

Canyon Bicycles GmbH, Koblenz, Germany

# Lead from Start to Finish through Successful Master Data Management with it.mds – master data simplified



We have significantly improved the quality and consistency of our master data with the itelligence AddOn it.mds. 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

## Benefits

- Central management of material and customer master records
- Direct integration in the SAP 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

## Solution

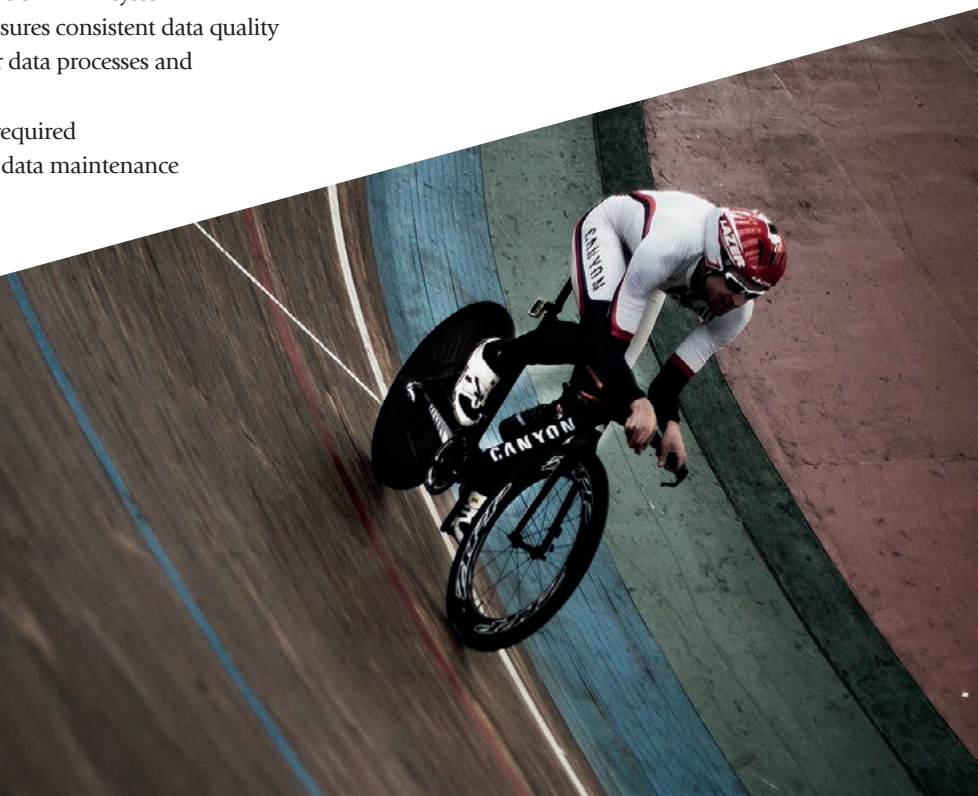
- it.mds – master data simplified

## Why itelligence?

- 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

Time saving of

**45** minutes with each material creation





Manual data entries  
reduced by up to

95%

### 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 itelligence AddOn it.mds – master data simplified – stemmed from the company's rapid growth with numerous international branches and the special requirements of the retail industry. Integration of the AddOn it.mds at Canyon was also successfully completed while introducing SAP ERP on the basis of the itelligence industry solution it.trade.

### Central Organization of Master Data

it.mds 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, 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 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.



**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

**Website:**  
[www.canyon.com](http://www.canyon.com)