

Current State of Play of Master Data Management in Companies

- Comparison of Approaches and Strategic Alignment –
- Focus: Technical Materials Management –

Workshop MDM/ CDQ

06.04.2011,

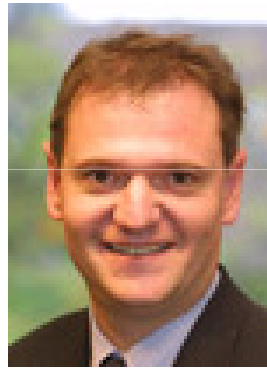
Munich

Dr. Peter Weiß

PMDMC Core Team



Dr. P. Weiß,
FZI



J. Schumacher,
eCl@ss, BASF SE



Prof. Dr. U. Manz,
IFCC GmbH

PMDMC

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PMDMC - Product and Master Data Management Centre

HAUPTMENÜ

- Start
- Willkommen
- Aktuelles
- Unsere Ziele
- Unsere Aktivitäten**
- Unsere Partner
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LOGIN

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Unsere aktuellen Aktivitäten

Unsere aktuellen Aktivitäten sind die folgenden Umfragen und Arbeitskreise:

UMFRAGEN

- [Umfrage Benchmark Stammdaten-Management](#) (Fokus technische Material-Stammdaten)

ARBEITSKREISE

- Benchmark Stammdaten
- Stammdaten Leistungen (mit Fokus auf die Instandhaltung) -> ist aktuell in im Aufbau

NETZWERKE/ COMMUNITIES

- Xing Gruppe: Stammdaten und Produktdaten Management mit eCI@ss

NEWSFLASH

PMDMC präsentiert Ergebnisse auf der 2. Jahrestagung Datenqualitäts- und Integrationsmanagement von Marcus Evans in Köln. [\[download\]](#)

THEMEN

Download **Lebendkonto** Stammdaten Partner Ziele

<http://www.pmdmc.de>

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eCl@ss: Scientific Advisory Board

The screenshot shows the eCl@ss website interface. At the top left is the eCl@ss logo with the tagline 'CLASSIFICATION AND PRODUCT DESCRIPTION'. To the right, it says 'INTERNATIONAL STANDARD FOR THE CLASSIFICATION AND DESCRIPTION OF PRODUCTS AND SERVICES'. Below this is a navigation bar with links: Home, What is eCl@ss?, Services, eCl@ss in practice, Information download, and Organization. The main content area is divided into three columns. The left column has 'Direct access links' including Search in eCl@ss, DownloadPortal, ServicePortal, Members, and Forum. Below that is a 'Navigator' section with a language dropdown set to 'English'. The middle column is titled 'Organization » Scientific Advisory Board' and 'eCl@ss e.V. scientific support'. It contains a paragraph about the board's founding on January 27, 2005, and a list of members. The right column is titled 'News & Press' and lists several topics: 'Top Thema: eCl@ss release 7.0 basic available in the DownloadPortal', 'eCl@ss translation into Chinese', 'eCl@ss application in Europe', and 'Certificate of Registration in The United States of America'.

Organization » Scientific Advisory Board
eCl@ss e.V. scientific support

On January 27, 2005, the eCl@ss e.V. scientific advisory board was officially founded and comprises scientists from research institutions and universities. The task of this committee is to scientifically accompany all aspects of the development of eCl@ss, to promote it with its own ideas and activities and also to support the spread of eCl@ss in the sciences.

Members of the scientific advisory board are:

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- Prof. Dr. Frank-Dieter Dorloff, University of Duisburg-Essen
- Maik Herfurth, FZI Forschungszentrum Informatik
- Dipl.-Ing. Dipl.-Wirt. Ing. Peter Laing, FIR at RWTH Aachen
- Dr. Jörg Leukel, University of Hohenheim
- Prof. Dr. Ulrich Manz, University of Darmstadt
- Dr. Boris Otto, University of St. Gallen
- Prof. Dr. Dr.h.c.mult. Peter Reusch, University of applied sciences Dortmund (*Deputy speaker*)
- Prof. Dr. Klaus-Dirk Schmitz, University of applied sciences Cologne
- Prof. Dr. Dr.h.c. Wolfried Stucky, University of Karlsruhe (TH) (*Speaker of the scientific advisory board*)
- Dr. Peter Weiß, FZI research center for information technologies
- Dr. Wolfgang Wilkes, Distance university Hagen

News & Press

Top Thema:
eCl@ss release 7.0 basic available in the DownloadPortal

eCl@ss translation into Chinese

eCl@ss application in Europe

Certificate of Registration in The United States of America

FZI Forschungszentrum Informatik Karlsruhe (http://www.fzi.de)

FZI

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Suchen

WIR FORSCHEN FÜR SIE

FORSCHUNGSBEREICHE

- SE** Software Engineering
- IPE** Information Process Engineering
- ISPE** Intelligent Systems and Production Engineering
- ESS** Embedded Systems and Sensors Engineering

Unser Angebot

Wir lösen Ihre Forschungs-, Entwicklungs- und Anwendungsaufgaben rund um Software und Systeme. Wissenschaftlich. Interdisziplinär. Branchenübergreifend. Pragmatisch. Kompetent. Probieren Sie es aus!

Meldungen, Presseinfos, Termine

- 12.–14.04.2011 FZI Living Lab AAL auf der Altenpflege-Messe 2011
- 7.–8.04.2011 Trendkongress net economy "Business IT as a Service"
- 04.04.2011 FZI gewinnt Sicherheitspreis Baden-Württemberg 2011
- 04.04.-08.04.2011: Mensch-Technik-Kooperation für ein sicheres Leben: FZI mit INSITEX Projekt auf dem BMBF-Stand der Hannover Messe
- 17.03.2011 Projekt eMOTe auf dem sepp.med Expertensymposium 2011
- 10.03.2011 Generationswechsel in Vorstand und Direktorium des FZI
- 01.–05.03.2011 FZI-Arbeiten am Programm THESEUS auf der CeBIT

[alle Meldungen und Termine](#)

Links

- Direktorium
- Vorstand
- FZI Living Labs
- Förderverein

Innovationskampus Baden-Württemberg

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Impressum

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Overview

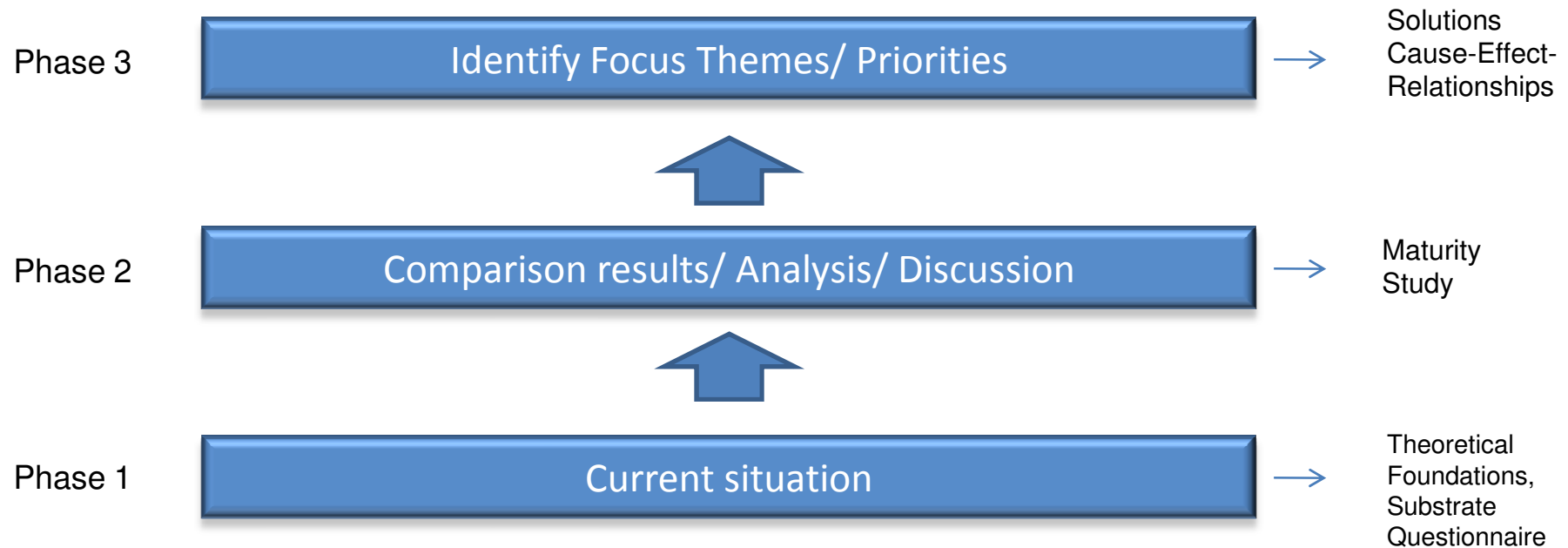
- Research Objectives
- Research Approach and Method
- Empirical Results
- Priorities/ Focus Areas
- Contact

Product and Master Data Management Centre (PMDMC)

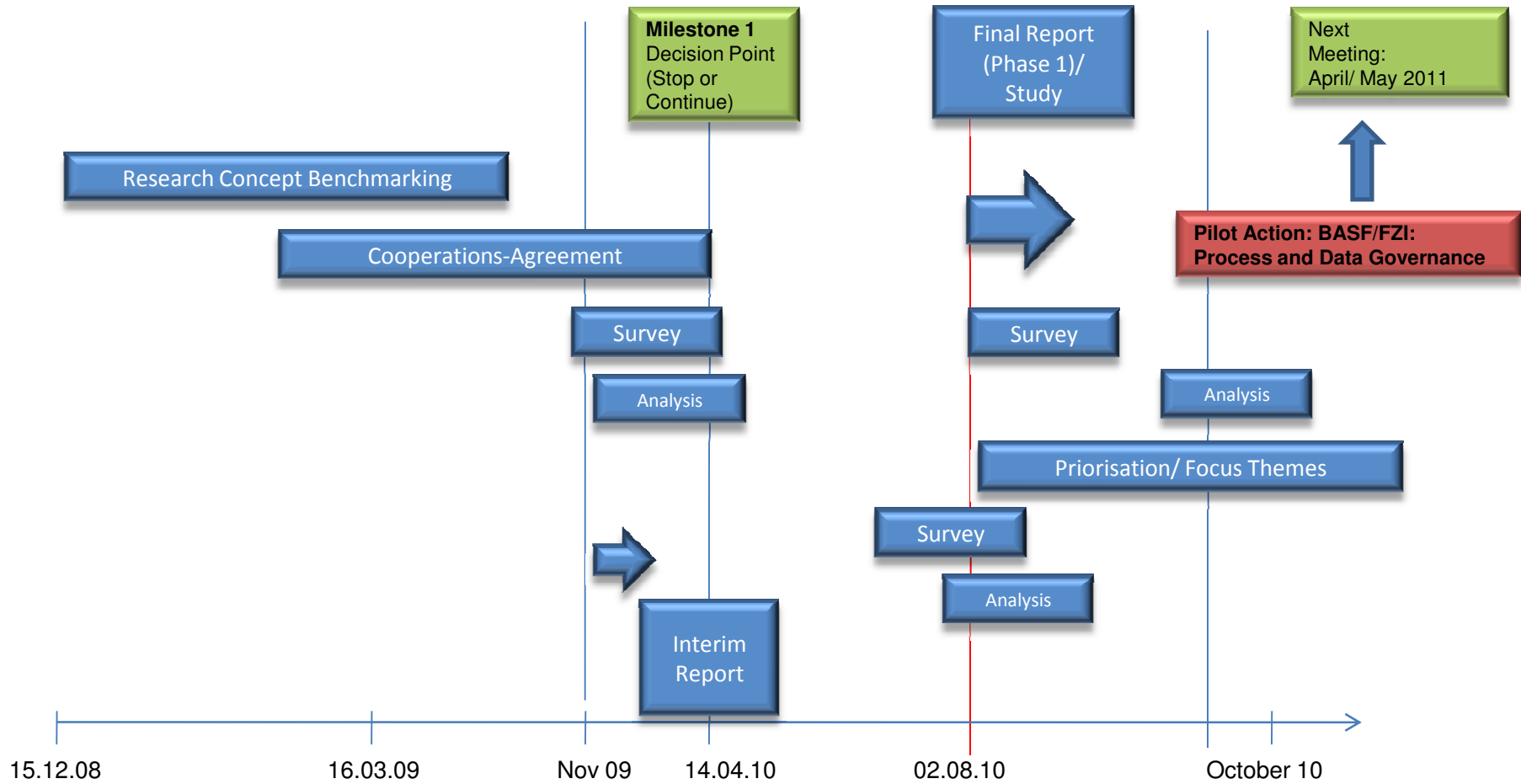
- Working Group Benchmark Master Data
 - Set up Benchmarking Master Data Management (MDM)
 - Discussion and validation of results through expert panels
- **Open Survey Approach:**
 - **First and Second Phase completed**
 - **Third Phase running: Registration of participants open**
 - **Please visit our website: www.pmdmc.de**
- Study aims/ strategic alignment of MDM in respondents' companies
- Focus on technical materials (master data)
- Bottom-up approach/ structural emergence
- Current Core Group/Partners:
 - BASF , Deutsche Bahn, eCl@ss, EnBW, Emmi, FZI, Infracore Höchst, IFCC, RWE, Siemens, ZF Friedrichshafen

