How GEA keeps customer data clean

IBsolution MDG Summit – Mannheim

MARTIJN VAN HEUGTEN OCTOBER 2019

engineering for
a better world

Martijn van Heugten
Head of IT BRM Corporate - Master Data Domain

Master Data Domain (SSC-1.6.1)
Phone +31 492 349 366
Mobile +31 6 51759109
martijn.van.heugten@gea.com
www.gea.com

We live our values.
Excellence • Passion • Integrity • Responsibility • GEA-versity

engineering for
a better world

GEA is one of the largest technology suppliers for food processing and a wide range of other industries. The global group specializes in machinery, plants, as well as process technology and components. GEA provides sustainable solutions for sophisticated production processes in diverse end-user markets and offers a comprehensive service portfolio.

GEA in numbers – Fiscal Year 2018

Order intake

4,918 million

(EUR)

Employees

18,642

(FTEs)

Revenue

4,828 million

(EUR)

Operating EBITDA

518 million

(EUR)

Operating EBITDA margin

10.7%

Dividend Proposal

0.85

(EUR per share)

engineering for
a better world

Dairy
Approx. one quarter of processed milk comes from GEA production systems

Marine
Every second container ship in the world sails with GEA marine equipment on board

Food
Approx. every third process line for instant coffee was installed by GEA

Food
Every third chicken nugget is produced using GEA technology

Beverage
Approx. every second liter of beer is brewed with the aid of systems and process solutions from GEA

Pharma
Every fourth liter of human blood for making plasma-derived products is processed using GEA equipment

Chemical
More than one third of all polymer producers are using GEA drying technology

engineering for
a better world

Content

engineering for a better world

2015	The Digital Core – Business Application roadmap for GEA
2016	First MDM project – Customer Master Data for CRM (C4C)
2017 - 2018	Migration to golden records into SAP-MDG
2017 - 2018	Governance, integration SAP MDG with C4C
2019	Current status & figures
2019 - 2020	Governance, integration SAP-MDG with ERP systems
Future	Outlook – Way forward

Content

engineering for a better world

2015	**The Digital Core – Business Application roadmap for GEA**
2016	First MDM project – Customer Master Data for CRM (C4C)
2017 - 2018	Migration to golden records into SAP-MDG
2017 - 2018	Governance, integration SAP MDG with C4C
2019	Current status & figures
2019 - 2020	Governance, integration SAP-MDG with ERP systems
Future	Outlook – Way forward

The Digital Core – Business Application Roadmap

engineering for a better world

2015 Background

An overview of the technologies and brands that have become part of GEA over the years:

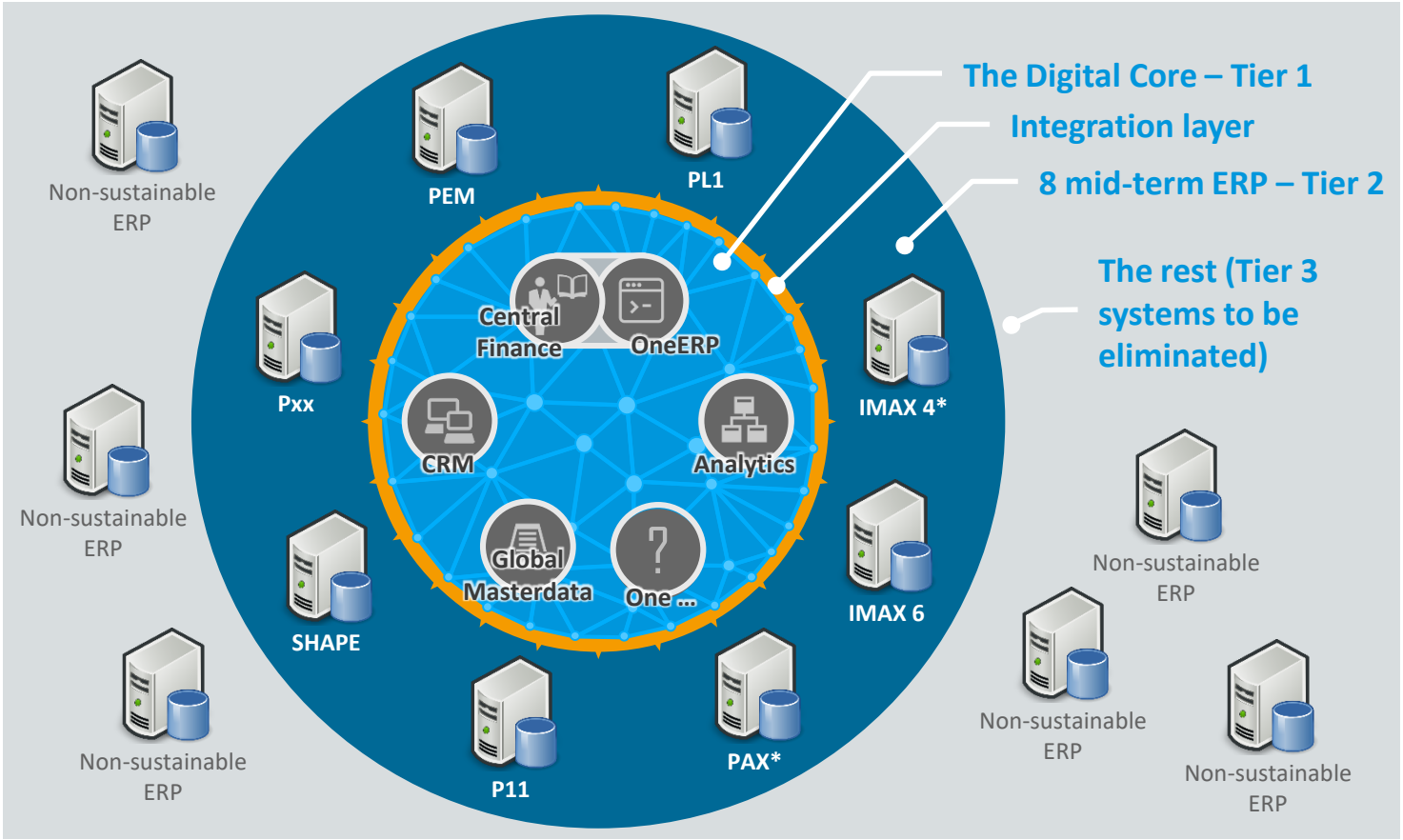
- Adapta, Aerofreeze, Aquarius, Ariete, Aseptomag, Atlas, Avapac, AWP, Barr-Rosin, Belam, Bischoff, Bock, Breconcherry, Brewery Systems, CFS, Colby, Comas, CMT, Diessel, Dixie Union, Eagleclass, Elba, Eurotek, FES, FIL, Filtration, Goedhart, Grasso, Grenco, Hilge, Houle, Huppmann, Hygia, Intec, Ilka Mafa, Imaforni, Japy, Kestner, Koppens, Krämer + Grebe, Liquid Processing, Matal, Maxa, Messo, Milfos, Mullerup, Niro, Niro Soavi, Norbco, NOVAlobe, Nu-Con, Panda, Pavan, Pharma Systems, Procomac, Royal de Boer, Scanio, Scan-Vibro, Surge, TDS, Technofrigo, Tiromat, Tuchenhagen, Variflow, Varipond, Vesta, Vipoll, Westfalia Landtechnik, Westfalia Separator, WestfaliaSurge, Wewatch, Wiegand, Wolfking

