

Canyon Bicycles GmbH, Koblenz, Germany

# SUCCESSFUL MASTER DATA MANAGEMENT WITH IT.MDS<sup>ADD</sup>



We have significantly improved the quality and consistency of our master data with the intelligence\* AddOn it.mds<sup>ADD</sup>. Each time new materials are created, we save at least 45 minutes, partly as a result of automation through Workflows and detailed business rules.

Anke Senft, SC & PM master data manager, Canyon Bicycles GmbH



## Challenges

- Previously, master data had to be maintained manually
- Master data creation took too long
- Ongoing changes had to be promptly transferred to the master data
- Insufficient data quality required frequent corrections



## Solution

- it.mds<sup>ADD</sup> – master data simplified



## Benefits

- Central management of material and customer master records
- Direct integration in the SAP<sup>®</sup> ERP system
- Rule-based creation ensures consistent data quality
- Safeguarding of master data processes and organization
- Fewer manual entries required
- Acceleration of master data maintenance



## Why NTT DATA Business Solutions?

- Many years of experience in master data management
- Expansion of the SAP standards through AddOns and best practices developed in-house
- Support of master data organization with regard to processes, authorizations, rules, and workflows
- Advice at a level to suit you
- Harmonious project atmosphere

# CANYON

**Company:** Canyon Bicycles GmbH

**Industry:** Retail/ sports equipment industry

**Products:** Development, assembly, and sale of racing bikes, mountain bikes, triathlon bikes, urban and fitness bikes, accessories and clothing

**Number of employees:** 850 (2016)

**Turnover:** EUR 159 million (2015)

**Headquarters:** Koblenz, Germany

\* Since April 1, 2021 intelligence is operating as NTT DATA Business Solutions

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# 45

**minutes time  
saving per  
material creation**



## **Get Ahead of the Competition with Successful Master Data Management**

Canyon Bicycles has been making mountain bikes, racing bikes, triathlon bikes and more since 2001. The brand's core values are high quality, cutting-edge products, innovative design and a strong customer orientation. By opting to implement SAP ERP, the Koblenz-based company is now also facing up to the challenges of master-data management.

The main reasons for choosing the AddOn it.mds<sup>ADD</sup> – master data simplified – stemmed from the company's rapid growth with numerous international branches and the special requirements of the retail industry. Integration of it.mds<sup>ADD</sup> at Canyon was also successfully completed while introducing SAP ERP on the basis of the NTT DATA Business Solutions industry solution it.trade<sup>BP</sup>.

## **Central Organization of Master Data**

it.mds<sup>ADD</sup> gives Canyon the opportunity to gain an overview of material and customer master records in a central location. Use of extensive rules and the integration of workflows have enabled the transparent implementation of master data management and the mapping of streamlined processes for managing materials and customers.

## **Simplification and Automation**

Through the individual and role-based display of maintenance transactions in it.mds<sup>ADD</sup>, Canyon employees only see the information and fields relevant to them. This allows simplified handling of the master data objects and, in particular, avoidance of unintended changes and errors.

The need for manual maintenance when creating new master data has also been reduced significantly. At Canyon, this is achieved partly through the use of business rules and dependencies, resulting in considerable time savings of up to 45 minutes per material creation. Comparability of data

quality and data consistency can also be ensured in this way.

## **Flexible Master Data Management**

Because it.mds<sup>ADD</sup> is so easy to use and configure, it is possible to create and modify rules, dependencies and workflows as well as entire business processes with no development knowledge or advanced IT skills. For instance, Canyon can adapt its existing and future master data to its constantly changing production and sales requirements. Canyon will thus be able to manage its SAP master data now and in the future.

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