

Aberdeen Spells Out the Impact of Material Master Data Management

Zynapse sponsors “*From Database to Shop Floor: The Impact of Material Master Data Management*”, a research report that illustrates how manufacturing, consumer goods and distribution organizations are reducing inventory costs and time to market for new products through the judicious management of their material master data records.

PRINCETON, N.J., June 07, 2011—Zynapse, the MDM Division of Zycus that provides solutions for ERP Projects announces the release of a compelling new research report, *From Database to Shop Floor: The Impact of Material Master Data Management* by Nathaniel Rowe, Research Associate, Aberdeen Group’s IT Infrastructure and Information Lifecycle Management practice. The research report is drawn from an aggregated view of Aberdeen’s study of more than 100 enterprises from a diverse set of industries and analysis and experience.

The report explains the value of clean data and how without proper management, the Master Material Data can turn into a roadblock to productivity, resulting in hours of fruitless searching, bloated inventory levels and inefficient ordering from suppliers.

The search finds several common pain points that are driving significant investments in MDM to tackle challenges like:

- Inaccurate decisions made due to poor data quality
- The time lost fruitlessly searching for material information
- Rolling a MDM project into an umbrella project for ERP upgrade, implementation or consolidation

The report also talks of the processes and technologies that enable Material Master Data Management success in enterprise wide data management, which include shifting the organizational mindset and various technologies that have a strong correlation to Master Data Management success and the improvements that organizations reported since deploying a MDM program.

“According to Aberdeen’s research, the automation of key MDM capabilities such as master data cleansing, classification and de-duplication have yet to see widespread adoption across industries, however their potential impact should not be ignored. Organizations who have achieved Best-in-Class performance in keeping their master data clean and accurate have adopted these technologies at up to 8-times the rate of Laggards, which correlates to their increased productivity, year-over-year sales growth, and reduction in

inventory carrying costs and inventory lead time.” Says Nathaniel Rowe, ILM Research Associate, Aberdeen Group. The organizations using Material MDM had raw material lead times that were 25% faster than organizations without MDM, raw inventory levels reduced by 18% and showed almost 8% more product sales growth than their competitors, concludes Rowe.

“As a global leader in master data harmonization and governance solutions for ERP, we feel it is our prime responsibility to constantly deliver thought leadership, innovation and information around best-in-class Master Data Management practices to our customers”, says Anurag Dixit, Zycus Vice President of Marketing. “Nathaniel Rowe is a highly respected researcher in our industry and we are delighted to sponsor and be a part of his thought provoking work.”

To download this report, click [here](#).

Of note: “From Database to Shop Floor: The Impact of Material Master Data Management” is the result of primary research performed by Aberdeen Group. While sponsored, this work is an exclusive property of the Aberdeen Group and was not influenced by the sponsors.

About Zynapse

Zynapse, a Zycus division, is the Master Data Management (MDM) division of Zycus, which provides solutions for ERP projects. Zynapse is the only player to offer end-to-end automated ERP MDM solutions. Zycus' Artificial Intelligence (AI) driven automated solutions are used by more than 80 of the Fortune 500 customers to optimize their supply spend and supply management processes.

In recent years, many global organizations have taken initiatives to harmonize and manage their master data to ensure the success of their ERP consolidation/upgrade projects. After experiencing sub-optimal results with conventional approaches, an increasing number of Global 2000 companies are opting for Zynapse's cutting-edge automated solutions to ensure success of their MDM initiatives. For more detail visit www.zynapse.com

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