MasterDataOnline (MDO) is a master data management solution that streamlines and automates master data governance and supply chain management processes for SAP or other ERP customers. MDO helps in governance and standardization of all types of master data across the business by easily allowing business users to create information with standardized business rules, workflows and approval processes. It is built on an innovative Service-Oriented Architecture (SOA), which gives you extensive adaptability, ease of use and speed of deployment at a low cost of ownership.

It has three major offerings:
- MDO Clarify
- MDO Governance
- MDO BPM

It is available in both enterprise and hosting model.

In spite of its appeal, ERP has challenges and difficulties in its realization in the organizations. Master data was not governed and there were no approval and business workflows in place to maintain the consistency and accuracy of the data. With the implementation of MDO in the organization, the users were able to centrally maintain Material, Customer, Vendor, Service, and Asset Masters and BOM. The organization had a challenge in maintaining the Technical Objects Structure and had disparate process for managing Engineering, Procurement, and Construction (EPC) process. The MDO allowed use of prebuilt workflows and user interfaces on top of proven data models. The organization saw reduction in the cost of maintaining multiple repositories of master data and the centralization and simplification of management of business rules and hierarchies.

Business Challenges

- Duplicate data were created/maintained into SAP by the users, which impacts the business due to non-standardized master data.
- As the number of SAP users are more it impacts the cost.
- Little or no standardization to create and govern the data. This ultimately leads to incomplete and erratic data records.
- No control or ownership by functional team in normal scenarios and especially when problem arises as there are no approval process.
- Data quality problems continue to impact operational efficiency and reporting accuracy.
- Lack of necessary business sponsorship & no standards for maintenance of data.

One of the largest Oman based EPC Companies, turned the key entities into information and provided the business with the control it needed to master all of their data.
About the customer

A well-established 100% Omani owned Construction Company known for delivering high quality construction, products and services. It is one of the leaders in the construction industry in Oman with a workforce of over 7000 people.

<table>
<thead>
<tr>
<th>Master Data Records Type</th>
<th>Original</th>
<th>Duplicate Records Identified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials</td>
<td>61,000</td>
<td>20,000</td>
</tr>
<tr>
<td>Vendors</td>
<td>3,000</td>
<td>800</td>
</tr>
<tr>
<td>Customer</td>
<td>7,000</td>
<td>1200</td>
</tr>
</tbody>
</table>

Business Benefits

- Reduced inventory of duplicate spare parts.
- Consistent Master data information across systems help to identify business and technology gaps.
- MDO Plant Maintenance (PM) module helped the organization’s business to maintain complete and consistent view of Maintenance Repair and Overhaul (MRO) material items.
- MDO PM also helped in maintaining the view of Technical object hierarchy, including, Functional location, Equipment, Equipment BOM and Maintenance Plan.
- The standardization engine helped to classify material descriptions based on Nouns and Attributes and international standards like UNSPSC and ECCMA.
- With MDO Governance in place, the approval process for every master is followed, every objects would be Created/Changed/Extended/Copied/Deleted/ as per the approval of the functional owners.
- Workflows defined based on the criteria for all the masters which improved the operational standards.
- Mass processes have been defined to create/change/extend which optimized speed and time.
- Users could easily attach files and other related documents.

MDO Modules Implemented

- Material
- Customer
- Vendor
- Bill of Material
- Service
- Technical Objects (Equipment, Functional location, Maintenance Plan & Equipment BOM)

Conclusion

- Improved data accuracy, compliance to business processes.
- Reduction in number of duplicate entries and lead time to create an accurate master.
- Simplified and segregated with generic understanding of database.
- Standardized Data Cleaning processes for Material, Customer, Vendor, Functional Location, BOM and Equipment Masters.