

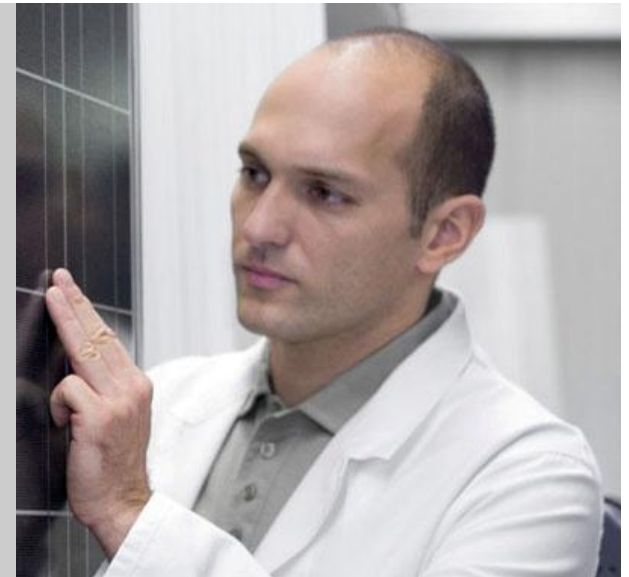
Reliance Industries Limited

BEST BUSINESS PRACTICES & MEASURES



Master Data Object Management

APPROACH WHITE PAPER BUSINESS TRANSFORMATION SERVICES



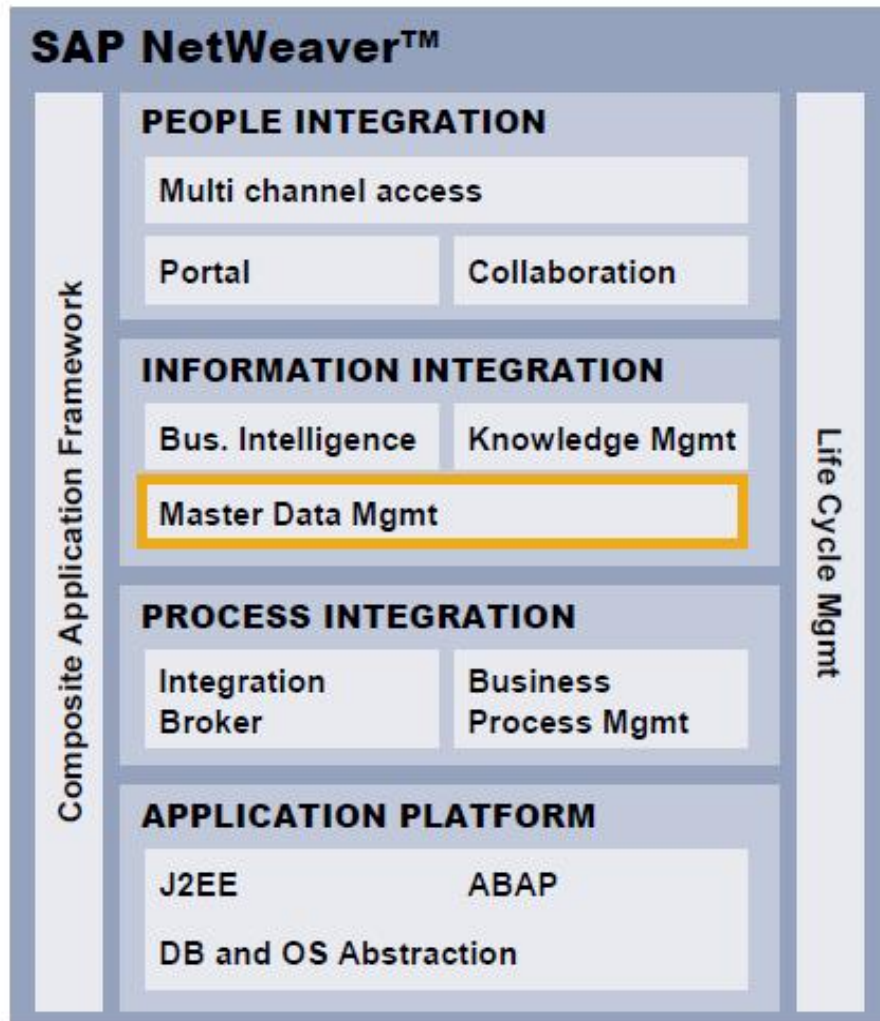
18th April 2011

Author .
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PRINCIPAL
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INDIA SUB-CONTINENT. BANGALORE