Study Approach

Expert-Panel

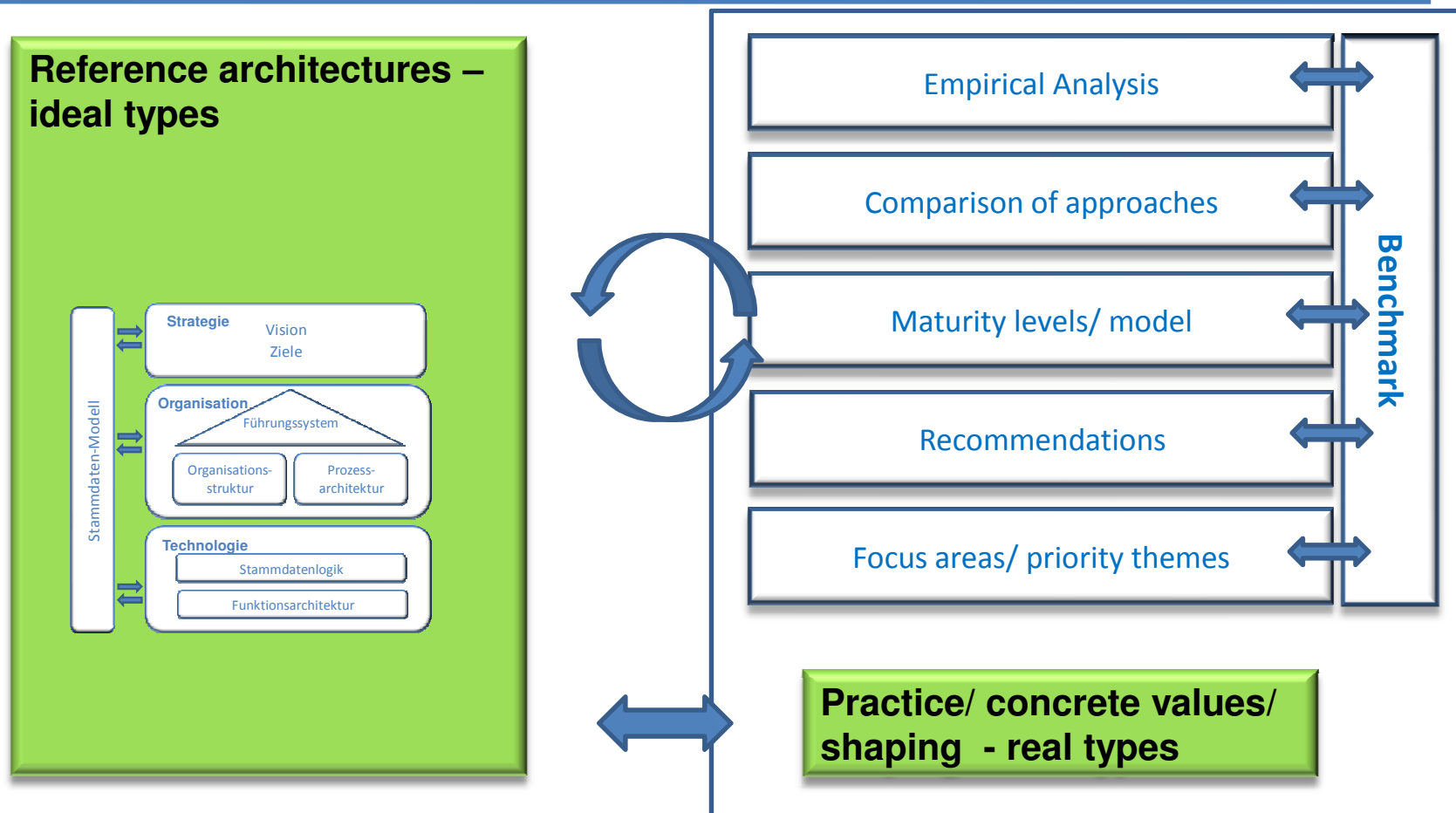


Research Approach/ Time Schedule



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Approach/ Development Benchmark MDM

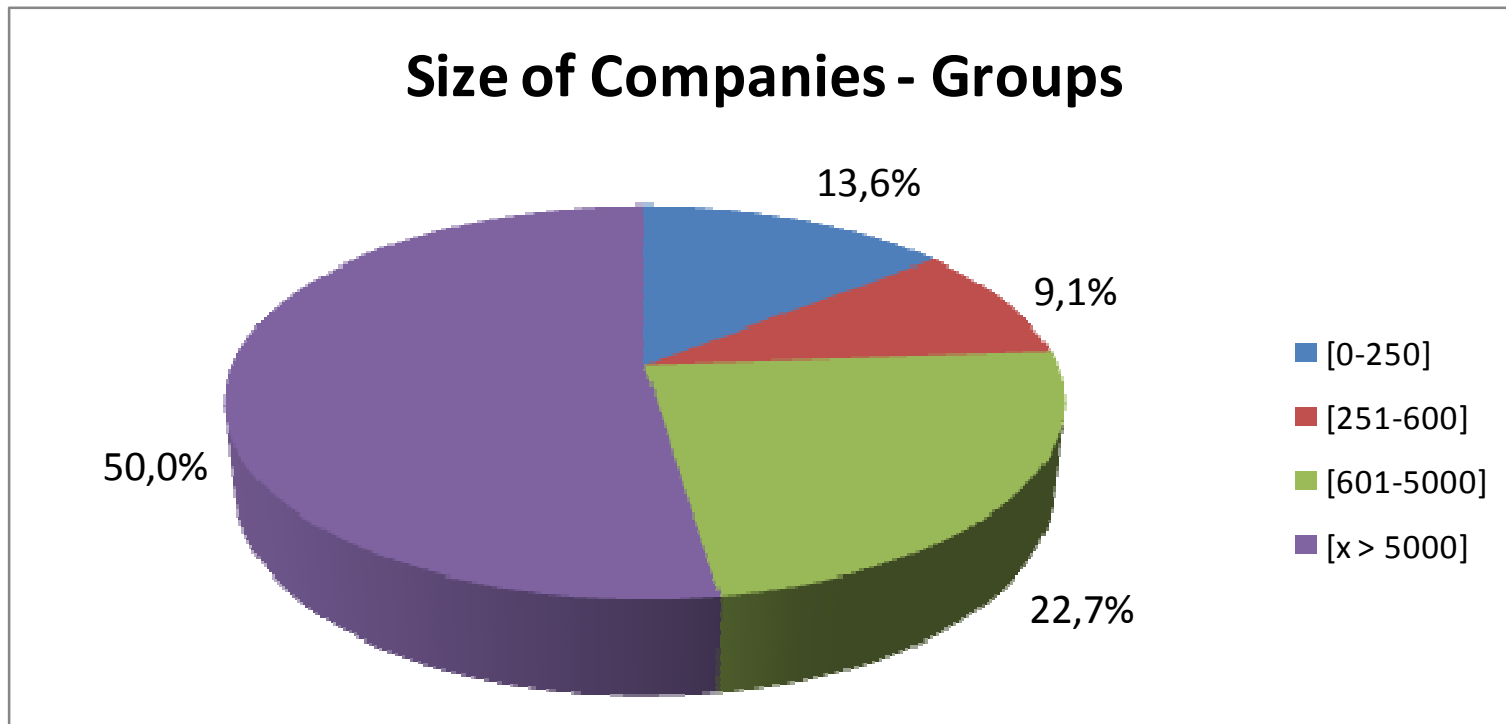


Quelle: In Anlehnung an FZI/Renth
2009, [Sche09, S. 80]

Empirical Results

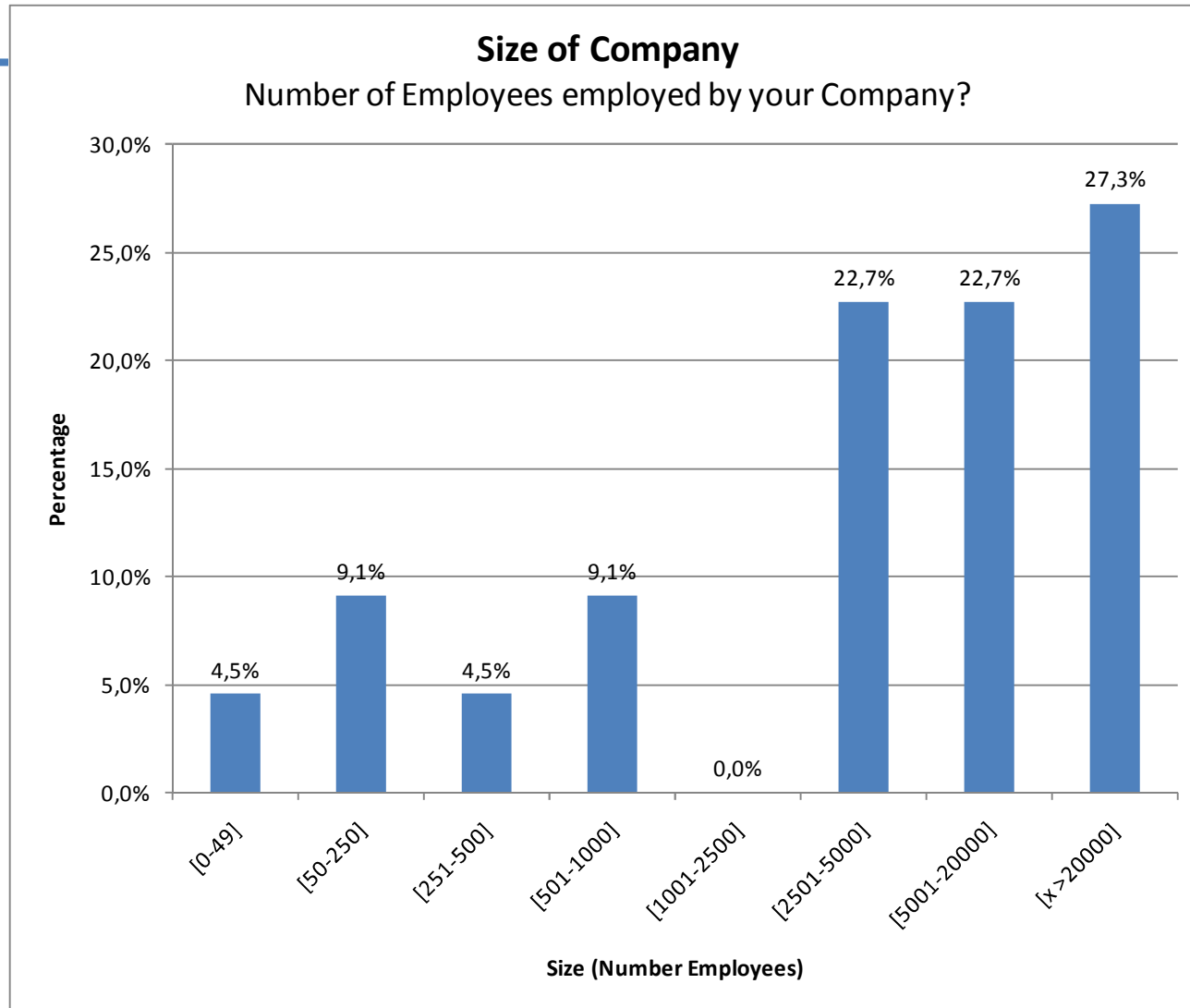
- Anonymous analysis
- Descriptive analysis
- **Survey sample: 25 responses**
 - 20 complete answers
 - 2 uncomplete answers (included for analysis)
 - 3 uncompleted answers (not included)

Results – Analysis of Respondents/ Sample



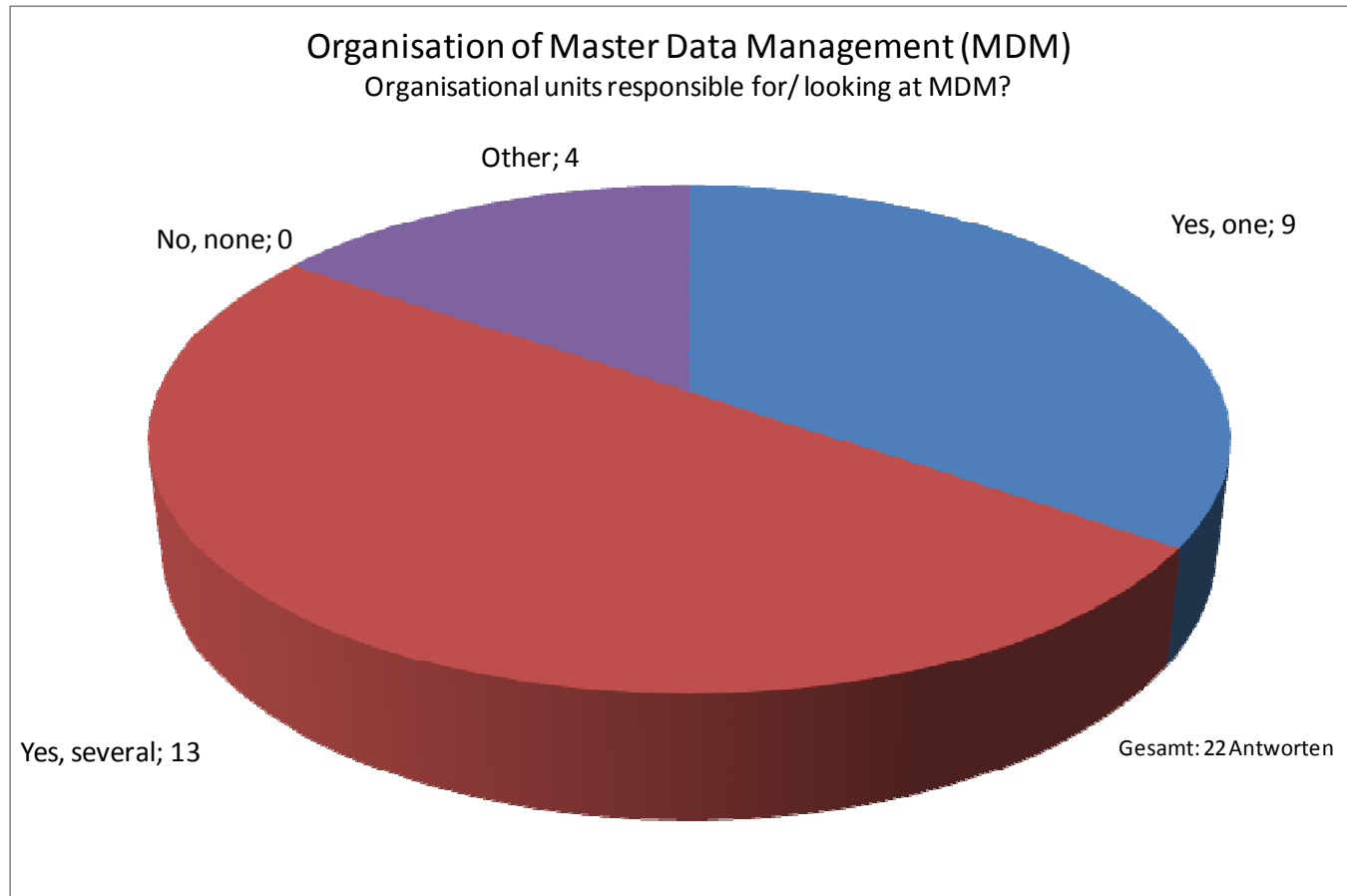
Size Companies				
[0-250]	3	13,6%	SME	A
[251-600]	3	9,1%	ME	B
[601-5000]	5	22,7%	Large Enterprise	C
[x > 5000]	11	50,0%	Very Large Enterpr./ Corporation	D

