

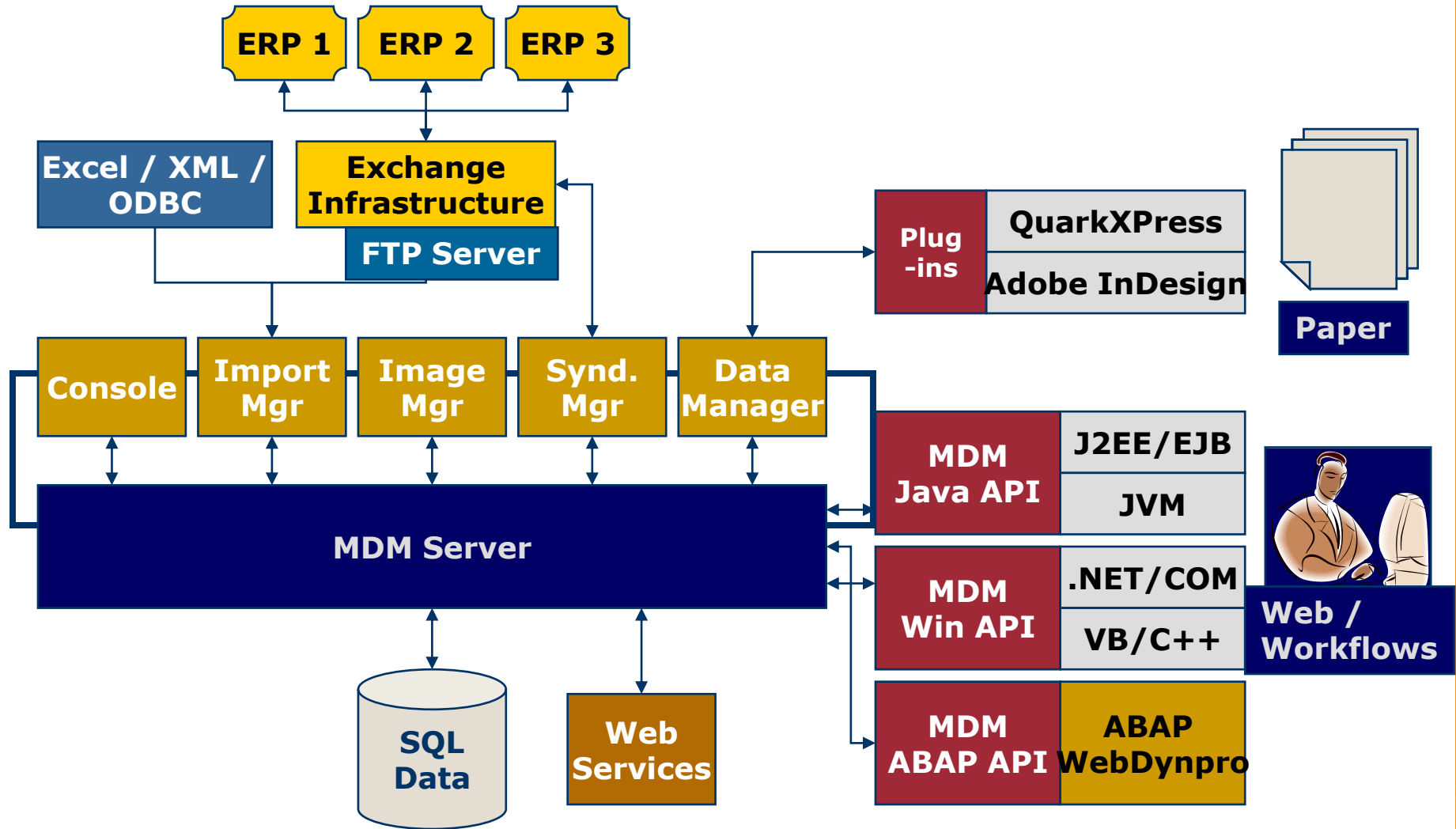
SAP MDM (Master Data Management) Case Overview

