Success Story / Siemens

From PIM to MDM: the management of master data takes the lead

Background

Siemens Building Technologies – a division of Siemens AG, head-quartered in Zug, Switzerland – is a worldwide leader in the fields of fire safety; security; automation; heating, ventilation and air-conditioning systems; and energy management systems for buildings. For its customers, Siemens Building Technologies is a technology partner, a service supplier, a systems integrator and a supplier of products. Its portfolio encompasses around 50,000 items which are sold globally. Customers are currently provided with information about the products and services via a number of printed and online catalogues, online selection and configuration tools, and via apps and an ‘Industry Mall’ as an information and shopping platform.

Challenges

Siemens Building Technologies manufacture, develop and test new products through nine locations worldwide. Until recently, data that was created and managed across databases and distributed across the enterprise, was first entered into the product life-cycle management (PLM) system. Only when an item was ready for market was its data entered, sometimes manually, into the SAP enterprise resource planning (ERP) system and then transferred into the product information management (PIM) system. Here, yet even more information was added to enrich the data. The duplication of systems and the inconsistencies in the data meant that there were governance and data quality issues. A large number of integrations and mapping processes not only led to delays in the flow of information about products, but also created duplicated efforts across the organisation. Siemens Building Technologies realised that they needed to improve the processes and work-flows to create a more efficient landscape.

Customer Details

Siemens Schweiz AG, Building Technologies Division
www.siemens.com

Industry

Designer and manufacturer of products and services for reliable, secure, energy-efficient and environmentally-friendly buildings and infrastructure

Challenge

- Improve central data governance
- Eliminate duplicated processes and inconsistencies
- Manage processes that run in parallel, increasing efficiency
- Shorten time-to-market

Solution

- A central MDM solution controls the entire flow of information associated with master data
- Standardised processes and work-flow within Stibo Systems’ MDM solution STEP, which interacts directly with the PLM system and the SAP ERP system
- Data governance and data quality to increase the completeness and correctness of commercial and technical data
- The MDM/PIM team is responsible for the data management processes, work-flow and continually monitors and improves the alignment processes to meet business requirements.
Solution

Siemens Building Technologies decided to integrate a master data management (MDM) system into its existing IT infrastructure. The MDM solution needed to be the foundation of their IT architecture, being at the centre of global processes and work-flow for the creation, enrichment and maintenance of content. The MDM solution would push and exchange data to and from other internal systems such as the PLM and SAP ERP systems. Siemens Building Technologies needed to increase its central data governance and data quality processes, making master data available globally – data that is more standardised, more complete, up-to-date with fewer errors and duplication and with greater consistency. With the help of the MDM solution, the processes and work-flow to create, edit, enrich, version and approve data would be more efficient and shorten time-to-market.

“We will now be well equipped to extend our leading position in the market around the world. For example, following an acquisition, it will now be easier to swiftly extend our product range. Our customers will benefit from this as we can now meet their requirements even quicker and more precisely”

Jeannine Vythoulkas
Demand Manager Global Master Data
Siemens Building Technologies

To find the best possible solution, Siemens Building Technologies compared the MDM solutions offered by several potential vendors. The most impressive system proved to be the Stibo Systems STEP solution, as it could best meet both the current and expected future requirements and expected scalability. Important selection criteria included the ability to integrate the new solution into the existing, complex IT landscape with ease.

STEP has been in use at Siemens Building Technologies as their PIM solution since 2003, directly supporting the product data. However, after the evaluation process and the identification of a need for an MDM solution, the STEP solution was upgraded and it now manages the entire flow of information associated with the master product data. Today, when a new item is ready for the market, an entry for that item will be created directly in the STEP MDM system. The STEP solution then fetches the new item number and the data entered during the development phase from the PLM system. From here, it controls the entire process and work-flow to edit, enrich and version the data and then push it to the marketing channels. Data governance and data quality are now integral to the processes within STEP, ensuring consistency and reducing data errors at source, as well as maintaining audit trails. The STEP solution uses a standardised work-flow to funnel the exchange of data with the SAP ERP system through defined interfaces.

To ensure the organisation reaps the benefits of its MDM strategy, Siemens Building Technologies created a MDM/PIM team who ‘owns’ the processes, work-flow and governance for product data. Within the company, the team is positioned between business and IT to keep the data processes harmonised to meet commercial and business requirements.

Results

In future, when creating new items and enriching their data, STEP will guide all product managers worldwide through the quality checks and approval processes, as specified in the work-flow. Master technical and commercial data can now be edited at the same time and quicker at an early stage and can be controlled from a single source. The STEP MDM solution and the processes now mean that master data can be managed quicker, more reliably and more comprehensively, also making it easier to integrate data following acquisitions and range more products quickly.

“We with STEP, we will create one single reliable source of product information worldwide. Building on this, we will streamline our processes and introduce clear responsibilities.”

Jeannine Vythoulkas
Demand Manager Global Master Data
Siemens Building Technologies

About Stibo Systems

Stibo Systems is the global leader in multi-domain Master Data Management (MDM) solutions. Industry leaders rely on Stibo Systems to provide cross-channel consistency by linking product, customer, supplier data and other organisational data. This enables businesses to make more effective decisions, improve sales and build value. During the last 30 years, Stibo Systems has helped leading companies to develop a trusted source of strategic information. A privately held subsidiary of the Stibo A/S group, which was originally founded in 1794, Stibo Systems’ corporate headquarters is located in Aarhus, Denmark.

For more information visit www.stibosystems.co.uk or email info@stibosystems.co.uk