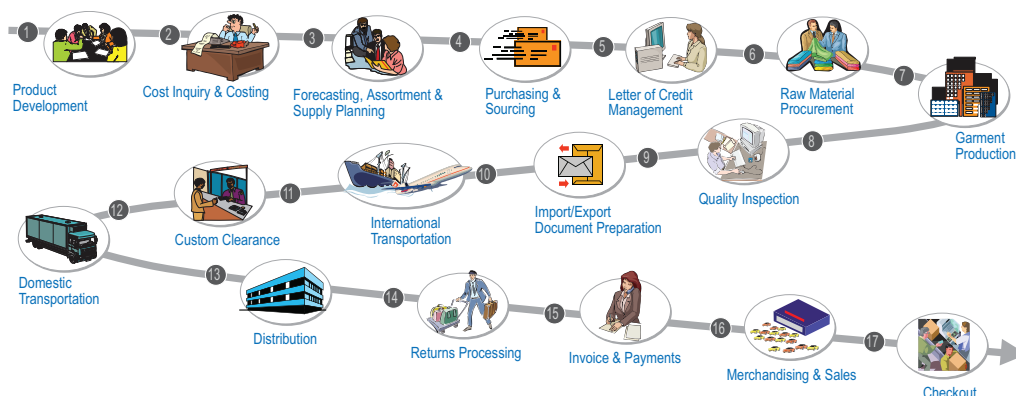# Infosys – SAP NetWeaver Master Data Management Solution

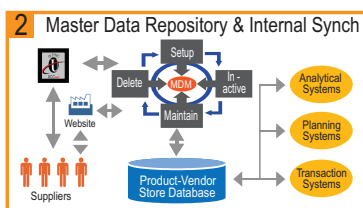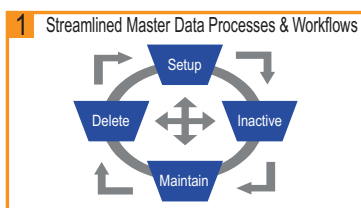## Streamlines information flow across the supply chain "from concept to consumer"

Retailers have made many efforts to improve product flow – lean manufacturing, floor-ready merchandise, etc. However, the processes for information flow fall behind improvements in the supply chain flow. Delays caused by incomplete and inaccurate information limit trading partners' ability to capitalize on improvements in the physical supply chain.

1. Product Development
2. Cost Inquiry & Costing
3. Forecasting, Assortment & Supply Planning
4. Purchasing & Sourcing
5. Letter of Credit Management
6. Raw Material Procurement
7. Garment Production
8. Quality Inspection
9. Import/Export Document Preparation
10. International Transportation
11. Custom Clearance
12. Domestic Transportation
13. Distribution
14. Returns Processing
15. Invoice & Payments
16. Merchandising & Sales
17. Checkout

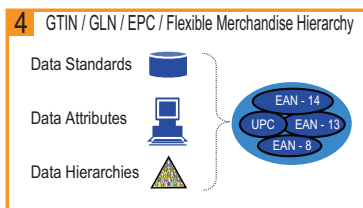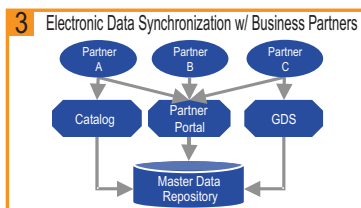## Infosys-SAP NetWeaver Master Data Management (MDM) Solution

The Infosys-SAP NetWeaver MDM Solution provides retailers with "a single version of the truth" for all systems and ensures discipline in information management across multiple domains. It leverages Infosys' expertise in retail supply chain optimization and SAP NetWeaver MDM product functionality to enable retailers to eliminate information errors — the root cause for breakdowns in the supply chain network.

