

■ MDM – A Critical Component of Digitalization



Company:

ams OSRAM

Industry:

Manufacturing

Region:

Europe

Solution:

Master Data Management (MDM)

Executive Summary

ams OSRAM is a global technology leader and manufacturer of opto-semiconductor products for lighting, visualization and sensor technology. It has more than 20,000 employees worldwide.

The company is known for its high-quality standards and innovations. Products include LEDs, laser diodes, optical sensors and silicon photodetectors.

In a parallel roll-out of an MDM and PIM project, with the aim of ultimately running both on one platform, the company wanted to move away from traditional product data management and ecommerce to master data management for machinery and equipment, aiming at effective synchronization between both teams through close coordination.

With an MDM solution from Stibo Systems, all machinery master data is methodically captured and easy to manage; stand-alone solutions are eliminated, and an interface with SAP provides access to already well-maintained data.

The Business Payoff

The MDM solution has enabled long-term reduction in personnel costs thanks to rapid availability of data. Furthermore, maintenance of machinery has been streamlined through workflow modifications.

The Customer Experience

Master data management on one system instead of three.

In addition to all its benefits for users, the MDM project was completed ahead of schedule and came in significantly below budget. Its structural success became apparent shortly after go-live: master data could now be managed on a single system, instead of three.

Challenge

The company is since ams' acquisition of OSRAM headquartered in Graz (Austria) with a co-headquarter in Munich (Germany). Until recently, its machinery and equipment were managed using different systems, from SAP to inhouse solutions. This resulted in a lack of transparency or interconnection between data. All the data relating to a machine needed to be available on a single platform. This includes the machine's country, factory, hall, location, and which team works on it, as well as maintenance frequency and guidelines, logistics for moving machinery, insertion and automation processes, plus data on process, logistics and automation components inside the machinery.

Solution

With the introduction of the MDM solution, all machinery data is methodically captured and easy to manage. Stand-alone solutions have been removed, while an interface with SAP provides access to already well-maintained data. MDM has also eliminated redundancies, leading to an improvement in data quality.

Today, every user has access to a single source of truth – comprehensive data about machinery at a glance. The rapid availability of data will reduce personnel costs in the long term. Additionally, maintenance has been streamlined through workflow modifications.

Results

As lasting results, ams OSRAM has achieved improvement in data quality and elimination of redundancies because they now have a single source of truth.

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

— Simon Preis, Project Manager

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.