Blue Buffalo Company, Ltd., Wilton, Connecticut

ADAPTION TO RAPID GROWTH ON A LEASH WITH IT.MDS^{ADD}

> it.mds^{ADD} has provided us the ability to remain headcount neutral despite the increase in demands on our data maintenance resources. In general, it.mds^{ADD} provides us with the following benefits: turnover protection/loss of knowledge, increased Data Quality and Data Confidence, increased process control and data oversight, and ultimately a more simple data model.

John Jones, Director of Data Governance, Blue Buffalo Company, Ltd.

Challenges

- Undefined rules and processes left Master Data vulnerable to employee turnover
- Limited internal IT and SAP® resources were preoccupied with data management, leaving minimal time for strategic initiatives
- Tribal knowledge and spreadsheets guided master data creation and management
- Existing data and processes required significant preparation prior to solution implementation

Solution

- it.mds^{ADD} (Master Data Simplified)

Benefits

- Increased data quality, accuracy and confidence with cleaner reporting and greater process control and oversight
- Sped up time to value and freed up time and resources for more strategic actions
- Improved governance and compliance and provided SAP data oversight
- Supported organizational memory and protected against employee turnover and attrition

Why NTT DATA Business Solutions?

- Scalable solution proprietary to NTT DATA Business Solutions
- Competitive solution pricing
- Right-sized for our organization
- Shorter time to implement than other MDG solutions
- Dependable Solution Provider

Company: Blue Buffalo Company, Ltd
Industry: Food manufacturing
Products: Pet food
Number of employees 1,900
Revenue: $1 billion
Headquarters: Wilton, Connecticut
Website: www.bluebuffalo.com

NTT DATA Business Solutions

Growing Fast

Founded in 2002, Blue Buffalo Company, Ltd. has quickly grown to more than $1 billion in revenue from its Wilton, Connecticut headquarters. As the #1-selling natural pet food in America, Blue Buffalo has experienced extreme growth, both from revenue and geographical perspectives, and has maintained very lean IT and SAP support teams

Like many fast-growing companies, Blue Buffalo and its team previously built processes based on tribal knowledge and used Microsoft Excel spreadsheets to manage their master data creation, change and management processes. Without formalized processes or governance, the resulting data was confusing, inaccurate and entailed centralized maintenance.

The Perfect Match

It was clear the growing business needed to formalize its data creation and management workflows and ensure proper governance and compliance from end-to-end. With limited internal resources on hand, Blue Buffalo also needed to free up time and resources for more strategic and meaningful activates. The company began the search for a solution that could cut down on manual entry and help eliminate the non-value adding activities related to data maintenance and governance.

Blue Buffalo had an existing SAP landscape and surveyed several SAP tools before selecting NTT DATA Business Solutions's it.mds^{ADD} (Master Data Simplified) solution. As a proprietary IP solution, it. mds simplifies a series of internal working processes by managing, consolidating and harmonizing all master data in a single, central integrated solution. Blue Buffalo chose the solution to organize data, reduce errors and provide a clearer governance process for maintaining its SAP master data.

A Phased Approach

Before implementing it.mds^{ADD}, the NTT DATA Business Solutions team supported Blue Buffalo through preparations and helped users get up to speed on the solution, capabilities such as data cleansing, and defined ownership across processes. With the Blue Buffalo team primed for the new solution, the NTT DATA Business Solutions team embarked on a three phase approach designed to increase return on Blue Buffalo's investment. Starting in April 2016, the project began with a Vendor Management segment, followed directly by ten weeks spent on Customer Management and closing with a Material Master portion.

The it.mds^{ADD} solution quickly showed tangible results, decreasing the amount of time required to create vendors and customers within the company's master data. The limited input parameters ensure the data is correct and provide new confidence, while also reducing time spent on data entry. The it.mds^{ADD} governance framework (SAP workflow) allows the Blue Buffalo team to focus on missing and incomplete data, calling attention to resource bottlenecks and supporting faster time to value.

Results Inspire Continued Improvement

"The impact of it.mds^{ADD} on our master data is clear even at the highest levels of our organization," said John Jones, Director of Data Governance, Blue Buffalo. "The resulting cost savings have allowed us to repurpose our headcount and focus our team on more strategic actions."

Currently, Blue Buffalo is in the process of implementing the it.mds^{ADD} solution for Material Master Creation and Change processes, with the goal of providing a cleaner data model. In time, Blue Buffalo plans to extend the it.mds^{ADD} functionality to other data elements within SAP ERP, moving on to working with BOMs, Routings and other business components.

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