- **Worldwide > 200 GEA entities ; > 300 locations**
- **Around 80 ERP systems in use**
  (SAP, Navision, Axapta, Exact, Own developments, MS Excel, etc. etc)

Harmonization program

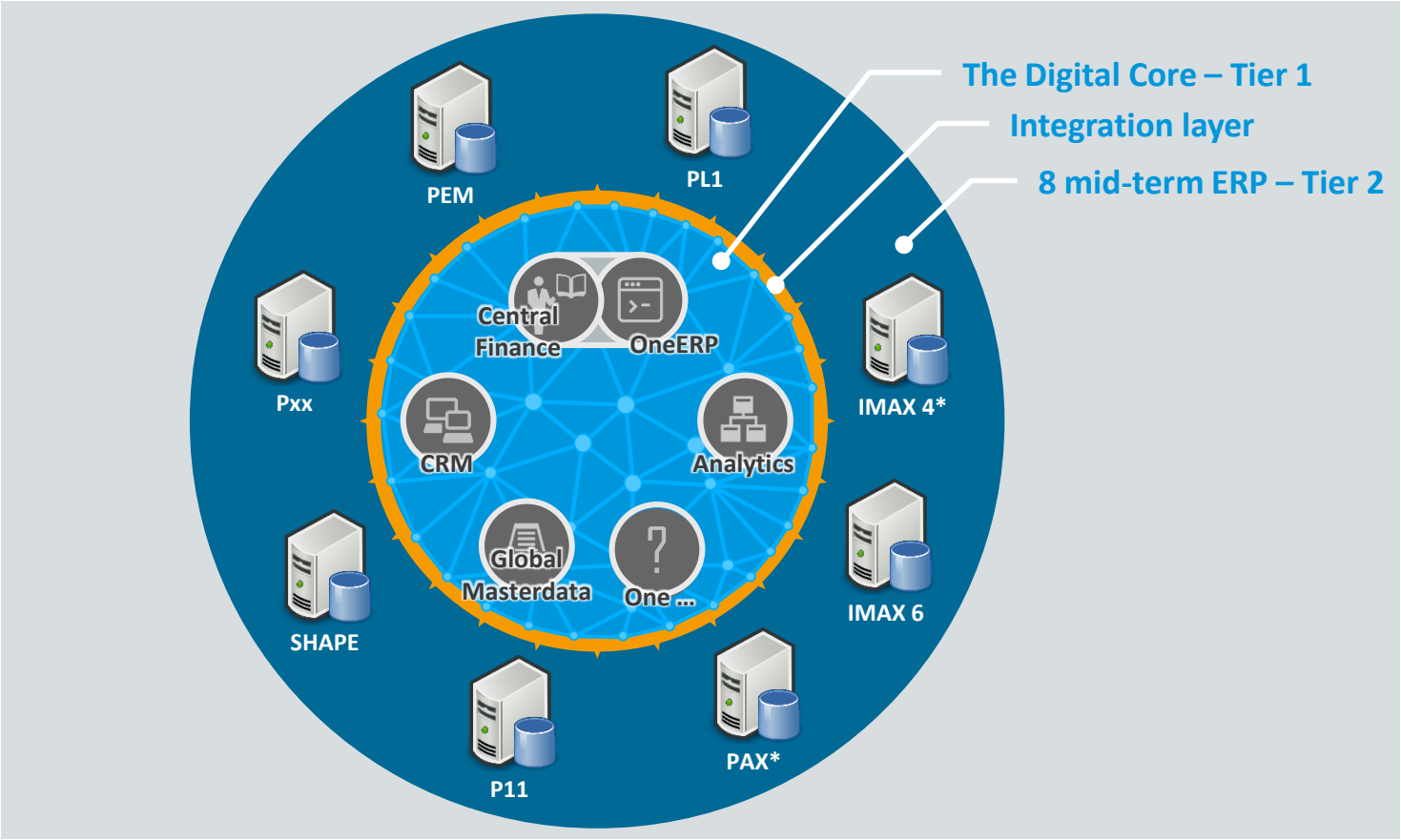
The Digital Core Business Application Roadmap

engineering for a better world



The Digital Core Business Application Roadmap

engineering for a better world



Content

2015	The Digital Core – Business Application roadmap for GEA
2016	**First MDM project – Customer Master Data for CRM (C4C)**
2017 - 2018	Migration to golden records into SAP-MDG
2017 - 2018	Governance, integration SAP MDG with C4C
2019	Current status & figures
2019 - 2020	Governance, integration SAP-MDG with ERP systems
Future	Outlook – Way forward

First MDM project - Customer Masterdata (MDM-C)

engineering for a better world

2016 GEA CRM project implementing C4C

- Release 1 : support lead- and opportunity management plus marketing functionality
- Rolling out throughout GEA region & countries between March 2017 and March 2018

SAP Cloud for Customer

SAP Cloud for Customer

General Customer Data

What is needed from C4C perspective ?

- Only general customer data in scope release 1
- Golden records – no duplicates and correct customers → **Migration**
- Maintain proper quality and consistency of data → **Governance**
- Synchronize data between CRM and SAP-MDG → **Technical**

MDM-C Timeline - based on roll out C4C

engineering for a better world

March 2017	April 2017	May 2017	June 2017	July 2017	August 2017	September 2017	October 2017	November 2017	December 2017	January 2018	February 2018
Pilot NL	USA			China							
	Canada					India					
			Mexico			Japan					
					Brazil			Australia			
					Argentina			New Zealand			
					Columbia			Singapore			
					Chile			Thailand			
					Peru			Philippines			
					Uruguay			Indonesia			
								Korea			
								Malaysia			
						North & Central Europe		Vietnam			
						Belgium		West Europe, ME, Africa		Spain	
						Denmark		France		DACH & East Europe	
						Irland		South Africa		DACH	
						Norway		Italy		Russia	
						Finland		Portugal		Poland, Czech, Slovak	
						Sweden		Turkey		Serbia, Croatia	
						UK		Greece		Bulgaria, Romania	
								UAE		Hungary	
								Nigeria		Lithuania	
								Egypt		Ukraine	

