



what makes you \*  
**special?**

IBM Softwaredag 2006



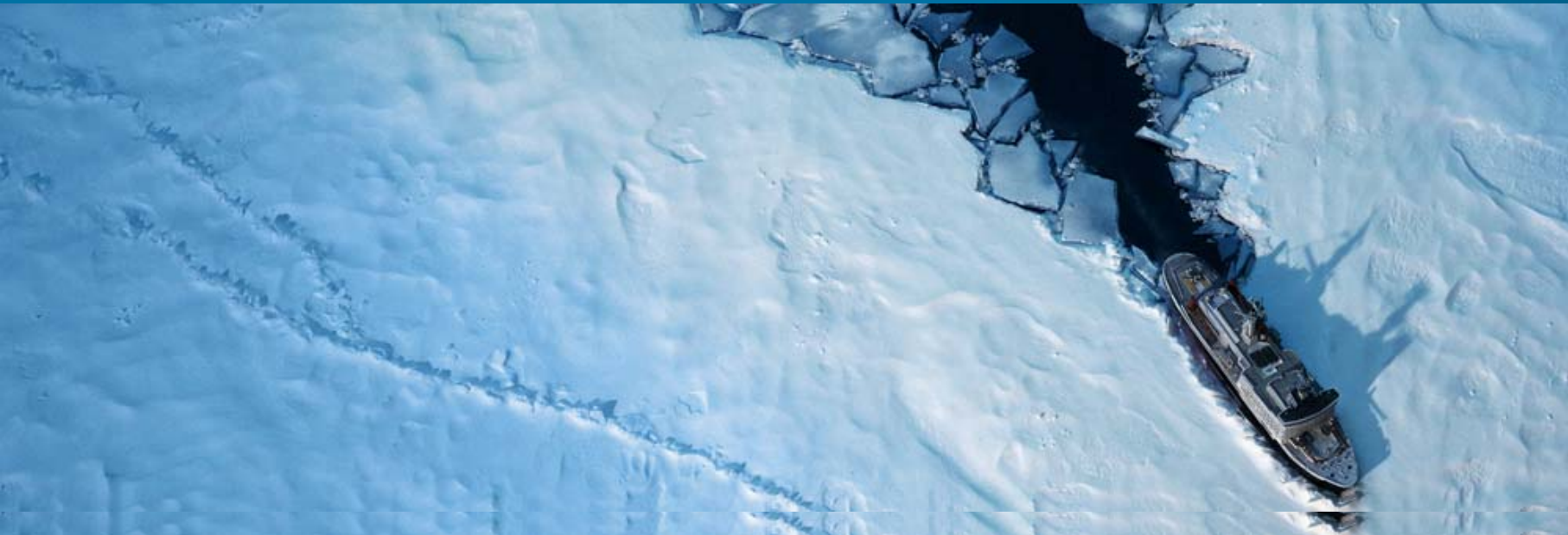
Master Data Management at Grundfos  
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## Grundfos in Brief

Key figures (in DKK millions)		
	2005	2004
Turnover	13,42	12,15
Ordinary profit before tax	1,254	1,232
Profit before tax as % of turnover	9.3%	10.1%
Consolidated Equity Capital	5,994	5,150
Return on Equity Capital	12.7%	14.2%
Total Assets	13,17	11,8
Number of employees	13,37	12,59

# Innovation is the essence

Even the best pumping solution can always be improved and out-performed by a better solution. This is the basic belief that keeps Grundfos ahead of the competition.



# Thinking ahead makes it possible

The benefit a pump creates happens after we have sold the pump. We want to make sure that customers get the most out of the solution – that is the key to a healthy, long-term partnership.



## Being responsible is our foundation

A considerable amount of electricity produced globally is consumed by pumps. We simply must continuously challenge and improve efficiency to act responsible.



