

Consolidating Master Data for a Consumer Healthcare Company with SAP MDG

Clarkston Consulting recently partnered with a consumer healthcare company to consolidate and harmonize financial, vendor, customer, and material master data while updating the company's existing integration to SAP S/4HANA Central Finance (cFin). The client engages in the acquisition, manufacturing, and sale of consumer healthcare products, generic prescription drugs, and active pharmaceutical ingredients (APIs), primarily in the United States, from its base in Ireland.

The company was facing multiple inefficient manual processes, antiquated systems, lack of data accuracy and workarounds, and dependence on institutional knowledge due to a lack of process documentation and understanding. These issues impacted the client in several ways, including the inability to scale for growth, the lack of flexibility and speed, difficulty in delivering innovation, and delayed decision-making and reporting. The master data governance project was kicked off to address and correct these issues, with Clarkston Consulting selected as the implementation partner.

The single system chosen to consolidate master data was SAP's S/4HANA MDG. SAP MDG provides the company with the data governance and workflow processes to serve as the central framework to create, manage, approve, and distribute master data across five different ERP systems (SAP and non-SAP), seven trial balance locations, and the SAP Central Finance (cFIN) application.

Consumer Products Case Study

PROJECT OVERVIEW



INDUSTRY:



Consumer Healthcare

PRODUCTS AND SERVICES:



Over-the-counter
pharmaceutical and nutritional
products, generic prescription
drugs, and active
pharmaceutical ingredients
(APIs)

PRIMARY OBJECTIVES:

- Establish a consolidated and harmonized master data management strategy across the master data domains to simplify enterprise data management, increase data accuracy, and reduce total cost of ownership while updating existing integration to S/4HANA cFIN
- Implement Finance Master Data and Vendor Master Data workflows and governance
- Establish inbound integration of Customer and Material Master data from in-scope source systems to SAP MDG Hub
- Create/update outbound integration for Vendors, Customers, and Materials from SAP MDG to cFIN
- Define consolidation, enrichment, and de-duplication of Vendor, Customer, and Material Master data in SAP MDG

RESOLUTION:

- Completed a successful implementation of the SAP S/4HANA MDG processes and solution
- Data owners continued to operate as usual with no disruption to business activities, which was key for the client
- Financial Master Data and Vendor Master Data governance and workflow processes were established to serve as the central point to create, approve, and distribute data across source SAP and non-SAP systems and the SAP cFIN application
- Created Material Master Data views, all Material Master types, and trial balance materials for costing to SAP S/4HANA MDG
- Developed Customer Master Data views with all account groups to SAP S/4HANA MDG
- Trained 263 end users located across 20 countries creation, approval, and publishing structure

KEY BENEFITS:

- Enabled centralized governance, compliance, and transparency of master data during creation and change through integrated staging, approval, and central audit trail
- Improved regulatory compliance with increasingly demanding and complex regulations (Sarbanes-Oxley, FDA, European regulatory bodies, GDPR) by delivering consistent definition, authorization, and replication of key master data entities
- Eliminated error-prone manual maintenance processes for master data in multiple systems
- Supported identification and consolidation of duplicate records in the SAP S/4HANA system landscape
- Defined master data quality rules with consistent usage across all points of data entry
- Enabled data quality monitoring, analysis, and remediation

KPIs

- **Created a new “Business Partner” quickly with high-quality source data from external data providers**
- **Identified duplicate records and merged these in a master data consolidation run**
- **Tracked the quality of master data and remediated erroneous records seamlessly**

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