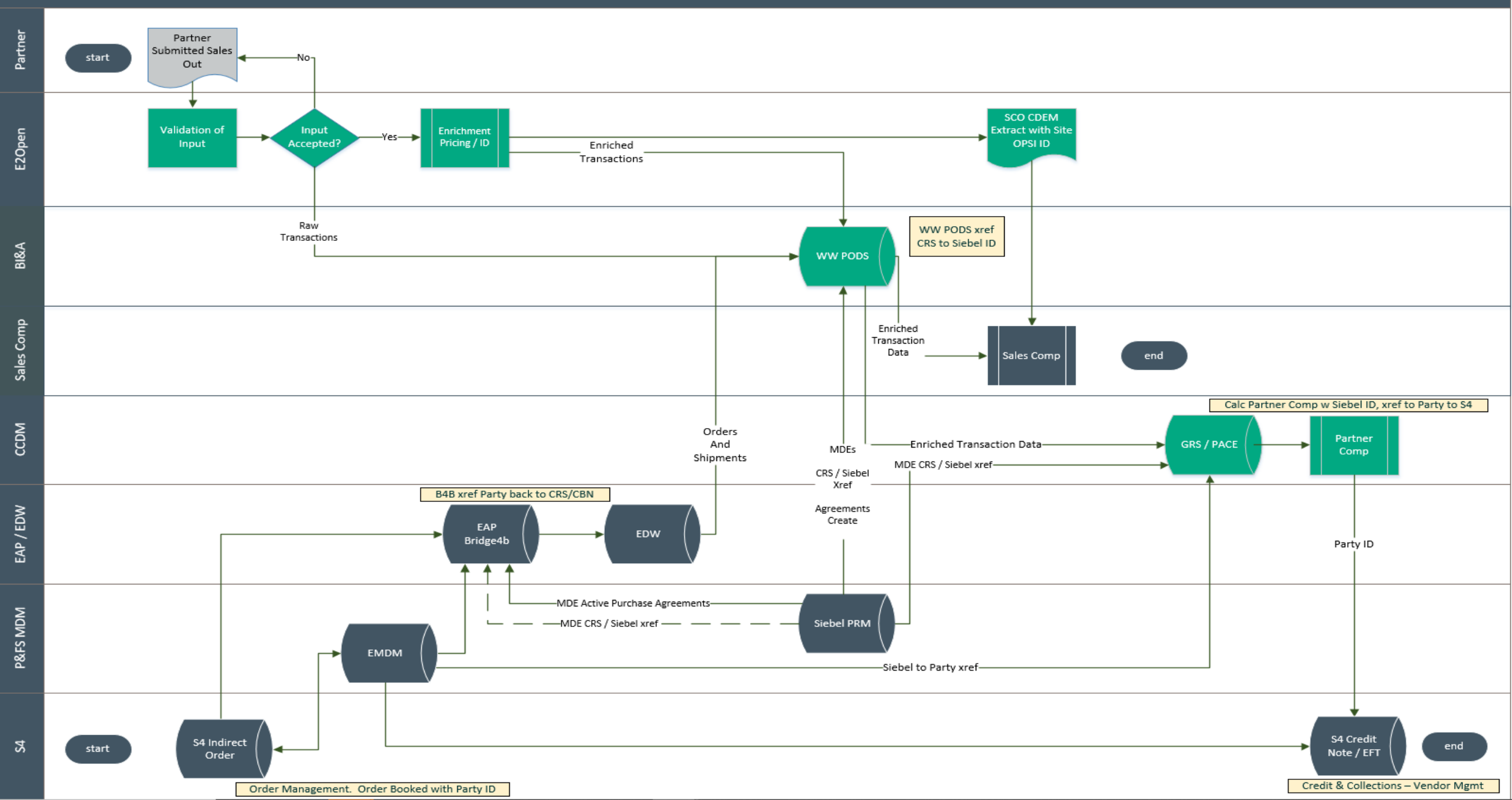


PARTNER HIERARCHY EXAMPLE

Downstream UNTIL
SFDC -20 March
Partner Comp – end FY21
PRP – Jan/Feb(will retire)