Results – Analysis of Respondents/ Sample

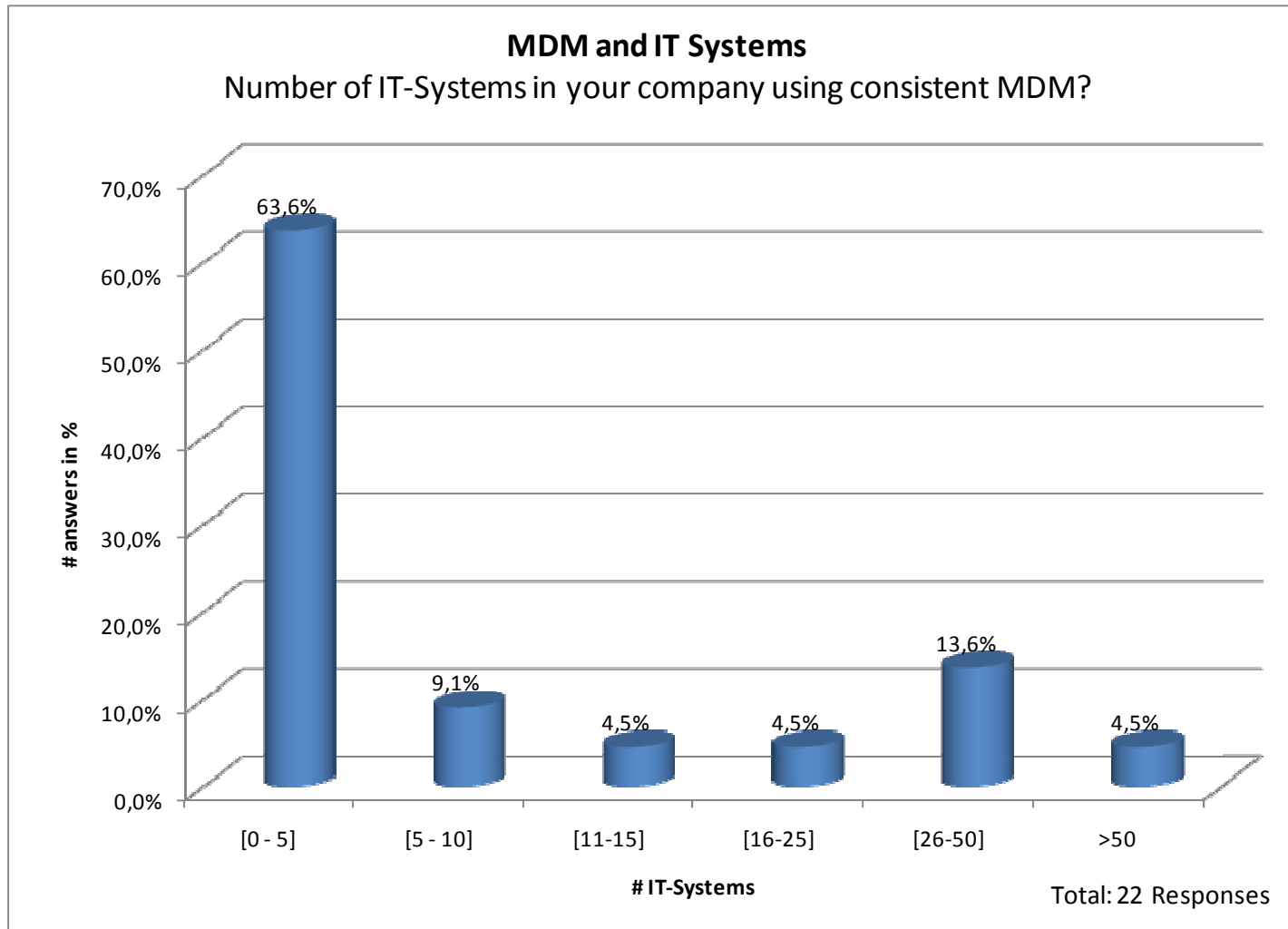


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Results – Analysis of Respondents/ Sample



Results – Analysis of Respondents/ Sample



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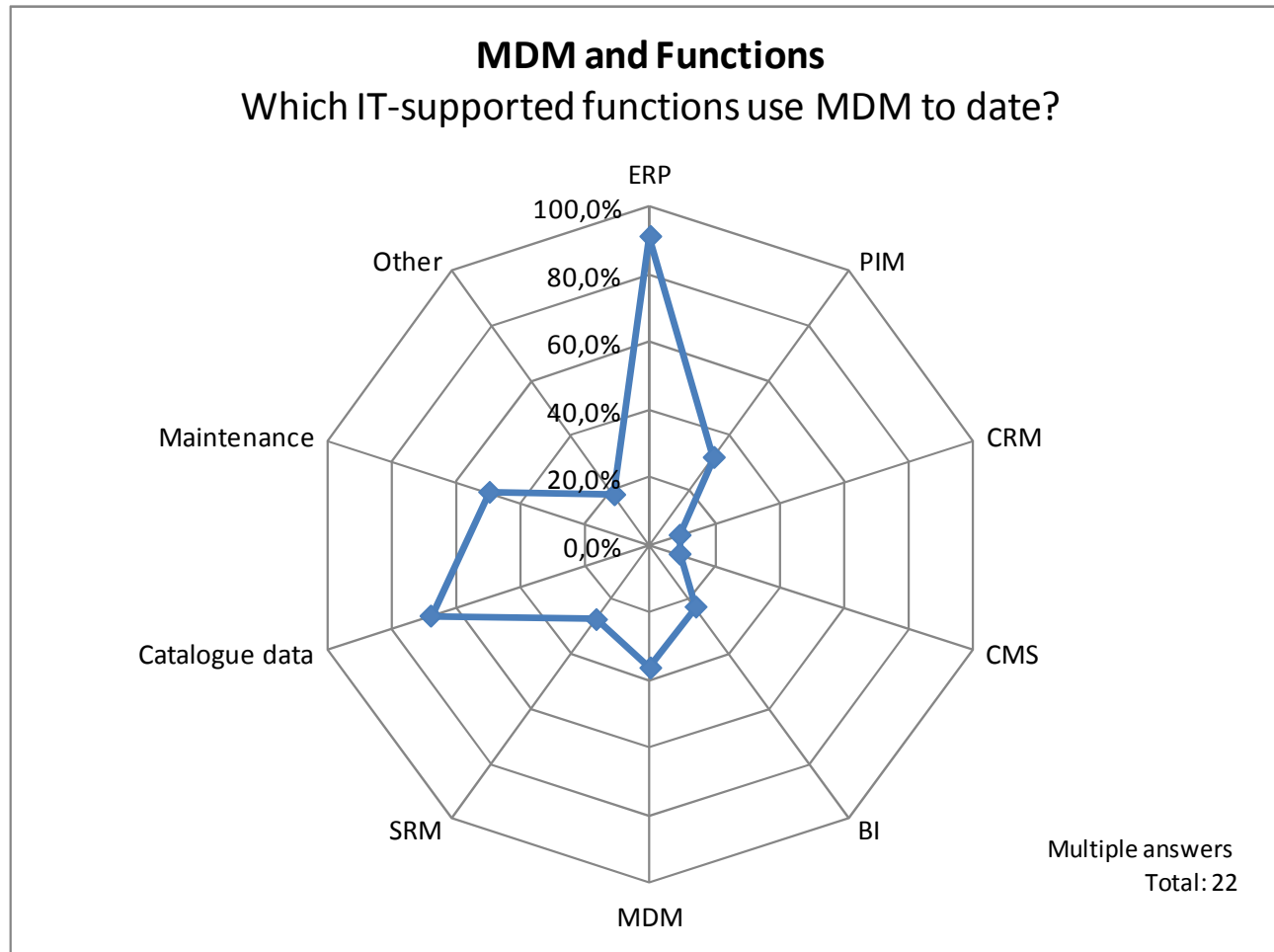
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Summary: Analysis of Respondents/ Sample

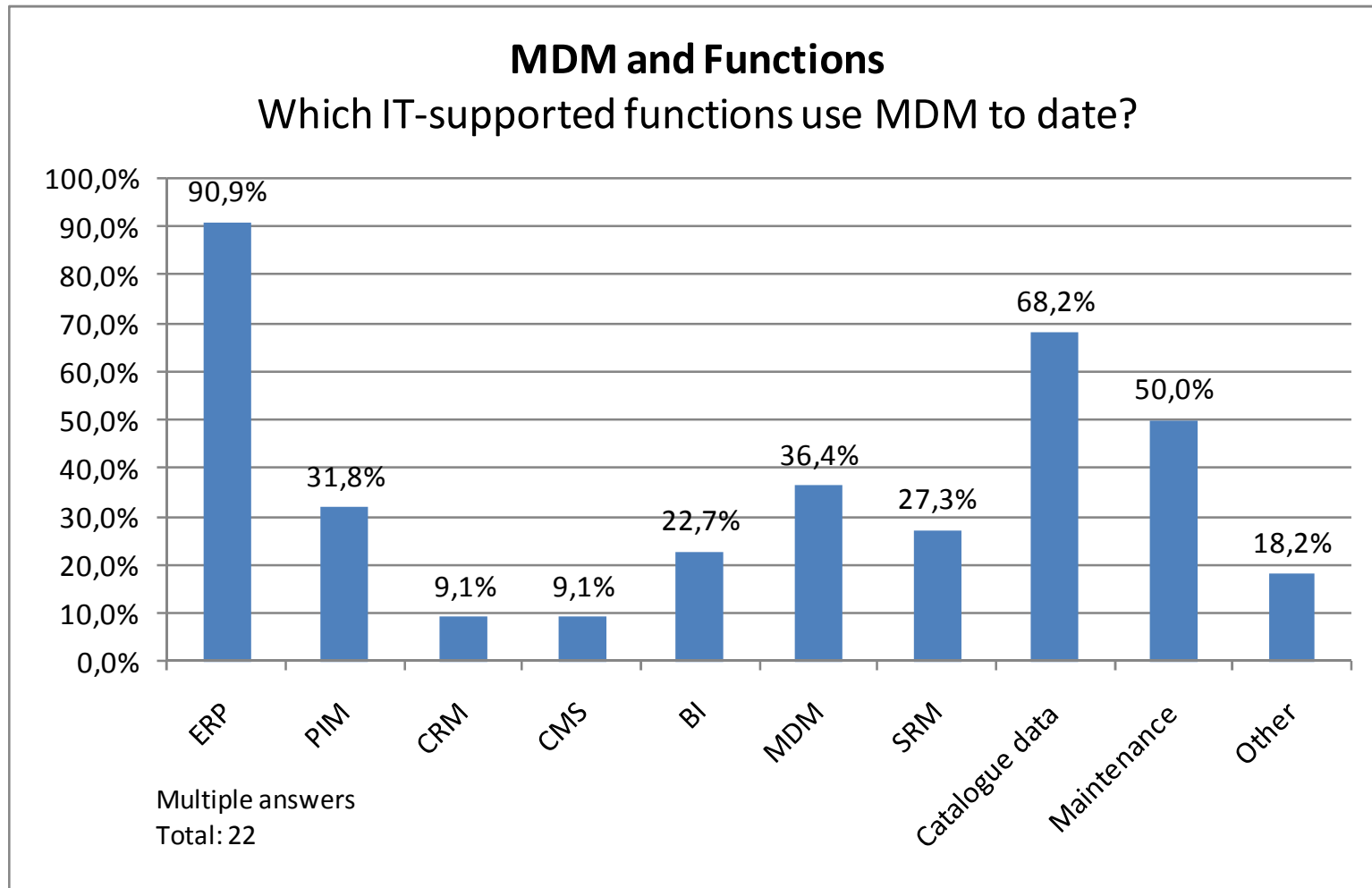
Current State of Play:

- Several Org.-Units
- [0-5] IT-Systems
- Orientation/ organisation: departments
- Global orientation/ alignment

