

SAP Product Brief

SAP BusinessObjects Enterprise Information Management Solutions

SAP BusinessObjects Data Quality Management

Maximize Information Accuracy in SAP® Solutions with Data Quality Management



Quick Facts

Summary

SAP® BusinessObjects™ Data Quality Management software, version for SAP solutions, helps you manage the quality of your information in enterprise resource planning, customer relationship management, and master data governance software from SAP. You can embed support for data quality directly into SAP applications to help ensure the accuracy of your information.

Business Challenges

- Prevent and eliminate duplicate entries in SAP applications
- Verify and correct data loaded into applications
- Enforce data discipline at numerous touch points

Key Features

- **Data quality management** – Integrate data quality into SAP applications
- **Global data processing** – Support global postal validation for more than 230 countries in a single pass, and support identification and standardization of global addresses
- **Duplicate checking** – Prevent storage of redundant information
- **Data cleansing** – Cleanse data at the point of entry and on a periodic basis to help ensure ongoing data accuracy and completeness
- **Interactive address interface** – Complete addresses that have minimal or ambiguous data

Business Benefits

- **Help ensure accuracy of information** with software that lets you correct, validate, and format addresses
- **Enhance efficiency of business processes** by verifying addresses while preventing duplication of stored information
- **Improve service to customers and business partners** by allowing users to identify customer, vendor, and business records with limited amounts of information, as well as by updating information to existing records for a single, comprehensive view

For More Information

Call your SAP representative, or visit our Web site at www.sap.com/solutions/sapbusinessobjects/large/information-management/data-quality-management/dqm/dataqualityforsap.



The Best-Run Businesses Run SAP™

Improving the quality of your customer, partner, and supplier data from within SAP® applications can make your business processes more efficient and effective. SAP BusinessObjects™ Data Quality Management software, version for SAP solutions, supports data quality best practices for SAP software. You can **boost productivity, increase system adoption, and enhance service** to your customers and business partners.

When implementing enterprise resource planning (ERP), customer relationship management (CRM), or master data governance software from SAP, you must prevent and eliminate duplicate entries and verify and correct data loaded into the application. Your organization can add value to your enterprise applications by improving the quality of your business partner, customer, and supplier data – without depending on a large staff or IT budget.

With the version of SAP BusinessObjects Data Quality Management for SAP solutions, you can increase the quality of your corporate data assets and build business value. The ability to update, validate, and cleanse data at the point of entry and on a periodic basis allows you to streamline, shorten, and optimize workflows. The software is designed to help you gain access to records quickly and easily and help you make sense of the information stored in your SAP ERP, SAP CRM, and SAP Master Data Governance applications. By verifying information, you can improve the value of your customer interactions as well as improve your users' confidence in and adoption of the applications.

STREAMLINE WORKFLOWS TO BOOST PRODUCTIVITY

This version of SAP BusinessObjects Data Quality Management enables you to embed support for data quality directly into SAP applications. The software supports key data quality management best

practices for SAP ERP, SAP CRM, and SAP Master Data Governance. First, it helps ensure that your customer, vendor, business partner, and supplier address information is complete and accurate from the point of origin. Second, the data quality software verifies that the data is either new or a unique entry within your software system. This prevents any duplicates from being created or saved. Most important, the software enables your users to take advantage of these best practices, which prevents time-consuming efforts downstream to find and correct duplicate entries. As a result, you can increase efficiency and productivity because your staff can proceed with the next task or customer interaction instead of being sidetracked simply trying to find the correct account.

To improve the quality of the data in your SAP application, you start either by entering a new customer, vendor, or business partner record using SAP ERP or SAP CRM, or by entering a supplier within SAP Master Data Governance (in the supplier data model). Then, SAP BusinessObjects Data Quality Management software corrects components of the address, validates the address based on referential data sources, and formats the address according to the norms of the applicable country.

ENHANCE DATA INTEGRITY WITHIN YOUR APPLICATION

SAP BusinessObjects Data Quality Management helps you enforce data discipline at numerous touch points within

SAP ERP and SAP CRM. Using the postal validation or duplicate-check and error-tolerant search interface from SAP, along with SAP BusinessObjects Data Quality Management, you can quickly verify addresses while preventing duplication of stored information. This lets you improve efficiency of business processes, increase system adoption, and enhance service to your customers and business partners. SAP BusinessObjects Data Quality Management supports global postal validation for more than 230 countries in a single pass.