BACKUP

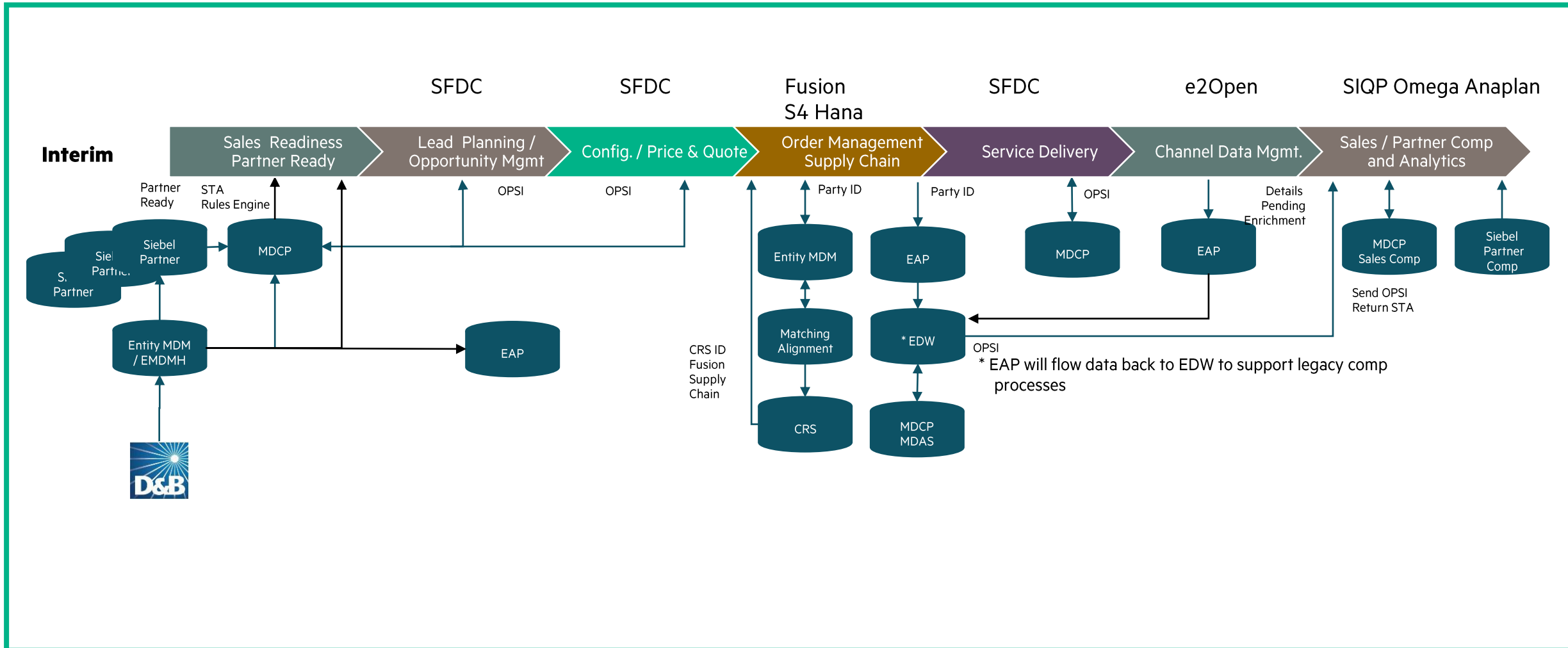


Value Chain



HEWLETT PACKARD ENTERPRISE

Value Chain

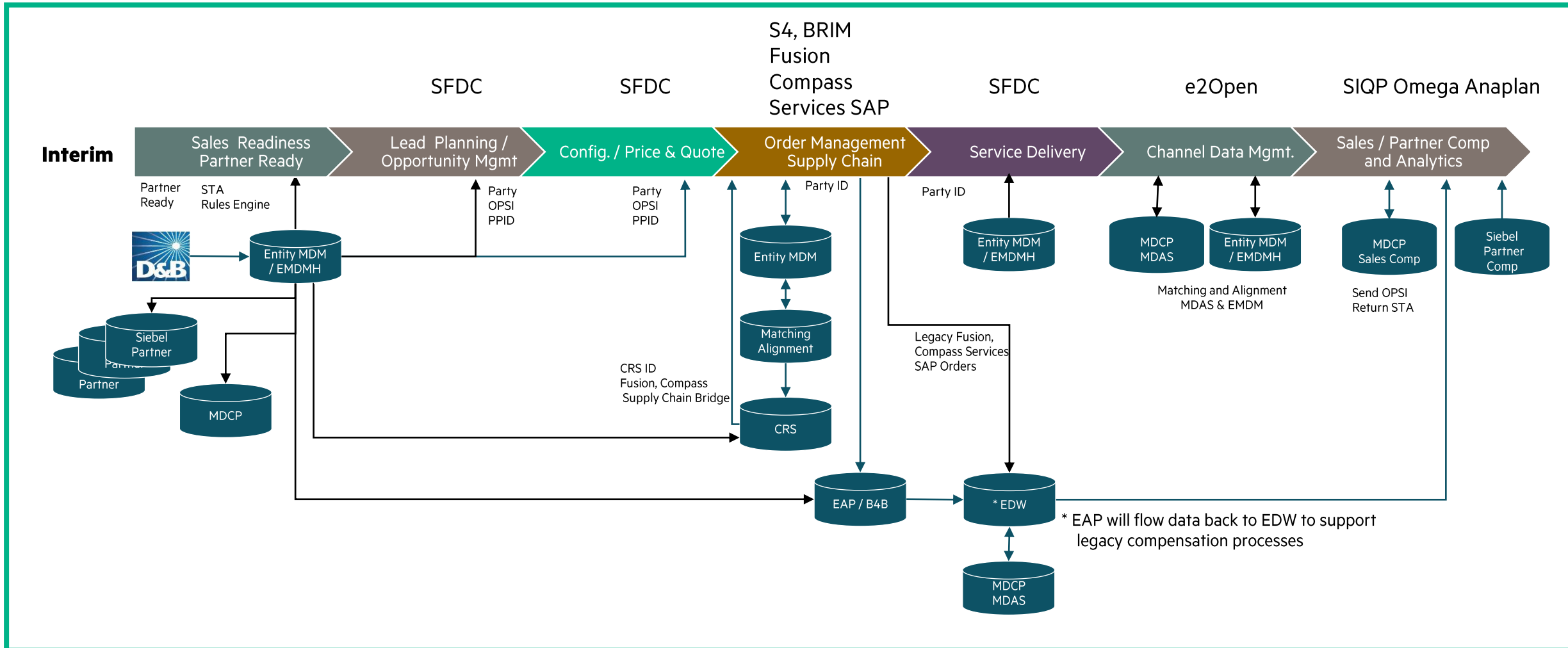


HEWLETT PACKARD ENTERPRISE

Value Chain

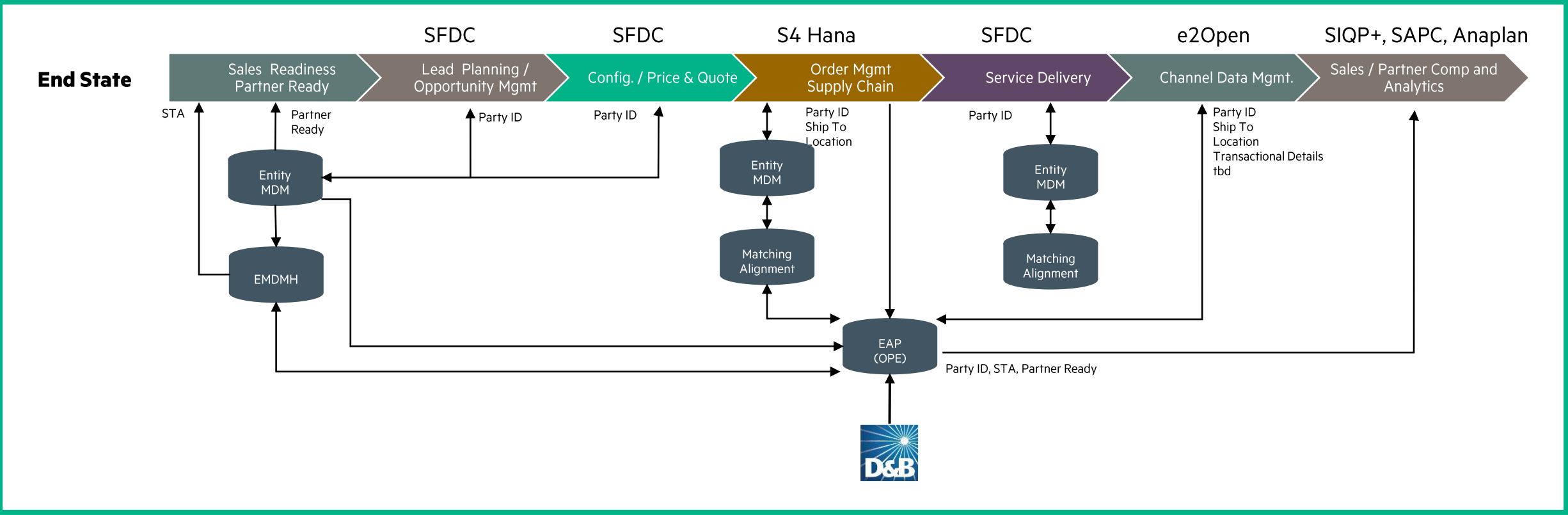
22 April 2021

Pending SFDC onboarding Partner from EMDM



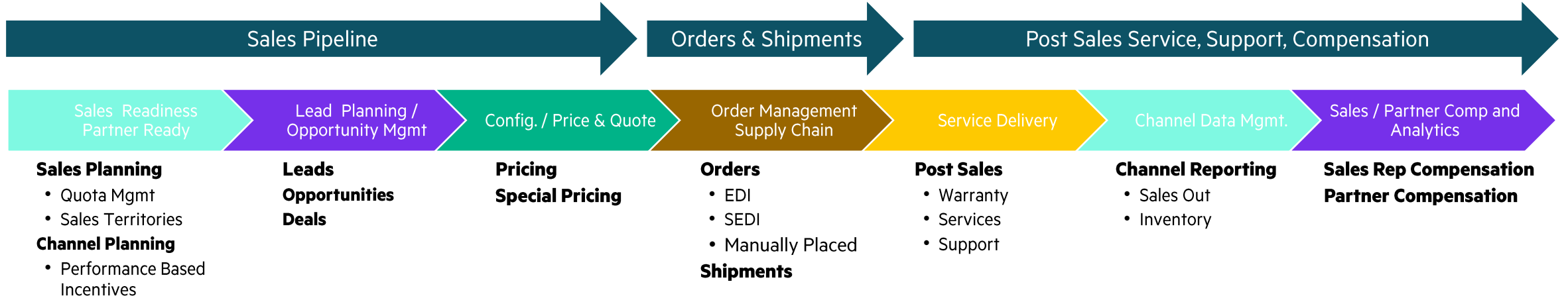