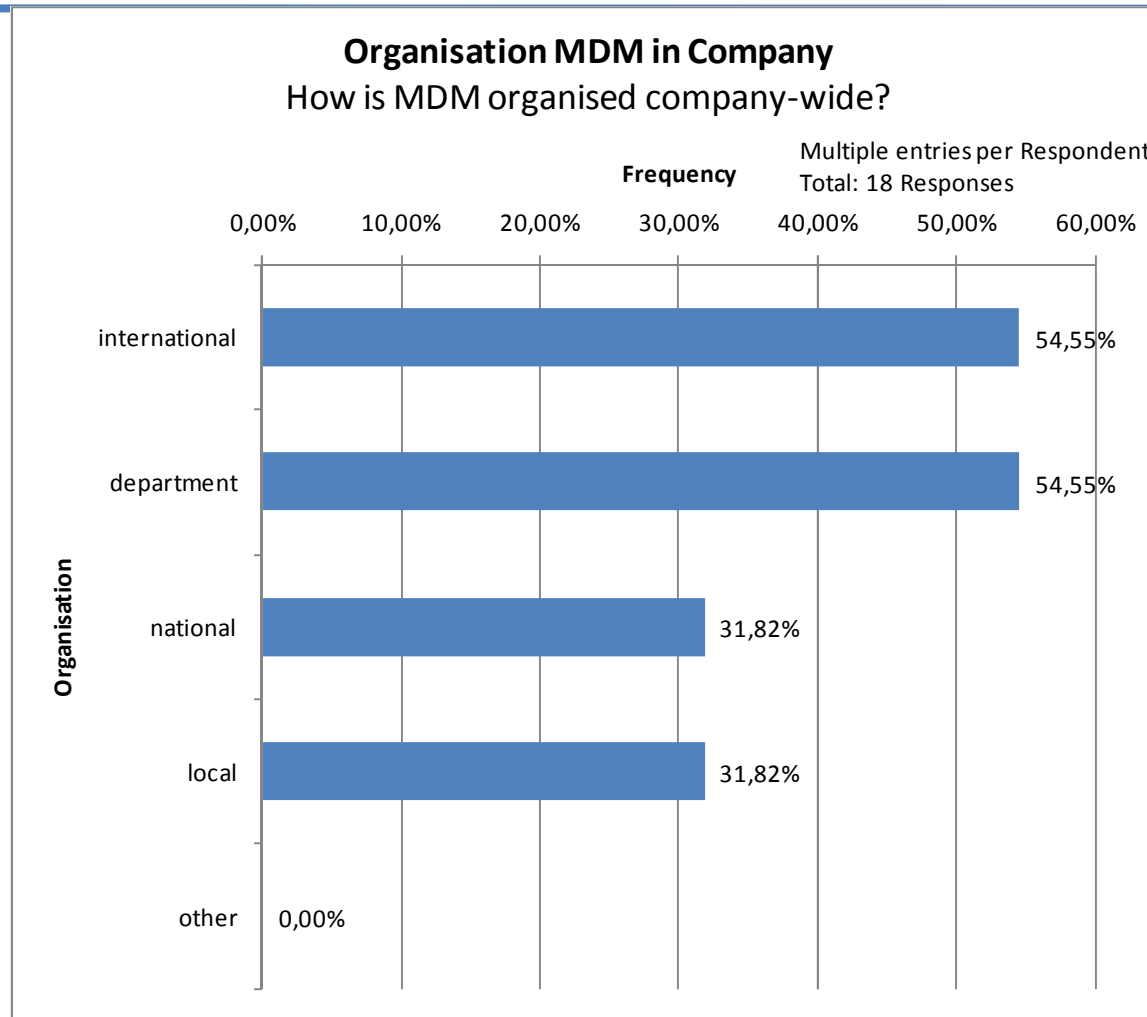
Results - Analysis of Respondents



Results - Analysis of Respondents

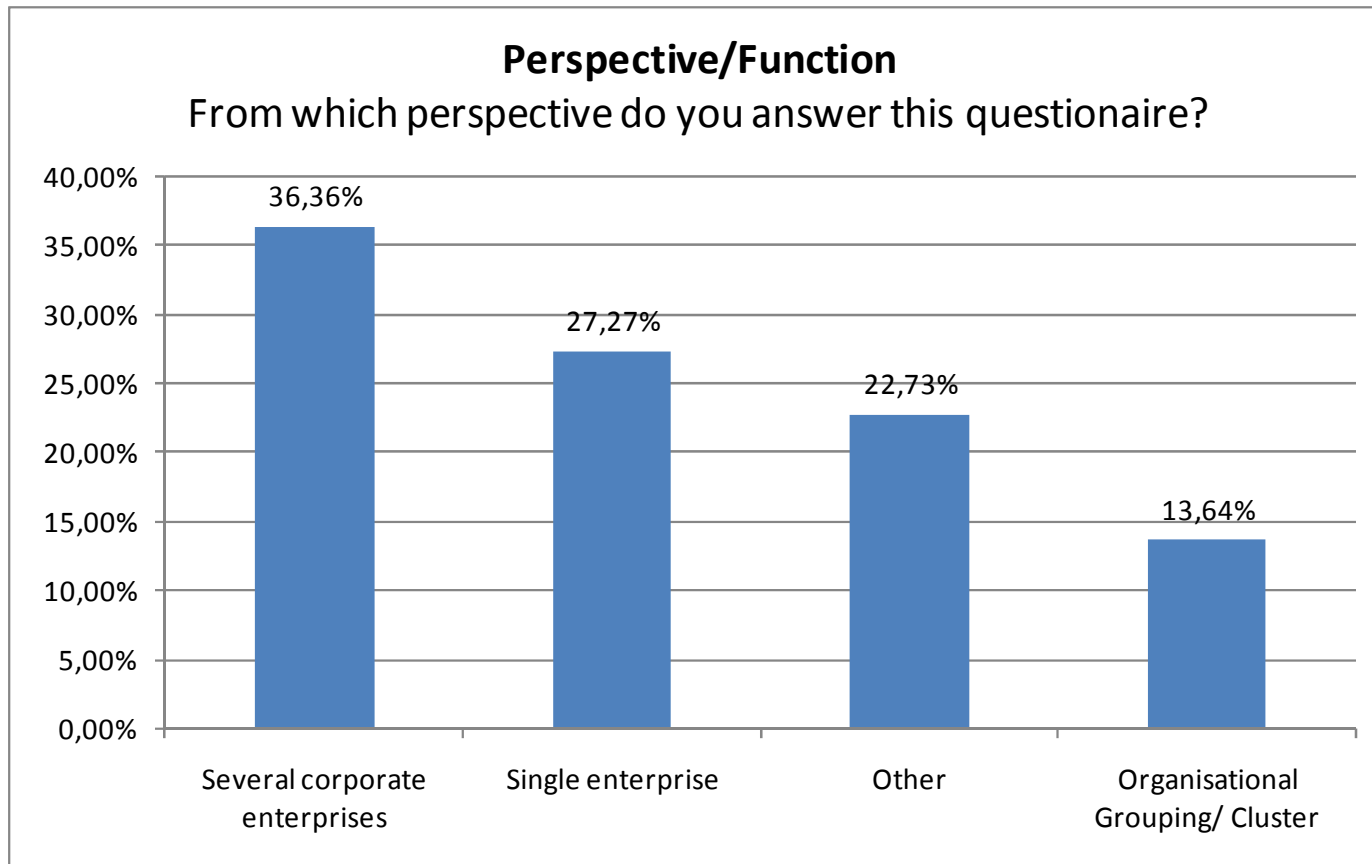


Results - Analysis of Respondents

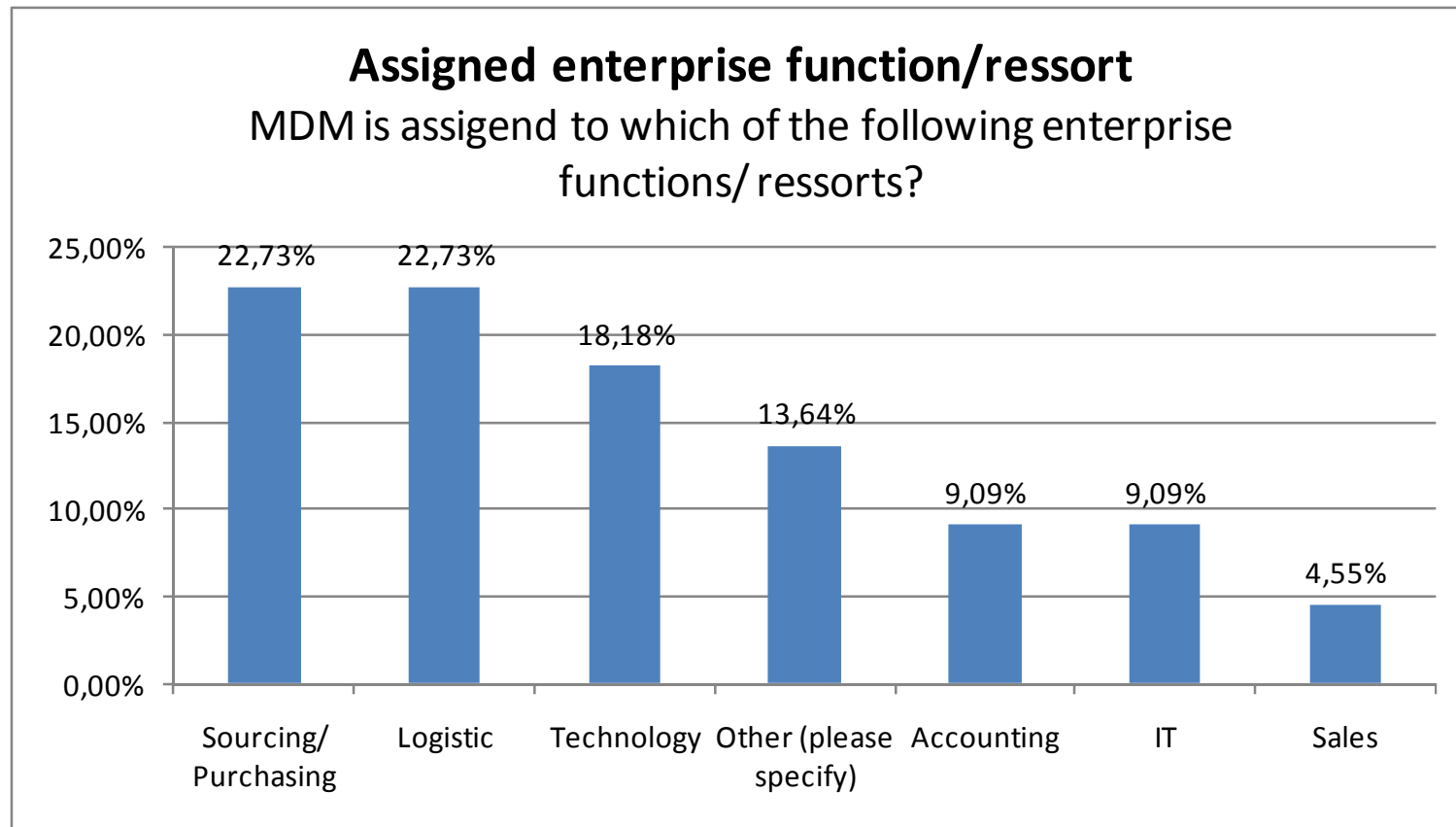


Governance

Results - Analysis of Respondents

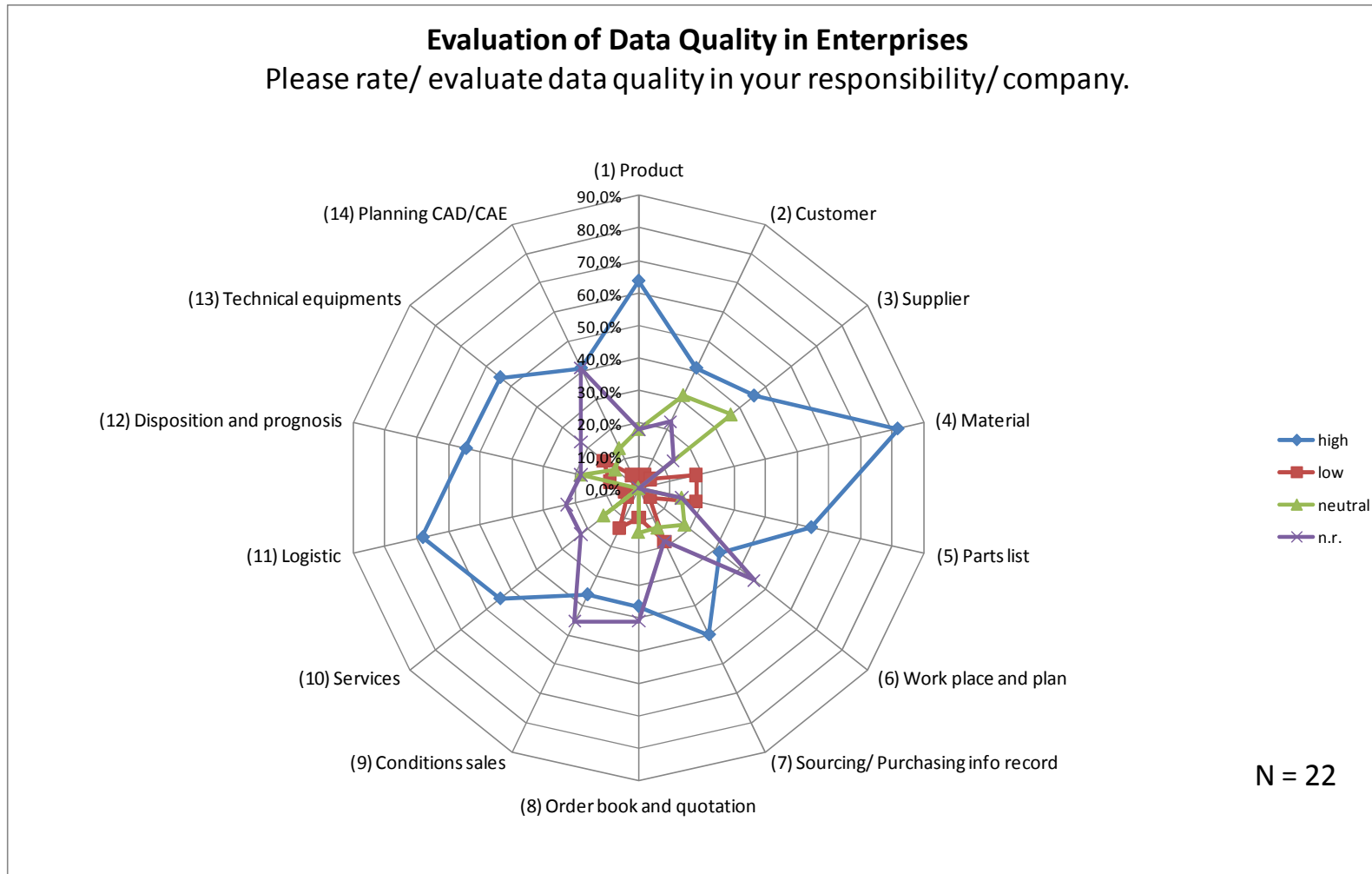


Ergebnisse - Unternehmensmerkmale

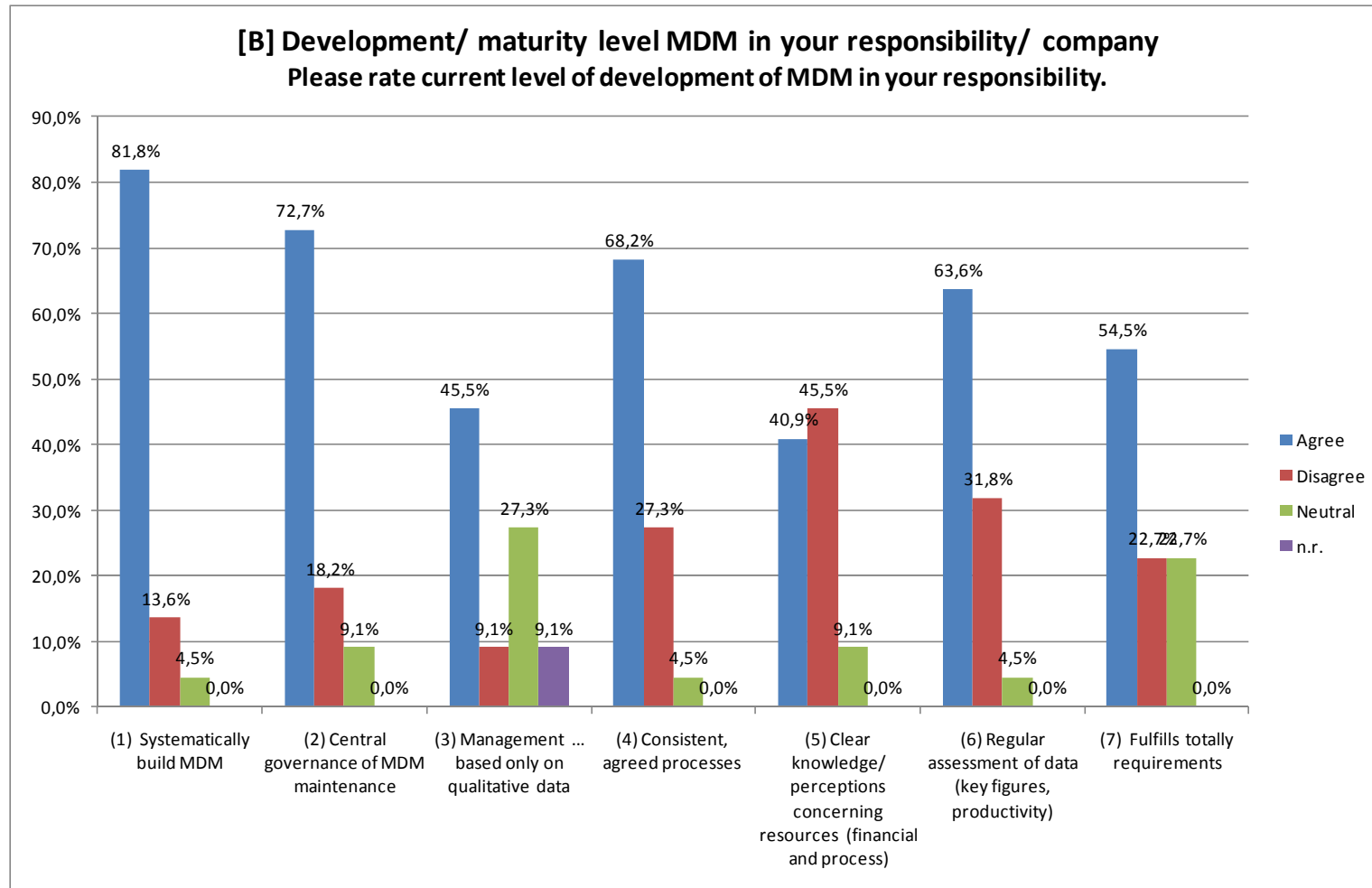


