



MASTER DATA MANAGEMENT

A winning strategy for the digital transformation journey of Consumer Packaged Goods companies

- ▶ Increase digital capabilities
- ▶ Improve collaboration with trading partners
- ▶ Streamline product information across channels
- ▶ Meet regulatory requirements
- ▶ Reduce supply chain discrepancies and costs

Data first

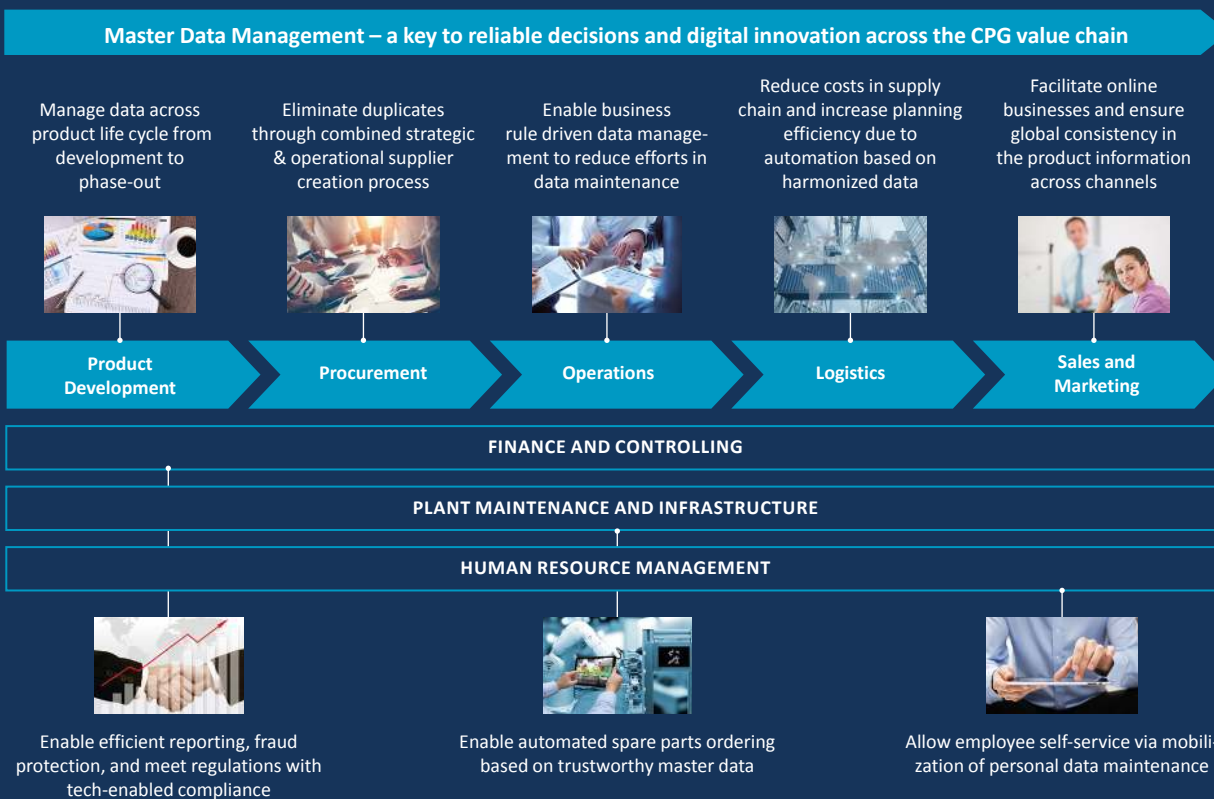
The Consumer Packaged Goods industry is challenged by a wave of digital acceleration and disruptive trends: new consumption patterns, changing business models, technological advancements and above all the increasing online business market, which is predicted to double by 2020. To keep up with these trends and also enhance operational and distributional efficiencies, companies have to address the various data challenges as a priority, a process that can resolve many issues.

The list of challenges is massive; however, companies are advised to take a nuanced approach by first addressing the ones that stand out most:

- **Omni-channel challenge and digital consumers:** Increasing consumer focus on the digital shopping experience, health and sustainability means there is a need for more reliable, detailed and accurate exchange of product information across multiple channels.

