A Comprehensive Introduction to Data Unification Through SAP NetWeaver Master Data Management and Answers to the Top-Five FAQs

Lori Vanourek
SAP Labs
Master Data Management Overview

Scenario Concept

Key Capabilities

Summary
SAP NetWeaver offers great depth and breadth of features and functions.

- New technologies and functions are continuously being added and enhanced
- Key capabilities are built on this rich toolset of SAP NetWeaver technologies

The first question may be: Where to start?

SAP is introducing ‘**IT Practices**’ to help with your strategy and your planning

- IT Practices help you address this initial and fundamental question
- By focusing on the IT deliverables in a Cross-Technology Cross-Organizational environment, IT Practices can help change how you view your organization and technology
Aligning SAP NetWeaver™ to the New Challenges

IT exists to deliver solutions for business requirements

- Technology is constantly changing and is usually not directly aligned with business requirements!

Business requirements change rapidly → IT must deliver in a smarter way

- Slicing SAP NetWeaver to directly address key issues

....helps enterprises find the right starting point
An IT Scenario is a set of IT processes, grouped to attain a defined business goal.

Targeting the business of IT, IT Scenarios help the technical community more quickly and easily:

- develop, compose, and run applications
- build, enhance, and operate an IT infrastructure
- integrate people, information and processes
- implement a defined IT concept, such as evolving a company’s system landscape into a services-based architecture
- Adapt and implement SAP NetWeaver within the existing IT landscape

Introduced with the SAP NetWeaver 2004s release

- SAP NetWeaver information will be rolled out based on IT Scenarios
# IT Scenarios for SAP NetWeaver

## IT Practices

<table>
<thead>
<tr>
<th>IT Practices</th>
<th>IT Scenarios</th>
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<tbody>
<tr>
<td>Data Unification</td>
<td>Master-Data Harmonization</td>
</tr>
<tr>
<td>Business Information Management</td>
<td>Enterprise Reporting, Query, and Analysis</td>
</tr>
<tr>
<td>Custom Development</td>
<td>Developing, Configuring, and Adapting Applications</td>
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<tr>
<td>Unified Lifecycle Management</td>
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<tr>
<td>Consolidation</td>
<td>Enabling Platform Interoperability</td>
</tr>
<tr>
<td>Enterprise Service Architecture</td>
<td>Enabling Enterprise Services</td>
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</tbody>
</table>

This a view of the SAP NetWeaver Technology Map

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Anatomy of an IT Scenario

IT Scenario variants are the implementation component of an IT Scenario.

- Variants, unlike IT Scenarios, may be release dependent.
- Variants may be developed by SAP, ISVs, or Partners.
The Master Data Challenge

A PROBLEM EVERY COMPANY HAS

Master data describes key areas of your business …

- Customers (Name, addresses, phone number, …)
- Products (Product attributes, list price, …)
- Suppliers (Parent entity, address, parts offered, …)
- Employees (ID, name, title, address, org unit, …)

Master data is stored in **multiple, disconnected** systems/databases

Unmanaged master data is notoriously inaccurate, full of discrepancies, incomplete and leads to poor business decisions

<table>
<thead>
<tr>
<th>System A</th>
<th>System B</th>
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<tbody>
<tr>
<td>Prod #</td>
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<tr>
<td>A124K</td>
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<td>Category</td>
<td>Category</td>
</tr>
<tr>
<td>Footwear</td>
<td>Clothing</td>
</tr>
</tbody>
</table>

Is this the same product represented in 2 different ways?
A Problem You Can Find In Every Division

MASTER DATA CHALLENGE MATERIALIZES ACROSS THE ORG

Sales
- Lacks 1 view of customers across all channels
- Sub-optimal views impacts customer facing transactions
  ➔ Customer data problem that leads to poor sales effectiveness

R&D, Sales, Marketing
- Failure to capitalize on market opportunity with New Product Introduction
- Lacks real time collaboration with front office
  ➔ Product data problem that hampers go-to-market effectiveness

Purchasing
- Lack of visibility into suppliers and products
- High spend costs due to sub-optimal supplier selection and rationalization
  ➔ Supplier data problem that leads to sub-optimal procurement decisions