C4C

SAP Cloud for Customer

C4C roll out release 1

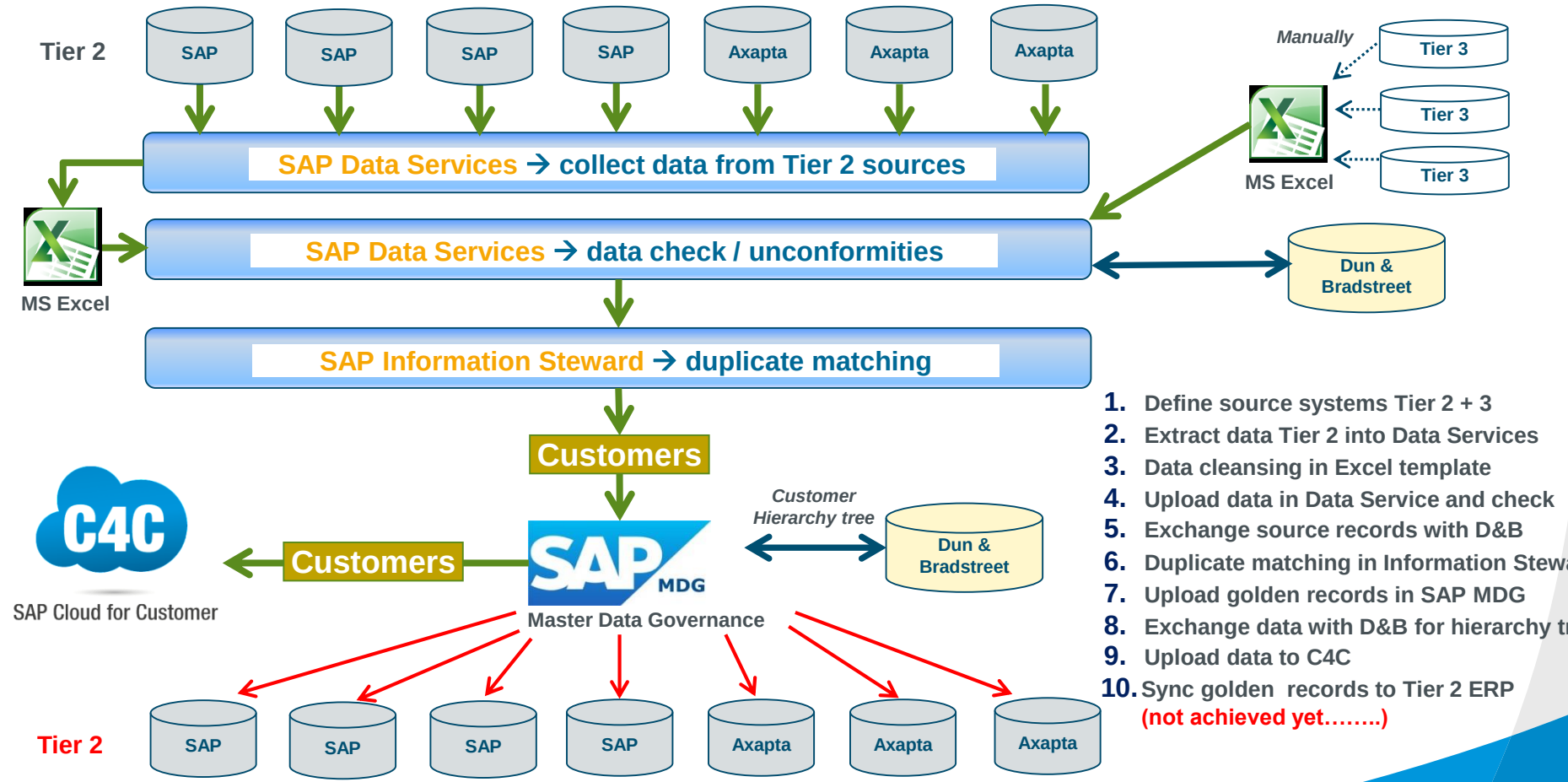
- Lead- and opportunity management plus marketing functionality
- Harmonized general customer Masterdata

Content

engineering for a better world

2015	The Digital Core – Business Application roadmap for GEA
2016	First MDM project – Customer Master Data for CRM (C4C)
2017 - 2018	**Migration to golden records into SAP-MDG**
2017 - 2018	Governance, integration SAP MDG with C4C
2019	Current status & figures
2019 - 2020	Governance, integration SAP-MDG with ERP systems
Future	Outlook – Way forward

DM-C Migration – template approach



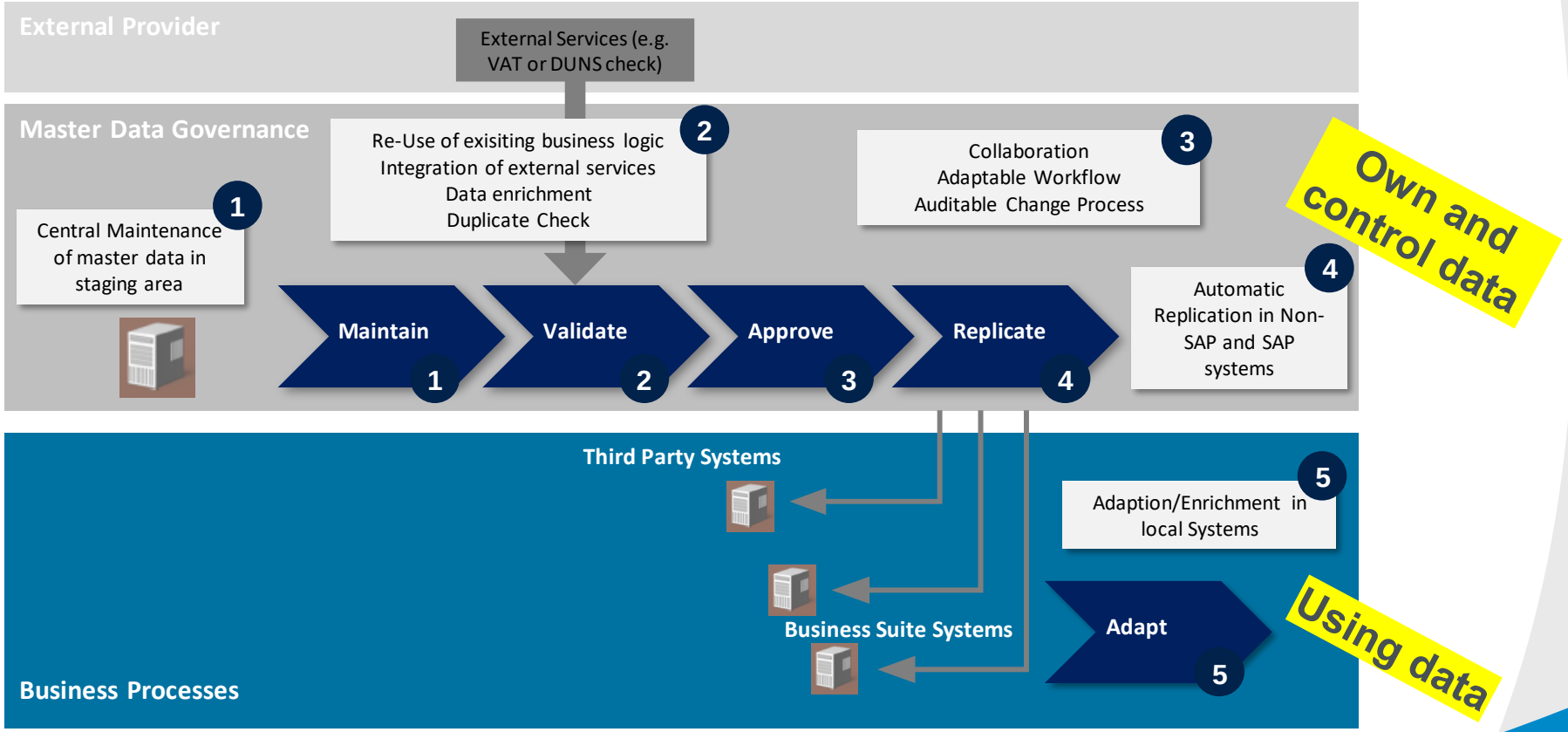
1. Define source systems Tier 2 + 3
2. Extract data Tier 2 into Data Services
3. Data cleansing in Excel template
4. Upload data in Data Service and check
5. Exchange source records with D&B
6. Duplicate matching in Information Steward
7. Upload golden records in SAP MDG
8. Exchange data with D&B for hierarchy trees
9. Upload data to C4C
10. Sync golden records to Tier 2 ERP
    (not achieved yet……..)