- Streamlines manual processes - from data introduction to deletion - using workflow tools

1 Streamlined Master Data Processes & Workflows

Setup / Delete / Inactive / Maintain

2 Master Data Repository & Internal Synch

Setup / Delete / MDM / In-active / Maintain
Website / Suppliers / Product-Vendor Store Database
Analytical Systems / Planning Systems / Transaction Systems

- Ensures robust internal data synchronization so that all IT systems are in sync with the master data repository

- Develops a master data repository to ensure 'one version of truth' across the enterprise

3 Electronic Data Synchronization w/ Business Partners

Partner A / Partner B / Partner C
Catalog / Partner Portal / GDS
Master Data Repository

4 GTIN / GLN / EPC / Flexible Merchandise Hierarchy

Data Standards
Data Attributes
Data Hierarchies
EAN - 14 / UPC / EAN - 13 / EAN - 8

- Enables electronic exchange of master data with vendors through global data synchronization, vendor portal or catalog providers

Analyst Speak

"Infosys has the most experience among GSPs in the implementation of off-the-shelf MDM solutions, and they are benefiting from having made early investments in the MDM area... Today, Infosys has… consultants, solution specialists, and technology developers devoted to the MDM practice. They have done more implementations of off-the-shelf MDM software than any other Global Service Provider. Their penetration of the Retail sector is particularly noteworthy. They serve… top retailers in the US."

- Steve Banker, Service Director, ARC Advisory Group

SAP enjoyed a 272 percent year-over-year growth rate, which catapulted the company from its 9 percent market share in 2004 to the number one position in 2005, claiming 19 percent of the worldwide PIM market based on total software revenue.

-"Market Share and Forecast: PIM Software, Worldwide, 2004 – 2010" dated September 25, 2006 by Andrew White and Chad Eschinger, Gartner

Infosys-SAP NetWeaver MDM Solution Benefits	SAP NetWeaver MDM Product

• **Speed up time to shelf:** Streamlined new product introduction processes minimize the time to introduce new products and promotions
• **Enable consumer intimacy:** Comprehensive and accurate store data enables micro-merchandizing and tailoring of assortments to the local demographics and psychographics
• **Improve master data accuracy and completeness:** "One version of truth" of master data like items, stores, and vendors aids operational and managerial decision-making
• **Reduce supply chain costs:** Accurate product data reduces logistics and supply chain inefficiencies
• **Reduce data administration costs:** Minimized manual data entry, effort duplication and rework caused by inaccurate data reduce data administration costs by 15%-30%
	• **Rich Product Content Management**
	  • Powerful capabilities to load, aggregate, and normalize product content
	  • Parametric search enables quick product comparison and selection
	  • Intelligent image management supports Web and print publishing
	  • Retail-specific functionality supports matrix product combinations (color and size) to manage multiple UPCs from the same SKU
	• **Flexibility to Support Complex MDM Requirements**
	  • Easily models data for multiple object types, including products, trading partners and locations
	  • Strong integration capabilities support inbound and outbound business processes
	  • Consolidates and manages customer data from all available sources

About SAP	

SAP is the world's leading provider of business software*. Today, more than 36,200 customers in more than 120 countries run SAP® applications — from distinct solutions to address the needs of small and midsize enterprises, to suite offerings for global organizations. Powered by the SAP NetWeaver® platform to drive innovation and enable business change, SAP software helps enterprises of all sizes around the world improve customer relationships, enhance partner collaboration and create efficiencies across their supply chains and business operations. SAP solution portfolios support the unique business processes of more than 25 industries, including high-tech, retail, financial services, healthcare and the public sector.
To know more about SAP, please visit www.sap.com
	• **Powerful Workflow Design to Enforce Data Governance Discipline**
	  • Graphical workflow design features
	  • Integrates with portal and universal worklist for multi-application business processes

Infosys Retail & CPG Practice

Infosys' Retail & CPG Business Unit provides business solutions to the industry's leading firms to enable them to become more competitive. Our client base spans all major segments of the value chain, from retailers to distributors and CPG manufacturers.

The 3000+ strong practice provides services that include business process conceptualization, process engineering, package selection and implementation. We are an active member of EPCglobal and ARTS (Association for Retail Technology Standards).

SERVICES
SAP
GLOBAL PARTNER

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.

Infosys ® | Building **Tomorrow's** Enterprise

About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit www.infosys.com.

For more information, contact askus@infosys.com