

## Case Study



### Global SAP MDM Roll Out and Support

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A leading global agri-products company aimed at having a centralized and optimized master data system across all downstream applications. The SAP MDM implementation facilitated reliable information for the business decisions-making process.

## Client Profile

The Client is a leading player in the crop protection segment, with operations spread over 90 countries and employing approximately 19,000 people.

## Implementation Scope

- Master data scope: Customer, Vendor and Variety Masters
- Components in the landscape: CRM, Web Services, MDM, ECC and XI/PI

## Business Case (Drivers for SAP Master Data Management Program)

SAP MDM was required for unified master data system across all systems and applications. Multiple instances of Master Data existed across various legacy systems.

The client company lacked a centralized master data management and governance tool, leading to faulty business decisions-making across business functions.

The de-duplication of the master data was required for better compliance, focused marketing effort and leveraging information for better pricing.

The client wanted to control and restrict viewing of certain master data attributes.

## Infosys Solution Approach ensured that the client realizes exceptional value from MDM

Infosys designed and implemented MDM solution over a 12 week period to perform Proof of Concept with SAP MDM which included: analyzing as-is customer processes & pain points, defining POC use cases, evaluating scripts and assessment criteria.

Infosys then rolled out the SAP MDM program across the globe in a phased manner.

SAP MDM was implemented as a centralized data management tool for all basic data for a customer, vendor and variety. The solution architecture supported approval based workflow to manage contextual data (company code, sales organization specific data) in ECC.

Data accuracy was ensured by proactively enforcing data quality rules when the data objects were being created / edited in the MDM repository. Infosys implemented tracking KPIs around data quality for process compliance.

The unique features of SAP MDM were exploited to ensure Data Quality. The undocumented features in SAP components were identified and taken in account in productive setups. The component stability was affected by unmanaged changes in the environment. Hence, strict change management procedures were followed and documented.

## Realizing Enterprise-wide Benefits

SAP MDM simplified and automated several business processes related to master data. By enabling workflows we ensured robust governance and data quality.

Infosys also enabled deployment of a global data governance organization.

SAP MDM consolidated master data creation across all divisions into a common process.

The CRM-MDM performance for search was nearly 15 seconds.

For details on Infosys, visit <http://www.infosys.com>



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