Content

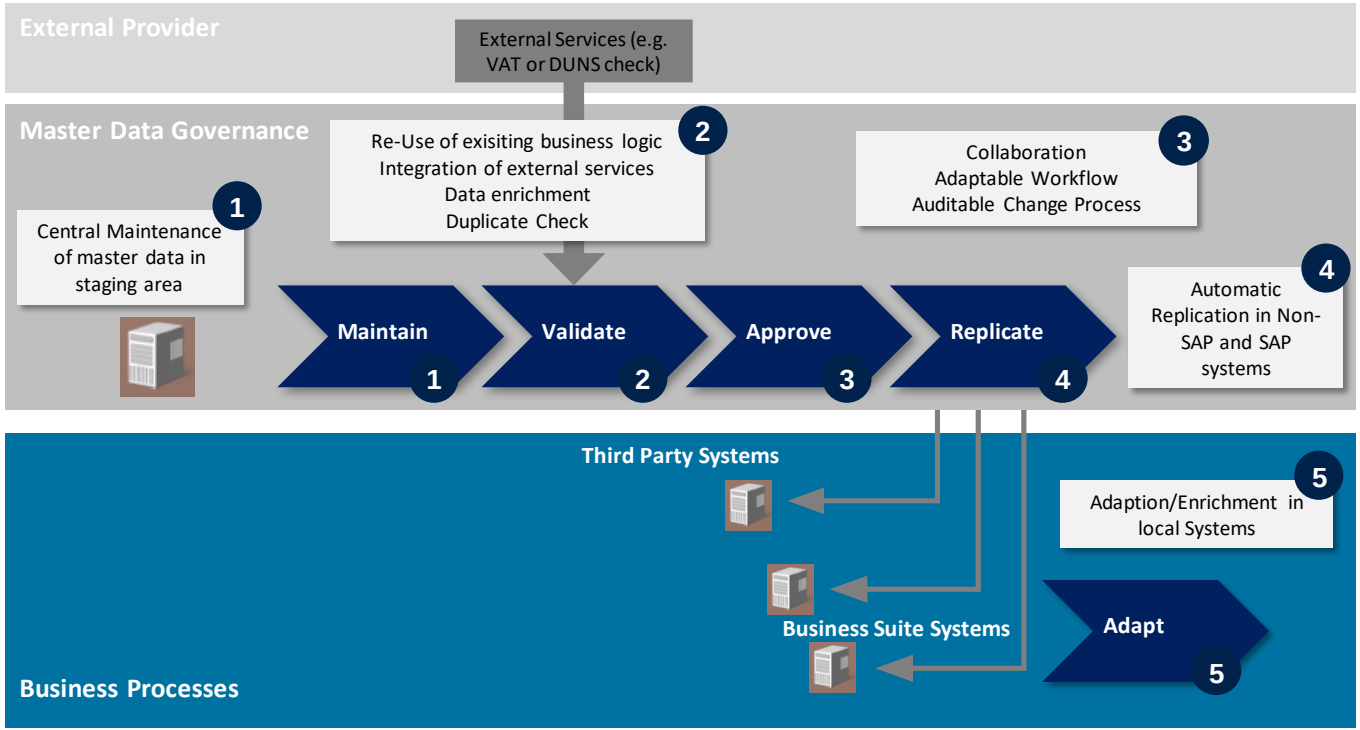
engineering for a better world

2015	The Digital Core – Business Application roadmap for GEA
2016	First MDM project – Customer Master Data for CRM (C4C)
2017 - 2018	Migration to golden records into SAP-MDG
2017 - 2018	**Governance, integration SAP MDG with C4C**
2019	Current status & figures
2019 - 2020	Governance, integration SAP-MDG with ERP systems
Future	Outlook – Way forward

Master data management – General proces



GEA masterdata proces for customers (general data)