CEO/CFO/CIO
- Lack of consistent information that’s needed to make decisions that support innovation and growth
- Business dynamics impact ability to manage resources (human capital) effectively
  ➔ Enterprise information management problem and sub-optimal decisions
Foundation for ESA

- SAP NetWeaver MDM delivers an enterprise information foundation for SAP’s Enterprise Services Architecture
- SAP NetWeaver MDM enables flexibility and data reusability through loosely coupled business processes that can access data easily
- Business processes can leverage SAP NetWeaver MDM to generate data models automatically
- Enterprise web services can access SAP NetWeaver MDM seamlessly
- SAP Analytics leverages SAP NetWeaver MDM and Business Intelligence
FAQ #1

Does SAP NetWeaver MDM only work with SAP data?

NO! This is, unfortunately, a common misrepresentation of our product by our competitors. SAP NetWeaver MDM is part of SAP NetWeaver – SAP NetWeaver is designed specifically for managing non-SAP data!

The following architecture slides will point out how non-SAP data can be handled when using SAP NetWeaver MDM to unify data.
SAP NetWeaver MDM – Key Concepts at a Glance

Delivers a single version of the truth intra and inter-enterprise
SAP NetWeaver MDM – Major Building Blocks

Thin Client
- Search / View
- Data Maintenance
- OCI

Import Server
- Parsing
- Structural Mapping
- Value Mapping
- Record Matching
- Key Mapping

Master Data Server
- Core Services
- Memory Cache
- Database Abstraction
- Repository Management

Syndication Server
- Extraction
- Structural Mapping
- Value Mapping
- Number Assignment
- Key Mapping

User Interface

Rich Client
- Data Manager
- Import Manager / Syndicator
- Image Manager
- Publisher

SAP NetWeaver XI
- Inbound Proxy

SAP NetWeaver Application Server
- API / Monitoring

SAP NetWeaver XI
- Outbound Proxy

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THE BEST-RUN BUSINESSES RUN SAP
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<td><strong>Summary</strong></td>
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SAP NetWeaver MDM – Key Scenarios

IT SCENARIOS

Master-Data Consolidation
- Cleansing and de-duplication
- Data normalization including categorization and taxonomy management
- New interactive consolidation capabilities

Master-Data Harmonization
- Automated synchronization of globally relevant master data information
- New interactive distribution capabilities

Central Master-Data Management
- Central data creation
- Ongoing master data quality

BUSINESS SCENARIOS

Rich Product-Content Management (RPCM)
- Powerful capabilities to load, aggregate and search on parametric product data
- Intelligent image management and Web/print publishing

Global Data Synchronization (GDS)
- Consistent trade item data exchange with retailers via data hubs (e.g. UCCnet or Transora)

Customer Data Integration (CDI)

Enterprise Data Warehousing (EDW)
SAP NetWeaver MDM IT Scenarios: Master Data Consolidation

MASTER-DATA CONSOLIDATION

Benefits: SAP NetWeaver MDM ensures data integrity with master data consolidation and sets the stage for easy re-use via distribution or via business processes that directly leverage consolidated data.

- Object models for supplier, customer, material, employee
- Data normalization
- Available ad-hoc consolidation
- Interactive data quality analysis
- Two variants:
  - Consolidating Master Data From Client Systems
  - Consolidating of Business Intelligence Master Data

People Productivity

Analytics

Composite Applications

SAP NetWeaver MDM

Loading and Consolidating Master Data

Enabling Analysis

Business Process Integration

Oracle

SAP

Legacy

Platform Process Components

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SAP NetWeaver MDM Scenarios – Master Data Harmonization

Benefits: SAP NetWeaver MDM ensures that as data changes in one application, other business applications that depend on that data are updated with a consistent view of key data as it changes in real time, enabling decision making based on accurate data.

- Central repository
- Matching & merging
- Track changes
- ID mapping
- Staging

Main Processes
- Loading master data
- Consolidating master data
- Distributing master data
SAP NetWeaver MDM Scenarios – Central Master Data Management

Benefits: With SAP NetWeaver MDM, a central comprehensive repository can be created with enriched content that can be used as the single source of the truth for all enterprise master data inter and intra enterprise.