Additionally, error-tolerant searching lets you conveniently search through your application to locate similar records when only portions of address elements of that record are known. This convenience can be a competitive advantage, allowing you to quickly and accurately identify and serve your business partner, customer, vendor, or supplier.

NAVIGATE QUICKLY AND ACHIEVE ACCURATE IDENTIFICATION

Time-saving tools help you navigate through your SAP application. An up-front interactive address interface lets you complete addresses with minimal data. When the address information entered is ambiguous, the software immediately suggests alternative matches. The address system is ideal in any transactional environment in which you have a limited portion of a vendor or business partner address. Improving the accuracy of this information helps in future governance or master data management programs.

UNDERSTAND YOUR CUSTOMER AND INCREASE USABILITY

SAP BusinessObjects Data Quality Management software also lets you enhance the quality of information by identifying redundant data, which often is caused by integrating multiple systems into a single

platform. In addition, the software allows you to update and add new information to existing records for a single, comprehensive view. As a result, your customers can receive a better experience when interacting with knowledgeable customer representatives – and your organization can lower the cost of acquiring and servicing customers.

BENEFITS OF DATA QUALITY MANAGEMENT FOR SAP APPLICATIONS

You can realize the following benefits by using SAP BusinessObjects Data Quality Management with your SAP solutions:

- Support on-entry data validation and duplication prevention
- Provide periodic data-cleansing processing to help ensure ongoing data accuracy and completeness
- Reduce redundant work and manual data checking with automatic interactive interfaces within the SAP CRM application, using the postal validation or duplicate-check and error-tolerant search interface from SAP
- Increase productivity by allowing the end user to work within the native application user interface
- Improve project management and efficiency with early detection of potential problems
- Develop a data quality blueprint for future governance or master data management programs

FOR MORE INFORMATION

Maximize the value of your investment in SAP ERP, SAP CRM, or SAP Master Data Governance by increasing the value of your largest asset – data. Whether you're implementing an SAP application or have one already up and running, data quality is a prerequisite to success. For more information, visit www.sap.com/solutions/sapbusinessobjects/large/eim/data-quality-management/dataqualityforsap.

ABOUT SAP

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 109,000 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

Optimizing Business Performance Through Innovative Solutions

Our mission is to make every customer a best-run business. Our software and services help customers optimize their

business processes. SAP customers can use business analytics to attain insight, efficiency, and flexibility to respond to changes in the business environment with more agility and effectiveness and capture the full benefits of business networks. By leveraging innovative technologies to help companies become best-run businesses, we help customers around the globe perform at a significantly higher level of effectiveness and efficiency. In reaching for this goal, we are also contributing to global economic development on a grand scale.

The SAP product portfolio comprises enterprise resource planning and related applications such as supply chain management, customer relationship management, product lifecycle management, and supplier relationship management, along with business intelligence and analytic applications. And our software is available on demand, on premise, and on device. Essential to the SAP product portfolio is the enablement of complete data and process consistency for our customers, no matter which environment they are operating in.

SAP BusinessObjects Data Quality Management enables you to **embed support for data quality** directly into SAP applications. The software supports key data quality management best practices for SAP ERP, SAP CRM, and SAP Master Data Governance applications.



50 097 431 (11/09) © 2011 SAP AG. All rights reserved.

SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP BusinessObjects Explorer, StreamWork, SAP HANA, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects Software Ltd. Business Objects is an SAP company.

Sybase and Adaptive Server, iAnywhere, Sybase 365, SQL Anywhere, and other Sybase products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Sybase, Inc. Sybase is an SAP company.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

Helping Companies Run Better

Today, customers in more than 120 countries run SAP applications – from distinct solutions addressing the needs of small businesses and midsize companies to suite offerings for global organizations. Our solutions, which cover standard business applications and technologies, as well as specific industry applications, are designed to help companies run better. They can make an organization's business processes more efficient and agile, enable real-time decision making, and create sustainable new value, no matter the operating environment. Incorporating in-memory computing technology across our data management offerings allows customers to instantaneously access any data, anywhere, any place, in real time.