engineering for a better world

dun & bradstreet

AEB

SAP MDG
Master Data Governance

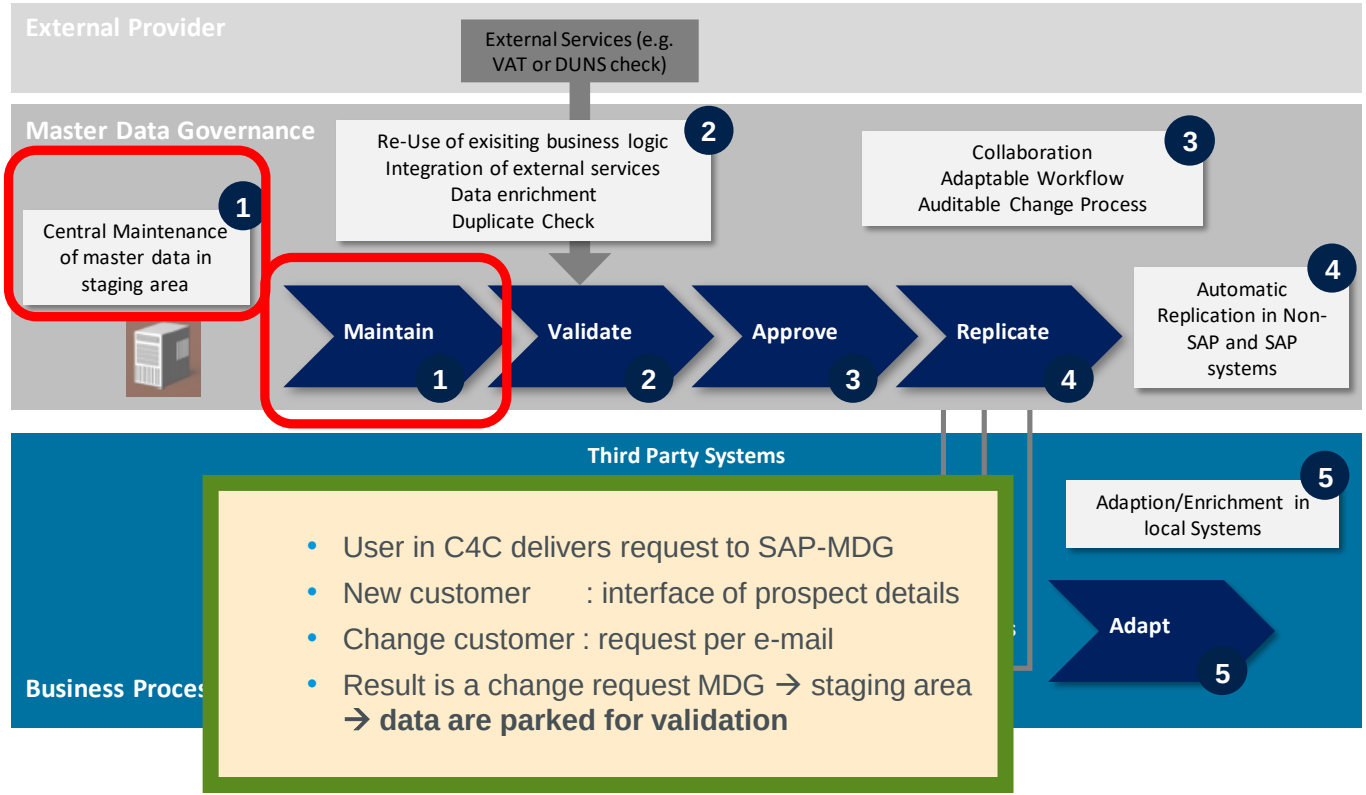
Microsoft Dynamics AX

C4C
SAP Cloud for Customer

SAP ERP

GEA masterdata proces for customers (general data)

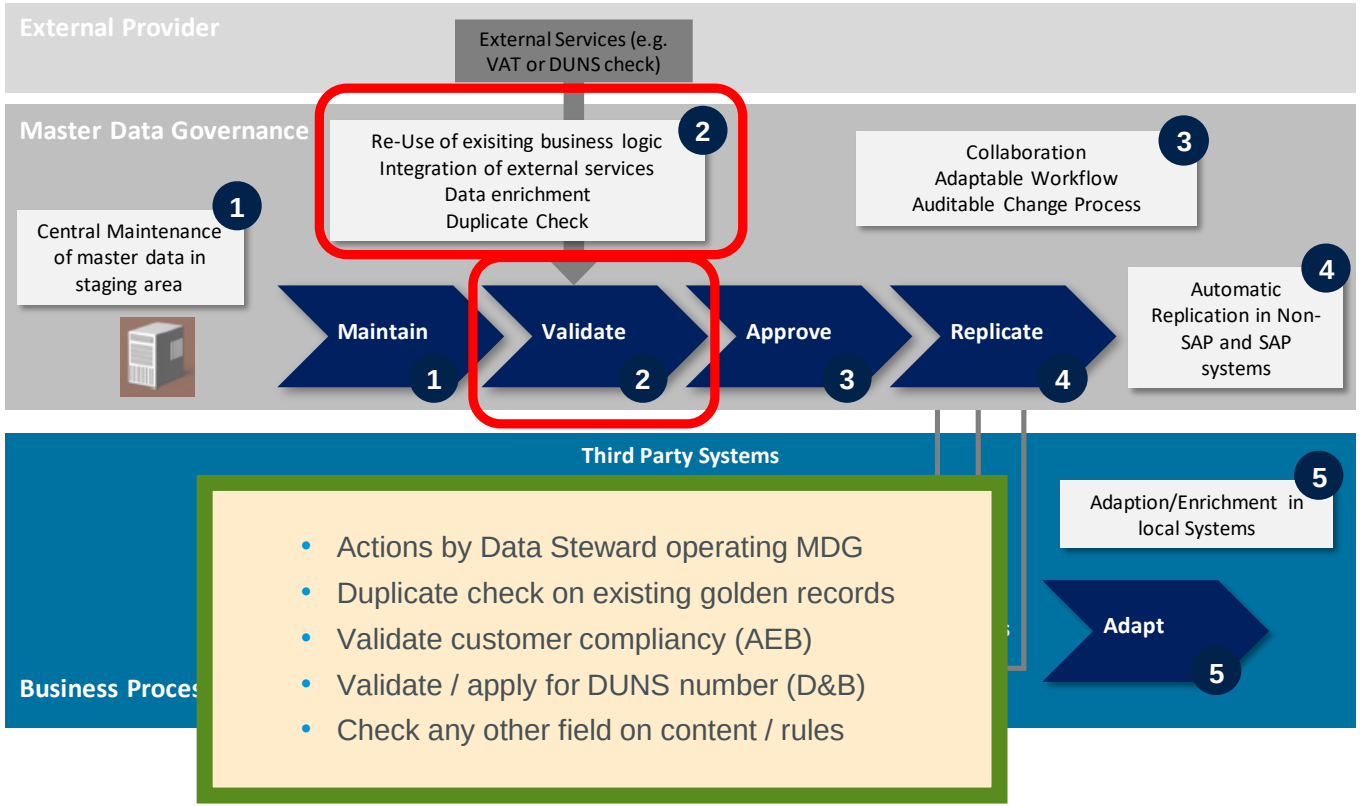
1 Maintain / apply for data by users



GEA masterdata proces for customers (general data)

