

# Benefits of Better Master Data Management for Manufacturing Companies

Long and complex value chains with many movable parts are characteristic of manufacturing companies. From end to end, manufacturers deal with raw material and component suppliers, production equipment, regulators and distributors. Each link of the chain generates data that needs to be accessible, insightful and shareable.

Usually, manufacturers already have the data they need. The urgency is to manage and govern it to make it fit for data-driven business.

Many top-tier manufacturers across the globe are using a multidomain master data management solution as the backbone of their IT architecture. Multidomain MDM can ensure the accuracy and availability of master data across systems and data domains to feed applications that need accurate data on customers, products, suppliers etc.

## Build stronger supplier ties

Complete and accurate supplier data, including contract information, help build a 360° view of your supplier network. This can help you track spending and supplier performance, SLAs, contact information, compliance and solvency information. Integrating your MDM solution with third-party validation sources ensures your access to always updated supplier information.

MDM facilitates collaboration with suppliers by providing the ability to onboard directly their product information, saving you time and effort in rekeying, transcribing and validating information.

## Accelerate the path to industry 4.0

Leveraging IoT technology and connecting assets to enable smart manufacturing can support new business models and enhance operational efficiency. An MDM system can help to describe how physical and digital assets can relate to each other – perhaps being linked in functional relationships or being combined as part of an SLA that needs to monitor

*By 2025, three out of five manufacturers' smart factory initiatives will stall due to lack of supply chain integration.<sup>1</sup>*

## Opportunities that make master data management indispensable:

- Accelerate digital transformation
- Innovate with new business models, products and services
- Enhance the customer experience and engagement
- Achieve sustainability goals
- Achieve greater supply chain agility and resilience
- Reduce cost of data management
- Increase accuracy of demand forecasting
- Automate business processes
- Increase availability of reliable business analytics
- Reduce operational and financial risk

their performance. MDM solutions allow businesses to easily collect, validate and cleanse asset data, grouping it into logical relationships. This has the advantage of being able to define and monitor new types of SLAs and facilitate the journey from reactive to predictive and preventative asset maintenance.

## Achieve sustainability goals

With the intense and global focus on sustainability from customers, regulators, investors and governments, manufacturing companies are compelled to set sustainability goals for themselves. They are expected to know sustainability of their suppliers, including reduced carbon footprint, innovative production and packaging methods or providing the public with insight into raw material sourcing.

Multidomain master data management helps you to enrich your product information with metrics that describe its sourcing, sustainability and environmental impact. MDM also enables you to establish data governance specifically for sustainability to ensure accountability and data transparency.

## Comply with government regulations

Compliance with directives and regulations such as Proposition 65, REACH, RoHS and the Conflict Minerals Legislation is easier to maintain with an MDM solution. MDM has inherent data governance capabilities that can assist you in making data fit for compliance.

*For the manufacturer of handcrafted design products, Caroline's Treasures, PDX Syndication enabled time savings of over 90% and increased sales by almost 40%.<sup>2</sup>*

*Klein Tools has experienced over 100% online business increase with The Home Depot using PDX Syndication.<sup>3</sup>*

### **Support for international classification standards**

Onboard, maintain and exchange product data in standardized formats to increase your speed to market.

Stibo Systems Multidomain MDM has built-in support for international classifications, such as GS1, ETIM, ECLASS (Basic and Advanced), UNSPSC, Aces, Autocare and TecDoc to facilitate easy distribution of your products. The MDM-integrated support ensures you have total ownership of rules for data transformation and access to data quality capabilities without third-party software required.

### **Share data with reseller partners**

Moving your products quickly to market requires the ability to syndicate product data to various reseller platforms. PDX Syndication is a built-in component that connects the MDM platform seamlessly with online marketplaces and big box retailers, including The Home Depot, Walmart, Amazon, 1WorldSync and AAFES, to keep product information accurate and updated.

*“With the MDM solution from Stibo Systems, we have implemented a critical component in the digitalization of our global production network.”*

Simon Preis, OSRAM Opto Semiconductors

PDX Syndication provides a complete, cost-efficient way to share information with retailers, data pools and content service providers (CSPs). Using deep retail integrations and machine learning, PDX Syndication automates and simplifies the process of collecting, mapping and transforming your data to match your business partner's requirements.