- **High volatility in the product lifecycle:** Shorter product innovation cycles, product versions for promotions, customization and smaller lot sizes lead to high volatility in product master data.
- **Complex network amongst trading partners:** Global operating networks, staggering data volumes of up to 1000 terabytes, and a lack of synchronized master data lead to inefficiency across the supply chain.
- **Trustworthy data:** Business transactions are highly digitalized. The sheer volume of product stock lists and customer records, lack of data quality and data management processes lead to higher risks of failures in business transactions.
- **Strict regulatory requirements:** CPG companies are faced with laws focused on data transparency, sustainability, and product safety. Staying ahead of these regulations and preparing for compliance is one of the major pain areas for companies.

Driving the digital future along the value chain: Reliable master data



Data inefficiencies hamper digital transformation as they lead to increase in time-to-market, higher transactional costs, decrease in productivity, unsatisfied customers, and the risk of lost sales. Only organizations that are able to gather, manage and link information in the form of data will be in a position to use the power of this information to gain unique insights, invent superior value propositions and achieve dramatic process improvements in the digital era. This is why leading companies consider master data initiatives as a winning approach to their digital transformation strategy.

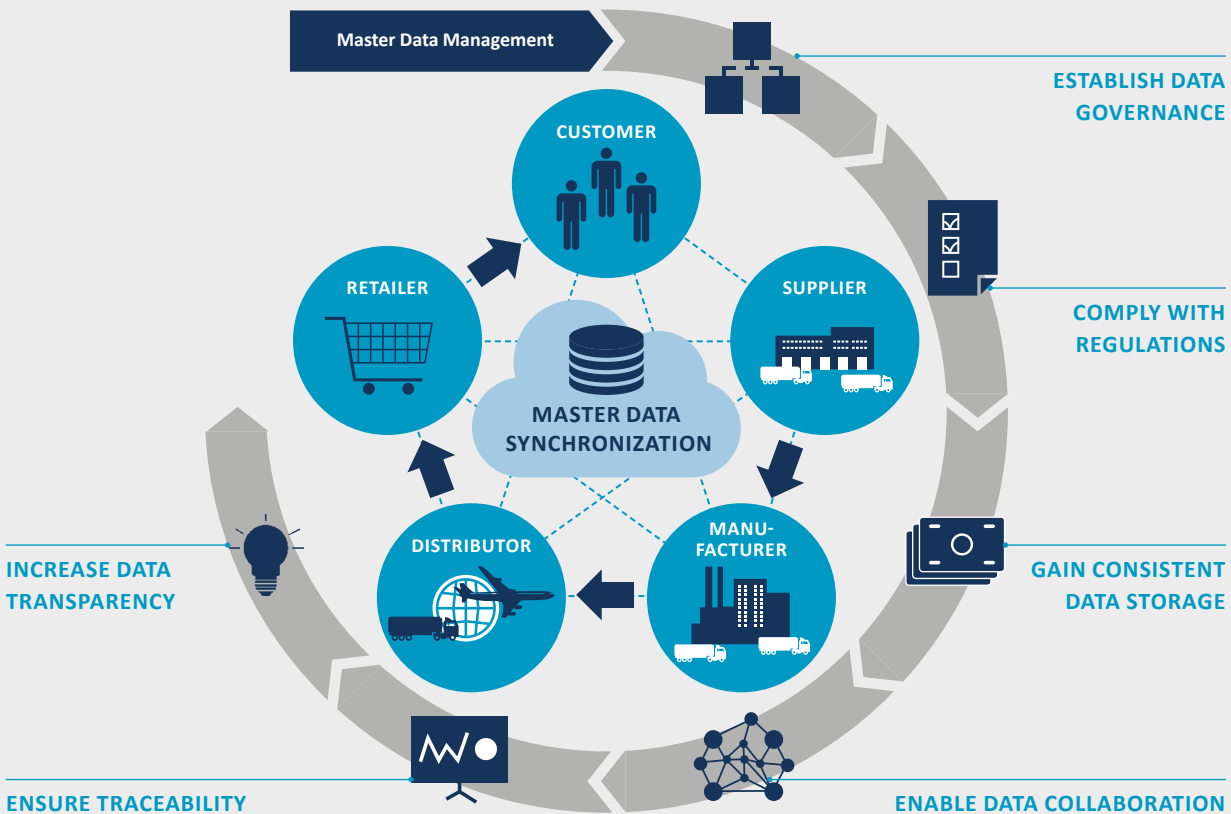
Leveraging the power of master data across the whole CPG network

Poor data quality within an organization leads to passing the impact and costs on to the whole CPG network.

