



Consumer Products Planning Data Assessment and Data Governance Implementation

The Challenge:

One of the world's largest consumer products companies needed to improve supply chain design, demand planning, supply planning, order promising, and transportation management capabilities to keep pace with tremendous growth across Latin America. As the company began implementing their JDA-enabled solution they realized that improving data integrity and master data alignment across each of the deployment regions would be critical to the project's success and a focused effort to address the issue was required.

Several challenges had to be addressed as part of the implementation of new Data Governance processes:

- The company had multiple ERP systems, and the processes required to keep them synchronized were cumbersome and inefficient
- The data management teams across the various countries involved were fairly new to the overall planning solution and faced a significant learning curve
- Data required by the planning system was not available in all systems, and no baseline existed to reconcile which system was accurate when conflicting data existed

While common in the Data Governance arena, the magnitude of the challenges was significant.

The Solution:

The company engaged data governance software company DvSum and Spinnaker to implement data governance best practices enabled by DvSum. The goal for the effort was to assess the data quality from several localized ERP solutions feeding the JDA systems, remediate any data related issues found, and finally introduce the filtering and validation necessary to manage data as it moved between the systems.

As part of this effort the team completed the following activities:

- Coordinate extraction of source system master and transactional data from SAP
- Complete data cleansing of source data, including conversion of local ERP material and location codes to globally harmonized SAP equivalents
- Profile, analyze, and evaluate data quality using DvSum to execute daily standardized data validation audits
- Establish on-going Data Governance business processes supported by data quality scorecards and standard reporting.

Spinner worked with the client business and IT teams to establish a holistic approach using DvSum and Spinner data governance business processes. Using the DvSum solution, the team quickly reconciled data objects across processes spanning Demand and Supply Planning, Procurement, Purchasing and Distribution. Spinner also facilitated the redesign of consistent business workflow for data management across the various countries.

DvSum combined master data from SAP R/3, SAP ECC, and other enterprise systems and allowed the business users to identify inconsistencies and errors. The effort provided the information that IT system owners needed to cleanse data prior to the data from the various business units being brought together in the JDA solution.


The Results:


As a result of the comprehensive data governance approach deployed the client was able to rapidly roll out the JDA solutions to new countries without concerns for the data issues that would arise. Eliminating data issues helped new users of the JDA solutions trust the systems and focus on business process changes and solution adoption to quickly achieve the business benefits that resulted in significant ROI across the organization.

About Spinner:

Spinner is a supply chain services company that helps clients grow, manage risk, reduce costs, and improve customer service by developing world-class supply chain capabilities. Our services help clients develop the right supply chain strategy for their business challenges and implement the process and technology solutions to improve Demand/Supply Planning, Procurement and Sourcing, Logistics and Warehousing, and Reverse Logistics business performance. Spinner offers a unique service delivery model that combines the strength of deeply experienced management and technology consultants with a seasoned team of business process outsourcing (BPO) and 3rd-party logistics (3PL) professionals. Founded in 2002, Spinner has offices in Boston, Columbus, Denver, Houston, Memphis, Pittsburgh, London, and Singapore.

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