



# Master Data Management

## Luxury Jewelry Firm

Analyzed the current ERP system (Microsoft Navision) and data fields across multiple instances to identify the redundancies & inconsistencies and created a centralized data architecture (Master Data design) in alignment with all business processes

# Master Data Redesign a PE-owned Leading Luxury Jewelry Company

## Situation

- Company has multiple ERP instances across geographies to handle operational, marketing and sales processes
- Data captured in the ERP was redundant and inconsistent due to lack of data governance framework and incorrect data fields
- Merilytics defined a centralized data architecture (Master Data design) in alignment with all business processes and future growth of the company

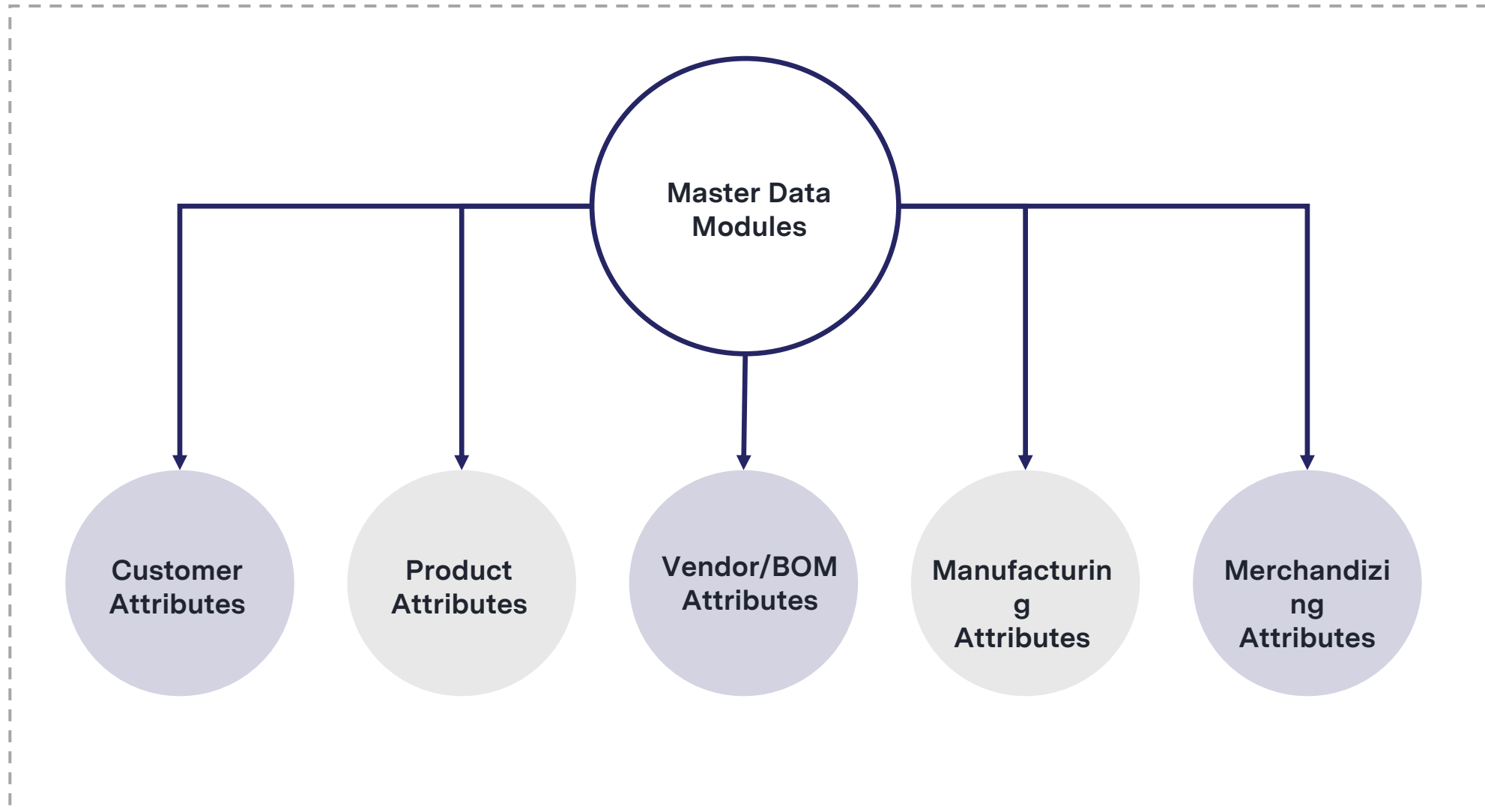
## Accordion Value Add

- Merilytics accessed and analyzed the current ERP system (Microsoft Navision) and data fields across multiple instances, to understand business processes and inter-dependencies of various modules
- Developed a “from-to” map of the ERP data modules and fields based on the business processes, current product portfolio and reporting requirements of the company
- Cleansed the data values in the fields to account for redundancies, obsolete values and errors
- Detailed the current and future state of the Master data in various ERP instances and developed migration documents for IT implementation