# Master Data Situation Within Grundfos

**Strategy** on Master Data has historically not been in focus, resulting in unclear policies and standards, lack of data ownership

**Processes** and procedures are mostly in place but not sufficiently integrated to secure data quality and information sharing

**People** are used to managed electronic data and information, but not in a standardized way

**Technology** is integrated to support information flow and data reuse across departments and companies, but not sufficient utilized

**Data/information** is widespread, often local, incomplete or duplicated and redundant

*“studies in cost analysis show that between 15% to 20% of a company's operating cost is spent on doing things to get around or fix data quality issues”.*

# Master Data Program within Grundfos

Strategy  
Development

**Strategy** and governance structure aligned with the business strategy

Secure  
the future

**Processes** and procedures supporting the Master Data Management strategy. Ensure Speed, and Quality by applying workflow support

Investigation

**Assessment of** situation for estimating resource needs for fulfilment of the Data Quality goals set in the strategy.

Monitoring

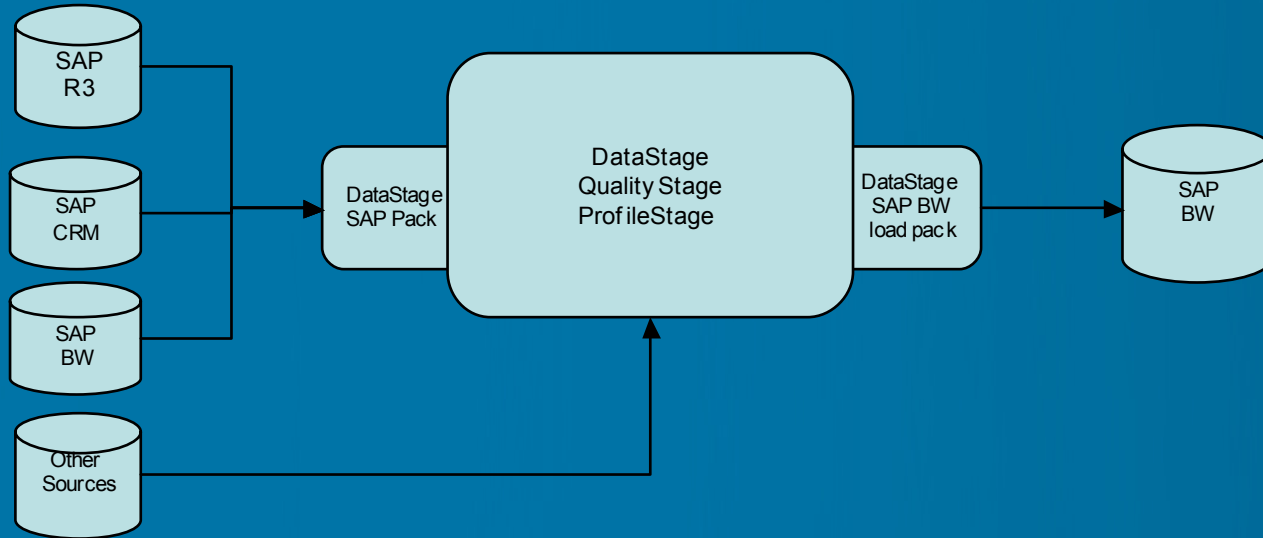
**Implement** KPI Monitoring that secures the focus on quality in the future and gives a complete picture around the six dimensions Completeness, Timeliness, Integrity, Consistency, Accuracy, Validity

Improve  
the Quality

**Use** the KPI monitoring to drive the cleanup. Set goals and plan together with the responsible Business owners for applying advance tools and manual effort



# Analysis process and tools applied



## Status/Next steps

- We are in the middle of the first phase of the project. Currently gathering the final input for the Master Data Management Strategy
- The Customer Data Assessment is 50% done and have given a lot of input to the Strategy.
- The next phases for the Customer Sub-project contains of:
  - Approval of the Master Data Management Strategy for Customers
  - Full Customer Assessment
  - Workflow support of the creating and maintains process in place
  - KPI Data quality concept in place.
  - Start of the clean up of the Customer Master Data

# Time line