THE BEST-RUN BUSINESSES RUN SAP™

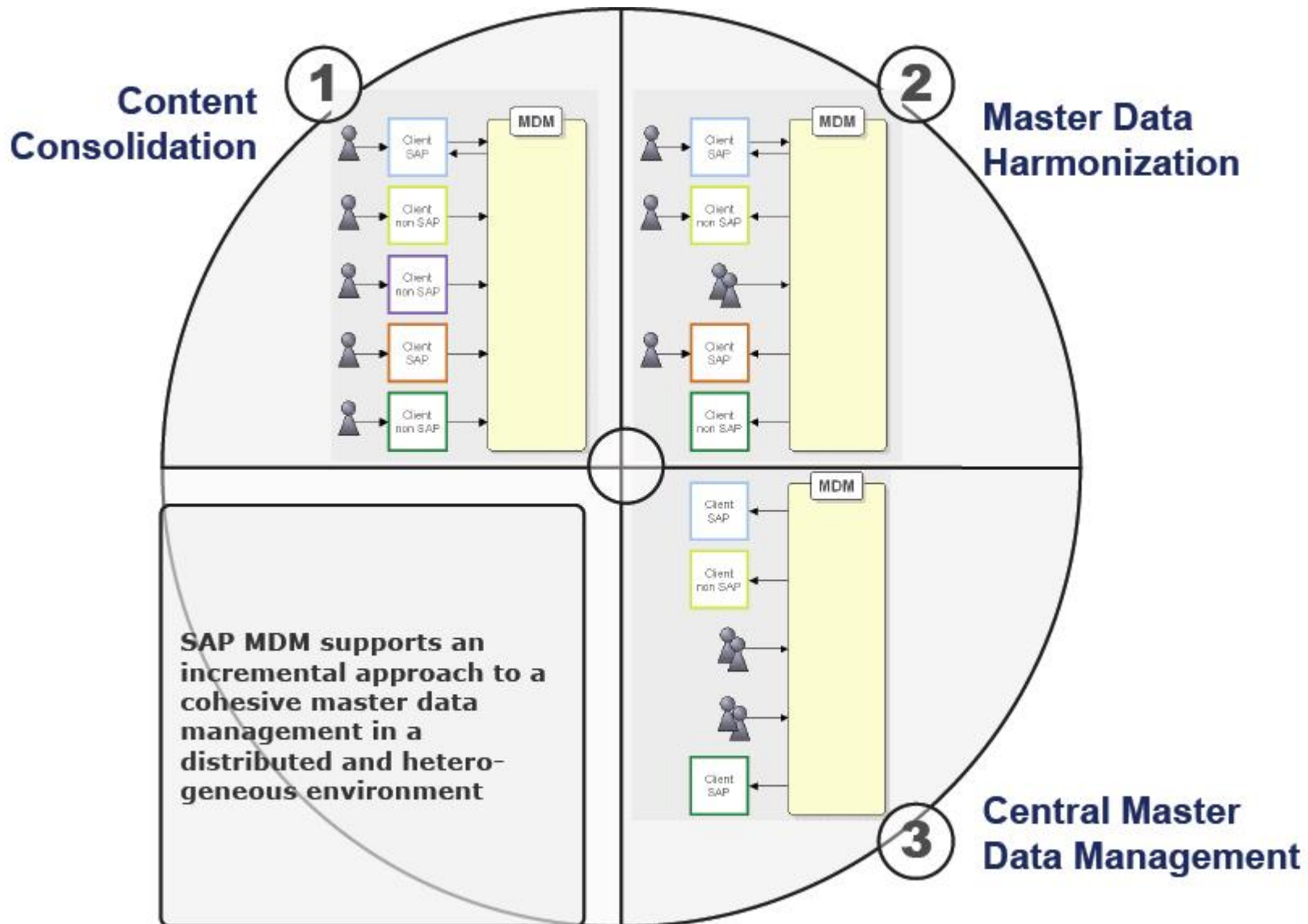




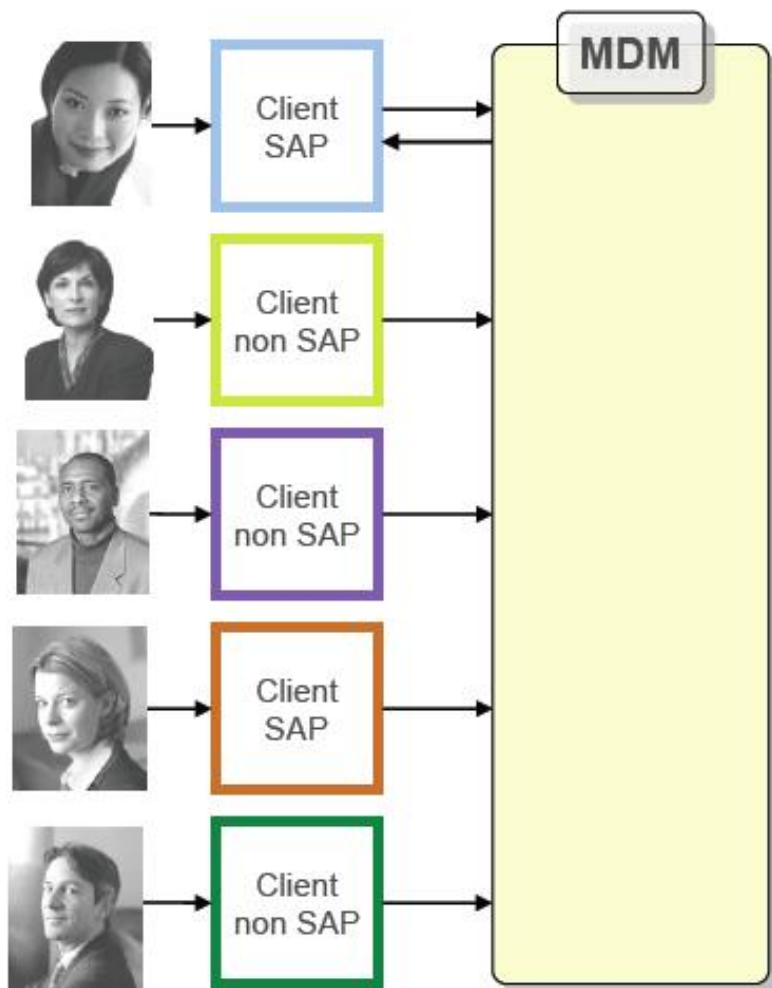
SAP NetWeaver

- Synchronized date of solution deliveries
- All SAP NetWeaver solutions are based on one set of solution versions (e.g. all based on Web AS 6.40)
- Further integration between SAP NetWeaver solutions
- Basis for new application developments in 2004
- One documented installation procedure
- Harmonized documentation
- “SAP NetWeaver in-a-box”