## Impact

- Revised Master Data design across all ERP instances in the company led to accurate data capture and reporting
- Streamlined business processes due to clean linkages of data across various departments with clear ownership of the fields

# Reviewed Data Design, Hierarchies and Values Across Master Data Modules



# Assessed Fields in Each Master Data Module to Retain, Modify, Delete or Add

ILLUSTRATIVE

Field Name	Description	Comments/ Issues	Recommendation
Product Classification	Code for metal type	Drop down list is <b>not MECE</b>	Delete (replace with hierarchical fields)
Product ID	Prominent material combinations to choose from	Drop down list is <b>not exhaustive</b>	Delete (replace with hierarchical fields)
Sub Product ID	Type of product and material used	Drop down list has <b>no theme</b>	Delete (replace with hierarchical fields)
Product Material	Code for prominent material type	Drop down <b>list is large</b>	Delete (replace with hierarchical fields)
Product metal	Metal with the highest share in the composition	Drop down list should have more detail	Modify – drop down list of additional detail in material
Product color	Color of the item	Drop down list contains options that are not required	Modify – drop down list should contain list of relevant values
Other material 1	Any other material that is present	New	Add
Other material 2	Any other material that is present in addition	New	Add

Retained

Modified

Deleted

New

### Solution

- Move to a hierarchical structure
- Ensure all values are captured
- Make the drop-downs comprehensive
- Remove redundant fields which can be obtained as a combination of individual fields

# Created “Before” and “After” Comparisons and Updated Hierarchies

## Current state – Fields and dropdown values

Metal Classification ID	<ul style="list-style-type: none"><li>Silver</li><li>Gold &amp; Silver</li><li>Gold</li><li>Bronze</li><li>Non-metal</li></ul>
Material Category ID	<ul style="list-style-type: none"><li>Silver &amp; Diamond</li><li>Gold &amp; Silver</li><li>Batu</li><li>&lt;total 7 items&gt;</li></ul>
PLine ID	<ul style="list-style-type: none"><li>Silvergold</li><li>Rosecut</li><li>&lt;total 18 items&gt;</li></ul>
Primary material ID	<ul style="list-style-type: none"><li>925/18K/DI</li><li>Titanium</li><li>&lt;total 420 items&gt;</li></ul>
Predominant Metal	<ul style="list-style-type: none"><li>Non-metal</li><li>Silver</li><li>Gold</li><li>Bronze</li></ul>
Item color	<ul style="list-style-type: none"><li>Red</li><li>Diamond</li><li>&lt;total 25 items&gt;</li></ul>
Color of leather ID	<ul style="list-style-type: none"><li>Brown</li><li>Orange</li><li>&lt;total ~25 items&gt;</li></ul>

## Future state – Fields and dropdown values

Predominant Material Category (Metal/Non-Metal?)	<ul style="list-style-type: none"><li>Predominant Metal<ul style="list-style-type: none"><li>Gold<ul style="list-style-type: none"><li>18K rose gold</li><li>12K white gold</li><li>&lt;total 12 items&gt;</li></ul></li><li>Silver plated<ul style="list-style-type: none"><li>Sterling silver</li><li>Darkened silver</li></ul></li><li>&lt;total 30 items&gt;</li></ul><li>Predominant Non-metal<ul style="list-style-type: none"><li>Leather</li><li>Ceramic polymer</li><li>&lt;total ~15 items&gt;</li></ul></li></li></ul>
Other Material 1(2,3)	<ul style="list-style-type: none"><li>18K gold</li><li>Leather</li><li>Rosewood</li><li>&lt;total 40 items&gt;</li></ul>
Material Category	<ul style="list-style-type: none"><li>&lt;Auto populated from above&gt;</li><li>18K White Gold &amp; Sterling Silver</li><li>&lt;total 25 items&gt;</li></ul>
Finishing ID	<ul style="list-style-type: none"><li>Enamel Coating</li><li>&lt;total 6 items&gt;</li></ul>
Item color	<ul style="list-style-type: none"><li>Red</li><li>Pink</li><li>&lt;total ~30 items&gt;</li></ul>