- Central repository for managing master data
- Interactive distribution to clients
- Central data maintenance using a rich client
- Comprehensive data normalization

Main Processes
- Maintaining master data centrally
- Distributing master data
IT Scenarios

Master Data Consolidation
- Load Master Data
- Consolidate Master Data

Master Data Harmonization
- Load Master Data
- Consolidate Master Data
- Distribute Master Data

Central Master Data Management
- Create Master Data
- Distribute Master Data
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SAP NetWeaver MDM Scenarios

RICH PRODUCT-CONTENT MANAGEMENT

“It was a miracle. What would have taken us a day we were able to do in four minutes. More importantly, using the SAP NetWeaver MDM system, we discovered data discrepancies that were virtually impossible to identify using the old tools.” Paul Peloquin, BD

- Complex product management
- Print publishing including layout and production
- Product taxonomy and hierarchy management
- Intelligent image management
- Staging
- Data analysis

<table>
<thead>
<tr>
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<th>Description</th>
<th>Category</th>
</tr>
</thead>
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<td>Safety Boot</td>
<td>Clothing</td>
</tr>
</tbody>
</table>

Re-categorization and enrichment

Enabling web catalogs and providing printed catalogs

Business Process Integration

Oracle
SAP
ERP 3

Platform Process Components
GLOBAL DATA SYNCHRONIZATION

“SAP’s comprehensive SAP NetWeaver MDM solution seamlessly integrates with our existing investments in solutions such as mySAP™ ERP. SAP NetWeaver MDM has enabled us to bring new products to market faster and significantly reduce the time spent maintaining trade partners and items. By improving processes such as collaborative planning, forecasting and replenishment, it is helping us to reduce costs and to optimize our supply chain operations.”

Dave Cosgrove, Director, North American eBusiness, Whirlpool Corporation

- Comprehensive solution for Global Data Synchronization for consumer product companies
- Enables consumer product companies to publish enriched product data to UCCNet data pools and reduce supply chain costs
- Seamless and permanent integration with mySAP ERP backend
- Flexible end-to-end solution
- UCCNet and Transora certified
Business Scenario Overview

Rich Product Content Management (RPCM)

- Load data
- Consolidate, create, enrich
- Create Layout
- Publish to paper
- Publish to Web

- Page layout for product catalogs → MDM Publisher
- Retrieve product information from a SAP NetWeaver MDM repository via OCI [Open Catalog Interface]

Global Data Synchronization (GDS)

- Load ERP material data
- Create trade items
- Enhance trade items
- Register trade items
- Publish trade items

- Product data exchange with external data pools and trade partners
Master Data Management Overview

Scenario Concept

Key Capabilities

Summary
What are SAP NetWeaver Master Data Management’s key capabilities?
Key Capabilities

Complex Data Modeling Elements

Tables and Fields

Categories and Attributes

Hierarchies

- Manufacturers
  - Ansell Protective Products
  - BACO-DALE Group
  - Best Manufacturing Company
  - Boss Holding, Inc.
  - Danaher Corporation
  - Estwing Manufacturing Company
  - Henkel KGaA
  - Illinois Tool Works, Inc.
  - Norcross Safety Products LLC
  - RPM International, Inc.
  - The Sherwin-Williams Company
  - Minwax Company
  - The Stanley Works
  - Willi Hahn Corporation

- Product Names
- Regions
- Sectors
- Text Blocks
- Text Fields
- Text HTMLs
- Images
- PNGs
- AIFFs
- WMAs
- Preferences
- Security
Quick Data Access/Multi-Dimensional Search
Key Capabilities (cont.)

Check-in/Check-out (exclusive/joint)

