

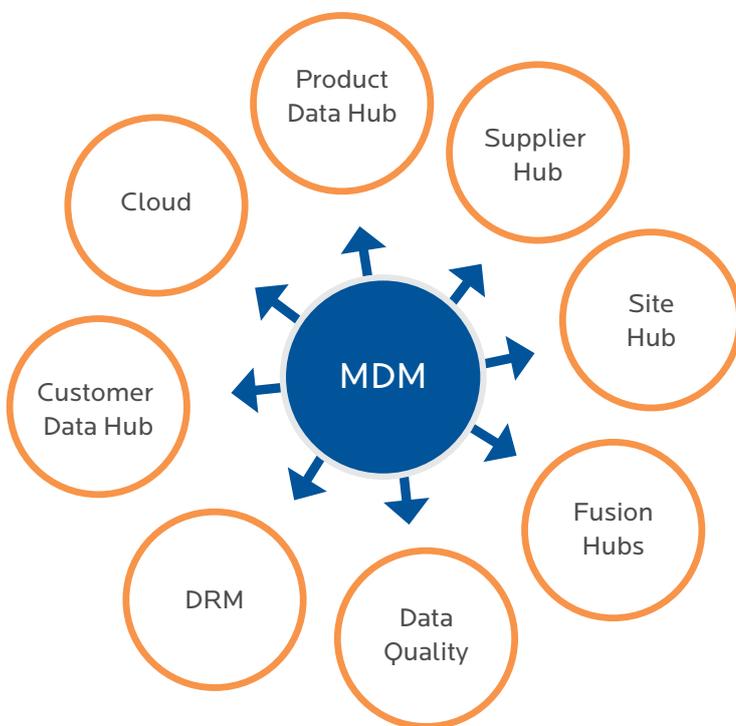
# Master Data Management

Master Data for enterprise growth and success

## Centralizing Data for Seamless Growth

In this data-driven business environment, every organization struggles with a humongous amount of information that is often inconsistent, fragmented and not properly stored at one place. Moreover, this poses a challenge to companies that are looking to expand their offerings, participate with social commerce, grow their revenues and expand their customers from having to manage and track the influx of enterprise data.

Birlasoft has a strong focus on both Manufacturing and Distribution companies. Our in-depth business knowledge allows for a thorough and integrated approach when architecting a master data solution for our customers. The MDM roadmap incorporates the availability of internal resources, company readiness, considerations of existing and upcoming timelines and initiatives and assistance with establishing and working within realistic budgetary forecasts.



## Knowledge of MDM Alone is Not Enough

Expertise in Product, Customer & Supplier Hubs, DRM and Enterprise Data Quality

## Practice Overview

### **Birlasoft's Consulting Services include:**

- MDM Assessment, Strategy and Road-map
- Data governance and Business Process Re-engineering
- MDM Subject Matter Expertise (SME) for Product, Supplier and Customer
- Enterprise Data Quality Modeling and
- MDM Implementation, Training & Testing Services

### **Practice Highlights:**

- Specialized in MDM Hubs, Data Quality
  - Product Hub
  - Customer Hub
  - Supplier Management
  - EDQ and EDQP
  - Oracle Product Hub (Cloud)
  - Customer Data Mgmt. (Cloud)
- Deep relationship and commitment with Oracle's Product Development Organization
- Co-developed with Oracle Fusion MDM Integration Solution for Agile, EBS and JDE leveraging Birlasoft's iLink Solution
- Awarded MDM Cloud Visionary by Oracle

# Birlasoft MDM Accelerator and IP Solutions

## Conversion Tools

**JDE Conversion Framework**

**EBS Conversion Framework**

**Metadata Importer**



Excel Based User Interface

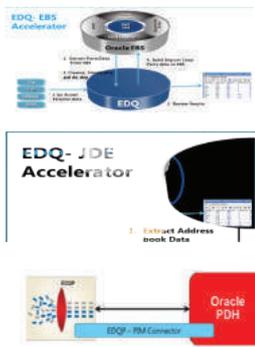
The diagrams illustrate the conversion frameworks. The top diagram, titled 'Migrate Data to JD Edwards with ease', shows a process flow from Legacy to JDE, involving Extract, Standardize, Load, and JDE. The middle diagram shows the EBS conversion framework with 'Extract' and 'Standardize and Clean' stages, involving Legacy Source Staging and Legacy Target Staging. The bottom diagram shows the Metadata Importer, which involves importing metadata from a source into a target database.

