

■ Siemens Saves Costs and Reduces Data Errors by 98% with Master Data Management

Company:

Siemens Building Technologies (SBT)

Industry:

Manufacturing

Region:

Europe

Solution:

Product MDM



Executive Summary

SBT originally emerged from a number of different companies following several acquisitions. As a result, independent departments maintained the same product data in parallel. This siloed management prevented efficient reuse of the data; and with the same products presented differently in the marketplace, it was impossible for SBT to achieve a unified brand image.

The decision to adopt a new, central master data management function came from the company motto – One SBT – which referred to presenting consistent external communication and common sales activities.

A project was launched to take a big step towards commonality. Its aim was a uniform presentation of the company and its products across all channels and regions while, at the same time, saving time and expense in data maintenance.

The details of some 25,000 locally administered products and 30,000 additional assets, such as product data sheets and graphics, were transferred into a central system: Stibo Systems Product MDM.

The Business Payoff

Centralized data management has enabled substantial reductions in maintenance costs, staff time requirements and errors. Greater consistency across channels and regions has reduced data errors by 98 %.

Time-to-market has been improved, on average by 80 %, and customers experience a strong, uniform brand.

Challenge

The goal for SBT was to create new data management processes that could:

- Save time and costs of data maintenance
- Improve consistency across all channels and regions
- Reduce data errors and inefficiencies
- Speed up time-to-market

Solution

To support this goal, SBT chose to implement Stibo Systems' master data management platform, Product MDM.

Product MDM seamlessly integrates data with back-end applications in the supply chain and customer-facing applications across the enterprise. By doing so, all product details and relevant company data can be managed centrally in a single digital hub, whether the information is used for call centers, sales channels, websites, print media or other points of sale – regardless of format, language, currency, or physical location.

Result

SBT's head office now enters the data for all global products into Product MDM in English and German. Other regions can access the data globally, with the ability to add further product data for their own regional use.

By applying the single-source principle, the maintenance costs within SBT were substantially reduced, and 98 % of data errors were eliminated.

“ There are now 25 people working on data and layout maintenance, compared to many times that number before.”

—Patrick Brunner, Roll-out Manager and CIO,
Siemens Building Technologies

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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.