engineering for a better world

2 Validation of data requests by Data Steward in MDG assigned per country



dun & bradstreet

AEB

SAP MDG

Master Data Governance

Microsoft Dynamics AX

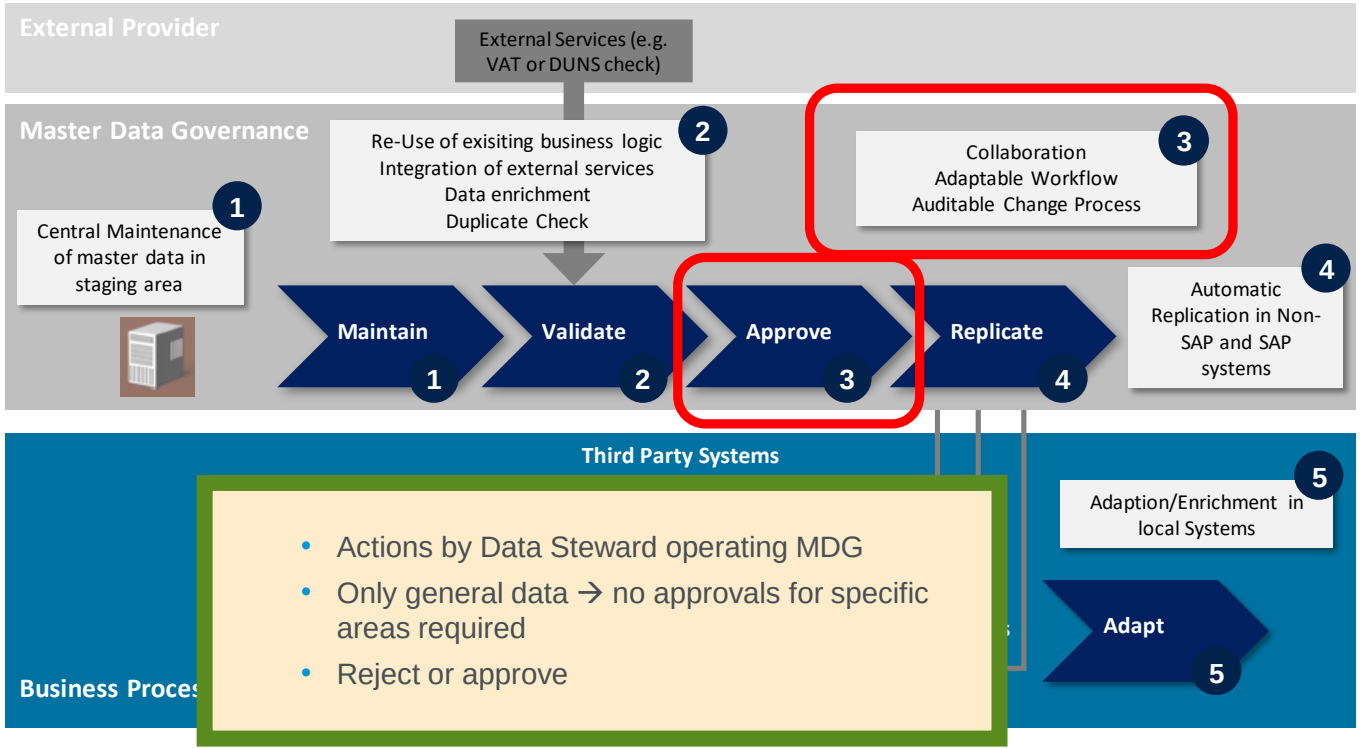
C4C

SAP Cloud for Customer

SAP ERP

GEA masterdata proces for customers (general data)

3 Approve (or reject) data requests by Data Steward in MDG



dun & bradstreet

AEB

SAP MDG
Master Data Governance

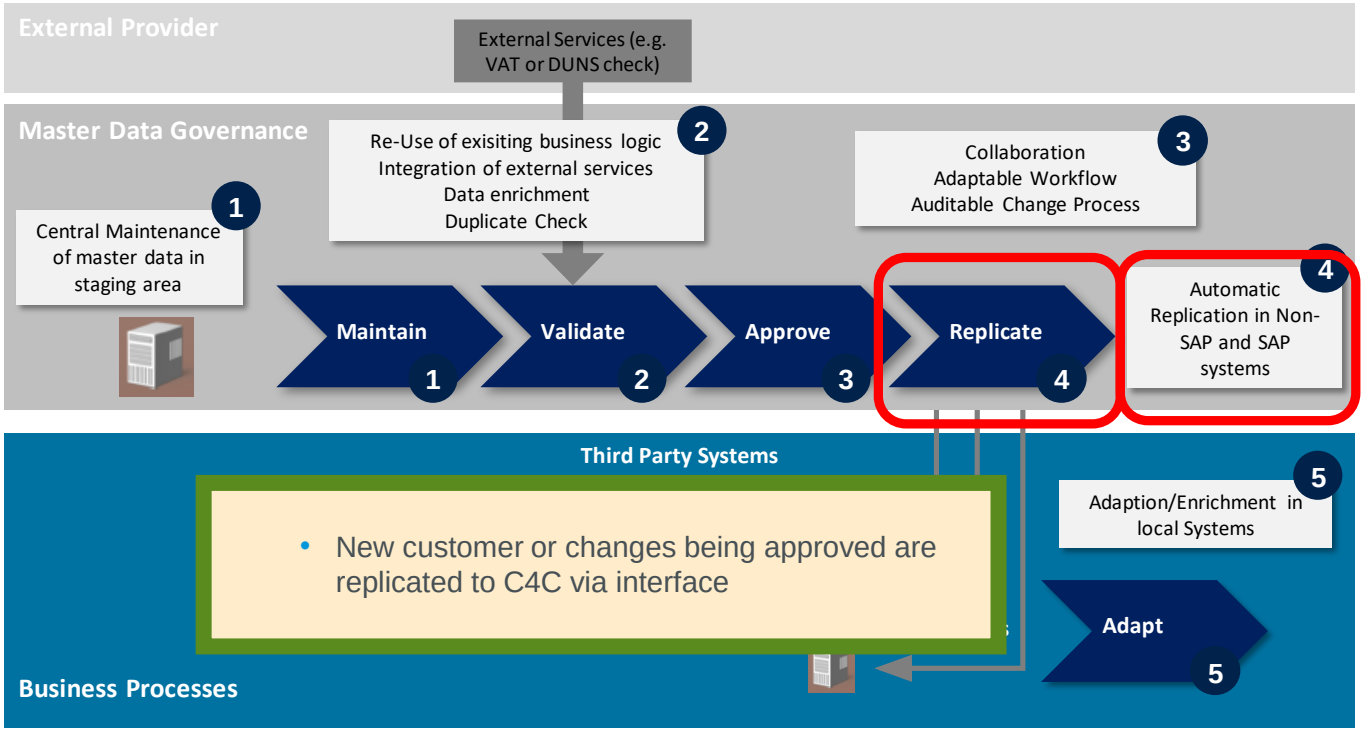
Microsoft Dynamics AX

C4C
SAP Cloud for Customer

SAP ERP

GEA masterdata proces for customers (general data)

