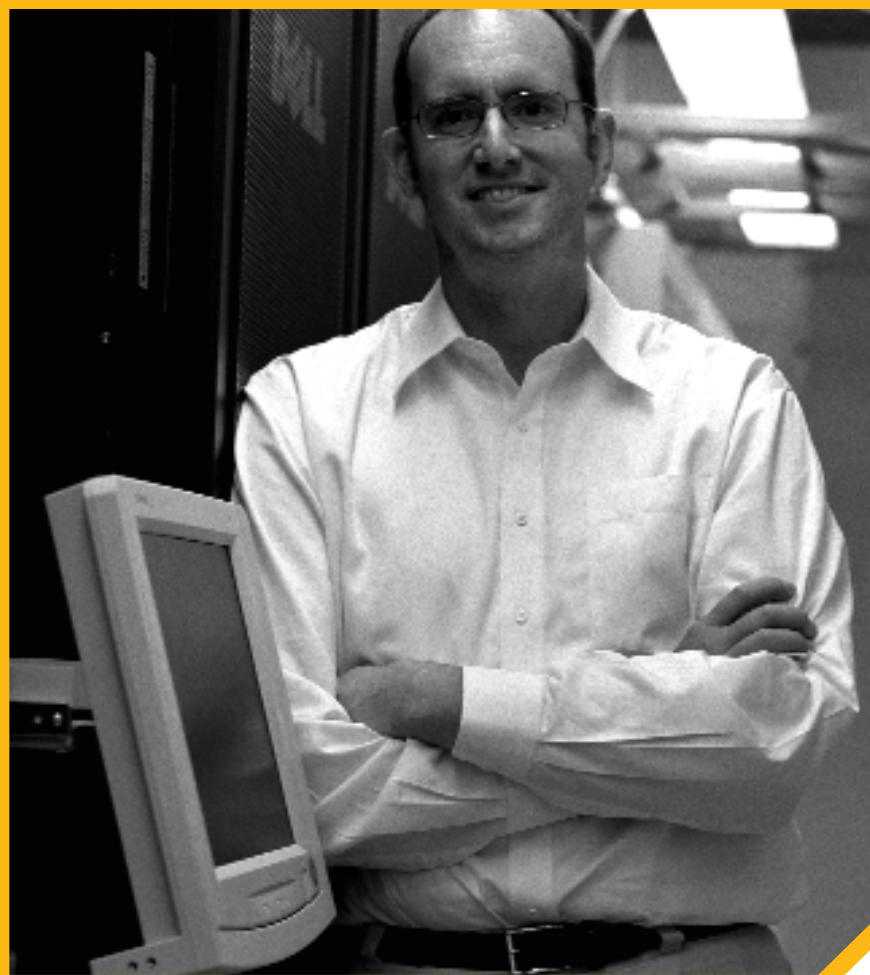
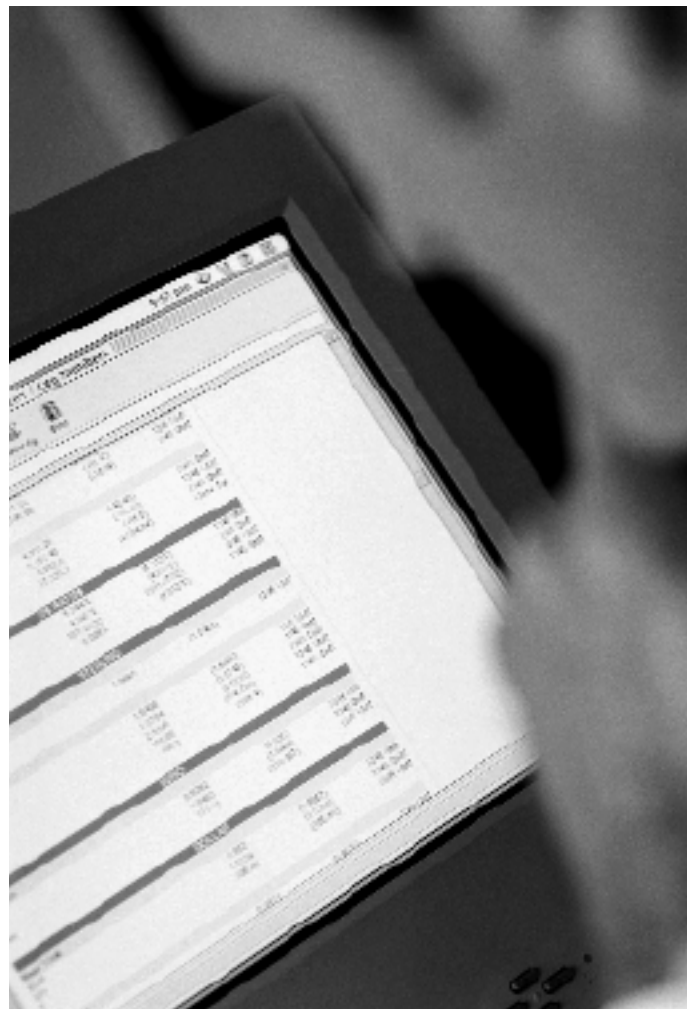




**HOW DO YOU SYNCHRONIZE
MANY VIEWS OF DATA
AND WEAVE THEM INTO
ONE SHARP FOCUS?**





SAP NetWeaver® MASTER DATA MANAGEMENT—A PROVEN SOLUTION FOR HETEROGENEOUS ENVIRONMENTS.