SAP Master Data Management



Content Consolidation



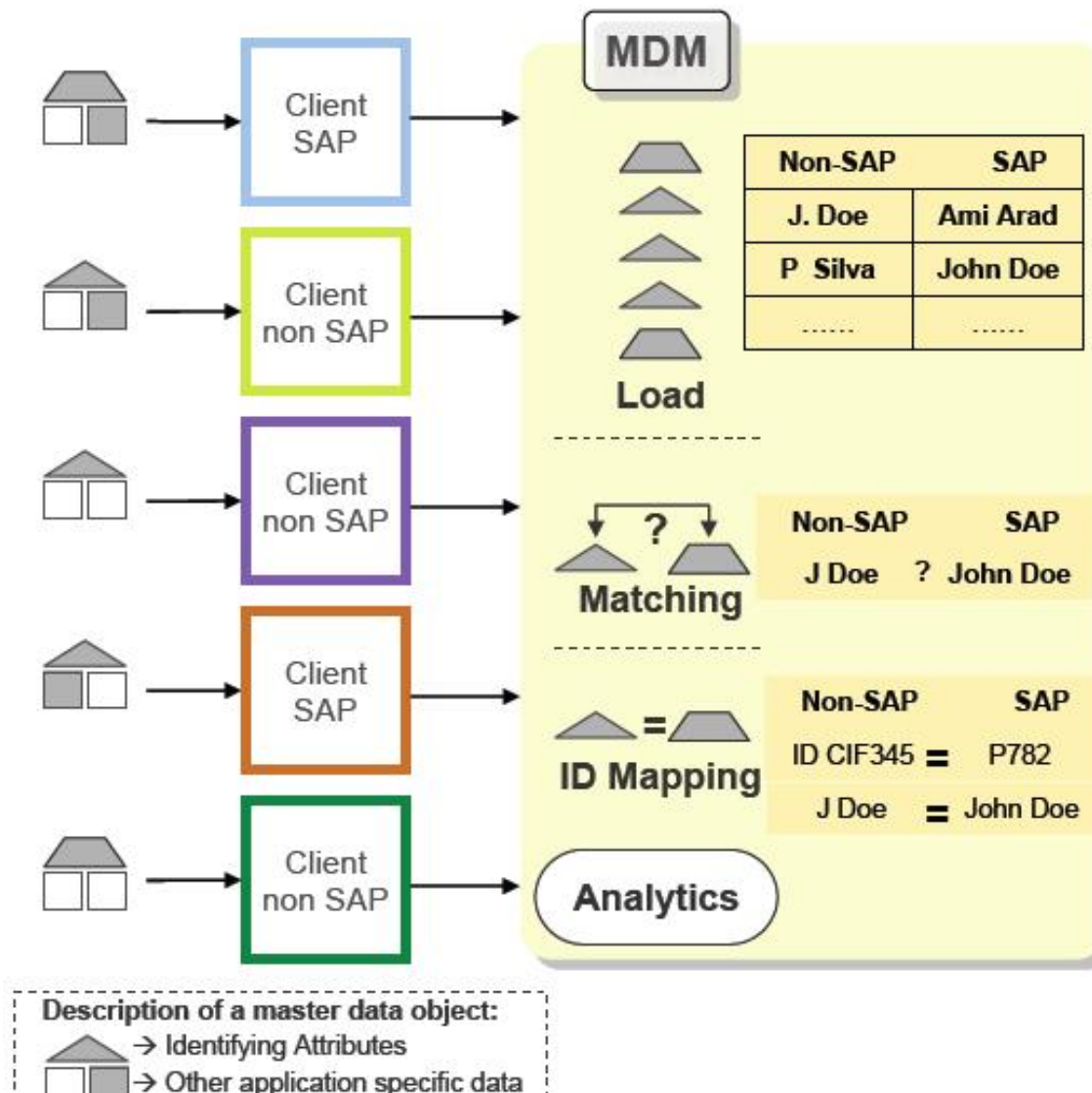
Content Consolidation

- Cleanse, normalize data
- Aggregate, search, and cross reference data from connected systems
- Duplicate finding

Examples:

- Business-wide analyses (e.g. global spend Analysis),
- Creation of central catalogs (e.g. of supplier products)

Content Consolidation



Content Consolidation

Core Process Steps:

1. Load of master data objects as they were maintained in their local applications (clients)
2. Matching of uploaded master data objects to identify duplicates
3. Providing ID Mapping Information based on matching results
4. Providing ID Mapping Information for subsequent usage (i.e. in Business Intelligence)
5. Run Analytics for business-wide analyses based on consolidated master data

Content Consolidation : Shell Reference



Company

- Shell produces ~ 3 % of the world's oil supply in 55 refineries in 33 countries
- Daily purchasing bill in the millions
- Problem: How to efficiently manage suppliers worldwide?

Solution

- mySAP SRM with Content Consolidation
- Partner in Strategic Dev. Project to develop cross system Master Data Management
- Enables Shell to synchronize data across the landscape
- Global Spend analysis will enable
- Successful purchasing negotiations
- Right business decisions
- Sustained competitive advantages

