

# MASTER DATA GOVERNANCE (MDG) FOR RETAIL & FASHION MANAGEMENT (RFM)

Managing master data in the Retail and Fashion business can be tremendously challenging. For many SAP customers, the creation and change of articles remains a very inefficient, manual process with no clear data ownership and little to no transparency in the process. Utopia's Retail and Fashion Management software solution extension includes preconfigured data structures, industry templates, best practices, workflows and user interfaces specifically designed for retail master data objects.

## BENEFITS OF MDG FOR RFM:

- ▶ Establishes a “maintain once – use everywhere” best practice.
- ▶ Reduces overall system maintenance by identifying defects early and ensures immediate compliance with corporate data standards.
- ▶ Flexible workflow capabilities allow for collaboration within the company, eliminating siloes of decision-making.
- ▶ Defines Governance of the article management process throughout the article creation process, thereby enabling required data quality.
- ▶ Reduces costs by eliminating redundant efforts to maintain retail master data – It also avoids duplicates.
- ▶ Provides transparency on who has changed what, when and why in the master data.

## FEATURES OF MDG FOR RFM:

Every retailer faces the challenge of effectively managing the creation and retirement of retail Articles, SKUs, etc. MDG for RFM provides greater flexibility for the merchandisers in the planning phase of master data. At the same time, it supports the governance model to enable the proper master data quality.

The features of our MDG for RFM solution include:

- ▶ Accelerators for processing the governance process.
- ▶ Up-front duplicate checks to reduce effort.
- ▶ Procedures for all aspects of the article master like Generics, Variants, Structured articles, Characteristics.
- ▶ Fully FMS-supported, including Seasonality, Segmentation, BOM and size management.
- ▶ Full traceability of any data entries – Creates, as well as changes.
- ▶ Extensive UI personalization.

## ABOUT UTOPIA

Utopia Global, Inc. is a software and professional services company that is an industry leader in data strategy, governance, migration and data quality for enterprises using SAP solutions. Our “build, fix and sustain” solutions approach helps ensure that clients get their data right and keep it right so that critical business decisions are based on trustworthy data. We are one of SAP's worldwide partners for Master Data Governance (MDG), and we have developed two SAP Solution Extensions-- SAP MDG for EAM extension by Utopia and SAP MDG for RFM extension by Utopia. Utopia MDG solutions provide a critical step for enterprises planning to migrate to SAP S/4HANA, and our professional services team is comprised of data delivery experts to ensure smooth migration implementations. Our efforts also help companies to sustain their investment in the digital core, and we address our customers' needs for proactive and prescriptive decision-making by making “perfect data, perfectly possible.”

For further information, contact your Utopia representative or  
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Perfect Data, Perfectly Possible