Hewlett Packard Enterprise

Value Chain



HEWLETT PACKARD ENTERPRISE

Value Chain



ENTITY MASTER DATA INTO EAP

Data is Published, Landed, then Reportable

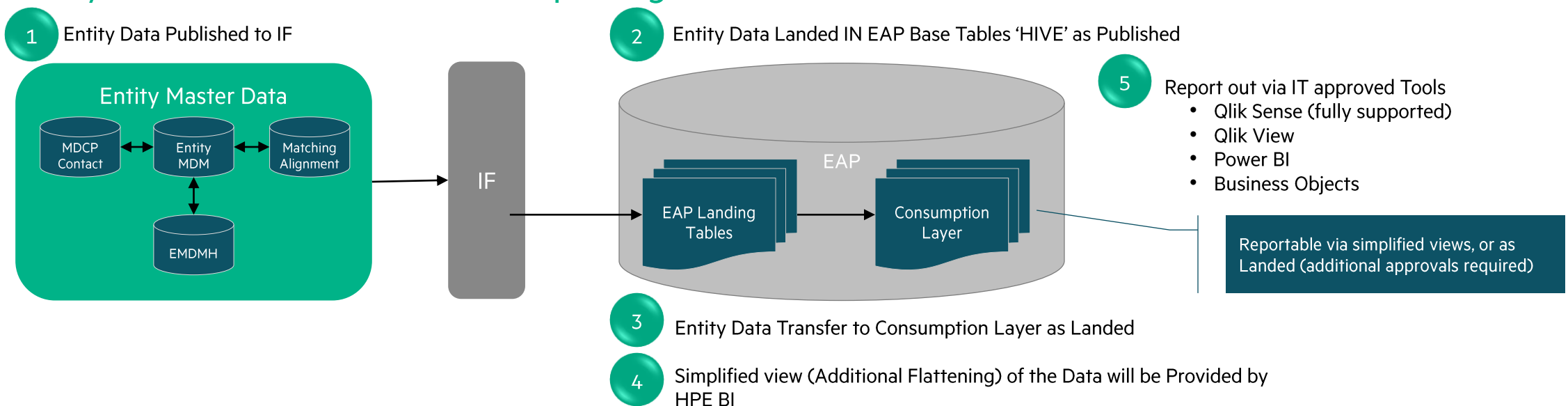


Entity Master Data Mgmt will Certify the data 'as landed' for Reporting
HPE BI will Certify the Simplified Views for Reporting