Results – Strategic Alignment

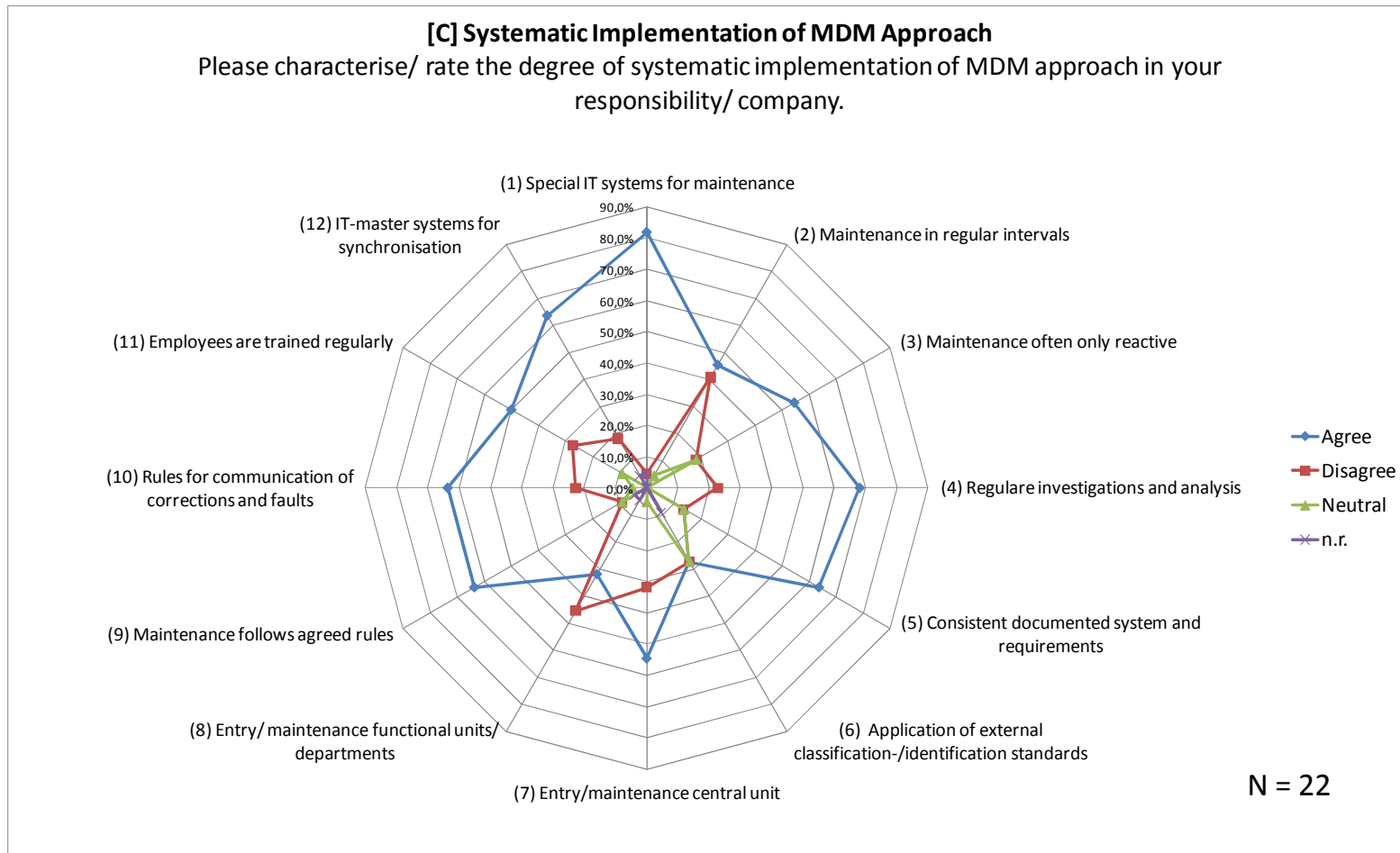
(A) Evaluation Data Quality



[B] Development / maturity level MDM

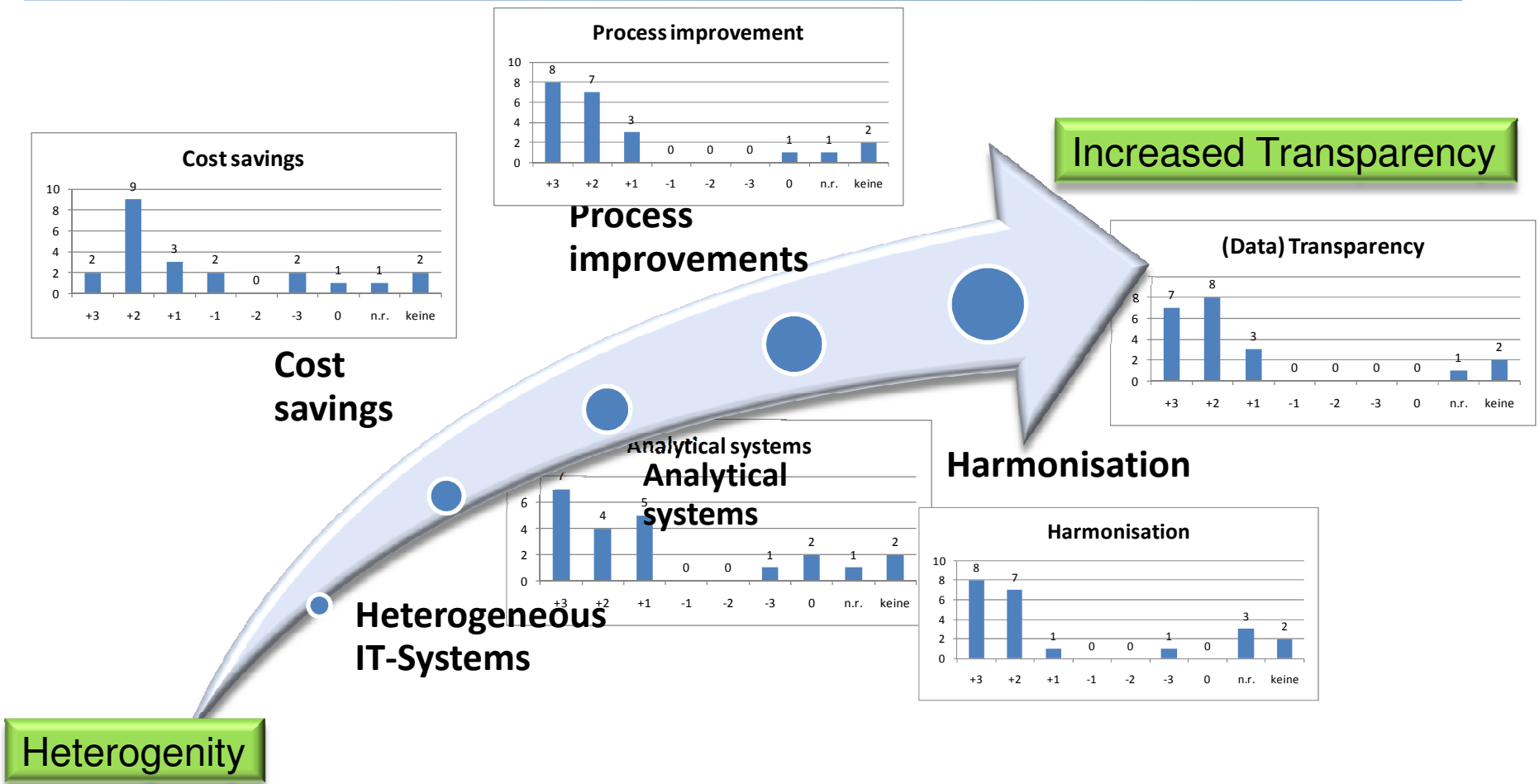


[C] Systematic Implementation of MDM Approach

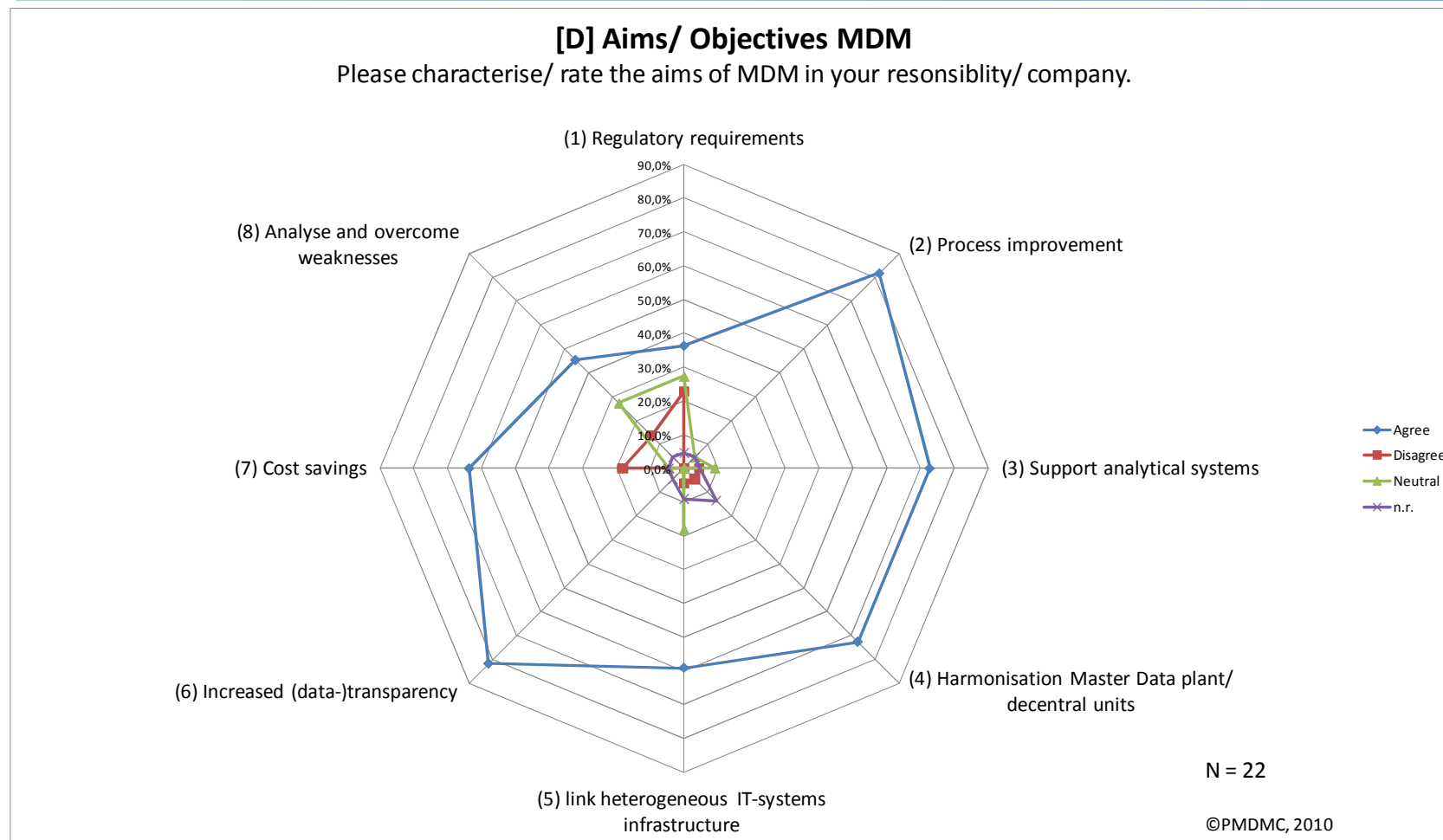


[D] Priorities for MDM in Sample

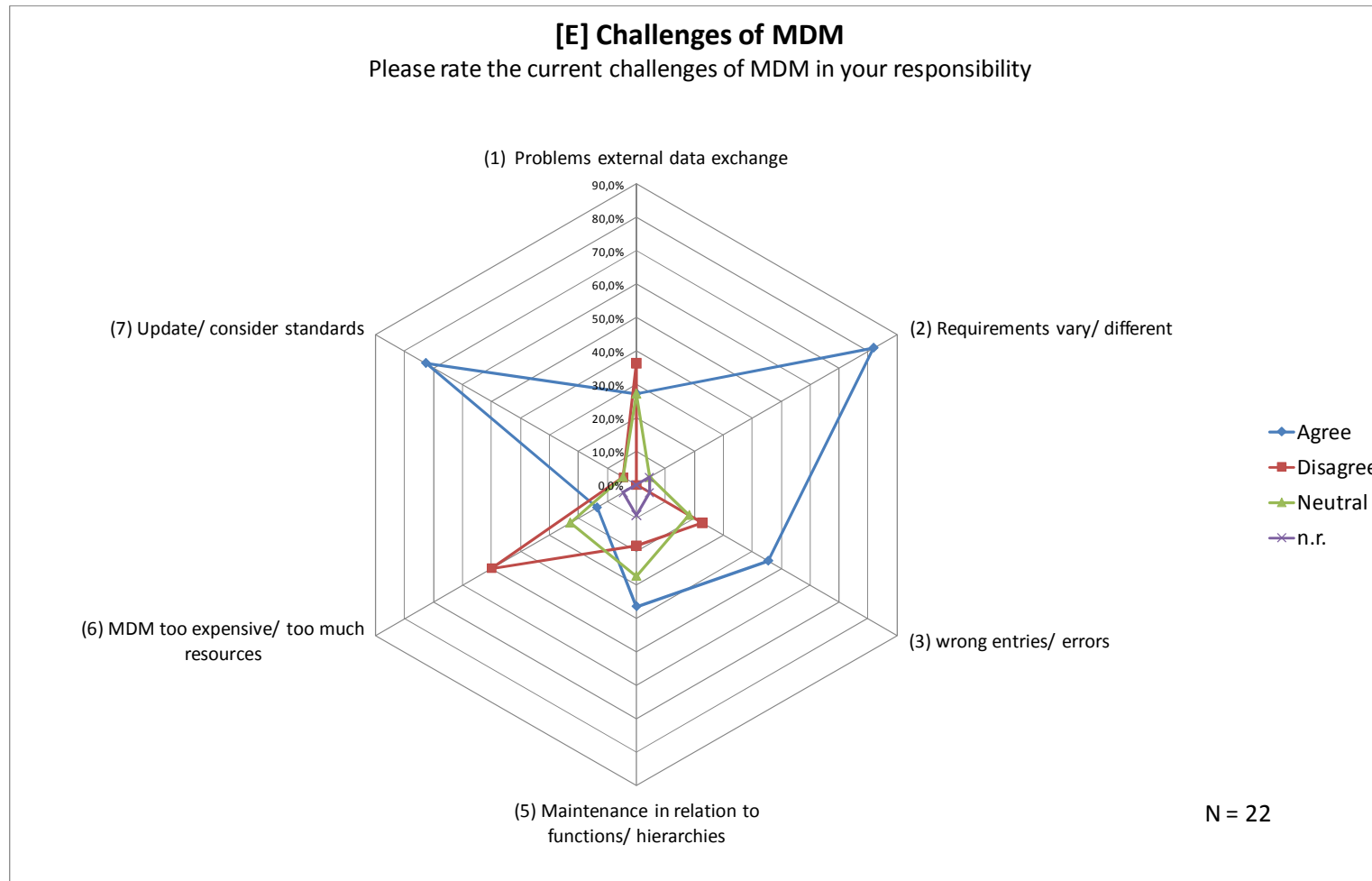
What is of highest priority?



