

Capgemini supports BSH in becoming a *data-driven* company

Capgemini supports BSH to gain greater transparency into its business and leverage the value of data to further optimize time to market while fostering profitability and growth

Founded as a joint venture between Robert Bosch GmbH and Siemens AG in 1967, BSH has grown into an internationally operating home appliance manufacturer with more than 12 appliance brands. Its product portfolio ranges from large home appliances, such as cooktops, ovens, extractor hoods, dishwashers, washers, dryers, fridges, and freezers, to small home appliances, such as vacuum cleaners, espresso machines as well as kitchen machines.

Today BSH is one of the world's leading home appliance manufacturers with around 37 factories worldwide and a network of about 80 sales, production, and service companies in 50 countries. The company's international growth and complex organizational structures made it challenging to establish a culture in which data does not end up in silos but is made transparent to the entire group. Thus it can be analyzed and maintained to optimize BSH's products, services, new business models and also time-to-market. To address this challenge, BSH wanted to take its master data management (MDM) to the next level and migrate to a new platform, which also proactively prepared for the end of support for the SAP EEC system in 2027.

Overview

Client: BSH Hausgeräte GmbH

Industry: Manufacturing

Client Challenge:

Following BSH's success, the number of suppliers and the associated amount of data was growing. As a result, they faced the challenge of ensuring data quality and availability across multiple regions, systems, and teams. This was a hurdle in bringing new offerings to market quickly.

Solution:

BSH partnered with Capgemini to leverage the company's data assets with the help of Stibo Systems' multi-domain master data management platform (MDM) and establish a Data Governance organization.

Benefits:

- Improved operational efficiency due to streamlined data processes
- Faster time to market through unified supplier overview
- Reduced maintenance costs by minimizing operational errors
- Informed decision making thanks to 360-degree view on data

Making BSH's master data management sustainable and future proof

As a globally renowned business and technology partner with extensive expertise across various industries, Capgemini was chosen as a partner for the transformative project. Due to the size of the project scope, the migration of BSH's data had to be split up into large data packages, such as supplier, customer, and various product data. The partners recognized the need for a new master data solution and agreed to integrate supplier data for the first 4 countries by 2023 and all countries by 2025.

After evaluating several vendors and software solutions, Capgemini helped BSH to choose Stibo Step as a part of a federated master data hub for partner and product master data. This would allow the previously rolled out S/4 HANA platform to receive data directly from the new MDM solution and include data quality enhancements, automation, and governance workflows for easy use.

In order to separate migration tasks among multiple teams, the partners used an agile SAFe methodology to manage multiple streams and effectively synchronize people and their activities. Over the course of 18 months, BSH and Capgemini successfully completed the migration of supplier data onto Stibo Step, which represented the first pioneer project milestone.

Unifying data management

The new Stibo Step MDM solution provides a 360-degree view of BSH information by creating a clean and high-quality master data that is transparent and trustworthy. As a result, the company now has a unified view of its suppliers, enabling faster time-to-market, enhance operational efficiency, and greater business agility.



Thanks to Capgemini, the implementation of Stibo STEP allows us to streamline and enhance our master data processes to make them more efficient, sustainable and future proof. The improved workflows free up time for team to focus on more important tasks of our daily work and this helps us to avoid operational errors and reduce risks with regards to sustainability and maintenance. Overall, the team is very happy with the outcome of the migration so far."

Piotr Miksa

Global Data Owner Supplier Master Data, BSH

With the further implementation of more master data hubs, as well as the migration of master data processes to the new Step System, BSH will be able to further accelerate impactful innovation and to drive business growth, strengthening its position as one of the industry leaders and keeping the company ahead of the curve.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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