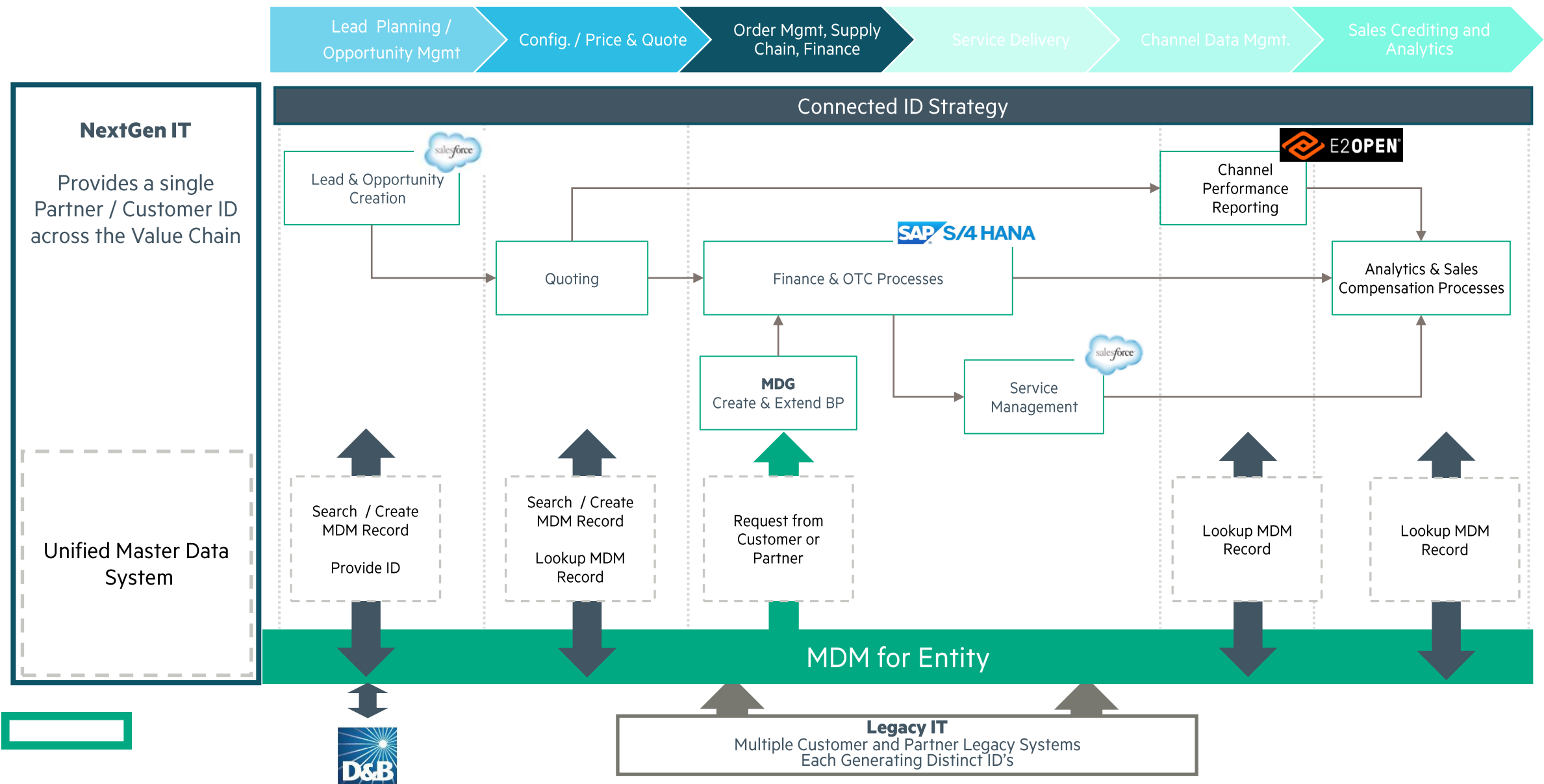
EAP Usage Rules

- Direct HIVE (back end table) access to Entity Master Data objects will require approval from Entity Master Data Mgmt
- Export of full Entity Master Data sets out of EAP ("data dumps") will require approval from Entity Master Data Mgmt
 - Offline business processes or solutions using EAP Entity Master Data require approval from Entity Master Data Mgmt
- EAP Entity Master Data must be used for the stated purpose in the business justification when access was requested.
 - EAP Entity Master Data must not be used or shared with anyone outside of the stated purpose provided in the business justification when access was requested without Entity Master Data Mgmt Approval