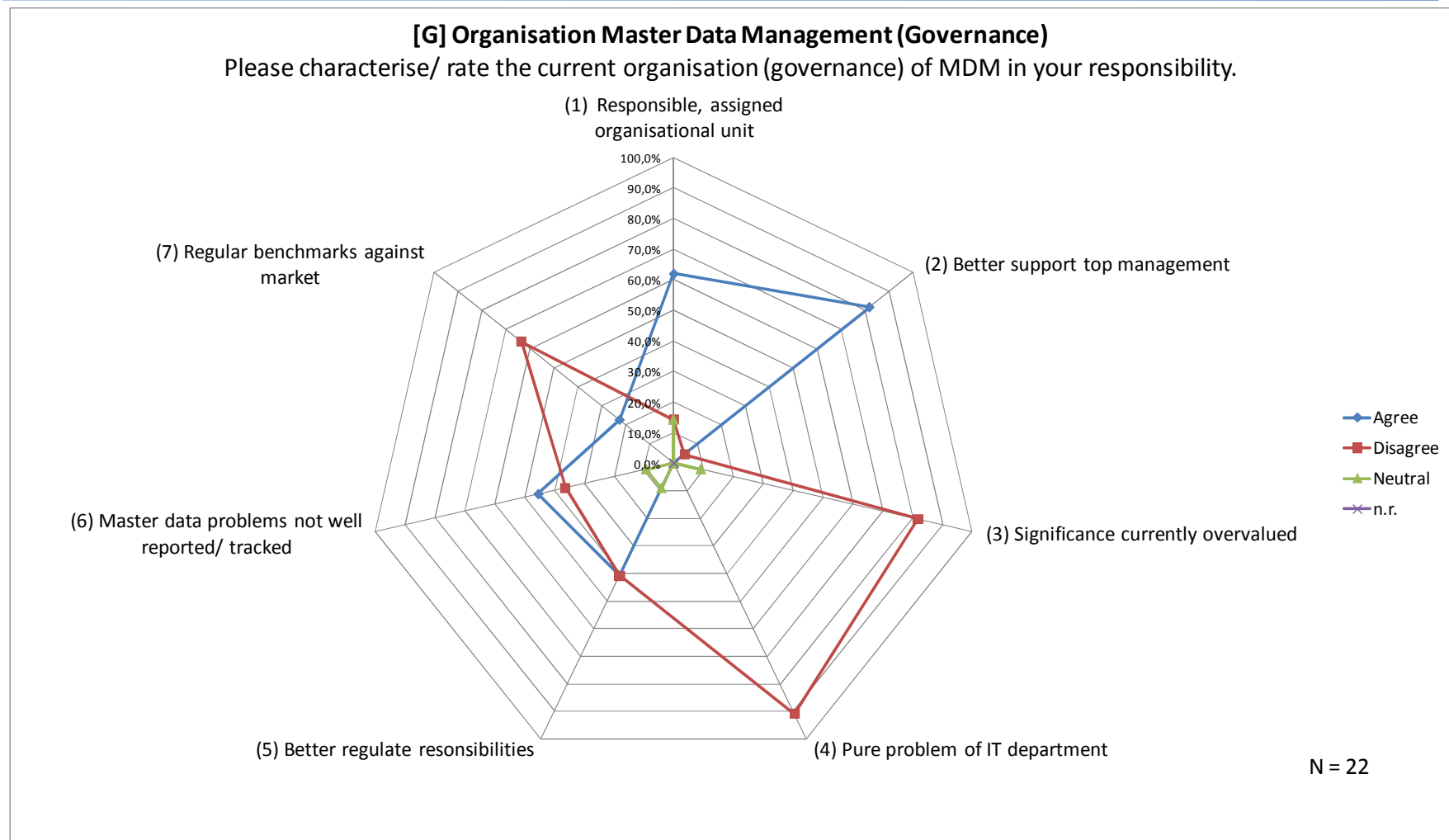
[D] Aims/ Objectives of MDM



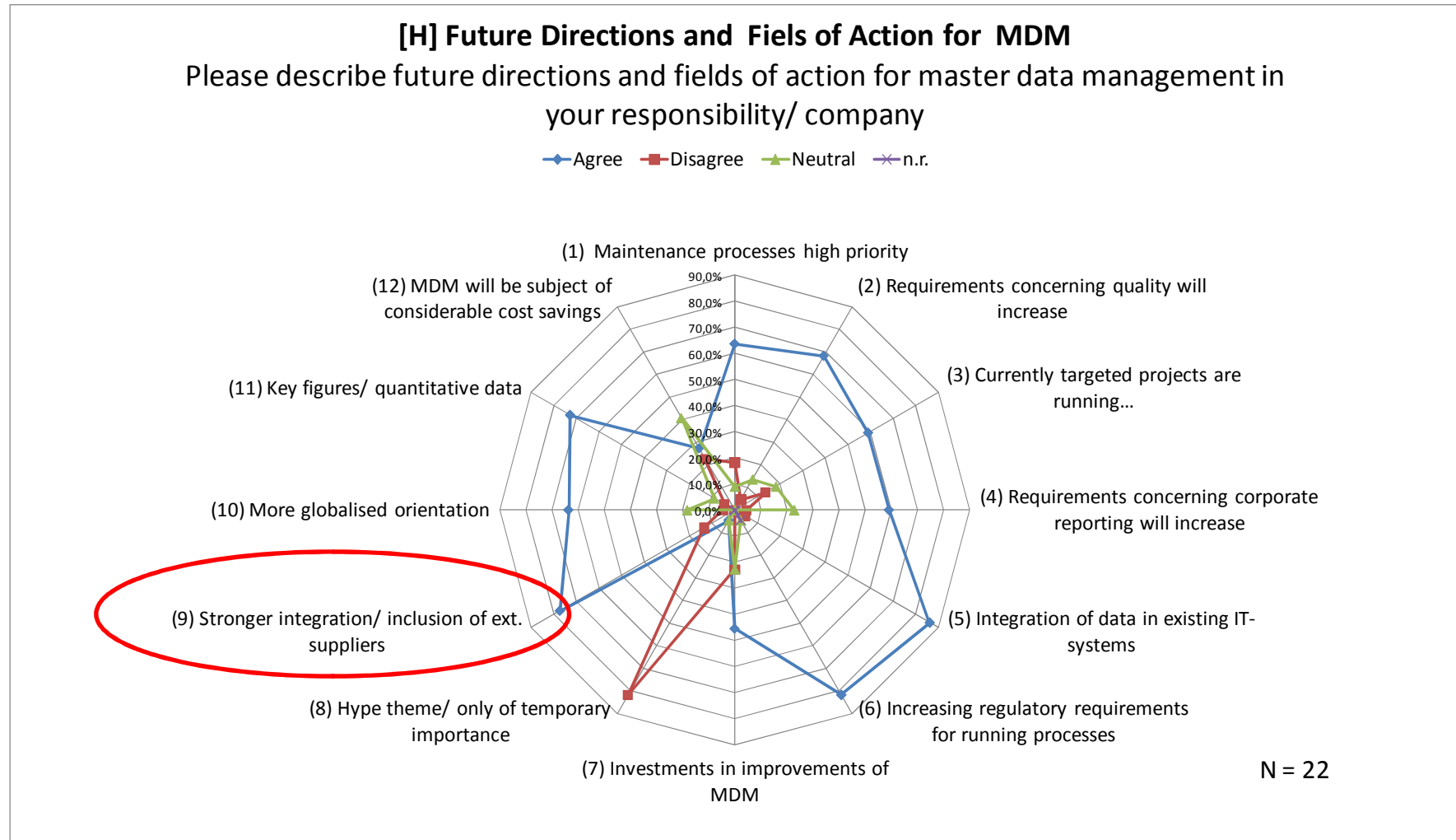
[E] Current Challenges of MDM



[G] Organisation MDM (Governance)

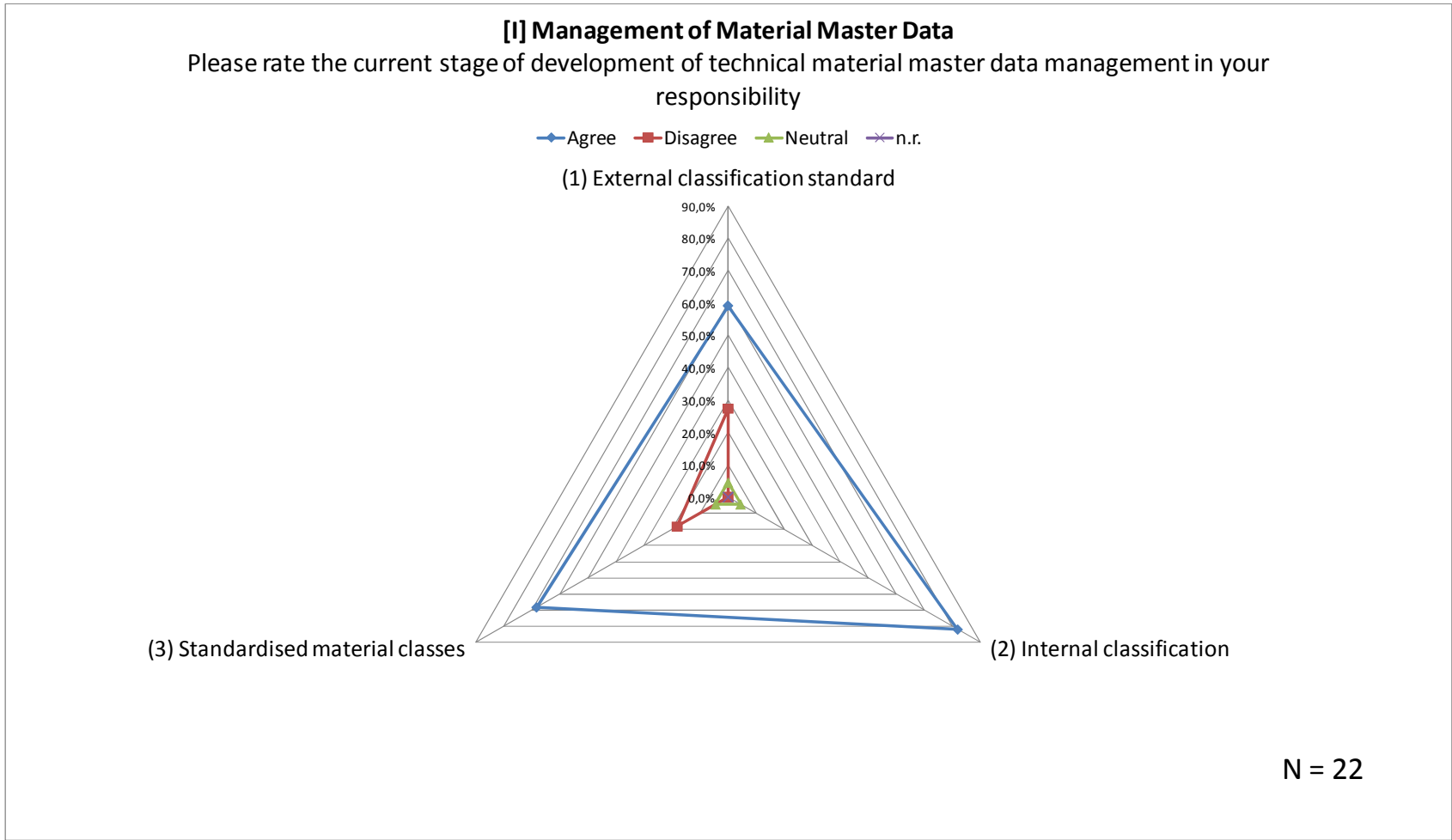


[H] Future Directions and Fields of Action for MDM



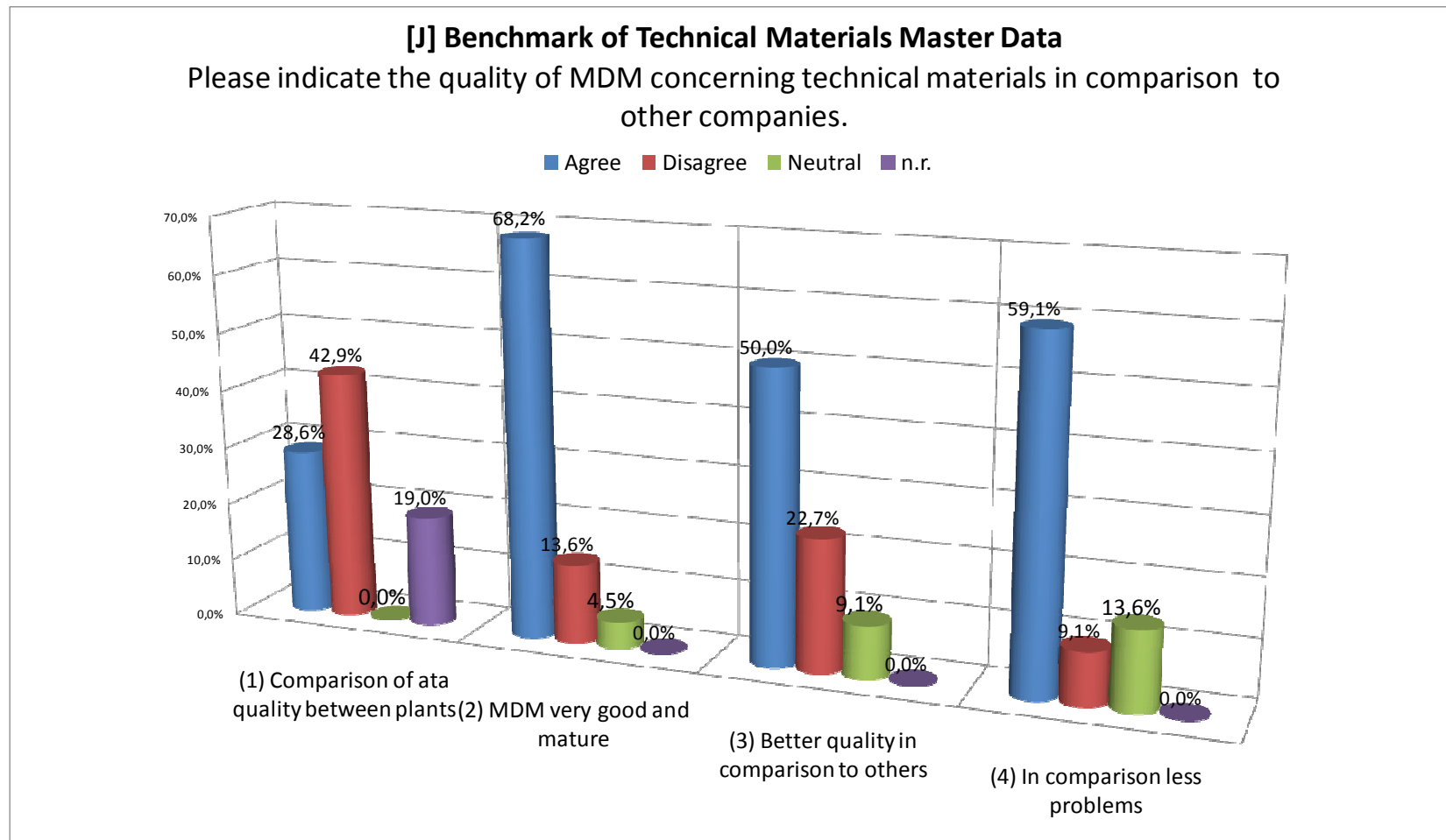
PART III: Special Questions Concerning MDM of Technical Materials.