4 Replicate new- or adapted data to C4C



dun & bradstreet

AEB

SAP MDG
Master Data Governance

Customer data

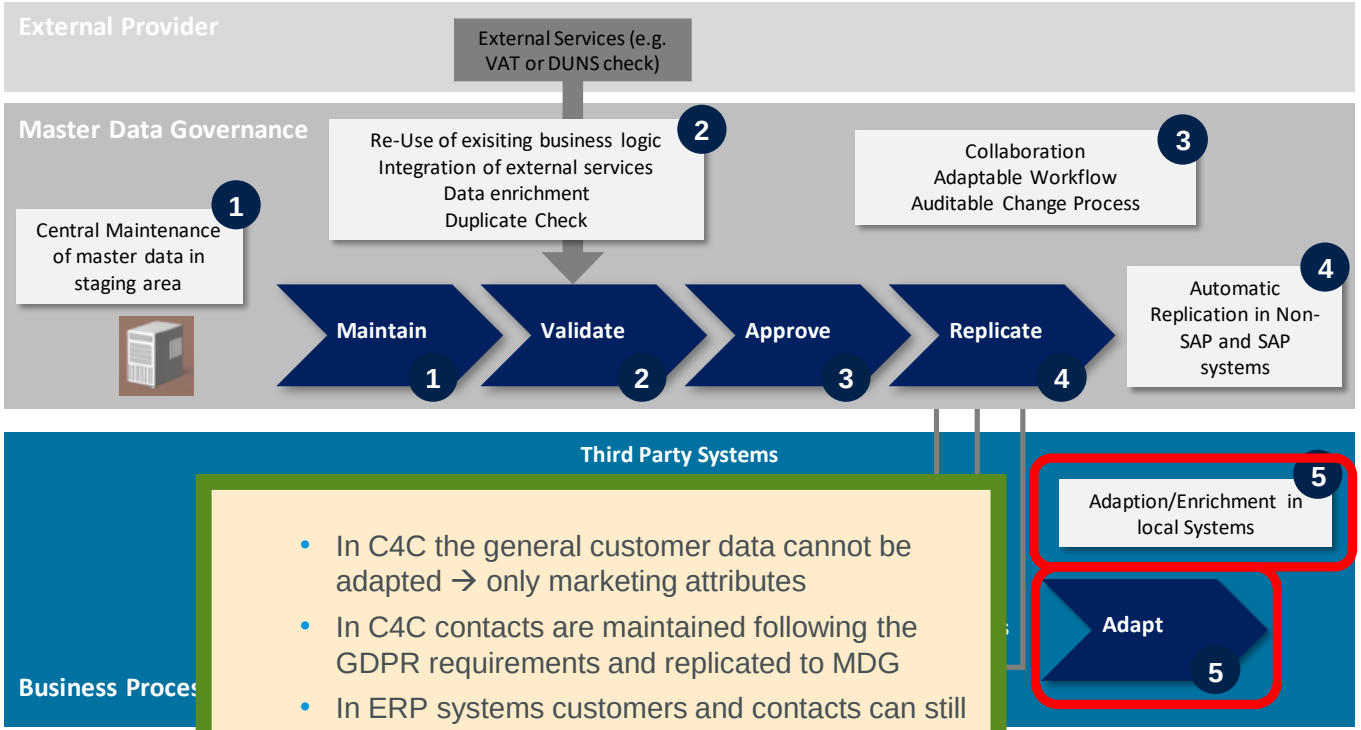
C4C
SAP Cloud for Customer

Microsoft Dynamics AX

SAP ERP

GEA masterdata proces for customers (general data)

5 Data maintenance in C4C and ERP



- In C4C the general customer data cannot be adapted → only marketing attributes
- In C4C contacts are maintained following the GDPR requirements and replicated to MDG
- In ERP systems customers and contacts can still be created and changed → no integration with MDG yet (pilot is on-going)

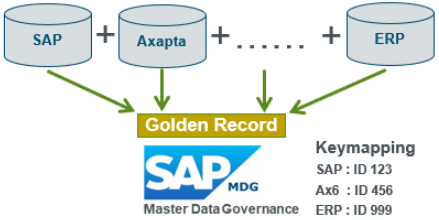
Content

engineering for a better world

2015	The Digital Core – Business Application roadmap for GEA
2016	First MDM project – Customer Master Data for CRM (C4C)
2017 - 2018	Migration to golden records into SAP-MDG
2017 - 2018	Governance, integration SAP MDG with C4C
2019	**Current status & figures**
2019 - 2020	Governance, integration SAP-MDG with ERP systems
Future	Outlook – Way forward

Current status & figures

- 160.000 customers / golden records in SAP-MDG and in sync with C4C
- Sourced from many systems with key mapping stored in MDG

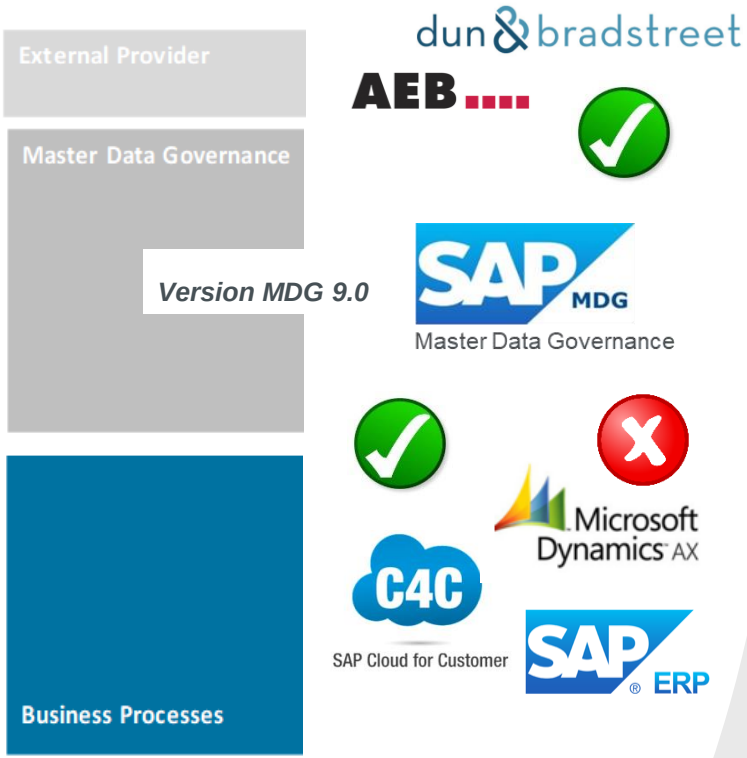


- 70% of golden records provided with DUNS number
- Exchange with D&B to obtain hierarchy tree for GEA golden records

SAP MDG Master Data Governance ⟷ dun & bradstreet

- 25.000 Enterprise Accounts created to enable parent / subsidiary relations
- Hierarchy tree / relations replicates from MDG to C4C
- 160.000 customer contact persons maintained in C4C (replicates to MDG)

- Stable process between MDG, external providers and C4C ✓
- No integration between MDG and ERP yet ✗ (pilot on going)



Content

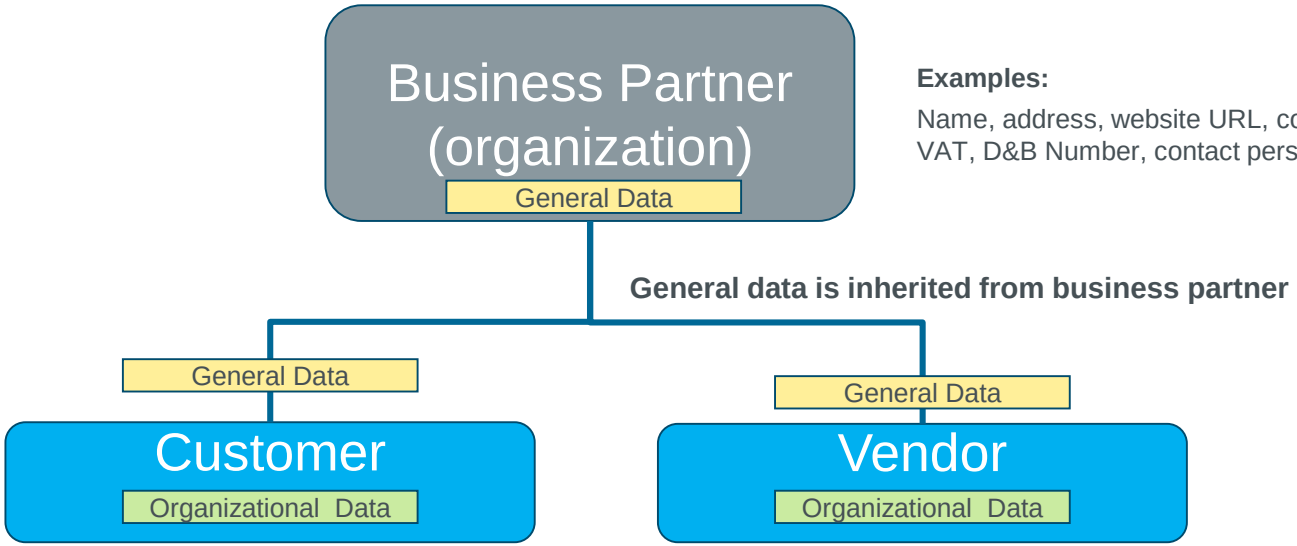
engineering for a better world

2015	The Digital Core – Business Application roadmap for GEA
2016	First MDM project – Customer Master Data for CRM (C4C)
2017 - 2018	Migration to golden records into SAP-MDG
2017 - 2018	Governance, integration SAP MDG with C4C
2019	Current status & figures
2019 - 2020	**Governance, integration SAP-MDG with ERP systems**
Future	Outlook – Way forward