Case Study Overview

- **Client Company sells Electronics and accessories from various Manufacturers**
- **Key constraints defined for this case are:**
 - **Each brand has its own structure, hierarchy and nuances and is managed by a different team**
 - **Data for most brands is in no consistent format**
- **The objectives for this case are:**
 - **To have clean data, managed both, by the system and by human intervention.**
 - **To have all data available through the web for general use**
 - **To have all data available through printable catalogs for marketing purposes**
 - **To have all data sent to various stores that sell the mobiles**

SAP MDM Overview

MDM Application Architecture



SAP MDM Overview

MDM Area of Focus

- Structuring Data – Taxonomy
- Catalog Management – Web and Print catalogs
- Workflows
- Data Harmonization – Importing and Validation
- Default Repositories
- Data Distribution

**Data
Manager**

**Import
Manager**

Console

**Console,
Syndication
Manager**

MDM Console Overview

Console

- MDM Console is the tool for
 - Data Modeling
 - Data Storage – both text and binary data
 - System Administration
 - Access control of basic objects of an MDM catalog
- We will use this to create the basic structure of our catalog and administer the same

SAP MDM Overview

MDM Console Overview

The screenshot displays the SAP MDM Console interface. On the left is the 'Console Hierarchy' tree, showing a path from 'SAP MDM Servers' to 'socw3s1er49' and then to 'Products'. The main area is titled 'Fields' and contains a table with the following data:

Pos.	Name	Type	Keyword	DF	UF
[1]	Name	Text [50]	Normal	[1]	
[2]	Category	Lookup [Taxonomy]	None		
[3]	Manufacturer	Lookup [Hierarchy]	None		
[4]	Price Per Piece	Lookup [Qualified Flat] (multi-valued)	None		
[5]	Image	Lookup [Image]			
[6]	Description	Text Large	None		

Below the table is the 'Field Detail' section, which provides specific attributes for the selected 'Name' field:

Property	Value
Name	Name
Type	Text
Required	No
Writable Once	No
Matrix	Normal
Multilingual	Yes
Keyword	Normal
Display Field	Yes
Unique Field	No
Calculated	No
Calculation	
Width	50
Sort Type	Case Insensitive

At the bottom right of the console, it indicates '6 fields'.

SAP MDM Overview

MDM Import Manager Overview

**Import
Mgr**

- ▶ MDM Import Manager is the tool for
 - ▶ Aggregation – collects data from different sources
 - ▶ Transformation – sources can be Excel, XML, ODBC
 - ▶ Normalization – removal / merging of duplicates
 - ▶ Cleansing – correction of errors
- ▶ We will use it to get data into MDM from different sources and cleanse it at the point of entry.

SAP MDM Overview

SAP MDM Import Manager Demo

Microsoft Excel

File Edit View Insert Format Tools Data Window Live Meeting Help Adobe PDF

Type a question for help

10 Arial

Meet Now User Preferences... Live Meeting Help

B14 MX500a

Accessories-Giant.xls

	A	B	C	D	E
1	Id	Model	Short Description	Long Description	Classification
2	CG1	MX500	MX505 Mobile Headset	Ultimate Performance	Corded
3	CG2	M205	M205 Mobile Earbud Headset	Discreet and Comfortable	Corded
4	CG3	M170	M170 Mobile Convertible Headset	The M170 mobile headset	Corded
5	CG4	M175	M175 Mobile Convertible Headset	Mobile convertible	Corded
6	CG5	M110	M110 Mobile Headband	Adjustable headband	Corded
7	CG6	Pulsar	Plantronics Pulsar™ 591	Ultimate Stereo	Bluetooth
8	CG7	Discovery	Plantronics Discovery™	The Ultimate Stereo	Bluetooth
9	CG8	Voyager	Plantronics Voyager™ 550	Wireless freedom	Bluetooth
10	CG9	Explorer	Plantronics Explorer™ 350	Easy-to-Use	Bluetooth
11	CG10	M130i	M130i Headset	Over-the-ear, PDA	
12	CG11	MX100i Stereo	MX100i Stereo Headset	Stable, discreet	PDA
13	CG12	MX100i Mono	MX100i Mono Headset	Stable, discreet	PDA
14	CG13	MX500a	MX505 Mobile Headset	Ultimate Performance	Corded
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31					