[I] Management of Material Master Data



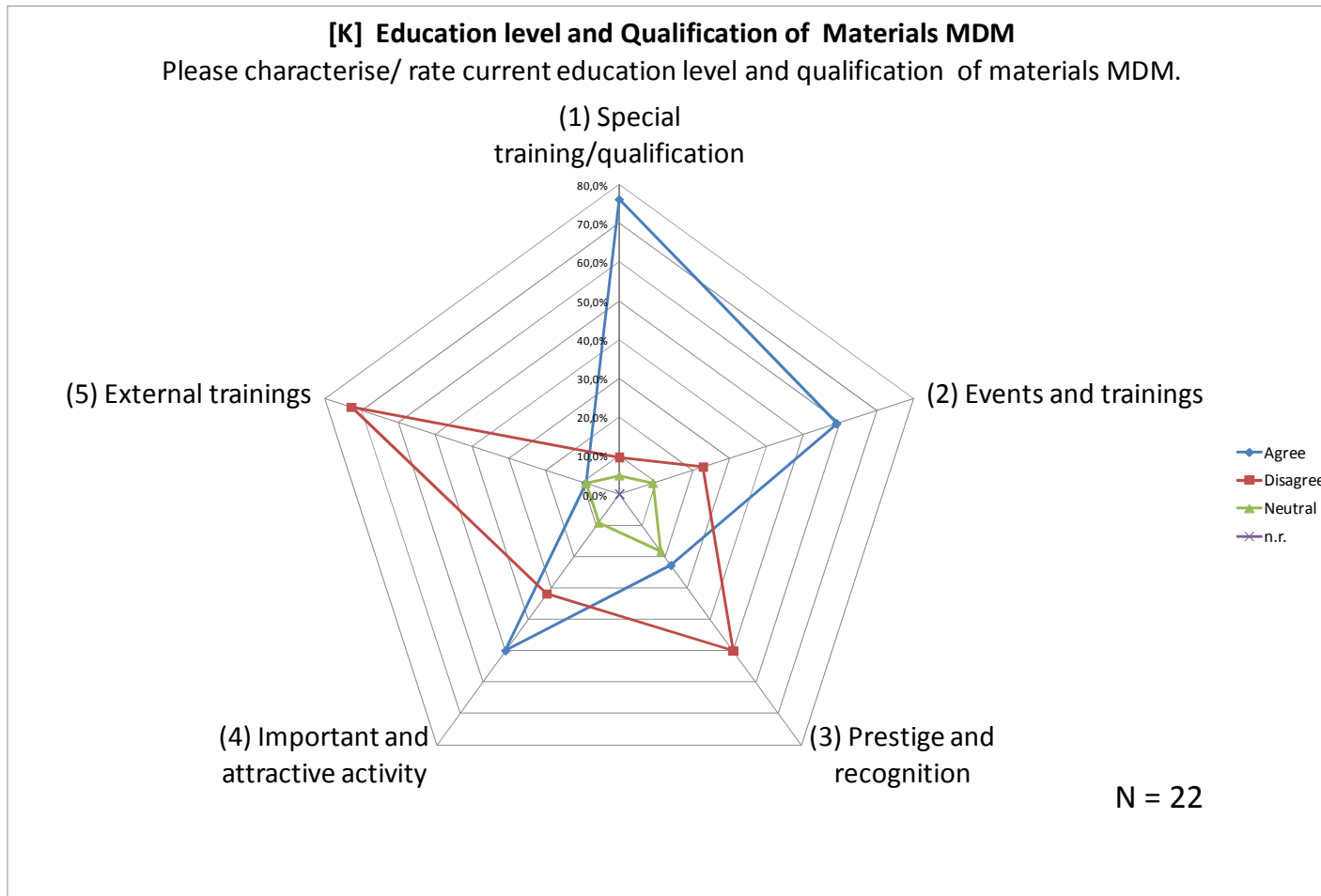
PART III: Special Questions concerning MDM of Technical Materials.

[J] Benchmark of Technical Materials Master Data



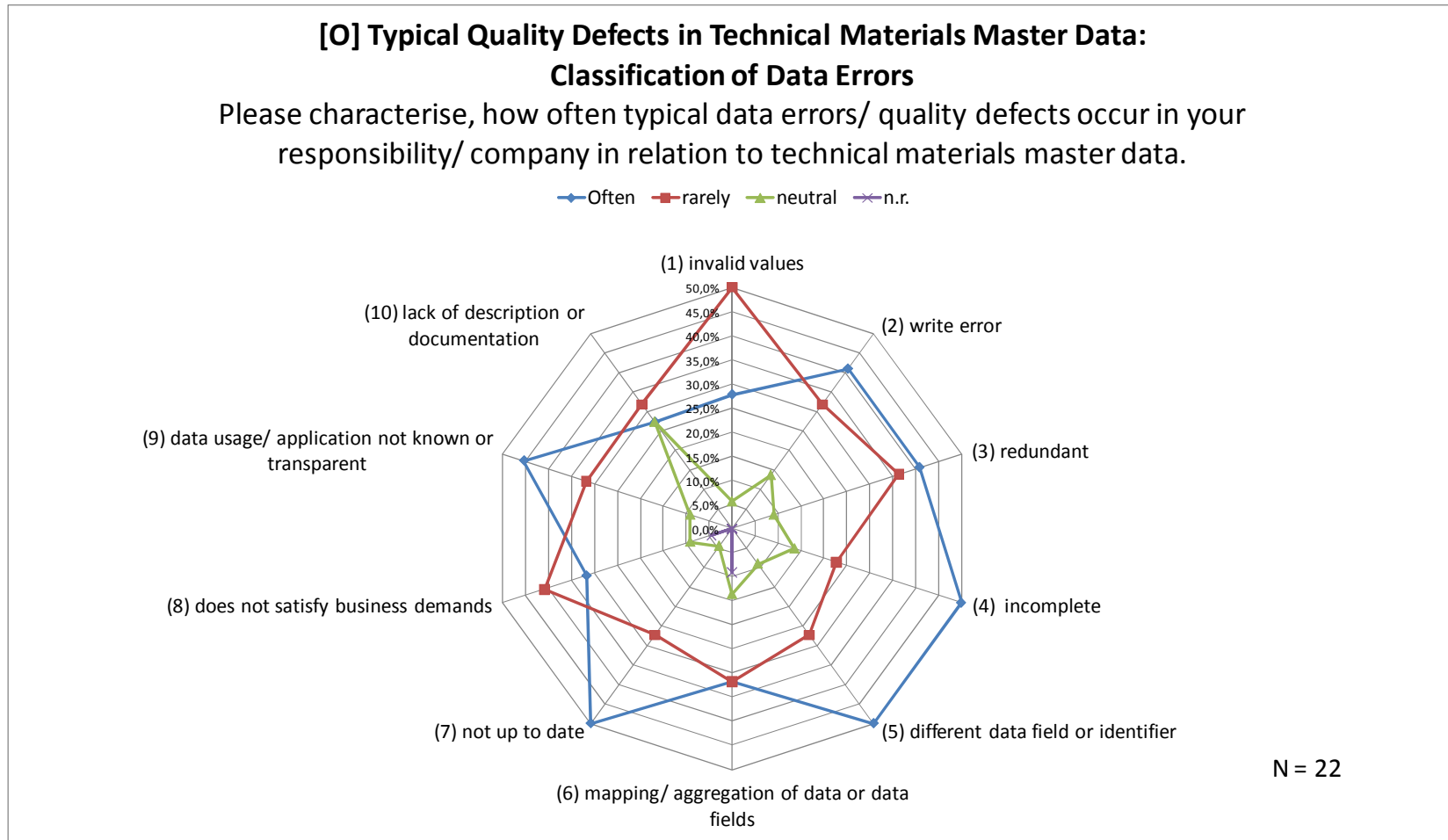
PART III: Special Questions concerning MDM of Technical Materials.

[K] Education Level and Qualification of Materials MDM

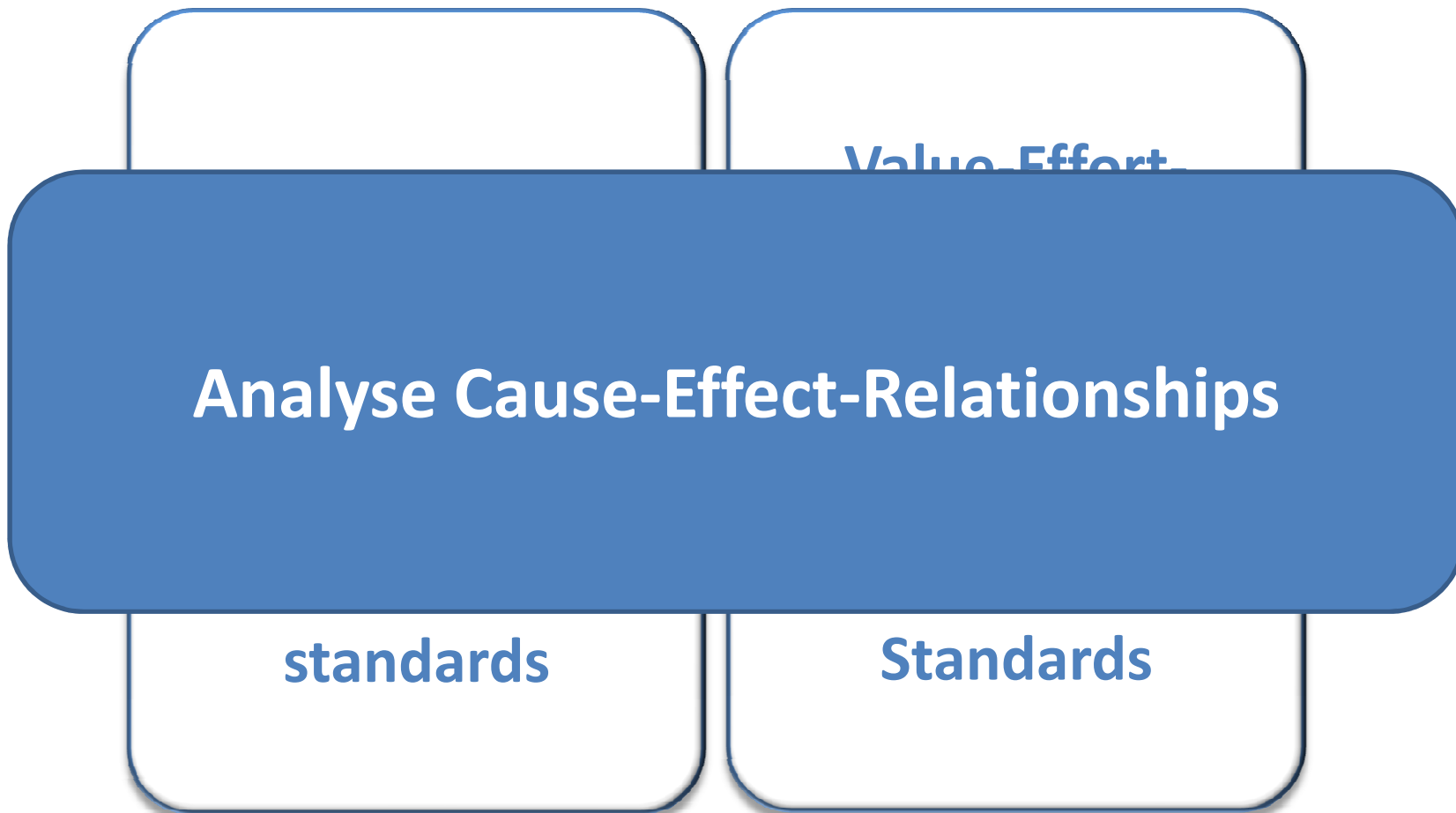


PART III: Special Questions concerning MDM of Technical Materials.