## Data Quality

**EDQ - EBS Accelerator**

**EDQ - JDE Accelerator**

**EDQP - Product Data**



Oracle EBS- Data Quality Automation

Oracle JDE E1- Data Quality Automation

Product Data Enrichment

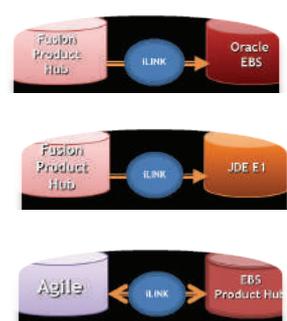
The diagrams illustrate data quality automation. The top diagram shows the EDQ - EBS Accelerator, which involves Oracle EBS and EDQ. The middle diagram shows the EDQ - JDE Accelerator, which involves Oracle JDE E1 and EDQ. The bottom diagram shows the EDQP - Product Data, which involves Oracle PDH and EDQP.

## Integration

**Product Hub- EBS Connector**

**Product Hub- JDE E1 Connector**

**Agile - Product Hub Connector**



Integrate Product Hub to EBS

Integrate Product Hub to JDE E1

Integrate Agile to Product Hub

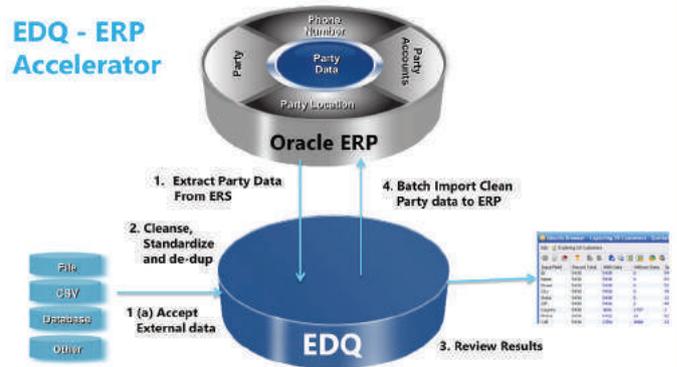
The diagrams illustrate integration connectors. The top diagram shows the Product Hub- EBS Connector, which involves Fusion Product Hub and Oracle EBS. The middle diagram shows the Product Hub- JDE E1 Connector, which involves Fusion Product Hub and JDE E1. The bottom diagram shows the Agile - Product Hub Connector, which involves Agile and Fusion Product Hub.

# Data Quality Accelerator for ERP, Customer and Supplier Data Hub

EDQ – ERP DQ Accelerator is the integration Solution by which Oracle Enter- and Roadmap prise Data Quality (EDQ) would be connected with the Oracle ERP (Customer Data Hub, Supplier Data Hub) and provides an integrated set of capabilities to standardize, match, govern, validate, correct, and repurpose Oracle ERP party data (Customer/ Supplier).

## Key Functions:

- Pre-Build Processes to extract party data from ERP to EDQ Staging areas
- Pre-Build Processes to perform Cleansing, Standardization and de-duplication on ERP Party Data (Customer and Supplier)
- Review Dashboards
- Pre-Built Processes to import standardized party data back to ERP base Tables



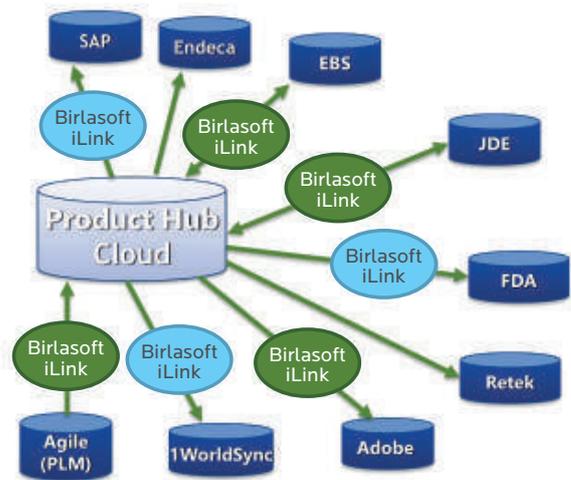
# Birlasoft Oracle Product Hub Cloud Adapters Portfolio and Roadmap

## Birlasoft built Oracle Product Hub Cloud Adapters:

- iLink Product Hub Cloud – EBS integration Adapter
- iLink Product Hub Cloud – JDE integration Adapter
- Product Hub Cloud – Adobe InDesign Adapter
- Agile PLM to Product Hub Cloud Integration Adapter

## Birlasoft Oracle Product Hub Cloud Future Roadmap:

- Product Hub Cloud to 1WorldSync
- Product Hub Cloud to FDA Databases (UDI Solution)
- Product Hub Cloud to SAP



RESOURCES

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## Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.