Accessories-Hut.xls

	A	B	C	D	E
1	Id	Model	Short Description	Long Description	Classification
2	CH1	MX500	MX505 Mobile Headset	Ultimate Performance	Corded mx5
3	CH2	MX300	MX300 Retractable Mobile Headset	Hassle-Free	Corded mx3
4	CH3	MX150	MX150 Mobile Headset	Ultimate Performance	Corded mx1
5	CH4	MX100s	MX100s Mobile Headset	Premium Noise-Cancelling	Corded mx1
6	CH5	MX100	MX100 Cellular Headset	Stable, discreet	Corded mx1
7	CH6	M220	M220 Mobile Headset	Noise-Cancelling	Corded mx22
8	CH7	M110	M110 Mobile Headband	Adjustable	Corded m11
9	CH8	Pulsar	Plantronics Pulsar™ 591	Ultimate Stereo	Bluetooth puls
10	CH9	Discovery	Plantronics Discovery™	The Ultimate Stereo	Bluetooth disc
11	CH10	Voyager	Plantronics Voyager™ 550	Wireless freedom	Bluetooth voya
12	CH11	Explorer	Plantronics Explorer™ 350	Easy-to-Use	Bluetooth expl
13	CH12	M130i	M130i Headset	Over-the-ear, PDA	m13
14	CH13	MX100i Stereo	MX100i Stereo Headset	Stable, discreet	PDA mx1
15	CH14	MX100i Mono	MX100i Mono Headset	Stable, discreet	PDA mx1
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Ready

SAP MDM Overview

SAP MDM Data Manager Overview

**Data
Manager**

- ▶ MDM Data Manager is the tool for
 - ▶ Creation
 - ▶ Maintenance
 - ▶ Editing
 - ▶ Searching
 - ▶ Viewing
 - ▶ Workflow Definition
- ▶ We will use it to define hierarchies, view and search records

SAP MDM Overview

SAP MDM Data Manager Demo

File Edit View Search Records Objects Relationships Tree Attributes Layouts Publications Configuration Help

Products

Search Parameters

Category

- [ALL]
- Phones
 - Mobiles
 - GSM
 - CDMA
 - TDMA
- Accessories


Attributes	Values
Breadth	[ALL]
Colour	[NULL]
Connectivity Features	
Controls	
Design Features	
Entertainment Features	
Functionality	
Generation	
Height	
Imaging Features	
Internet Features	
Length	
Organizer Features	
Supported Networks	

Manufacturer
Price Per Piece
Masks
Free-Form Search

Records

Name	Category	Manufacturer
Discovery	Bluetooth	Plantronics
Explorer	Bluetooth	Plantronics
J210c	GSM	Sony Ericsson
J210i	GSM	Sony Ericsson
K600i	GSM	Sony Ericsson
K608i	GSM	Sony Ericsson
K750c	GSM	Sony Ericsson
K750i	GSM	Sony Ericsson
K758c	GSM	Sony Ericsson
M110	Corded	Plantronics
M130i	PDA	Plantronics
M170	Corded	Plantronics
M175	Corded	Plantronics