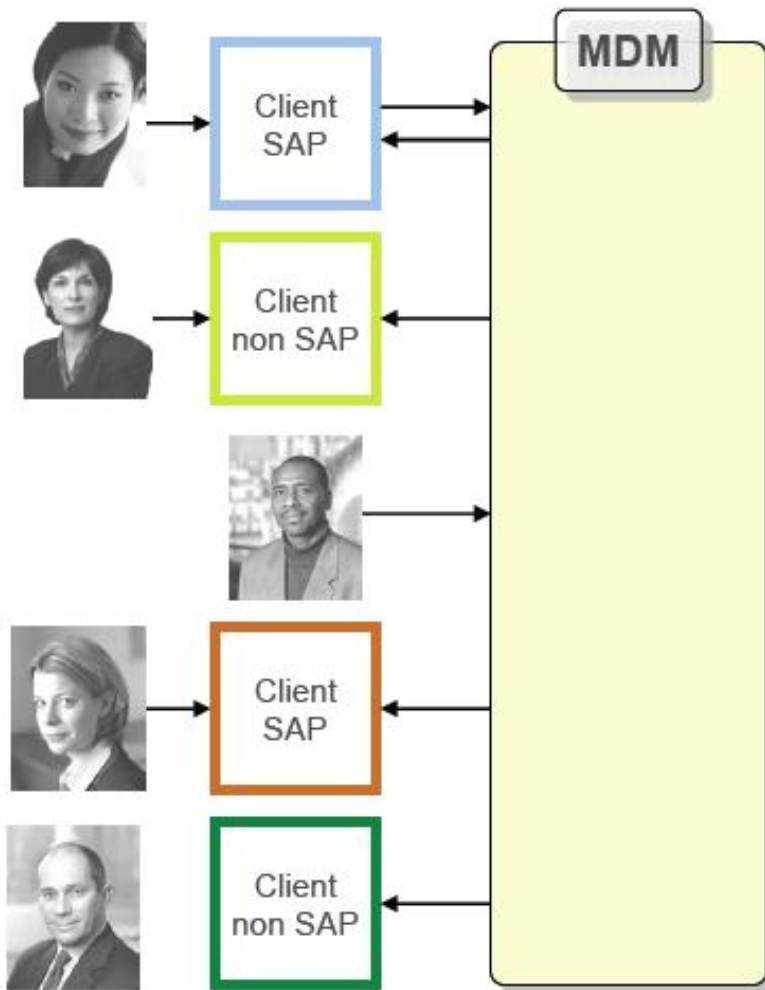
“

SAP Master Data Management will enable us to consolidate and harmonize master data for our applications and users worldwide...

We expect to derive more value out of previous IT investments, and look forward to added savings and synergies from SAP MDM as we continue its global deployment.”



Data Harmonization



Master data harmonization

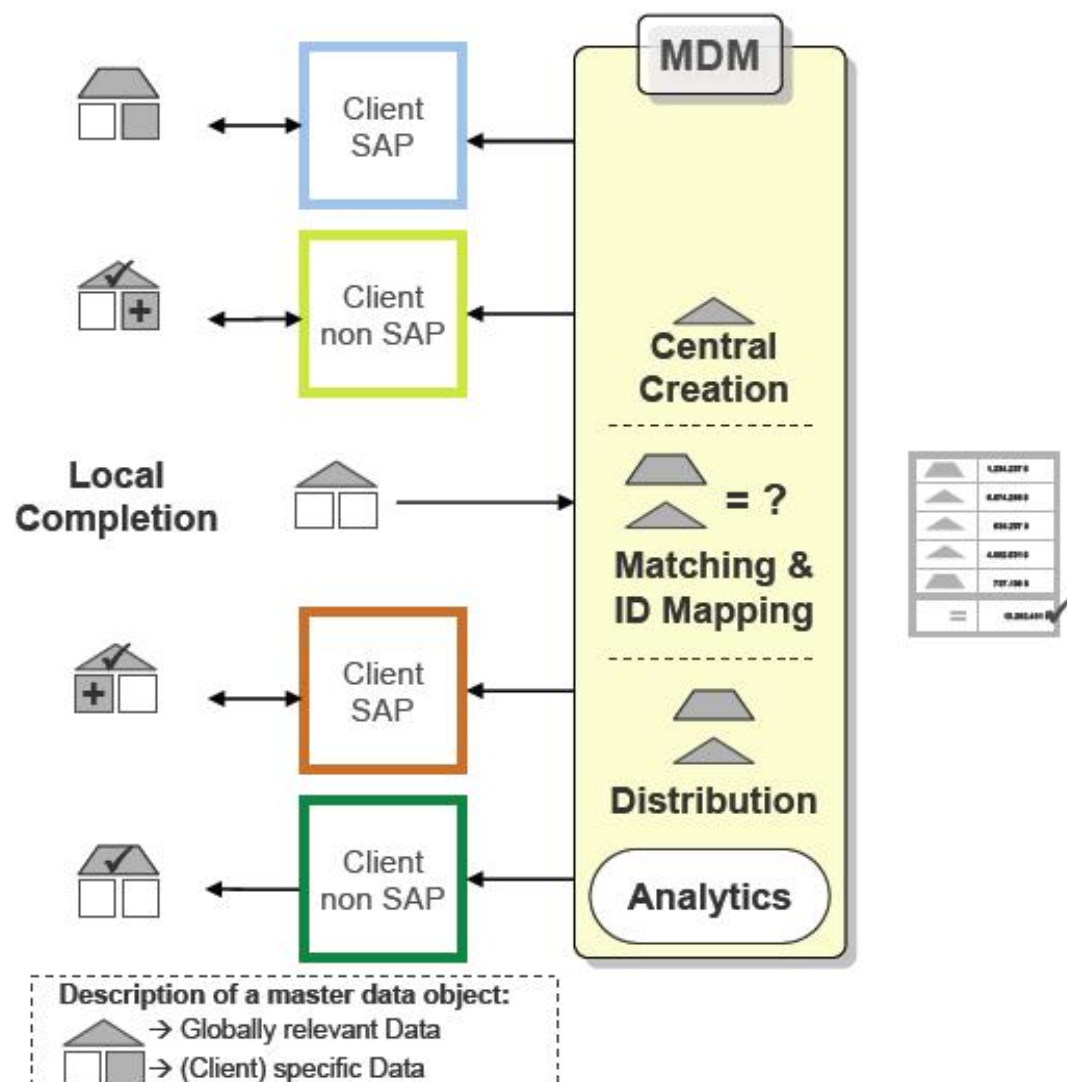
- All of Content Consolidation **PLUS**
- Central management and distribution of global attributes
- Post editing in client systems
- Controlled distribution of local changes

