

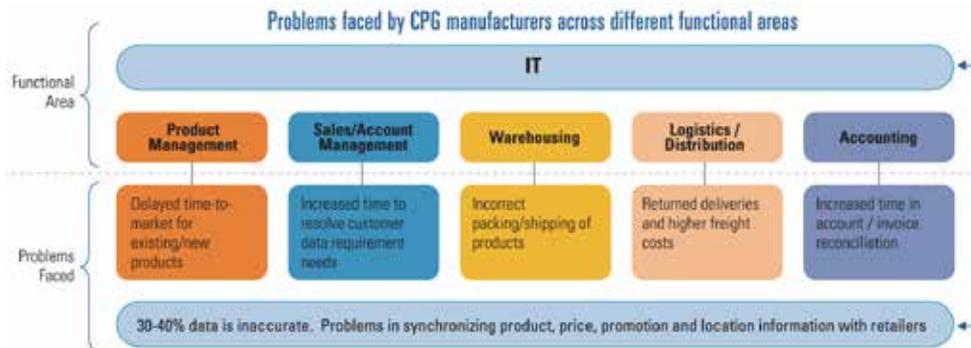
# MDM - MASTER DATA MANAGEMENT SOLUTION FOR CPG

## Master Data Management – Springboard for Success

Infosys' MDM solution resolves some critical data problems faced by CPG companies - inaccurate item, customer, supplier and related master data. Resolving

these issues is fundamental to reaping benefits from RFID, CPFR, GDS and other supply chain collaboration initiatives. Our MDM solution ensures data accuracy by

addressing all relevant areas i.e., life cycle processes, master data repositories and electronic exchange of data with trading partners.



## Benefits of the MDM Solution:

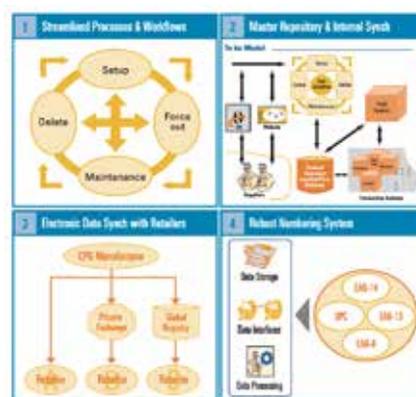
- Faster time-to-market:** Accurate data improves supply chain efficiency, significantly reducing time to introduce new products & promotions.
- Increase data accuracy:** 'One version of truth' established by master data repositories ensures data accuracy across the enterprise.
- Improved supply chain collaboration**

**with trading partners:** Accurate multi-channel and multi-format product information helps improve collaboration with trading partners.

Potential benefits range from \$700,000 to \$1 million EBIT for every \$1 billion in sales.

- Enhanced brand management capabilities:** Accurate product information leads to more effective brand management.
- Reduce costs in the value chain:**

- Streamlines manual processes for all item, customer, supplier and other related data. It covers all lifecycle management processes. e.g., For item data, all processes from item introduction to deletion are streamlined.
- Enables electronic exchange of data with customers through GDS, retailer's private exchange, vendor portals or catalog providers.



- Develops a master data repository that ensures "one version of truth" for product, customer, supplier, location and other related data across the enterprise.
- Develops an appropriate numbering system to meet requirements of GDS, RFID, etc.

## MDM in action – Some relevant case studies

A large apparel and sports goods manufacturer	A consumer products manufacturer dealing with specialty products
<b>Client context</b> Address issues faced with product master data. <ul style="list-style-type: none"> <li>Highly inaccurate product data with no clear data ownership</li> <li>High costs of data administration</li> <li>Increased time and effort spent by various departments to gather product information</li> <li>Long lead time for new product introduction</li> <li>Supply chain inefficiencies and higher supply chain costs</li> </ul>	<b>Client context</b> Leverage opportunities in merchandise planning and supply chain management. <ul style="list-style-type: none"> <li>Increase revenue by reducing stock outs</li> <li>Reduce costs by streamlining new product processes</li> <li>Automatically vary the size of wholesale pack-ins by retail store / SKU</li> <li>Utilize retail sales data as opposed to wholesale shipment data to tailor assortment planning and merchandizing decisions</li> </ul>
<b>Infosys approach</b> <ul style="list-style-type: none"> <li>Defining the data management vision</li> <li>'As Is' &amp; 'To Be' Business Process mapping and Technical Architecture</li> </ul>	<b>Infosys approach</b> <ul style="list-style-type: none"> <li>Infosys recommended a responsive master data foundation as a prerequisite to explore these opportunities</li> </ul>
<b>Benefits</b> <ul style="list-style-type: none"> <li><b>Reduced time / effort involved in gathering product information</b> <ul style="list-style-type: none"> <li>4 – 6 weeks savings per season</li> </ul> </li> <li><b>Standardized business processes across categories with clear data ownership</b> <ul style="list-style-type: none"> <li>9 different processes for item creation across categories standardized to 3 processes</li> </ul> </li> <li><b>Savings of approximately 30% in data administration costs</b> <ul style="list-style-type: none"> <li>Consolidation of 3 different databases to one master repository</li> <li>Reduction in data administration personnel as multiple entries of master data were eliminated</li> </ul> </li> <li><b>Technical architecture addressing current and future needs</b> <ul style="list-style-type: none"> <li>Introduced scalable processes and architecture by eliminating manual workarounds</li> </ul> </li> </ul>	<b>Benefits</b> <ul style="list-style-type: none"> <li><b>Accurate demand forecasting at SKU level</b> <ul style="list-style-type: none"> <li>Robust item numbering system to uniquely identify each SKU throughout the value chain</li> </ul> </li> <li><b>New forecasting, planning and replenishment capabilities support through</b> <ul style="list-style-type: none"> <li>Accurate, error-free data</li> <li>Real-time responses to demand changes</li> </ul> </li> <li><b>Planning and execution enabled at customer / retail store level</b> <ul style="list-style-type: none"> <li>Master repository developed for customer and retail store data</li> </ul> </li> <li><b>Faster new product introduction and product changes</b> <ul style="list-style-type: none"> <li>Set up a responsive master data management process</li> </ul> </li> </ul>

## Infosys' Retail & CPG Practice

The Retail & CPG Business Unit provides business solutions enabling organizations to become more competitive. Our client base spans all major segments of the value chain, from retailers to distributors and CPG manufacturers.

This 2000+ strong practice provides services that include business process conceptualization, process engineering, package selection and implementation. We are a UCCnet certified solutions partner

and an active member of EPCGlobal and ARTS (Association for Retail Technology Standards).

## Allied services

### Business Consulting

Provides you with strategic differentiation and operational superiority, assessments, proprietary industry analyses & projects structured around beating the competition.

### Business Intelligence

As data volumes grow, extracting knowledge from the data will be a challenge. Our business intelligence solution is designed to deliver that power to you enhancing your customers' experiences, by designing real-time data warehouses.

### Enterprise Application Integration

Make the whole of your IT applications much greater than the sum of its parts. Infosys leverages Global Delivery Model (GDM) to deliver immediate and dramatic productivity growth like no one else can.

### RFID Implementation

The success of your RFID program depends on selecting the right processes and technologies. Our RFID reference architecture and phased approach mitigate your risks and ensure seamless integration with your existing enterprise systems.

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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