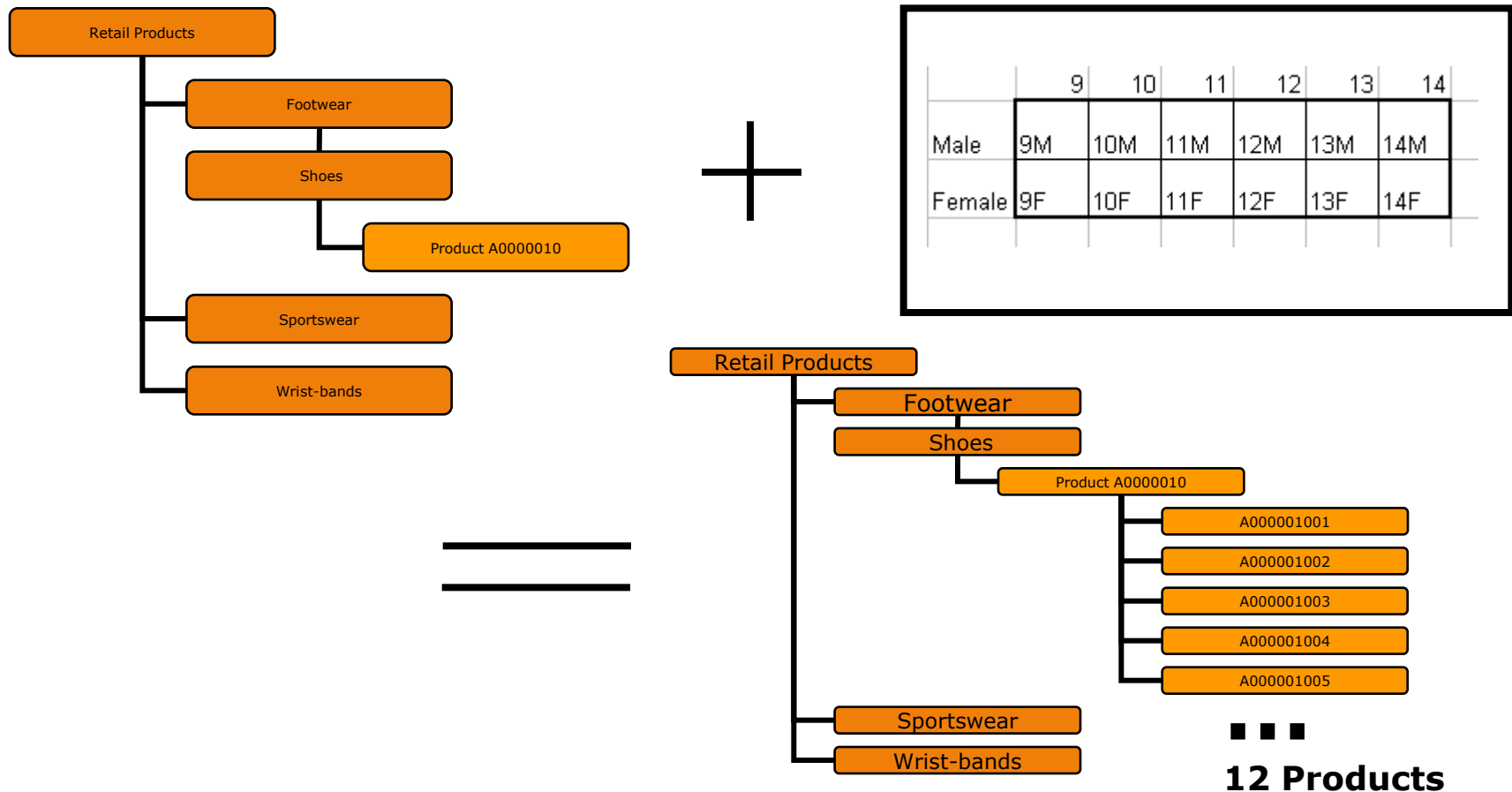
Record Detail Family Detail Validations Workflows Search Selections

Name	Discovery
Category	Bluetooth
Manufacturer	Plantronics
Price Per Piece	[0 of 0]
	<input checked="" type="checkbox"/> Filter
Image	
Description	Plantronics Discovery™ 640 Bluetooth® Headset

SAP MDM Overview

Additional Data Modeling Features

- Matrix application for dynamic creation and maintenance of product variants



SAP MDM Overview

SAP MDM Syndication Manager Overview

**Synd.
Mgr**

- ▶ MDM Syndication Manager is the
 - ▶ Publishing tool of MDM for systems that are interested in Data feeds from MDM
 - ▶ Enabler for reporting using BI using XI
- ▶ We will use the Syndication Manager to transfer back data to one of the sources from which we obtained data.