Mass Maintenance
## Record Comparison

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>The Armstrong Tool Comp.</th>
<th>The Armstrong Tool Comp.</th>
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<td>15-209</td>
<td>16-103</td>
<td>27-915</td>
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<tr>
<td>Name</td>
<td>1/2&quot; 12-Point Socket Set</td>
<td>1/4&quot; Socket Set</td>
<td>Drive Set</td>
<td>Ignition Wrench Set</td>
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<td>Specialty Area</td>
<td>Automotive</td>
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<td></td>
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<td>Contains</td>
<td>Socket(s); Handled; Ratchet Handle(s); Extension(s); Combination Wrench(es); Pliers</td>
<td>Socket(s); Bit; Socket(s); Handled Ratchet Handle(s); Spinne; Ratchet Handle(s); Extension(s); Pliers</td>
<td>Socket(s); Handled; Adapter(s); Pliers; Pliers; Pliers; Wrench(s); Pliers(s)</td>
<td></td>
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<tr>
<td>Unit System</td>
<td>Inch</td>
<td>Inch</td>
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<tr>
<td>Drive Type</td>
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<td>Square</td>
<td>Square</td>
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<tr>
<td>Drive Size (Nominal)</td>
<td>1/2&quot;</td>
<td>1/4&quot;</td>
<td>1&quot;</td>
<td>1/4&quot;</td>
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<tr>
<td>Quantity</td>
<td>27 per case</td>
<td>27 per case</td>
<td>53 per box</td>
<td>53 per box</td>
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<tr>
<td>Weight</td>
<td>6.278000 lb</td>
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<td>Updated By</td>
<td>admin</td>
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<td>Item Status</td>
<td>Active</td>
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</table>

### Images

- ![Image 1](Image-15-515.jpg); Image Name: 15-515.jpg; Image Type: Qualitéed; Image Source: Armstrong Tool Co.; Manufacturer: Armstrong Tool Comp.; Loading Date: 11/23/2004
- ![Image 2](Image-15-209.jpg); Image Name: 15-209.jpg; Image Type: Qualitéed; Image Source: Armstrong Tool Co.; Manufacturer: Armstrong Tool Comp.; Loading Date: 11/23/2004
- ![Image 3](Image-16-103.jpg); Image Name: 16-103.jpg; Image Type: Qualitéed; Image Source: Armstrong Tool Co.; Manufacturer: Armstrong Tool Comp.; Loading Date: 11/23/2004
- ![Image 4](Image-27-915.jpg); Image Name: 27-915.jpg; Image Type: Qualitéed; Image Source: Armstrong Tool Co.; Manufacturer: Armstrong Tool Comp.; Loading Date: 11/23/2004

### Features

- Steel case.
- Steel case. Designed with the professional in mind.
Key Capabilities (cont.)

Data Management Workflow

- Enables the orchestration of parallel and sequential activities at the data management level, including user tasks, validations and approvals
- User-friendly design-time environment allows quick and easy creation and manipulation, even by end users
- Groups of records can be moved through the workflow at runtime as logical packages, providing quick access to the relevant data
- Flexible agent assignment based on users or roles
- Embedded validations for data quality checks at any time in the process
Embedded Browser

- MDM Data Manager features additional pane for in-place browser visualization

- Additional information on records, attributes, and categories can be directly visualized

- Preparation for further SAP NetWeaver MDM developments

- Use-case examples:
  - Google search on vendor names, descriptions etc.
  - Enrich SAP NetWeaver MDM capabilities via API programming
    - e.g. show stock information for selected products from a connected ERP system
Importing Data

Data Mapping/Record Matching

[Diagram showing data mapping and record matching process]
Service*

The mdis.ini file facilitates configuration parameter changes for the main service as well as default/specific settings for source/destination import behavior.

Ports**

Encapsulates all of the configuration and logistical information associated with inbound and outbound processing of data from client systems. Extended port folder structure to store log files.

Runtime

Since by definition a service does not have a UI, the MDM Import Server functionality may be checked using the tools available on the platform that the service is deployed on.

Monitoring Capabilities

Step-by-step audit trail of the import and a status indicating whether the import succeeded or not. These log files are accessible via MDM Console.

Availability monitoring integrated into CCMS.

* Currently available for Windows platform
** For further details see MDM Console User Guide
Syndicate Data

Record Selection and Target Determination
**Service**

The `mdss.ini` file facilitates configuration parameter changes for the main service as well as default/specific settings for source/destination export behavior.

**Ports**

Encapsulates all of the configuration and logistical information associated with inbound and outbound processing of data from client systems. Extended port folder structure to store log files.

**Runtime**

Since by definition a service does not have a UI, the MDM Syndication Server functionality may be checked using the tools available on the platform that the service is deployed on.

**Monitoring Capabilities**

Step-by-step audit trail of the export and a status indicating whether the export succeeded or not. These log files are accessible via MDM Console. Availability monitoring integrated into CCMS.