### **Becoming more customer centric**

Your customers have growing levels of expectation in your ability to anticipate their demands, provide them with automated customer services, integrate digitally with their own supply chain and provide richer and more transparent information about your products and services.

Multidomain MDM ensures that business-critical data is reliable, such as customer and product data that serves to automate procurement with your ERP, build a 360° customer view for a CRM and drive better decision making for your customer analytics.

### **Improve internal and external collaboration using data integration**

Consolidation of master data in a central hub that integrates and co-exists with business-critical applications can ensure that every department has access to the same set of trusted data. This improves collaboration, as well as maintaining audit trails and duplication checks. Using an open, technology-agnostic multidomain MDM allows integration with systems and databases, including digital asset management systems, translators, analytics tools, external data validation sources, ERPs, CRMs and retail channels.

*“Thanks to the openness of the Stibo Systems MDM system, we can select the best solution for every process. We have full flexibility for future challenges.”*

Barbara Müller, Product Information Manager, Fujitsu Technology Solutions<sup>4</sup>

### **Use multidomain insights to support data-driven decision making**

Multidomain MDM is an important tool in support of analytics and data-driven decision making. Multidomain refers to the joint governance of different data domains. For example, governance of product, location and supplier data together can provide you with important insights on who delivers what products to which distributor locations. Governing product and customer data together can help you manage eligibility and customization.

Chinese vehicle manufacturer, SGMW, uses Stibo Systems MDM to manage parts, bill-of-materials (BOM), contracts, material, supplier, logistic, manufacturing, procurement and vehicle master data.

*“The system enhances data compliance, availability and provides a trusted data source for our downstream systems.”*

Mr. Liu Dewei, MDM Project Manager, SGMW<sup>5</sup>

### Key capabilities of Multidomain MDM

Stibo Systems Multidomain MDM is a single, scalable platform that connects and manages master data across ALL data domains — products, customers, locations, suppliers, assets and employees — to create a comprehensive on-demand view of your business and operating units, leveraging accurate, up-to-date information.

### Business results focused

- Design by configuration rather than coding accelerates time to value and increases flexibility
- User interfaces and workflows made to help business users collect, organize, enrich and share information
- Continuous measurement of data quality performance and of the stewardship organization for optimum transparency of data governance

### True multidomain solution

- Trustworthy information and unique identification of customers, suppliers, products, assets, distributors, partners, organizations, employees and locations
- Zones of insight: create new, actionable data at the intersections of data domains. **Read more** about how to create zones of insight with Multidomain MDM.
- 360° view of customers, products and suppliers

### Open platform

- Multidomain MDM works with your existing IT infrastructure by natively using widely available connectors, providing flexibility for integration across internal and external IT systems, sources and environments. See the **Connector Gallery**.
- Native integration with SAP S/4HANA
- Enhancing the operations of business applications without reengineering existing infrastructure
- Data-as-a-Service: Cloud-based data distribution service for high-volume data-consuming applications

### Manage complex customer and supplier data

- Entity management, including legal, marketing, credit hierarchies, customer segmentation and know-your-customer (KYC) information
- Validation against trusted sources, such as Dun & Bradstreet
- Onboard suppliers and their products to support traceability, procurement, supply chain optimization, as well as environmental, social and governance (ESG) goals

### Manage complex product configurations

- Bill-of-materials (BOM) and variants
- Customer specific products
- ECLASS: advanced product data models
- References and relationships across datasets

### Rapid deployment

- Stibo Systems Multidomain MDM is offered as a SaaS solution, including benefits such as 24/7/365 monitoring, elastic scalability, automated backups, no infrastructure worries and core upgrades included
- Multi-tenant infrastructure
- SOC compliant
- ISO 27001 certified
- Expertise available through an extensive network of certified partners

Sources: 1) Gartner, Future State of Manufacturing Industries 2) **Caroline's Treasures case study** 3) **Klein Tools case study** 4) **Fujitsu case study** 5) **SGMW case study**

■ To learn more about how Stibo Systems and MDM can help, visit [stibosystems.com/manufacturing](https://stibosystems.com/manufacturing)

### About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at [stibosystems.com](https://stibosystems.com).