SAP MDM Overview

SAP MDM Syndication Manager Demo

The screenshot displays the SAP MDM Syndication Manager interface. The top menu bar includes File, View, Search, Item Properties, Syndications, Configuration, and Help. The main window is divided into several sections:

- Search Parameters:** A tree view under 'Category' showing '[ALL]', 'Phones', and 'Accessories'. Below it, an 'Attributes' table lists various product attributes and their values.
- Records:** A table listing product records with columns for Product Numl, Name, Short Description, and Category.
- Item Mapping:** A section for mapping source items to destination items. It includes a 'Source Items' table and a 'Destination Items' table.

Attributes Table:

Attributes	Values
Breadth	[ALL]
Colour	[NULL]
Connectivity Features	
Controls	
Design Features	
Entertainment Features	
Functionality	
Generation	
Height	
Imaging Features	
Internet Features	
Length	
Organizer Features	
Supported Networks	
Manufacturer	
Price Per Piece	
Masks	
Free-Form Search	

Records Table:

Product Numl	Name	Short Description	Category
4	J210c		GSM
5	J210i		GSM
6	K600i		GSM
7	K608i		GSM
8	K750c		GSM

Item Mapping Section:

Source Items:

Name	Type	Mapped
Products	Main	
[Remote Key]	Remote Key	
Product Number [DF]	Auto ID	
Name [DF]	Text [50]	
Short Description	Text [100]	
Category	Lookup [Taxono...]	
Category [All Attributes]	Attributes	
Category [Individual Attri	Attributes	
Manufacturer	Lookup [Hierarchy]	
Price Per Piece	Lookup [Qualified...]	
Long Description	Text Large	
Image	Lookup [Image]	

Destination Items:

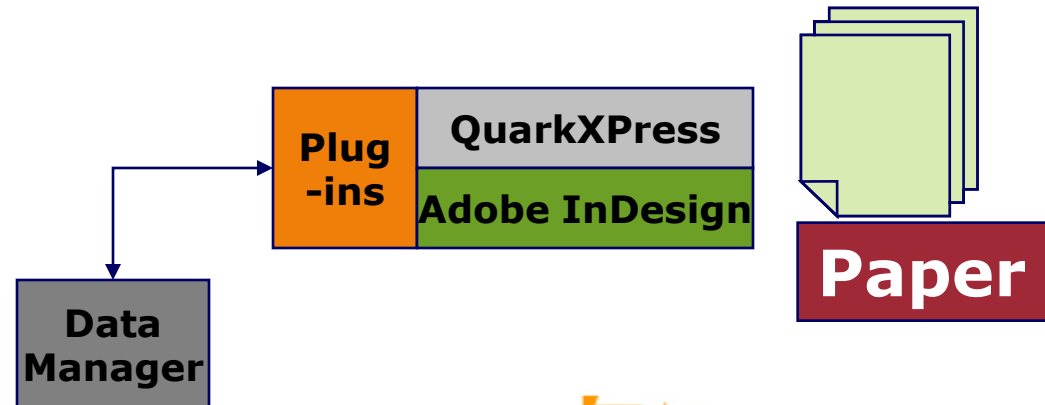
Order	Mapped	Include	Name	Typ
-------	--------	---------	------	-----

At the bottom of the interface, it shows '0 of 0 mapped' and '43 of 43 records found'.

