Solving the Master Data Management (MDM) Business Problem

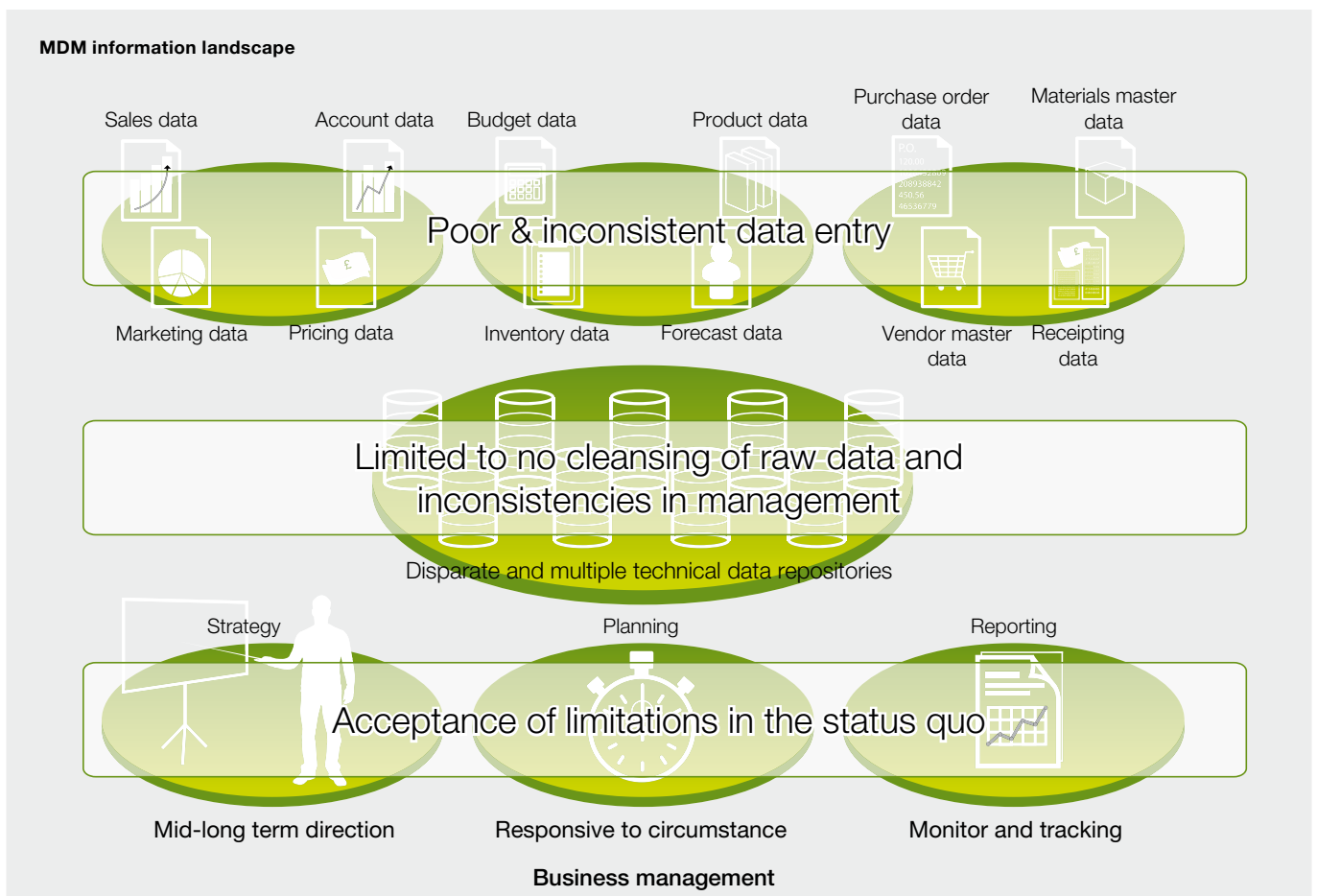## Capgemini's Master Data Management IPO solution

People matter, results count.

Managing Master Data – the challenge

Master data is at the heart of an efficient and effective modern business. It provides the translation that enables effective business interaction across internal units, external partners and customers, meaning that a business can operate with confidence in the complex networked economy. Master data also provides the key to effective analytics and reporting, which drives efficient decision making and strategic planning. Despite this value, master data is rarely managed as a business asset. In fact a Capgemini survey showed that few organizations are actively managing their master data. Processing of master data is buried within different functions and is not linked to the information it provides, or shared and linked across functions or partners. Organizations struggle to find expertise to effectively manage master data. Instead, budget and effort is invested in fixing and processing master requests and fixing problems. Disparate technical MDM solutions often deliver incremental improvements as they go live, but the information degrades rapidly because the operational challenges of high quality master information have not been addressed.