---

* Currently available for Windows platform
** For further details see MDM Console User Guide
## Quick Creation using Powerful Java APIs

### Product List

**Select manufacturers:**
- Band-It-DEX, Inc.
- Breeze Clamp Products
- Drive Valve & Coupling Company
- Panduit Corporation
- Precision Brand Products, Inc.

**Specifications**

<table>
<thead>
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<td>1122BES9</td>
<td>1122BES9</td>
<td>1122BES9</td>
</tr>
</tbody>
</table>

### Compare Side by Side

**Comparison Side by Side**

- Select

Visit [www.gestore.com](http://www.gestore.com)!
Publish as Printed Catalog

Layout and Print Possibilities

HORIZONTAL HANDLE HOLD-DOWN CLAMPS

Series TC-219, 217, 227, 237, 245

Safely designed to give more hand clearance between the bar and handle when clamps are in full open position. Bar guide feature gives extra loaded support and swiftly to hold-down bar at any front of stroke. Vise Up & Down module supplied with removable rubber pad and vertical adjusting screw. Series TC-245-2, TC-249-2, which are supplied with hex head opening, or module and hanging mechanism. Bar Up & Down supplied with fully threaded, stainless steel hex head.

VIBRATION MOUNTS

Designed to absorb the transmission of vibration and noise in a piece of equipment. Made of natural rubber with hard-steel balls and inserts. For dimension for up to 100 cubic meters. Dimensions vary with millimeters.

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FAQ #3

How does SAP NetWeaver Master Data Management integrate with other SAP NetWeaver components?
Enhanced iViews

Search Result iView
- Transfer of selected items to a shopping cart via OCI

Item Details iView
- Allows deleting, creating and changing of records
- Grouping of fields in header and multiple tabs
IT Scenarios – SAP NetWeaver BI Integration

Cross-system analysis based on the record key information. Local keys describing the origin of the record. SAP NetWeaver MDM keys outlining the identified duplicates during the consolidation step.

Select data to extract  ▶  Upload data  ▶  Maintain data; consolidate data; create key mapping  ▶  Extract data from repository via Syndicator  ▶  Upload into SAP NetWeaver BI

Features

- Scenario  SAP NetWeaver BI → SAP NetWeaver MDM → SAP NetWeaver BI supported
- Scenario  R/3 → SAP NetWeaver MDM → SAP NetWeaver BI supported
- Scenario  R/3 and SAP NetWeaver BI → SAP NetWeaver MDM → R/3 and SAP NetWeaver BI supported

Benefits

- Accelerated realization due to deployment of existing standard SAP NetWeaver BI and R/3 structures and objects
- Master Data Harmonization cross systems and consolidated reporting in SAP NetWeaver BI
- Reduced cost/competitive edge through SAP NetWeaver MDM supported SAP NetWeaver BI analyses.
SAP NetWeaver BI Integration

Scenario 1
SAP NetWeaver BI as the central data hub with huge amount of data attributes and SAP NetWeaver MDM utilized as the instance to consolidate and identify duplicates.
→ Consolidation scenario, SAP NetWeaver BI already in place.

Scenario 2
SAP NetWeaver MDM as the central data hub to consolidate and identify duplicates containing the globally relevant data attributes. SAP NetWeaver BI utilized as the instance where the majority of attributes are stored for analysis purpose.
→ Consolidation scenario where SAP NetWeaver BI is not yet implemented and/or other options of SAP NetWeaver MDM are viable.

Scenario 3
SAP NetWeaver MDM added to an existing SAP NetWeaver BI scenario. SAP NetWeaver BI contains the majority of attributes while SAP NetWeaver MDM stores only those relevant for matching/duplicate identification. SAP NetWeaver MDM enables harmonization and cross-system analytics.
→ Consolidation and Harmonization scenario plus duplicate analysis.
SAP NetWeaver MDM – APIs

**Features**

Java API
- Several new methods especially for handling matrix product enabled repositories
- Additional restructured and renamed new Java API (com.sap.mdm.*)
- Extended API functionality to cover server management and schema maintenance (Java2 only)

ABAP API
- First version of ABAP API available for pilot customers
- Direct access from ABAP applications to information in SAP NetWeaver MDM Repositories
- Integration in SAP NetWeaver Application Server Kernel
- Convenient usage through ABAP classes shipped as Add-On
- Access to key mapping information
- Search and read access

1 new Java API does not yet cover the functionality of MDM4J (only server, repository, schema functions)
Until new API covers all functionalities, parallel usage of new API and MDM4J

2 ABAP API available for pilot customers, currently limited functionality
RPCM – Open Catalog Interface (OCI)

**Access product data via OCI**

Search for products in an SAP NetWeaver MDM repository, add them to a selection list, transfer the data to a shopping chart, complete and order.

