

# 4 ways to ensure Success with SAP MDG

The volume of data created by a single organization is staggering – growing on average, by 40% per year<sup>1</sup>. Businesses look to SAP's Master Data Governance (MDG) to consolidate master data and ensure its quality and consistency, but the software is only one piece of the puzzle.



DATUM gets customers ready for a successful SAP MDG deployment by helping businesses put together the rest of the puzzle, with a focus on the following:

## 1. Reduce IT Complexity

DATUM helps customers define a data governance model that identifies and eliminates unnecessary complexity caused by overlapping ERP systems, illogical architectures, and siloed data.

**\$ 237 BILLION**  
Profits lost by the top 200 global companies due to hidden costs of complexity<sup>2</sup>

**86%** of CEOs say their business processes and decision making are so complex that it hinders their ability to grow in a digital economy<sup>3</sup>

**41%** IT departments negatively impacted by complexity<sup>3</sup>

**60%** of companies say complexity increased operational costs by at least 11 percent.<sup>3</sup>

**38%** of CEOs say general management is negatively impacted by IT complexity<sup>3</sup>

• Bad data costs the US economy 3.1 trillion each year<sup>4</sup>

• Business costs of bad data estimated to be 10-25% of revenue<sup>4</sup>

## 2. Identify the Right Data.

DATUM knows what questions to ask and who to involve to help customers purge bad and inconsequential data and focus on critical data that can be aligned to measurable KPIs.

## 3. Make the Right Decisions.

DATUM defines and documents standards, rules and workflows to optimize operations, eliminate redundancies and empower businesses to make better, more profitable decisions' after 'businesses.

A 10% increase in data accessibility translates into an additional \$65.7 million in net income for a typical Fortune 1000 company<sup>5</sup>.



## 4. Act Right Now.

**96%** of organizations see digital transformation as critical<sup>6</sup>

**59%** worry they are already too late for digital transformation<sup>6</sup>

Effective data governance is the foundation for a broader digital transformation that incorporates social, mobile, cloud, internet of things, artificial intelligence and more. Successful businesses are already seizing these opportunities...but it can't be done without the foundation of data governance provided by DATUM and SAP MDG.

## DATUM in Action: Johnson Controls Inc. Case Study

DATUM customer, Johnson Controls Inc. (JCI), needed an effective data governance program to ensure data quality and consistency as the company grows and evolves in the digital economy.

**140**  
Year-old Company

**80+**  
ERP Systems

**3 Independent Business Units:**

- Automotive
- Power
- HVAC

**360**  
Sites

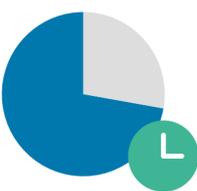
**60,000**  
Users

**4 Data Domains:**

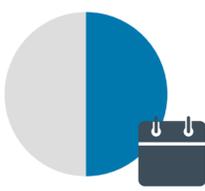
- Customer
- Vendor
- Materials
- Finance

## SAP MDG was the clear software solution,

but JCI needed DATUM's assistance to develop a data model that would dictate *how* the software should be implemented – tying data to specific goals and defining rules and work flows. The resulting framework would not only be used for data governance, but for further digital transformation. With DATUM's assistance, JCI benefitted from:



**40%**  
Less time to deliver functional specifications for SAP MDG



**50%**  
Fewer meetings and project re-work in SAP MDG deployment



**28%**  
Shorter project timeline to deploy SAP MDG

The puzzle of effective data management is one area businesses of all sizes are trying to piece together as they build their presence in the new digital economy. SAP MDG and DATUM complete the puzzle to provide a comprehensive data management program that sets businesses up for success in the digital universe.



Find out more about what SAP MDG and DATUM can do for your business.



<sup>1</sup>The Digital Universe of Opportunities." IDC 2014.  
<sup>2</sup>Global Simplicity Index." Simplicity and Warwick Business School, 2013.  
<sup>3</sup>The Business Case for Managing Complexity." Harvard Business Review, 2015.  
<sup>4</sup>\$3 Trillion Problem: Three Best Practices for Today's Dirty Data Pandemic." MicroServices Expo, September 2011.  
<sup>5</sup>Surprising Statistics About Big Data." Baseline Magazine, February 2014.  
<sup>6</sup>Are Businesses in Digital Denial, or Really Transforming?" Progress, July 2016.