Examples:

- Business Partner administration
- Central provision of sales articles
- Definition and administration of non-variable parts

Data Harmonization

Master data harmonization



Core Process Steps:

1. Central Creation of master data objects just covering the global information of the master data object
2. Local Creation within the master data environment of the application system (client) and distributing their global information to MDM
3. Continuous matching processes identify duplicates and result in ID Mapping between them
4. Distribution of global master data information to the various clients
5. Local Completion of master data within the local environment
6. Use of ID Mapping information for Analytics like business-wide analyses etc.

Data Harmonization : Tesoro Petroleum example



Company

- Fortune 500, independent refiner and marketer of petroleum products
- Operates six (6) refineries in CA, WA, AK, UT, ND and HI with crude capacity of 560,000 barrels / day
- 762 Tesoro retail stations of which 319 are Company-owned
- Problems:
 - ◆ Lack of Timeliness, Accuracy and Completeness of Data Transactions
 - ◆ Lack of Business Rule Enforcement
 - ◆ Duplication, Redundancy
 - ◆ Downstream Error Solution Costs
 - ◆ Downstream Process Break Downs
 - ◆ Data Reconciliation
 - ◆ Inconsistent Metadata and Data Schemas
- Solution: SAP MDM, SAP XI, SAP EP

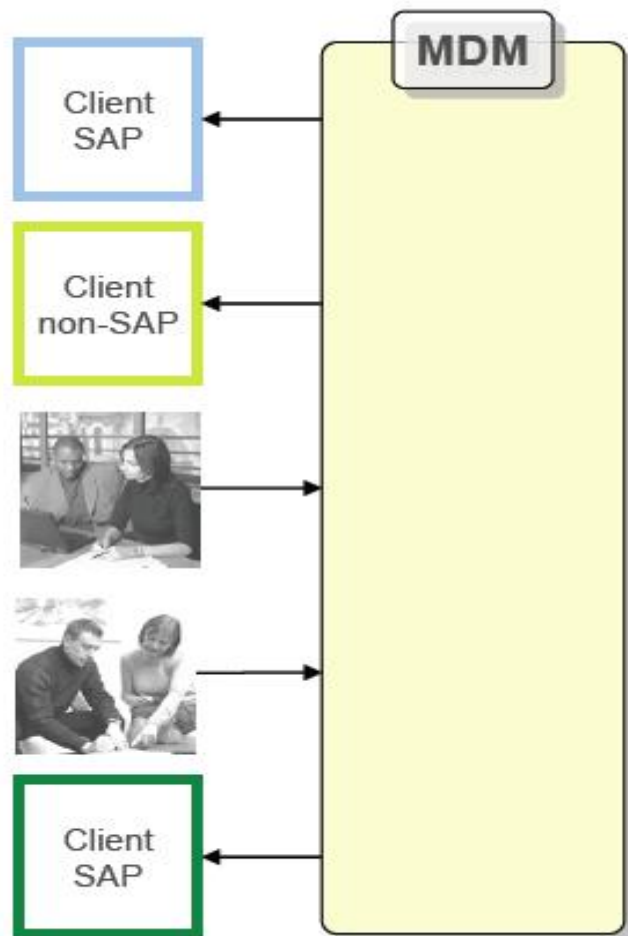
“

The MDM Integration Project will put in place the architecture and the policy framework that Tesoro will use in the future to control the entry of master data and the subsequent distribution of data to current systems as well as allowing for the efficient integration of new systems.

NetWeaver presents total platform for Tesoro Architecture and required common services”