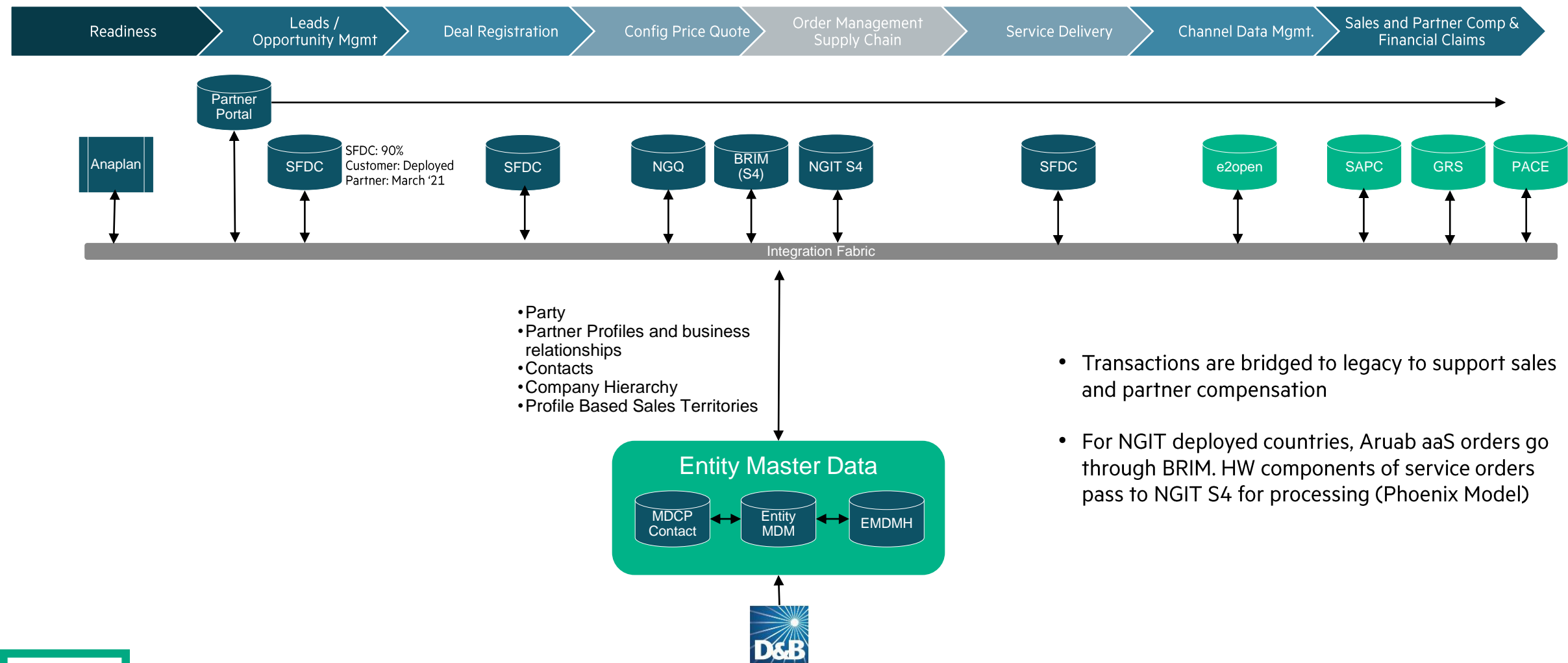
Entity Master Data Flow to EAP Reporting



STREAMLINING INFORMATION CAPTURE FOR USE IN END-TO-END PROCESSES



NGIT - Current State High Level Solution Overview

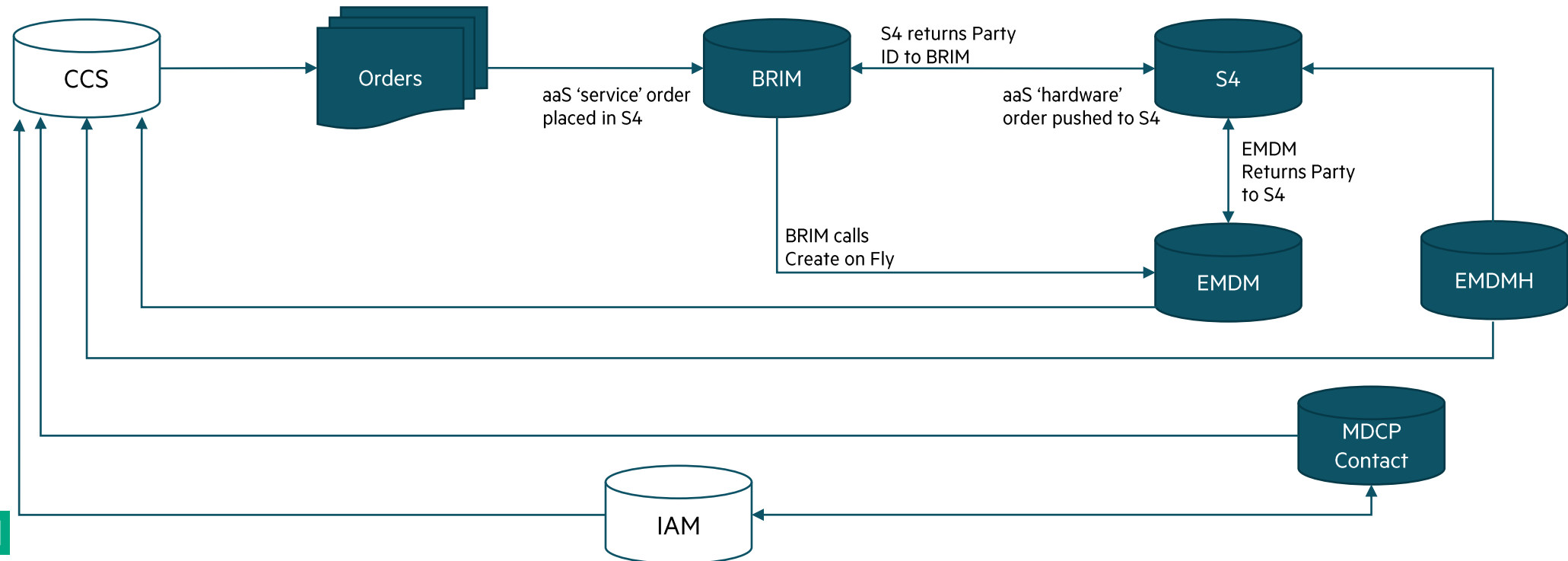


COMMON CLOUD SERVICES: KEY GOALS

Deployed

In Process
~End of April

- **Cloud Portal** – Enable consistent “as a Service” experience to customers
 - Develop and operate a Cloud Portal (cloud.hpe.com) with common services
 - Simplify the customer experience
 - Enable HPE customers and partners to interact with backend IT systems from the cloud for common services like Customer onboarding, license management, device entitlement, etc.