MDM information landscape

Sales data · Account data · Budget data · Product data · Purchase order data · Materials master data

Poor & inconsistent data entry

Marketing data · Pricing data · Inventory data · Forecast data · Vendor master data · Receipting data

Limited to no cleansing of raw data and inconsistencies in management

Disparate and multiple technical data repositories

Strategy · Planning · Reporting

Acceptance of limitations in the status quo

Mid-long term direction · Responsive to circumstance · Monitor and tracking

Business management

How we do it

Capgemini views MDM fundamentally as an operational problem underpinned by a consistent and proven technical solution. Capgemini consolidates multiple disaggregated databases managed by different business units into a single repository, providing the operational processes and support to manage its continual improvement and exploitation. To meet our clients' specific needs and business objectives, Capgemini has created a MDM Information Process Outsourcing (IPO) solution that covers the full range of operational services to deliver the business outcome required.
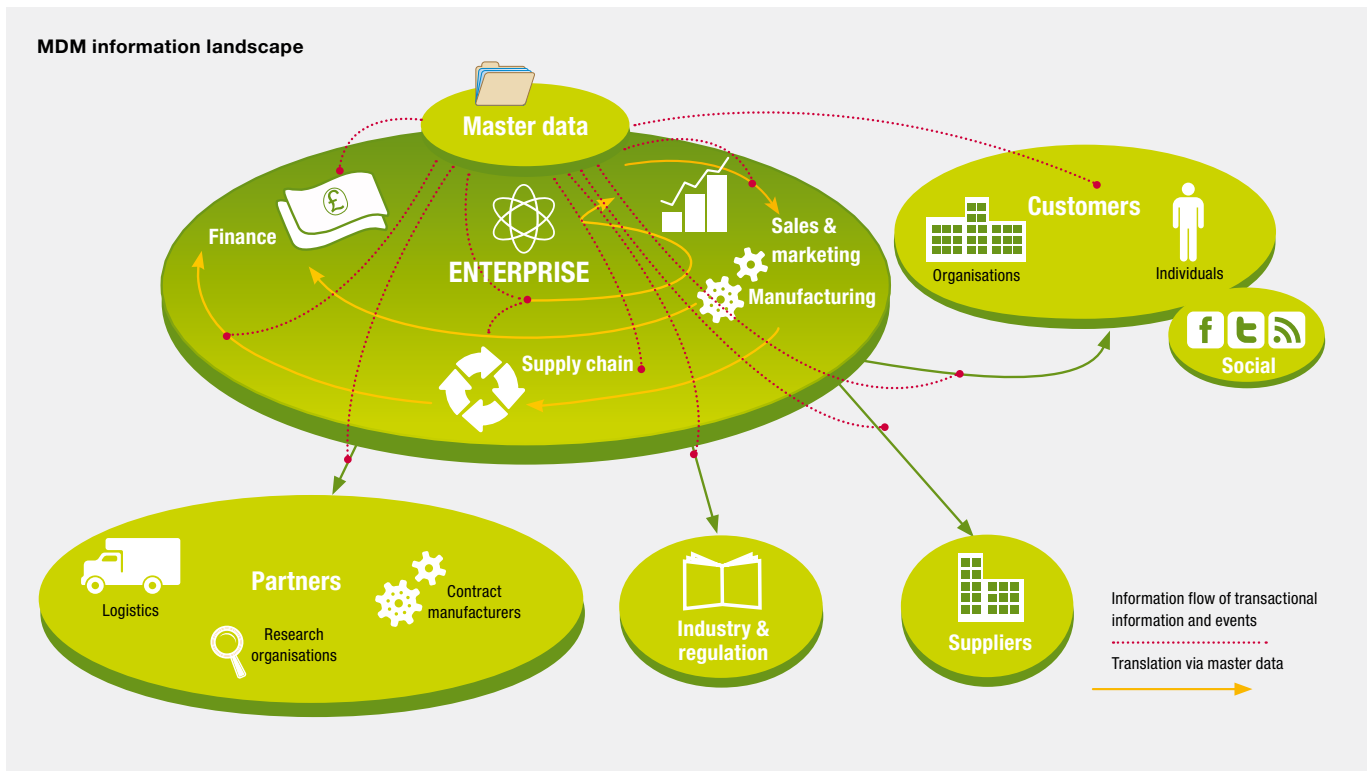
Capgemini's MDM IPO offer covers the initial integration and centralization of master data, class leading processes including Master Data Cleanse, and Quality & Governance. It covers all three of the business domains of master data – Customer Centric, Enterprise Centric and Supply Centric, including specializations in the following areas:

User Data – User accounts, workflow routes, approval matrixes

F&A – GL accounts, cost and profit centers, bank master, cost elements, fixed assets, order group

Production Planning – Resource, resource hierarchy, master recipe, production version

MDM information landscape

Finance · Master data · ENTERPRISE · Sales & marketing · Manufacturing · Supply chain · Customers · Organisations · Individuals · Social · Partners · Logistics · Research organisations · Contract manufacturers · Industry & regulation · Suppliers

Information flow of transactional information and events

Translation via master data

Warehouse Management – Control-cycle records, production supply areas, storage bins, RF users

Materials Master – Purchasing records, source list, vendor master, material master

Sales & Distribution – Agreements & Rebate agreements, customer master, customer hierarchy, batch master, customer material info record, pricing conditions, tax conditions

Plant Maintenance – Catalogs, equipment, bill of material, functional location

Quality Management – Catalogs, inspection characteristics, inspection method, inspection plan, modification rules, sample procedures.

Our solution is based on four pillars

The business solution

Capgemini offers the Global Process Model© which is a proven set of best practices, backed by a comprehensive database of defined processes, controls, and measures representing global and industry best practice. Capgemini's IPO professionals are trained in the Global Process Model and able to rapidly on-board your organization into using it.

Tools

Capgemini's own BPO platform BPOpen™ provides an MDM work management and service delivery enabler module with which its flexible nature can be quickly deployed and integrated with either your existing environment or Capgemini's own MDM solutions.

SLA-based continuous improvement

Combining the Global Process Model and Capgemini's BPOpen Technology Toolkit enables Capgemini to deliver a global solution to your organization, delivered via our extensive Rightshore® network.

Capgemini treats MDM IPO as a business solution. Improvement is driven based on our Six-Sigma and LEAN-based Delivery Excellence Framework, to provide ongoing continuous improvement and optimization of our clients' information business processes. This is measured by a clear set of business service-level agreements.

Full-life cycle operational governance

The final part of the Capgemini MDM IPO solution, operational governance and staff. These provide your organization with the full lifecycle solution for master data. From the creation and modification of master data, through to the establishment and ongoing engagement with your company's information governance boards, Capgemini's IPO professionals ensure that master data is treated as a corporate asset. This ensures your organization can quickly adopt Capgemini's MDM IPO business solution and deliver long-term success without having to create, train and fund an internal department that is implementing this for the first time. Capgemini's multi-client experience ensures you benefit from our leading practice and gain the cost advantages that come from working with an efficient, established global delivery network.

Why Capgemini MDM information process outsourcing?

Capgemini is among the world's leading MDM Repository service providers and a pioneer of IPO. Our information management professionals bring a wealth of experience in data management, transformation and compliance. Our MDM IPO services are characterized by:

- **Expertise** – by combining MDM expertise with global delivery capabilities and deep industry knowledge, Capgemini not only reduces costs but also drives operational excellence with minimum risk
- **Collaboration** – working together with clients, Capgemini goes well beyond a workflow that merely meets fundamental corporate and regulatory compliance requirements
- **Customization** – Capgemini customizes a solution to meet your specific requirements
- **Benefits** – Our subject matter experts addressing your needs, so that the streamlined flow of data throughout the organization can become a reality. This results in improved customer retention rates, revenue growth, data accuracy and timeliness and improved partner/ customer satisfaction rates
- **Proven case studies** – Capgemini's approach to MDM allows organizations to establish a MDM roadmap while addressing short-term needs.

Capgemini treats MDM as a business challenge. By providing the operational solution to drive high-quality master data, we enable your business to concentrate on its operational and strategic challenges in the confidence that decisions are based on high-quality information which is continually managed to ensure its accuracy.

Capgemini's MDM IPO solution is the business way to address MDM problems.

For more information please contact Steve Jones, Global MDM Lead, Business Information Management:
bim@capgemini.com

About Capgemini and the Collaborative Business Experience

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in more than 35 countries, Capgemini reported 2009 global revenues of EUR 8.4 billion and employs over 100,000 people worldwide.

More information about our services, offices and research is available at
www.capgemini.com

People matter, results count.