Before the alarm of deteriorating performance is raised, companies should ask themselves:

- Are we able to cope with changing business processes and consumer needs?
- Do we have real-time and structured data to collaborate across the entire supply chain?
- Are we adept at mastering data inefficiencies and challenges?

Many CPG companies approach these questions only with short-term solutions and without considering the complexity and costs they will generate in the long term. Companies need an approach that holistically and cost-effectively combines business processes with technology and thus leverages the power of master data.



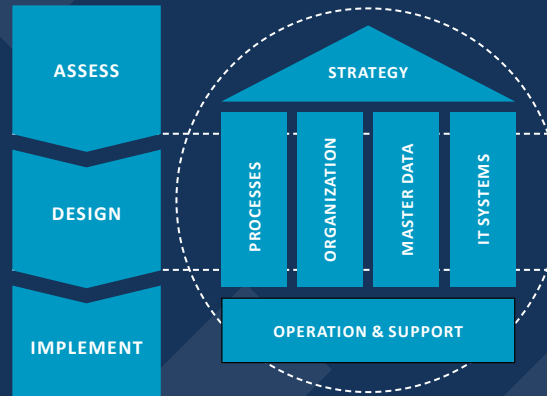
How to reap the benefits of master data management

The return on investment from master data initiatives and data synchronization in the CPG network is multifold, involving cost reduction, optimized business processes, and higher supply chain efficiency.

- **Data governance:** Be a part of an adaptive supply chain network by establishing distinct roles and responsibilities, harmonizing the organizational structure and business processes, and setting company-wide guidelines.
- **Regulatory fulfillment:** Ensure effective compliance with stringent regulations by reducing the probability of breached contracts and liability losses and generating trustworthy reports with master data.
- **Consistent data storage:** Reduce time-to-market and eliminate issues involving receipt mismatches, wrong product data on labels and missing batch numbers, with high-quality data standards.
- **Data collaboration:** Share data with the trading partners in the supply chain, participate in data collaboration networks such as GDSN and synchronize product data across multiple selling channels.
- **Traceability:** Easily trace a raw material or product along the supply chain, trigger precise and fast recalls and respond to issues such as customs, through traceable master data and real-time information.
- **Data transparency:** Establish centralized information systems for reliable management decisions and to exceed consumer expectations of accurate product details across channels.

How CAMELOT can help

Combining deep CPG industry know-how with longstanding expertise in MDM, CAMELOT can help clients to develop an individual and future-oriented master data management approach that considers the requirements of the digital transformation journey and holistically addresses processes, organization, people and technology. Our clients trust in CAMELOT's established end-to-end MDM approach, which guarantees a structured and holistic methodology considering individual business-relevant aspects.



CAMELOT SERVICES

- ▶ Master Data Management Strategy
- ▶ Requirement Analysis & Business Case
- ▶ MDM Provider Selection
- ▶ Organization and Governance
- ▶ Processes, Architecture and Data Quality Management
- ▶ Blueprint and Technical Specification
- ▶ Technical Implementation
- ▶ Organizational Change
- ▶ Training and Know-how Transfer

Successfully implementing a holistic Master Data Management solution requires a structured approach and consideration of specific organizational needs and all individual business-relevant aspects!

Why CAMELOT



20 years of MDM experience combined with deep CPG industry know-how



CAMELOT is the leading and most innovative consultancy for MDM topics in Europe and the U.S.



CAMELOT has profound understanding of current digitalization trends and their impact on CPG companies through its own continuous research



Unique combination of business and technology expertise through collaboration with our sister company Camelot Innovative Technologies Lab GmbH

Want to learn more about how to become a digital winner with Master Data Management?

Contact

Henrik Baumeier | Partner Information Strategy | hba@camelot-mc.com
Peter Harder | Partner Consumer Packaged Goods | phar@camelot-mc.com
 CAMELOT Management Consultants AG



EUROPE
CAMELOT
 Management Consultants AG
 Theodor-Heuss-Anlage 12
 68165 Mannheim
 Germany
 Phone +49 621 86298-0

www.camelot-mc.com

U.S.
CAMELOT
 Management Consultants Inc.
 100 W. Sixth St. · Suite 103
 Media PA 19063
 USA
 Phone +1 610 616 3868

www.camelot-mc.com/us

MIDDLE EAST
CAMELOT
 Management Consultants Middle East DMCC
 Jumeirah Lakes Towers
 Cluster O · Reef Tower · 30th Floor
 P.O. Box 5003333
 Dubai · United Arab Emirates
 Phone +971 4 350 7441

www.camelot-mc.ae