What good is master data if it's isolated from the people who need it? Or if it's inaccurate and unreliable? More importantly, how can any organization collaborate effectively across all business units and functions if they don't share the same clear view of data?

SAP has the proven technology for bringing clarity to master data management and the track record to prove it.

SAP NetWeaver® Master Data Management (SAP NetWeaver® MDM) synchronizes and distributes master data across multiple systems and applications—on a global level. By cleansing, standardizing and sharing core information assets across divisions, regions and geography, it eliminates redundancies caused by multiple data silos. So everyone, everywhere, has the same clear view. Sharply focused. And accurate.

SAP NetWeaver MDM eliminates lost opportunities caused by out-of-sync information. With everyone in your company working with the same master data, you'll gain a competitive edge. And, with SAP NetWeaver MDM, you can integrate your data network while leveraging your existing IT investments.

"Our MDM solution has positioned us to meet our company's considerable requirements for product information. MDM has proven to be a flexible and powerful tool: Our need to manage information is continuous and growing. MDM gives us control."

— Joe DeZarn,
Director Marketing
Communications,
Rubbermaid Commercial
Products

LEARN MORE. VISIT WWW.SAPNetWeaverMDM.COM OR CALL 1-888-592-1727.



A COMPREHENSIVE WITH SUPERIOR FU

Part of the SAP NetWeaver platform, SAP NetWeaver MDM is able to rationalize and synchronize master data in today's heterogeneous environments. SAP NetWeaver MDM offers a smooth evolutionary implementation without the need to eliminate existing systems.

Unrivalled performance

No one else offers the same breadth and scope in master data management that SAP does. SAP NetWeaver MDM provides the foundation of reliable data that makes business

E DATA MANAGEMENT SOLUTION FUNCTIONALITY.


processes run more efficiently and effectively, delivering features and functions to enable:

- Business analytics and reporting, leveraging synchronized and consolidated master data for reliable companywide analysis and reporting
- Centralized management of master data, including organizational intelligence
- Administration of master data and a powerful interface to support it
- Management of rich content to augment master data records in a central repository

- Powerful search to locate items at speeds surpassing SQL-based entries
- Publishing of catalogs to print or electronic formats, including e-commerce solutions

One solution

It all adds up. Superior functionality in today's single most comprehensive master data management solution.



"SAP's comprehensive SAP NetWeaver MDM solution seamlessly integrates with our existing investments in solutions, such as mySAP™ ERP. (It) has enabled us to bring new products to market faster and significantly reduce the time spent maintaining trade partners and items. By improving processes, such as collaborative planning, forecasting and replenishment, it is helping us to reduce costs and to optimize our supply chain operations."

—**Dave Cosgrove,**
Director for
North American
eBusiness,
Whirlpool

LEARN MORE. VISIT WWW.SAPNetWeaverMDM.COM OR CALL 1-888-592-1727.



A TRUE COMPETITIVE ADVANTAGE.

By enabling you to operate collaborative, more flexible business processes – cost-effectively – SAP NetWeaver MDM drives competitive advantage throughout organizations.

For example:

Gain Supply Chain Efficiency

- Create a true customer-driven supply network, improving efficiency and speeding response to changing market conditions with up-to-date tracking and fulfillment
- Replace inefficient, paper-based, manual warehousing practices while reducing inventory and errors

Synchronize Data Globally

- Exchange consistent trade item data with retailers via data hubs
- Assist in complying with industry mandates – globally

Integrate Sales, Marketing and Service and Speed Responsiveness

- Improve sales forecasting
- Ensure more profitable customer relationships and consistent marketing
- Plan more efficient and targeted trade promotion spend by factoring in demand from distribution channels
- Reduce invoice write-offs through better synchronization with partners

“(MDM) has been instrumental in improving the efficiencies of eBuild’s electronic catalog creation efforts. Dramatic improvements have been seen in cost savings, data quality, productivity and overall throughput.”

– Glenn Stevens,

Director of Internet Technologies,
eBuild

Support New Product Innovation

- n Ensure successful new product launches through consistent product and brand information
- n Drive efficiencies in cataloging and maintaining product information

Smooth Mergers and Acquisitions

- n Overcome cross-platform issues so people in different companies can share and work with the same data
- n Support front-line employees with accurate information to build customer confidence while shareholders and analysts are watching most closely.

EVALUATE SAP NetWeaver® MDM FOR YOURSELF.

To help you discover how SAP NetWeaver MDM can meet the data management needs of your company, we’ve created a Website. You’ll find product information and case histories on how SAP NetWeaver MDM has

helped companies like yours build reliable master data systems.

You’ll find it all at
www.sapnetweavermdm.com.

**GET MORE INFORMATION ABOUT SAP NetWeaver MDM.
VISIT WWW.SAPNetWeaverMDM.COM OR CALL 1-888-592-1727.**

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SAP America, Inc.

3999 West Chester Pike, Newtown Square, PA 19073