BACKUP

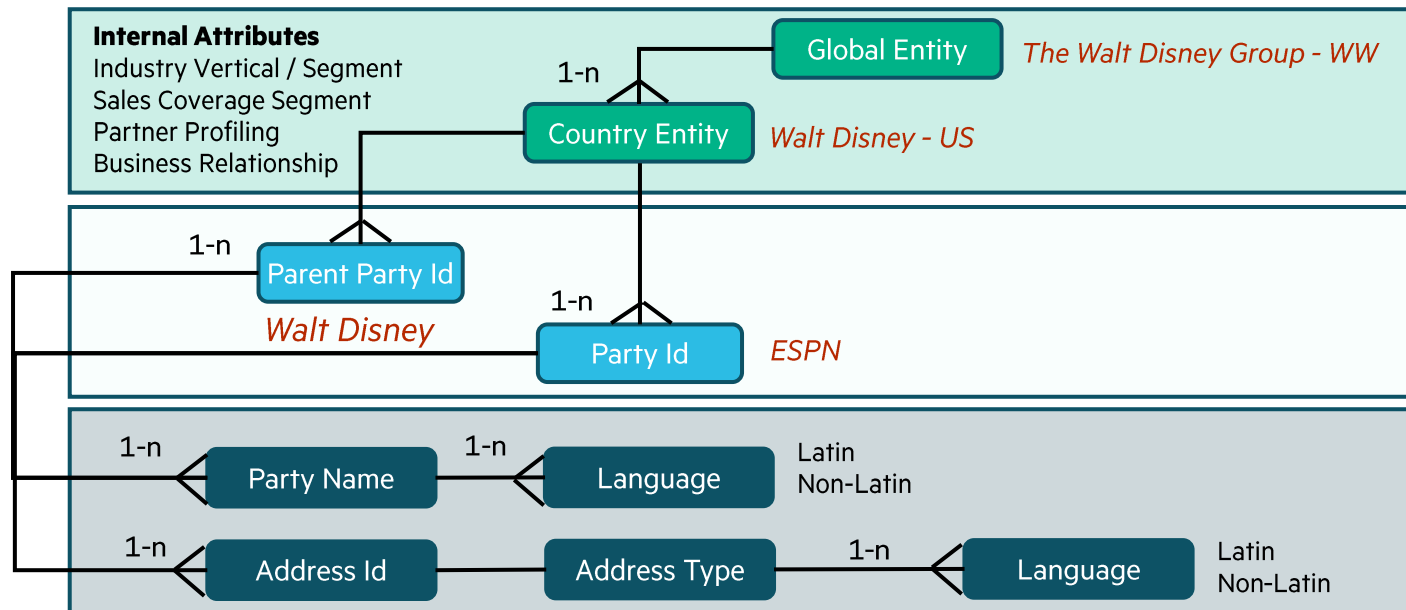
Deep Dive





ENTITY MASTER DATA - CONCEPTUAL OVERVIEW

Party and Company Hierarchy



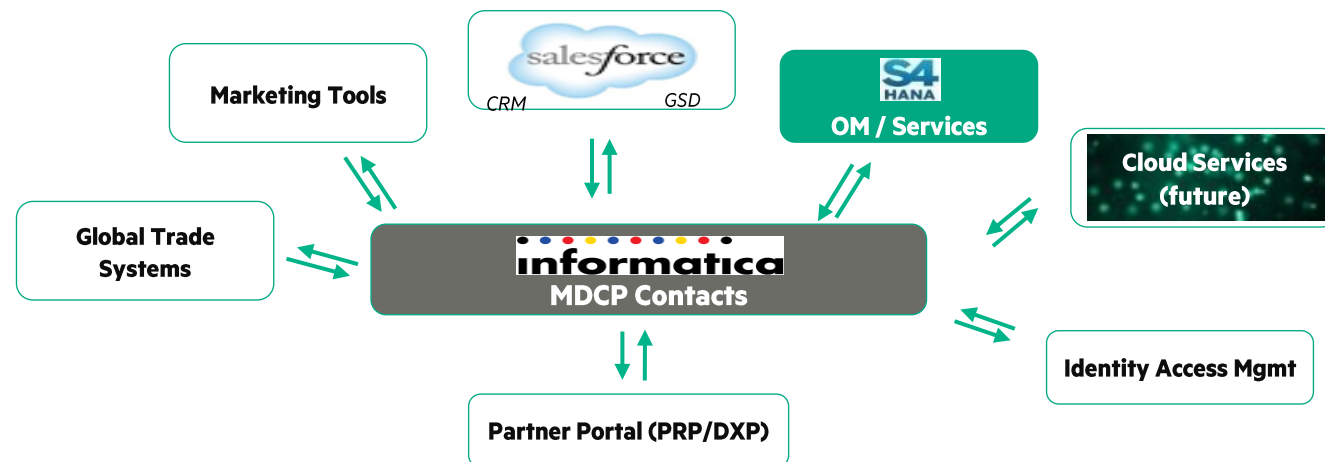
