



## Case Study

# LTIMindtree Delivers E2E Master Data Management Solution for a Leading Consumer Goods Corporation



## Client

A leading consumer goods corporation, specializing in a wide range of personal health, personal care, and hygiene products.



## Challenges

The client was facing with siloed master data management due to:

- ✓ Manual and excel-based interactions between various personas causing delays in product launches, deliveries, reconciliations, remittances, etc.
- ✓ Inefficient reports and unmanageable tracking of high volumes of cases due to offline and unorganized communication channels.
- ✓ Expensive and inconsistent ways of data handling within MDM value chain
- ✓ High rate of product returns, order re-work, and price claims due to ineffective system of data validations and verifications
- ✓ Uni-directional and incomplete integration causing inefficient management of business processes

# Pega Based MDM Framework

## Master Data Value Chain

**Initiative  
Master Data  
Management**

**Purchase  
Raw and Pack  
Material**

**Automation  
of Annual  
Costing**

**Creation of  
Real-time Finished  
Product Codes**

## Challenges

- Manual and excel-based process causing delays
- Un-manageable tracking of progress
- Error prone validations leading to heavy losses

- Un-organized documentation for vendor and material management
- Huge volumes of cases for monitoring at a given step
- Inefficient Operational Reports

- Complex Annual Plant Standardization process
- Unorganized communication channels
- Lack of single unified dashboard that can track various costing runs

- Uni-directional and manual validation of FPC data
- Delays in tedious manual data enrichment process
- Offline communication between multi-functional teams

## LTIMindtree Solutions

- Simplified and automated orchestration of initiative master data creation
- 'First time right' shipment and billing to customers with no product return
- Realtime progress tracking and reporting
- Trusted data readiness for entire Initiative process

- Faster and flawless Purchase Document creation
- Simplified process of multi-vendor selection and share allocation
- Optimized Performance Report to provide clear vision

- End-to-end controlled orchestration of Annual Plant Standard Automation
- Global visibility, co-ordination and control over supply chain clients
- Smart CPS management efficient error free validations

- Simplified end-to-end orchestration system to transform, standardize, and automate data validations for FPC creation
- Tight integration with DSBP (Digital SKU Base Plan) and SAP



## LTIMindtree Leveraged its Domain and Expertise efficiently to address the problem

- ✓ Our Industry domain specialists and Pega experts leveraged Pega's unified digital transformation platform to re-engineer siloed processes, complex communication channels, and manual excel based tracking systems into a single cohesive engagement platform.
- ✓ We have streamlined the entire Master Data Value chain using Pega Case Management and its extensive interface capabilities. The rich intuitive UI enables efficient resolution of various business tasks and connects the entire master data experts together in one E2E business process.
- ✓ The implementation not only ensured simplification and automation of processes but also helped in real-time tracking at each business process level with dynamic SLA management.
- ✓ LTIMindtree implemented solution complemented Pega's capabilities to minimize offline action and communication, improved data collation and validation, smart integration, suave multi persona decisioning along with pre-defined guided workflows for managing complexity across the enterprise.
- ✓ Created a Data Validation and Data Synchronization framework such that all the business processes have access to real-time information from the System of Record (SAP). By extrapolating the core data management and validation rules out of System of Record (SAP), we were able to deliver a guided digital platform for organization's MDM experts to complete their day-to-day tasks.



## Business Benefits



The benefits customer achieved through the digital transformation spanned across entire sales value chain.



Reduction of rework achieved through data consistency.



Minimization of opportunity loss and generate value to the business by launching new initiatives faster.



Elimination of unorganized communication channels to validate the master data thereby improving auditability and traceability.



Increased speed-to-market.



Scalable and robust solution architecture meant easy roll-out of solutions to all global regions.



30-40% savings in time due non-value add follow ups and clarifications.

In addition to the above business benefits, our client benefitted from reduced implementation time by leveraging LTIMindtree's Pega solution accelerators and "RAPID" delivery methodology.



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