Business applications like SAP SRM, SAP CRM and others can now call an SAP NetWeaver MDM repository and use it as an external product catalog* via OCI.

**Features**

- Support of all mandatory parts in OCI protocol
- Enhanced Result Set iView with OCI capabilities
- Configure MDM OCI via iView Wizard
- Map OCI fields to repository fields

**Benefits**

- Includes all required OCI functionality to connect an SAP NetWeaver MDM repository to a business application out-of-the-box

* Customer can leverage the SAP NetWeaver MDM catalog functionality which is a subset of SAP NetWeaver MDM

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FAQ #4

What types of business content are delivered with SAP NetWeaver Master Data Management?
SAP NetWeaver MDM – Shipped Business Content

The shipped SAP NetWeaver MDM Business Content offers pre-configured repositories, import and syndication maps, XI-Mappings, SAP NetWeaver Portal Content etc. as a basis for implementation.

**Features**

- **Additional Languages**
  English, German, French, Japanese, Russian, Korean, Portuguese, Spanish, Italian, Chinese (*)

- **Additional Article template repository for product support (**)**

- **Extended template repositories**

- **Extended import & syndication maps**

- **Syndication Maps for SAP NetWeaver BI Reporting (Customer, Material, Vendor)**

**Benefits**

- **Accelerated implementation due to predefined content**

(*) Chinese not part of initial shipment
(**) Article repository in English, German, French only
Where can I find additional information on SAP NetWeaver Master Data Management?

For general questions about SAP NetWeaver please use this quicklink: http://service.sap.com/netweaver.

For information on the IT Practises and IT Scenarios for SAP NetWeaver click on "IT Practises" and "IT Scenarios."

For all standard information about SAP NetWeaver MDM the following quick link is available which leads to all relevant information from marketing as well as product specific information, events and education. The quick link is http://service.sap.com/MDM.

Public discussion forums can be found in the SAP Developer Network (SDN): http://www.sdn.sap.com -> Master Data Management.
For more information: Access the SAP Developer Network – www.sdn.sap.com

The central hub for the SAP technology community
- Everyone can connect, contribute and collaborate - consultants, administrators and developers
- Focus around SAP NetWeaver and SAP xApps

High quality of technical resources
- Articles, how-to guides, weblogs, collaborative areas, discussion forums and downloads, toolkits and code-samples

A collaboration platform, not a one-way street
- SAP experts from customers, partners and SAP

SDN is powered by SAP NetWeaver™
- Built on the SAP Enterprise Portal
- Featuring collaboration capabilities of SAP Knowledge Management
7 Key Points to Take Home

- Every company struggles with master data inconsistencies.
- Data Unification is achieved through SAP NetWeaver MDM.
- SAP NetWeaver is a key part of an ESA strategy.
- The Data Unification IT Practice supports 3 different IT scenarios (Data Unification, Data Harmonization, Centralized Master Data Management).
- The Data Unification IT Practice supports 4 business scenarios (Rich Product Content Management, Customer Data Integration, Enterprise Data Warehousing, Global Data Synchronization).
- Business Content is provided.
- SAP NetWeaver MDM integrates with the other SAP NetWeaver components such as SAP NetWeaver Portal and SAP NetWeaver BI.
Questions?

Q&A
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IT Practices for SAP NetWeaver

- IT Practices identify how you can use SAP NetWeaver to solve specific business problems in a way that does not disrupt your existing operations.

- IT Practices are generic and are applicable for all IT organizations. Therefore the goals should also be familiar:
  - The need to combine different integration technologies
  - To develop, compose, and deploy business applications leveraging existing system investments
  - To build new business processes in a flexible way

IT Practices when applied to SAP NetWeaver:

- Look at the overall SAP NetWeaver platform in vertical slices that focus on key business issues rather than isolated technology components.

- IT Practices can be further broken down into specific ‘IT Scenarios’ which detail IT processes focusing on meeting a business goal.