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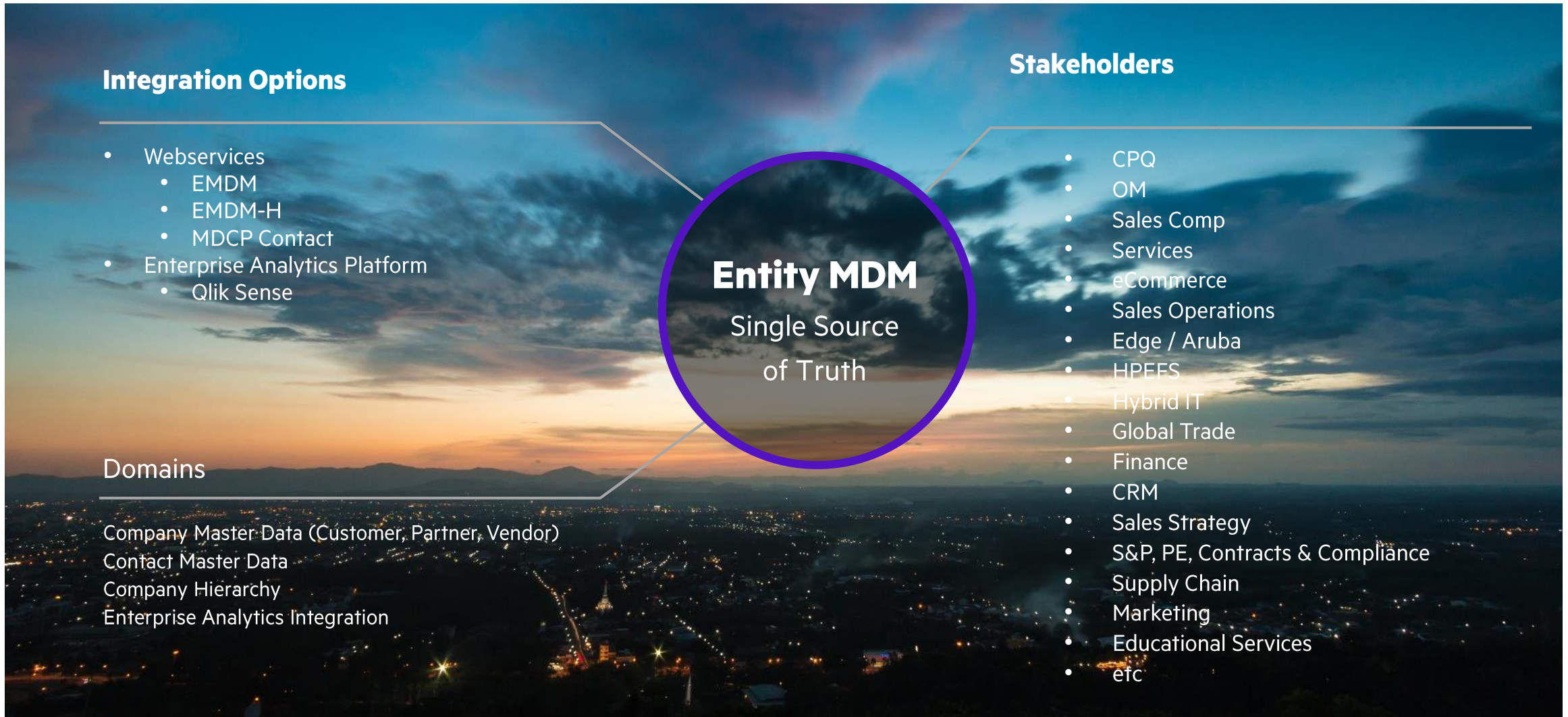
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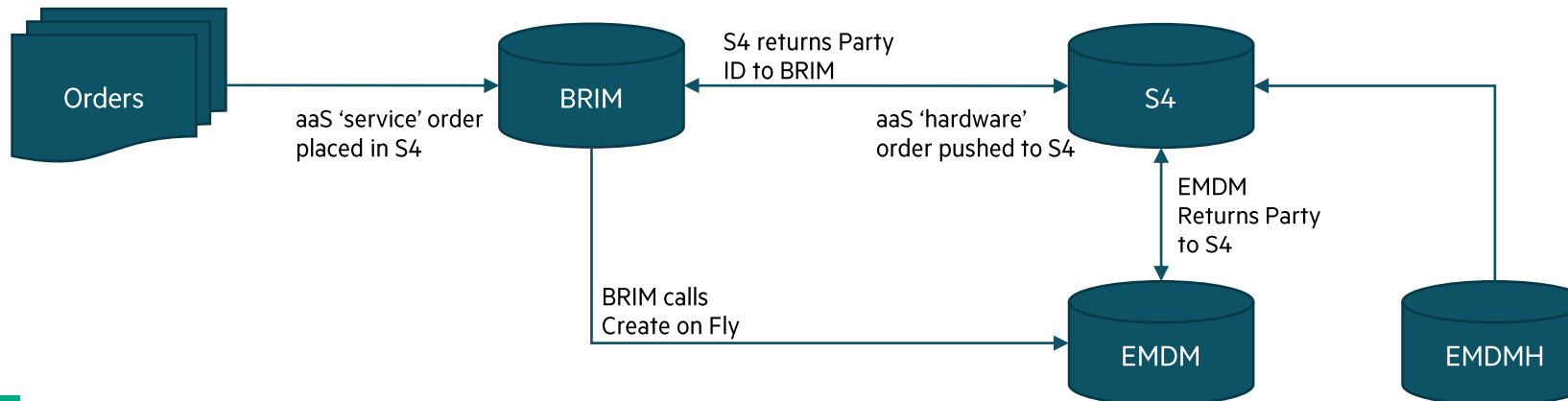
ENTITY HIERARCHY IN S4