SAP MDM Overview

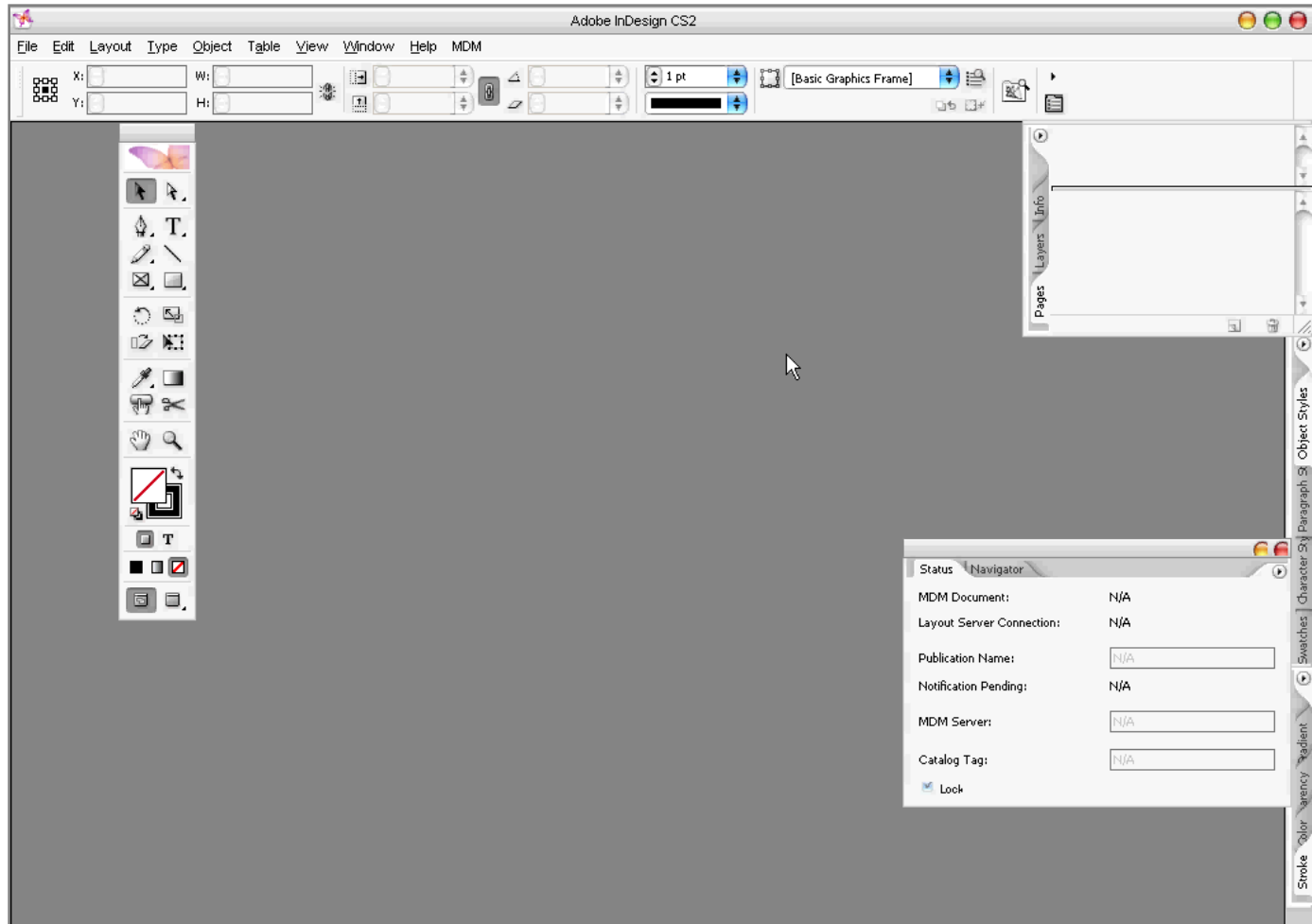
SAP MDM Printing Overview

- MDM Printing is done using
 - Family, Layout and Publication modes of MDM Data Manager
 - MDM Publisher
 - MDM Layout Server
 - An external DTP application like Adobe InDesign or Quark Xpress
 - MDM Plug-ins for the DTP application.
- We will use this to generate a document for printing.



