Master Data is a type of data that describes subjects related to the ‘who’ ‘what’ and ‘where’ in business transactions communications, and various processes. The ‘who’ could be a customer, vendor or an employee; the ‘what’ could be a product, spares, equipment or service, and the ‘where’ could be locations, sites and stores.

Master Data Management (MDM) is a program of operational processes governed and executed on a foundation of people and technology to maintain and deliver Master Data that is understood, trusted, controlled, and fit of purpose. Data Governance creates the rules and adjudication for operational processes of each phase of the master data's life cycle from its creation, access, use, and disposal.

The MDO MDM solution allows processes to be defined for both people and technology.

The technology here is SAP and the solution has also recently included Salesforce from a technology perspective and will also become an MDM layer to other leading ERP systems.
MDO Governance Models

The MDO Governance Models are based on both Active and Passive Governance (DIW).

**Active Governance Models** - The Active Governance Models are based on validated data acquisition which is based on rules and definitions, that can be different based on sites or business areas. This allows workflows, where there is role based accountability for key data areas.

**Passive Governance (DIW)** - Using the Data Intelligence Workbench (DIW), the MDO passive governance can work on data that is based on the current rules. With new rules and legislation changes, it helps to keep the data quality current.

MDO MDM Platform Features

**Role Based Accountability** - There are field level security provisions based on Roles, each role can have their defined views and field behaviours.

**Data Quality Framework** - An embedded Data Quality Framework that defines business rules by analysts with no knowledge of coding.

**Mass Processing** - Allows the process of data in both individual and mass.

**Configurable Workflows and User Interfaces** - Easy Configurable Workflows and User Interfaces

**Analytics** - A strong analytics platform for SLA's and Request Management, helps to show progress in quality and efficiency in your data management process.

A Collaborative framework that can allow external partners and systems to contribute in the enrichment process.

Integration Framework that is based on REST, leverage the SAP Cloud Platform Integration for SAP and other system connections.

**Mobility** - MDO Mo

**Custom Data Models** - Build your own Master Data Models and integrate with multiple systems.

Key Differentiators

**Available on Cloud** - This is a major differentiator as the current SAP data solutions are available on premise.

**Integrated Master Data** - The ability to integrate multiple areas of Master Data in one process is very unique.

**XcelConnect** - MDO XcelConnect is a complete interactive mass processing tools with configurable layouts and workflows.

**Skills** - Anyone who can work on Excel or can do a macro can manage the business administration of MDO, keeping the cost of maintenance low.

**Cost** - The Cost is also an important factor. With a scalable cloud model and low implementation cost, there are some immediate wins with MDO MDM on Cloud.
MDO MDM for SAP

MDO MDM covers all types of master data in various business domains, our deep understanding of the SAP Data Models allows us to define the core master data processes. The solution is SAP certified and comes with pre-defined integration adapters for both SAP ECC and S4 HANA. The key Solution areas and Data areas it covers are:

**VALUE ADDITIONS - APART FROM THE STANDARD MASTER DATA PROCESSES, BELOW ARE SOME OF THE ADDITIONAL VALUE ADD-ONS:**

**Vendor On-boarding & Self Service** - The Vendor On-boarding solution allows Vendors to Onboard themselves by inputting their own details and managing their personal details, bank details, certificates and any other information that they are responsible for. This reduces risk and the Vendor is responsible for maintaining their own data.

**OCR Validations** - OCR Business Rules are now available in MDO which helps in validating attachments and documents. This helps validating important documents such as licenses and certificates.
GSN & ECCMA - Global Spare Network (GSN) and the ECCMA library allows MRO Spares enrichment based on UNSPSC and eOTD standards.

Supplier RFS - Supplier Request For Spares (RFS) helps suppliers to contribute information in terms of enrichment.

External APIs - External API validations e.g Dun and Bradstreet, and other credit and legislative agencies.

EPC Collaboration - MDO now has the ability work with your EPC contractors and enables collaboration based on CFIHOS standards.

MDO for Salesforce

MDO is also available on Salesforce App Exchange as a Master Data Solution where it can provide a data governance framework for customers in terms of data quality and governance.

MDO with Other Enterprise Platforms

We are already working with other players such as Oracle to build similar data models to SAP, where we can have certified adapters. The MDO Integration layer can still integrate with other systems using the web service layers.

Key Use Cases

DOW CHEMICAL
Implemented MDO for Spares and Asset Data after an unsuccessful attempt in SAP MDG. The solution is being used across 35 countries in 17 languages, with 40 million records.

HESS CORPORATION
A large oil and gas company based out of New York, uses MDO across all their global locations for spares.

VISY
One of the largest packaging and recycling companies uses MDO to manage all their Vendors and MRO Spares.