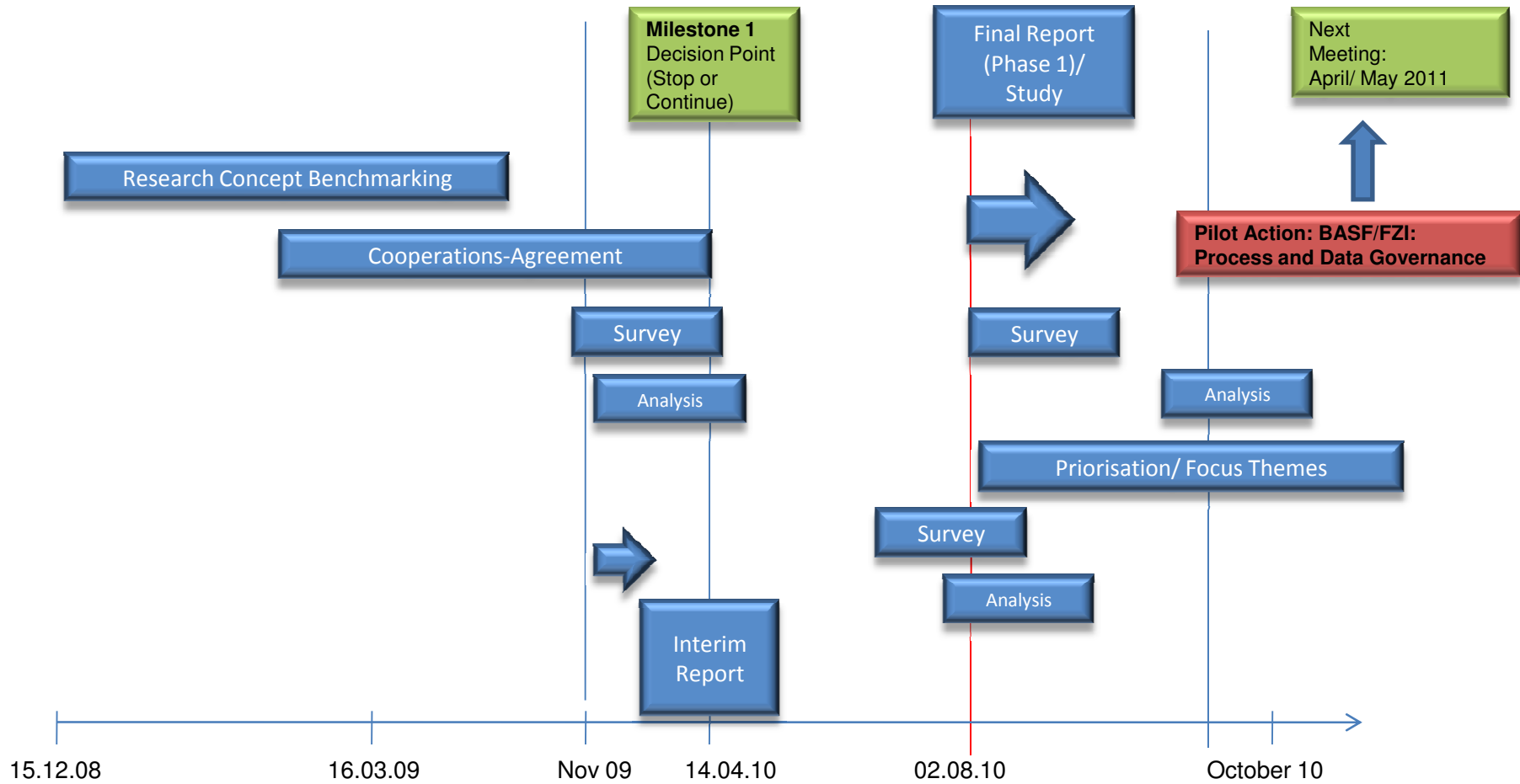
[O] Typical Quality Defects in Technical Materials Master Data: Classification of Data Errors .



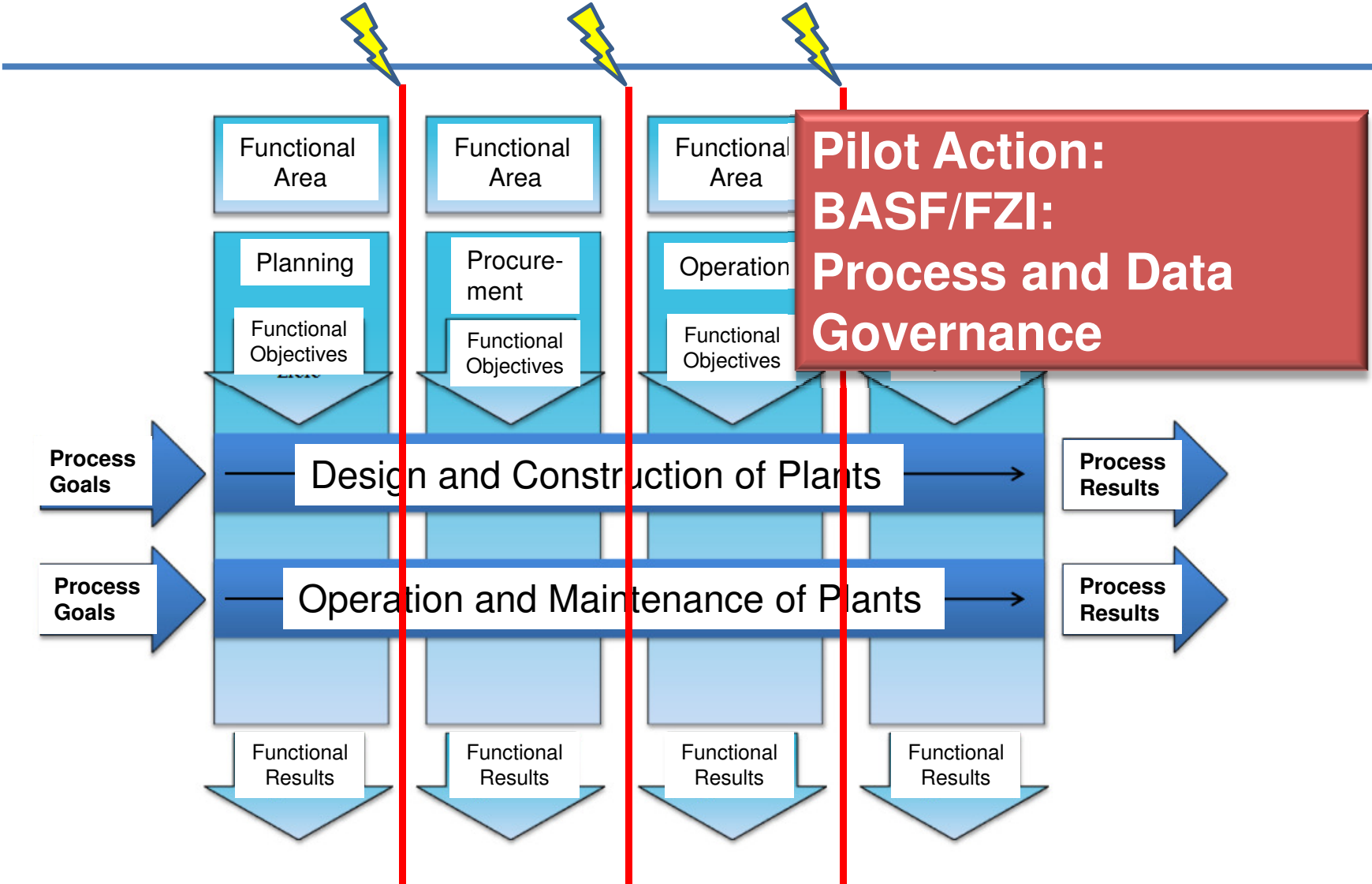
Our Research Focus Areas



Research Approach/ Time Schedule

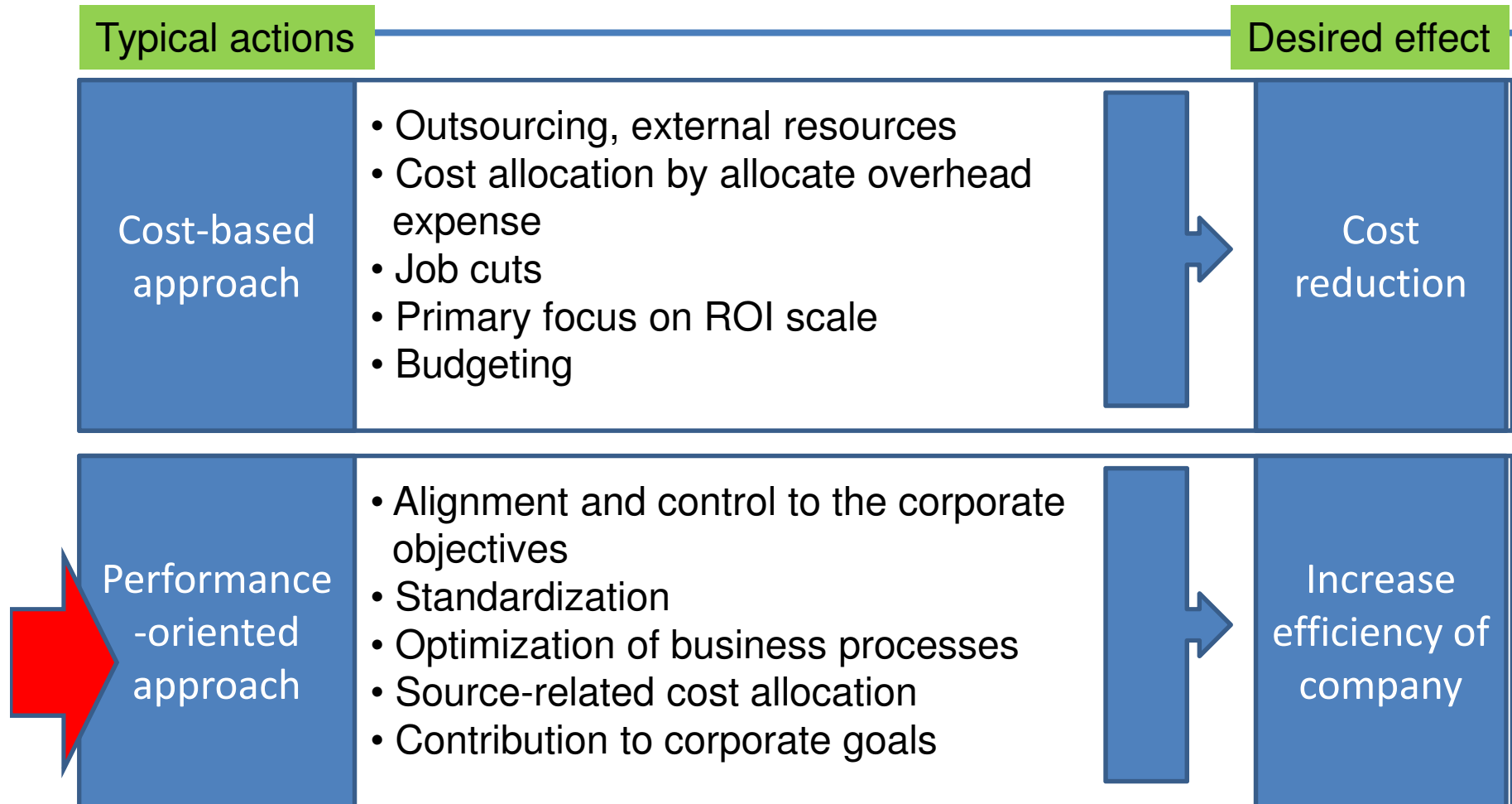


Process and Data Governance



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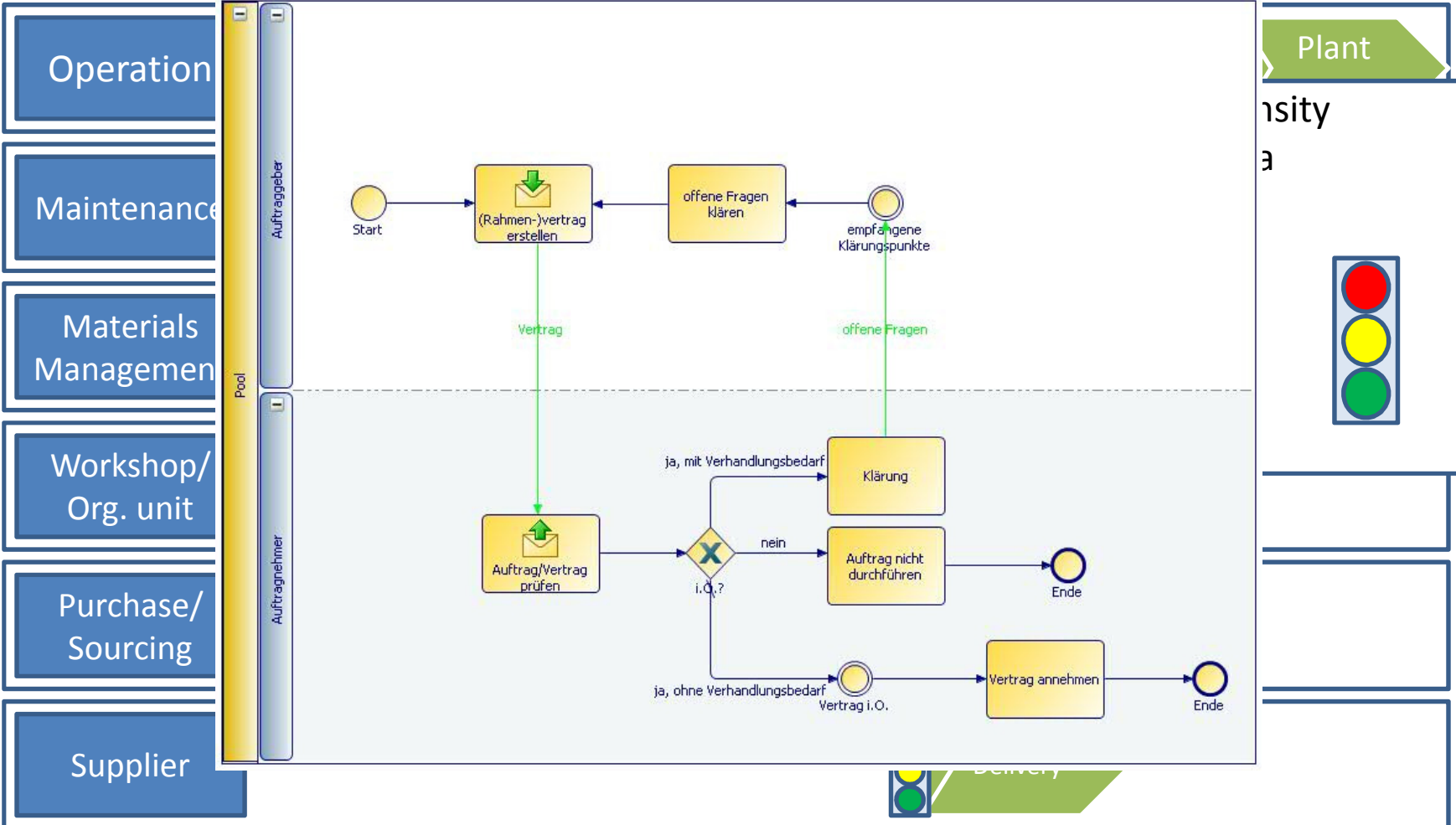
Process and Data Governance



Source: Adapted from Gadatsch, Mayer, 2010

Process and Data Governance

Source: BASF SE, O. Stock, 2011



International Business School of Service Management (ISS Hamburg)

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Thank you!

Product and Master Data Management Centre

<http://www.pmdmc.de>

An Initiative from the Scientific Advisory Board of eCl@ss e.V.

Coordination: FZI, IFCC



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