Central Data Management



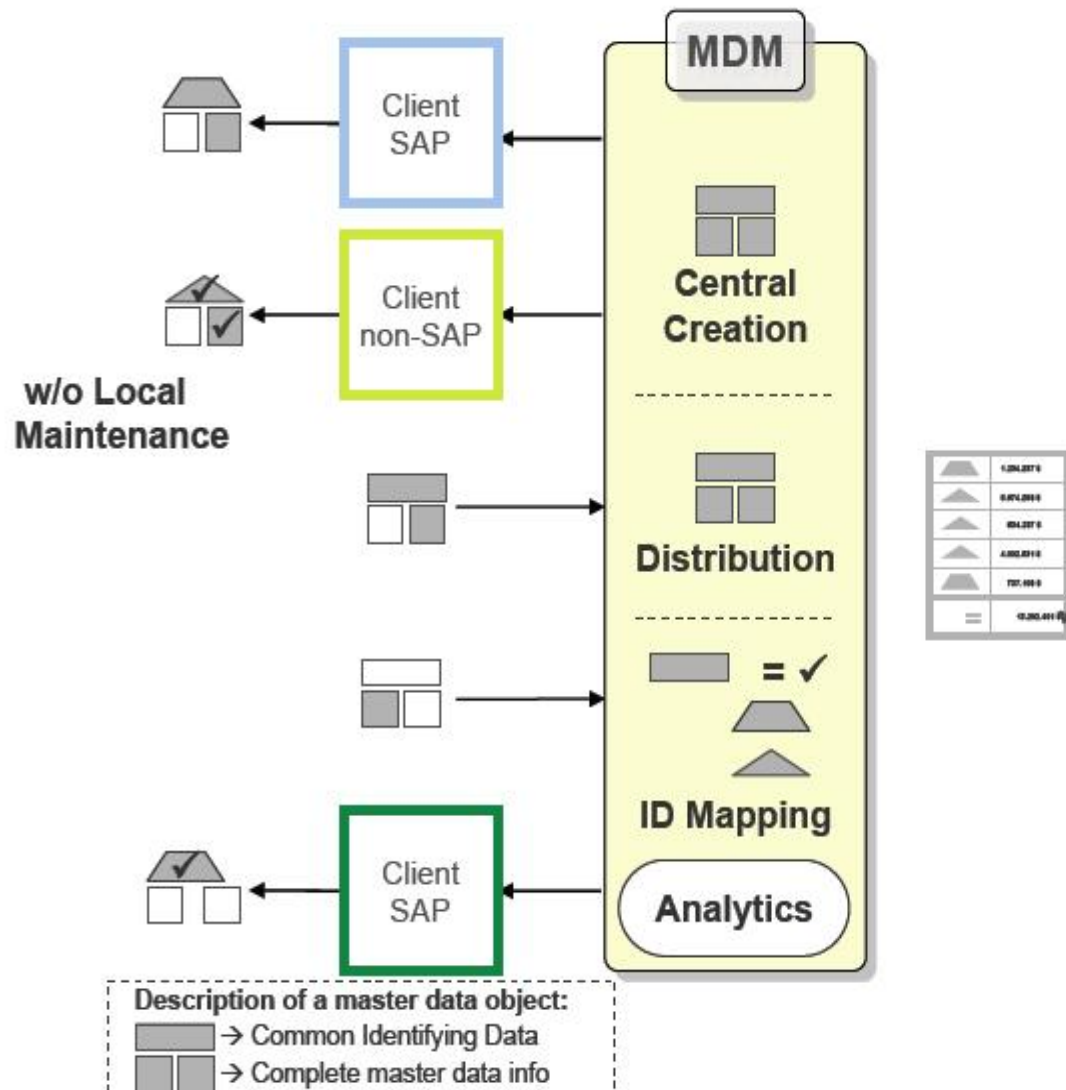
Central Master Data Management

- All of content consolidation **PLUS**
- All of master data harmonization **PLUS**
- All master data information resides centrally
- One-stop data maintenance

Examples:

- Definition of synergy parts
- Central product data pool supplying product data to multiple locations for production, assembly, sales and distribution

Central Data Management



Central Master Data Management

Core Process Steps:

1. Central Creation of master data objects covering the complete information as used later in the local application systems (clients)
2. Distribution of centrally maintained master data information as individual objects as they are defined in the local application systems
3. Use of master data within local application processes w/o local maintenance
4. Use of ID Mapping information for analysis through SAP BI

Update Your Information Once... See it Everywhere!

Telecom Company X

- Fortune 500
- 6 sister companies across North America
- High volume transactions
- Problems:
 - ◆ Customers now have a choice of ordering telecom service bundles
 - ◆ Each area maintains a separate customer data file
 - ◆ Customer has to call each division separately for changes
 - ◆ Customer receives duplicate marketing materials

Bill Smith call his phone company



Bill Smith

Ensuring one view of the customer



Local



Internet Service



Wireless



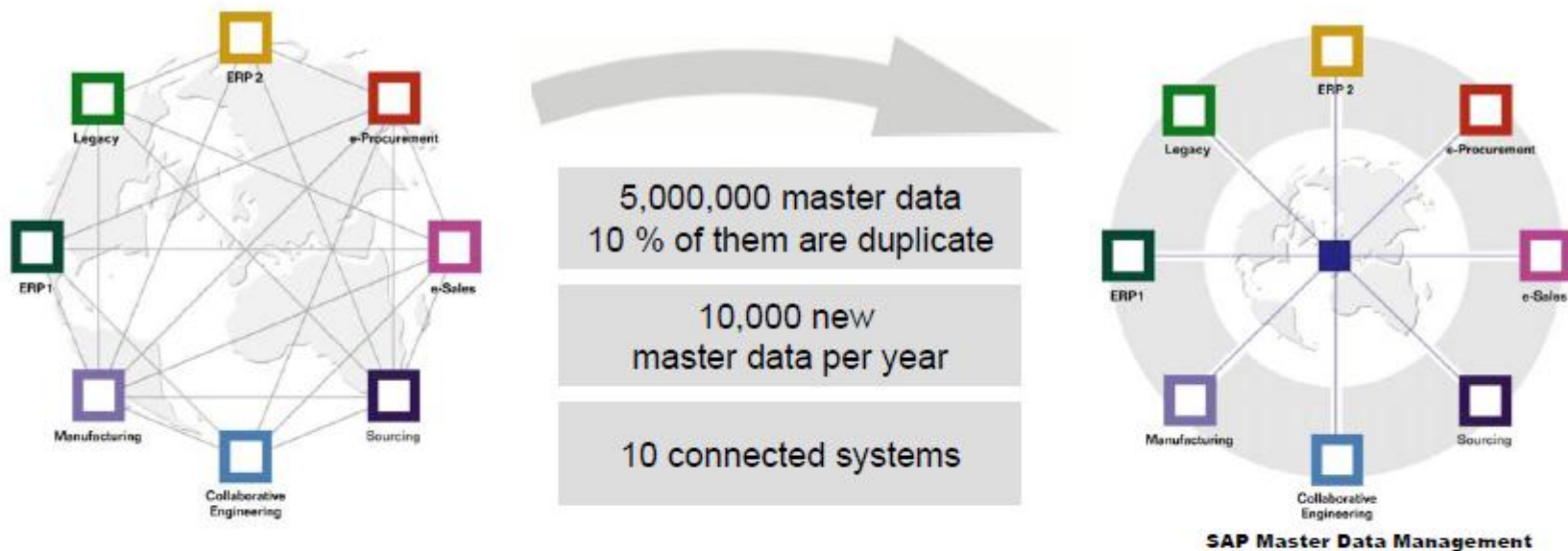
SAP Master Data Management

Bill Smith
123 Sinai St.
(212) 512-2134

William Smith
213 Sinai St.
(212) 152-2134

B. Smith
123 Sinai St.
(212) 512-2143

Bottom Line benefits with SAP NW MDM



SAP MDM accelerates business processes, ensures competitive advantages and lowers total cost of ownership through ...

