

## Zynapse releases a new case study on Massive Siemens ERP Harmonization and MDM Initiative

PRINCETON, N.J., August 31, 2010 - Zynapse, a division of Zycus and a leading provider of master data management solutions for ERP Systems, has released an in-depth case study about Siemens' Water Technologies Business Unit's Partnership with Zynapse for a massive Enterprise Resource Planning (ERP) Harmonization and Master Data Management initiative. The case study provides insight on how the initiative was aimed at pursuing their strategic business goals such as improved visibility and control of information, improved operational efficiency, improved working capital management and compliance with Siemens standards.

A legacy fragmented across 8 brands and 13 instances in the U.S, 1,300,000 active materials, 102,000 customers and 63,000 suppliers are indicative of the scale of the operation to be undertaken. Add to this no common protocol for part descriptions or attribute callouts, no common or Siemens-required classification, duplicates within and across legacy systems - and the initial landscape was a complex system with a lack of global visibility into business partner relationships. As Jeffrey Karson, Project Manager, Business Integration for Water Technologies recalls it: "We had 18 different business platforms. We had everything from SAP, Oracle, and Baan, down to Quick Books in some of the smaller segments of our business." Transitioning to a single business information system was no small task.

The case study highlights how Zynapse Harmony helped to improve search, empower sourcing, lower inventory, reduce handling costs, raise employee productivity and increase plant uptime through improved success in key initiatives including Bill Of Material (BOM), design reuse, and a path-forward leveraging data governance. The Zynapse Integrity Solution was implemented to manage material master creation and maintenance going forward.

"This case study released with Siemens' approval truly showcases Zynapse' core abilities to handle large-scale global implementations with complex business requirements. The business value and ROI Zynapse' solutions deliver to our customers go hand-in-hand with an approach to Master Data Management that has customer responsiveness and overall satisfaction as its foundation. Our growing base of referenceable customers is a reflection of this approach and we are proud to be a valued business partner for such a design-driven company like Siemens." says, Arthur Raguette, Zynapse Vice President.

To read further on the topic and to download the case study please follow [this link](#).

## About Siemens' Water Technologies

Siemens' Water Technologies Business Unit is a leading global provider of cost-effective and reliable water treatment systems and services, offering everything from emergency water supply and conventional water treatment processes to wastewater reuse systems, membrane bioreactors, ultraviolet disinfection systems and reverse-osmosis cleaning contracts. The company's products and services are designed to help keep cities safe, or companies profitable.

## About Zynapse

Zynapse is the first to offer Master Data Management services and solutions that bring real ROI and Business Value by focusing on the business use and application of organizational Master data. Zynapse uniquely offers end-to-end automated ERP MDM solutions driven by our suite of Artificial Intelligence (AI) based solutions and business roles and rules, easily configured to fit enterprise requirements for classification, enrichment, screens, fields, security, attachments, workflow approvals, languages and more.

Leading global companies have chosen Zynapse solutions for the following reasons:

- End-to-end automated processes to harmonize & enrich historical master data
- Ability to ensure ongoing data integrity and data quality
- In-depth domain expertise and customer responsiveness
- Ability to handle huge volumes of data in multiple languages across multiple systems

## Press Contacts

Nupur Agrawal  
PR & AR, Zynapse  
Nupur.Agrawal@zycus.com  
Direct: +91 9870701727  
U.S. No.: +1 866 563 9219 Ext: 7631