SAP MDM Overview

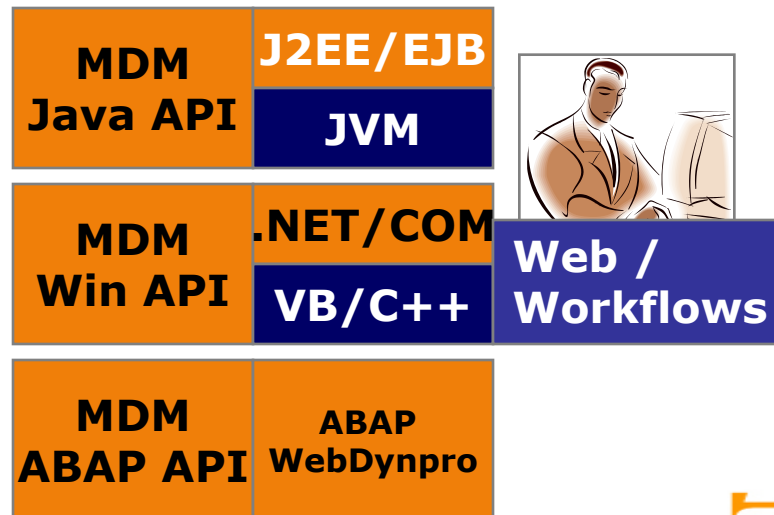
SAP MDM Printing Demo



SAP MDM Overview

SAP MDM Web-Publishing Overview

- ▶ MDM Web-Publishing is done using
 - ▶ MDM APIs for Java / Windows
 - ▶ An application server / web-server environment like SAP Web-AS, WebLogic, Tomcat, SAP Enterprise Portal
- ▶ We will use this to view and browse the repository on the web.



SAP MDM Overview

SAP MDM Web-Publishing Demo

Overview (A2i xCat Java Library) - Microsoft Internet Explorer presented by Comcast

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Home

Address C:\Downloads\MDM\SP3\MDMJAVA_API\javadoc\index.html Go Links

[All Classes](#)

Packages

- [a2i.cache](#)
- [a2i.commands](#)
- [a2i.common](#)
- [a2i.connectionpool](#)

All Classes

- [A2iArray](#)
- [A2iBooleanArray](#)
- [A2iByteArray](#)
- [A2iCollection](#)
- [A2iField](#)
- [A2iFields](#)
- [A2iIntArray](#)
- [A2iIterator](#)
- [A2iName](#)
- [A2iNonVirtualTreeItemArray](#)
- [A2iPoint](#)
- [A2iPointArray](#)
- [A2iResultSet](#)
- [A2iString](#)
- [A2iStringArray](#)
- [A2iValueArray](#)
- [About](#)
- [AddRecordsCommand](#)
- [AgencyInfo](#)
- [AgencyInfoArray](#)
- [AgencyKeyValue](#)
- [AgencyKeyValueArray](#)
- [AgencyKey](#)

Overview Package Class [Tree](#) [Deprecated](#) [Index](#) [Help](#)

PREV NEXT [FRAMES](#) [NO FRAMES](#)

Packages

a2i.cache	
a2i.commands	
a2i.common	
a2i.connectionpool	
a2i.core	
a2i.generated	
a2i.hotspot	
a2i.listener	
a2i.matchingset	
a2i.objects	
a2i.qualifier	
a2i.search	
a2i.security	

Overview Package Class [Tree](#) [Deprecated](#) [Index](#) [Help](#)

PREV NEXT [FRAMES](#) [NO FRAMES](#)

My Computer

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