reduced maintenance:
 $5,000,000 \times \$0.1 = \$500,000$

avoiding duplicates:
 $10,000 \times 10\% \times \$1000 = \$1,000,000$

controlled distribution:
 $10 \times \$200,000 = \$2,000,000$

better decision making:
\$1,000,000

~ \$4.5 million per year in this example

What the analysts are saying...



By 2H07 [2nd half 2007], SAP customers using MDM instead of manual methods will realize 60 percent lower master data management costs for the integration of SAP data and non-SAP applications (0.7 probability).

Gartner

Source: Gartner Research "SAP's MDM Shows Potential, but Is Rated 'Caution', Sep 16th, 2003

SAP, with its Collaborative Master Data Management offering, illustrates an approach to solve the breadth of the problem by bringing numerous technologies together. As such, it will be worthy of consideration in 2003, and also offers an instructive view of how multiple technologies can be brought together to solve a complex problem."

Source: Toward a common view of reference data, META Group, Feb. 2003



METAGROUP *Return On IntelligenceSM*

Secure, Role based and easy to use application

Welcome md_spec md_spec

Search Personalize: Page | Portal Log Off Add To Favorites

My Pages Home Data Consolidation Products **Business Partners** Technical Assets

Overview • Business Partners

Business Partner

Info : [Popup Hierarchy](#)

Show: [] Get Name 1/Last Name celest* Go Open Advanced Search Settings

Create... Save Change Duplicate Check Add to Favorites

Business Partner	Name1/Last Name	Name2/FirstName	Partner Category	Street	House Number	Postal Code	City	Country	Region	Language	Std Contact Per
150007	Celestio AG		Organization	Neckartalstraße	155	70376	Stuttgart	DE	OB	DE	
35242	Celestica		Organization	California St	445	55800	Sacramento	US	CA		

Addresses Relationships Bank Data Payment Cards Tax Numbers Industry Sectors Identification Distribution Linked Documents

Addresses Add Entry Delete Entry Page 1 of 1 Filter On Personalize Help

Street	House Number	Postal Code	City	Country	Stand. Address
Neckartalstraße	155	70376	Stuttgart	DE	<input checked="" type="checkbox"/>
Rheinauweg	26	70376	Stuttgart	DE	<input type="checkbox"/>

Communication Data

Display Overview

Telephone +49 (0)711/5001 Extension

Mobile Phone

Fax +49 (0)711/5001 Extension

E-Mail Address

Language

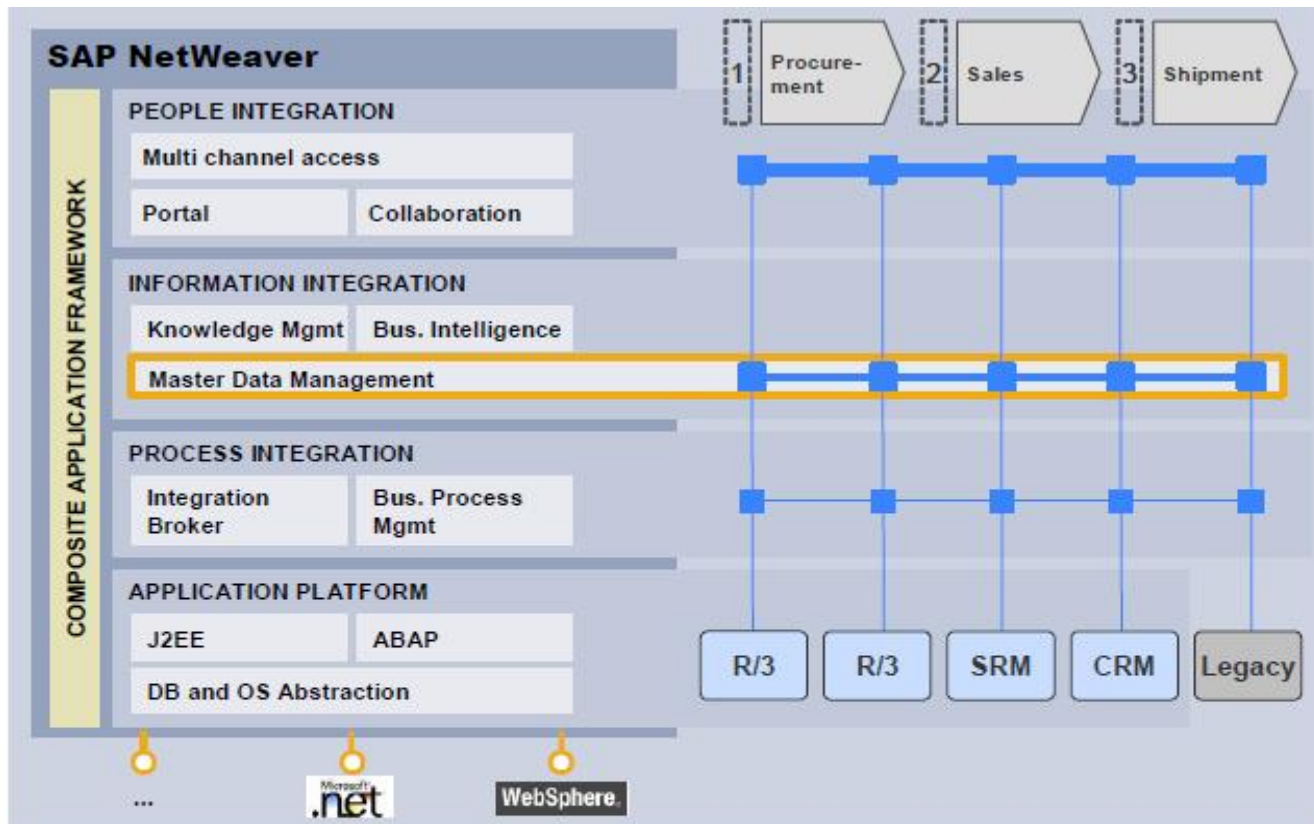
Business Partner - Microsoft Internet Explorer provided by SAP IT