Hierarchy Customer Environment System Help							
Display Customer Hierarchy, Standard Hierarchy, Date: 01/21/2021							
Cust. hierarchy	Customer no.	Loc	Sales area	Validity period	Relevant for pricing	H	Acct group
▼ Nasdaq, Inc. - 1000914563 - WW	122650992	US-	0000/00/00	03/26/2019 - 12/31/9999	✓	00	HP12
> NASDAQ CORPORATE SOLUTIONS (INDIA)	122684985	IN-	0000/00/00	01/12/2021 - 12/31/9999	✓	00	HP12
> NASDAQ TECHNOLOGY ITALY SRL 1000157	122684981	IT-	0000/00/00	01/12/2021 - 12/31/9999	✓	00	HP12
> Nasdaq Germany GmbH 1002316702 - DE	122684978	DE-	0000/00/00	01/13/2021 - 12/31/9999	✓	00	HP12
▼ Nasdaq Holding Denmark A/S 10060982	122684979	DK-	0000/00/00	01/12/2021 - 12/31/9999	✓	00	HP12
• Nasdaq Copenhagen A/S	1006098281	DK-1067 KØBENHAVN	DK00/00/00	06/25/2019 - 12/31/9999	✓	00	HP05
• Nasdaq Copenhagen A/S	1006098281	DK-1067 KØBENHAVN	SE00/00/00	06/25/2019 - 12/31/9999	✓	00	HP05
• Nasdaq Holding Denmark A/S	1006098269	DK-1067 KØBENHAVN	DK00/00/00	06/25/2019 - 12/31/9999	✓	00	HP05
> Nasdaq Technology Energy Systems AS	122684986	NO-	0000/00/00	01/13/2021 - 12/31/9999	✓	00	HP12
▼ Nasdaq, Inc. - SE	122684980	SE-	0000/00/00	01/13/2021 - 12/31/9999	✓	00	HP12
• Cinnober Financial Technology AB	1000857366	SE-111 43 Stockholm	DE50/00/00	03/26/2019 - 12/31/9999	✓	00	HP01
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• Cinnober Financial Technology AB	1000857366	SE-111 43 Stockholm	SE00/00/00	03/26/2019 - 12/31/9999	✓	00	HP01
• Nasdaq AB	1000930663	SE-115 56 Stockholm	SE00/00/00	06/25/2019 - 12/31/9999	✓	00	HP01
• Nasdaq Broker Services AB	1002291557	SE-115 56 Stockholm	SE00/00/00	06/25/2019 - 12/31/9999	✓	00	HP05
• Nasdaq Exchange & Clearing	1032516699	SE-115 56 Stockholm	SE00/00/00	04/23/2020 - 12/31/9999		00	HP05
• Nasdaq Holding AB	1000609042	SE-115 56 Stockholm	SE00/00/00	06/25/2019 - 12/31/9999		00	HP01
• Nasdaq Technology AB	1000937206	SE-115 56 Stockholm	US97/00/00	06/25/2019 - 12/31/9999	✓	00	HP01
• Nasdaq Technology AB	1000937206	SE-115 56 Stockholm	SK80/00/00	06/25/2019 - 12/31/9999	✓	00	HP01
• Nasdaq Technology AB	1000937206	SE-115 56 Stockholm	USZ0/00/00	06/25/2019 - 12/31/9999	✓	00	HP01
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INTEGRATION SCOPE











- Billing and Revenue Innovation Management
- BRIM is another instance of S4 that enables consumption-based invoicing
- Approach for BRIM:
 - BRIM will utilize NGIT S4 as the “SAP system of reference”
 - Entity data from S4 replicates to BRIM using SAP out of the box capabilities whenever any creation or change happens in NGIT S4
 - BRIM connections to Entity leverage existing API's and Services; Party Lookup, Create, etc..
 - Mtp was December 18, 2020. Production validations in process



CUSTOMER/PARTNER ROLES ON TRANSACTION DEFINITIONS

- ☐ **Parties (Company Legal entities) could assume different Roles *on transactions* depending on the business scenario.**
- ☐ **Same legal entity could be associated to multiple roles within a transaction.**

Customer/Partner Roles on Transactions

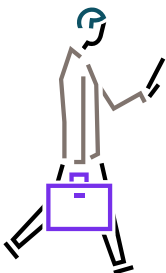
 End Customer	Company Organization paying a price to ultimately use or consume HPE products/services purchased directly from HPE, from an HPE Distributor/Reseller or as part of a third-party solution package (provided by OEM, Service Provider). End Customer can be different from the Sold to, Ship to or Entitled Party.
 Entitled Party	Company Organization which is entitled to receive support services on HPE products. End Customer or HPEFS, OEM, Service Provider providing a solution package to an End Customer could be tracked as Entitled Party
 Sold-to	Company Organization which is legally requesting a quote or an order. It includes the name and address of the requesting party (legal entity buyer).
 Payer	Party financially obligated for remittance on the transaction. The Payer can be different from the Sold To.
 Bill-To/Invoice-to	Company Organization Name and Address representing the Mailing location for the invoice.
 Ship-To	Company Organization Name and Address where the goods and/or service from HPE will be delivered. The ship-to can be different from the final Asset Location.
 Asset Location	Actual physical address where the HPE goods end up being located, could be a different legal entity than End Customer Organization (Service Providers data centers / server farms) and different from original Ship To Address
 Reseller	Company Organization buying products, services or support from Distributors or Sub-distributors and selling to End Customer.



● Existing Capability

- New Capability

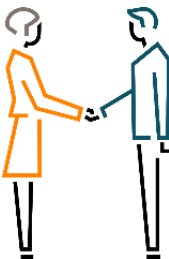
EMDM VOLUME



Customer

8M Total Records

3.4M Subscribed



Partner

1.6M Total Records

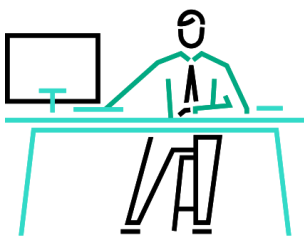
294K Subscribed



Vendor

1M Total Records

166K Subscribed



Contact

237M Records

Mkt / Syndication	222,995K
Commercial Sales	6,894K
Identify Mgmt	2,072K
Service Delivery	1,235K
SWSC	832K
S4	223K
Other	2,992K