Integration with ERP systems

engineering for a better world

2019 + 2020 Extension scope towards ERP → vendors + organizational data



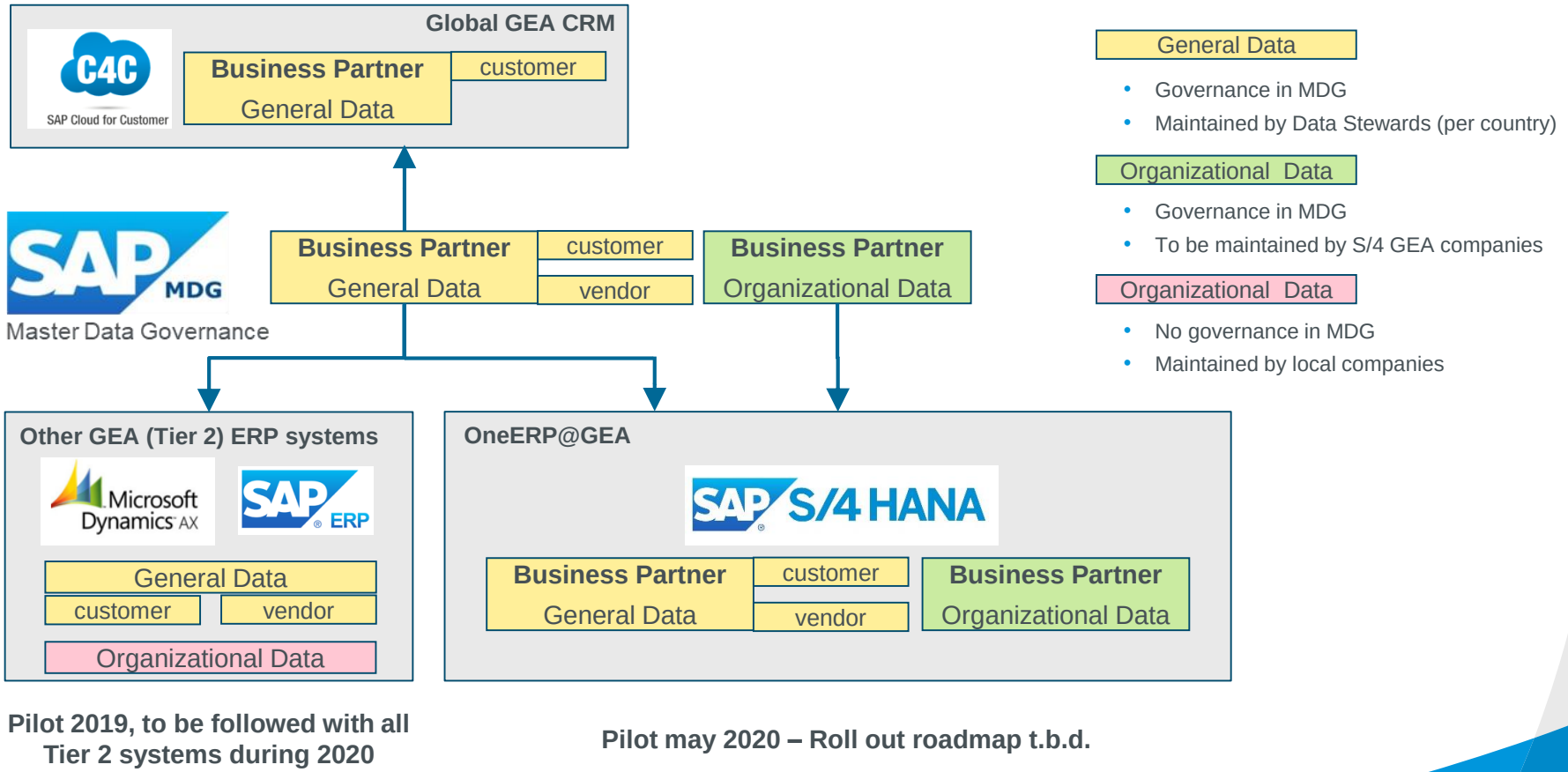
Examples:

- Payment terms & incoterms
- Shipping conditions
- Partner roles
- Blocks (order, delivery, billing)

Examples:

- Payment terms & incoterms
- Partner roles
- Blocks (purchasing, posting)

Business Partner – Customer & Vendor → Integration



General Data

- Governance in MDG
- Maintained by Data Stewards (per country)

Organizational Data

- Governance in MDG
- To be maintained by S/4 GEA companies

Organizational Data

- No governance in MDG
- Maintained by local companies

Pilot 2019, to be followed with all Tier 2 systems during 2020

Pilot may 2020 – Roll out roadmap t.b.d.

Content

engineering for a better world

2015	The Digital Core – Business Application roadmap for GEA
2016	First MDM project – Customer Master Data for CRM (C4C)
2017 - 2018	Migration to golden records into SAP-MDG
2017 - 2018	Governance, integration SAP MDG with C4C
2019	Current status & figures
2019 - 2020	Governance, integration SAP-MDG with ERP systems
Future	**Outlook – Way forward**

Conclusions + way forward

engineering for a better world

Conclusions

- GEA started to use MDG to create a golden record data base for customers
- As the governance is only applicable for general data we could rely on maintenance executed by Data Stewards representing customers for entire (group of) countries
- The golden records in MDG are the single point of truth for customers
- MDG shows the equivalents of the customers in other ERP systems (key mapping)
- The efforts done so far show the potential of MDG in supporting master data governance
- Establishing a decent Masterdata organization for business partners / customers is crucial to extend the scope of current data objects

Conclusions + way forward

engineering for a better world

Way forward

- Data Stewards for general data need to be guided or even replaced by a corporate Masterdata organization that still needs to be set up within GEA
- Once that more and more GEA companies are entering the new S/4 system the governance of organizational data could be merged into a (regional ? / country ? / divisonal ?) Masterdata organization
- GEA is setting up a corporate business process organization where Masterdata governance and ownership needs to be embedded
- Once that S/4 system has become the predominate ERP system we can consider to move from MDG hub approach towards co-deployment of MDG on S/4
- To keep our golden records of business partners shining, additional verification can be considered (e.g. CDQ Data Sharing)

Questions?

Thank you!

engineering for
a better world

gea.com