Popup Hierarchy

Has Shareholder Is Shareholder Of Close Page 1 of 2 Personalize Help

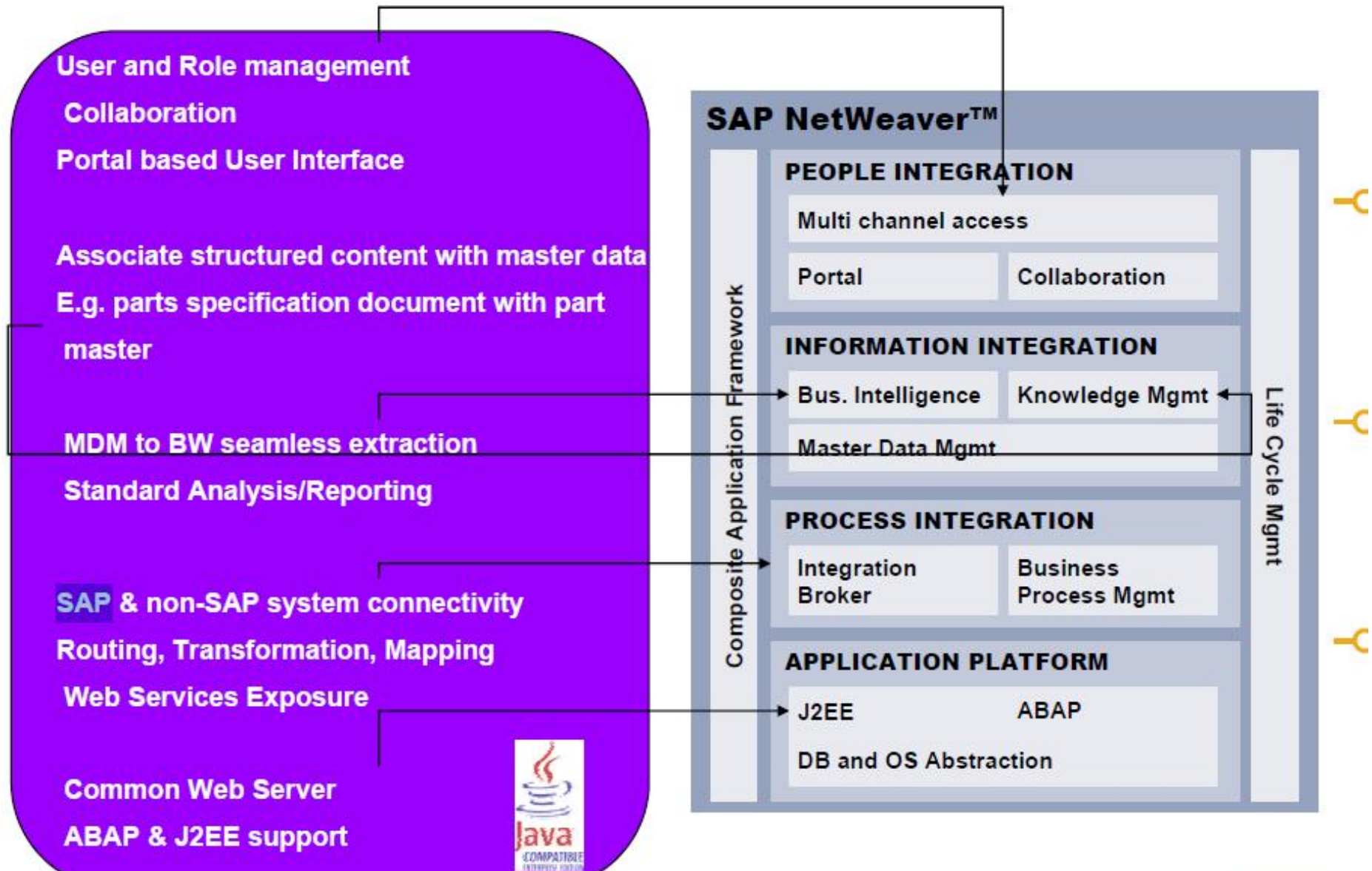
Business Partner	Name	Amount	Currency	Percentage
Is Share Holder Of				
150007	Celestio AG / 70376 Stuttgart			
150008	PHARMA BELGIUM SA / B-1140 BRUSSELS			3,00
150009	GEHE Pharma Handel GmbH / 70376 Stuttgart			
150017	Pharma Group 99 / 70376 Stuttgart			

Enabling , cross industry solutions with master data



- MDM enables information sharing between diverse applications like ERP, CRM etc.
- Users can share updated customer information in sales, marketing, fulfillment etc.
- Users in engineering, design, production etc. can collaborate with product information
- With streamlined processes, resources can be shifted from maintenance to innovation

SAP MDM , pre-integrated with NetWeaver



Thank you !



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