Supply Chain Data Governance Program at Corning Optical Communications

Mustafa Dadawalla, Data Governance Manager, Corning Optical Solutions
Ginger Gatling, Senior Director Product Marketing, SAP
ASUG83579
About the Speakers

Mustafa Dadawalla
• Global Data Governance Manager, Corning Optical Communications
• Established data governance program and processes for sustainability program
• Loves to Golf

Ginger Gatling
• Senior Director, Product Marketing, SAP
• Former SAP trainer and product manager for integration technologies, covers SAP Data Hub today
• Love music by Johannes Brahms
Key Outcomes/Objectives

1. Data is a key asset regardless of company size or industry

2. A disciplined approach to data governance and data quality is required for industries such as supply chain

3. Don’t boil the ocean, start small with governance and grow based on successes
Agenda

• SAP’s key capability offerings for data governance and information quality
• Corning Optical Communications: Why data governance
• Corning Optical Communications: How implemented data governance
• Key take-aways
Typical customer journey to information excellence

Extend governance and stewardship of data across enterprise and next-gen data (IoT, social, streams, Hadoop, cloud)

Information Excellence is a journey, not a destination. Having the right combination of people, processes, policies, and technology can help your organization stay ahead of ongoing change and challenges

Profile your data, catalog your metadata, discover data quality problems, create balanced data quality scorecards, establish data quality standards

Implement centralized, governed master data maintenance processes to improve efficiency and accuracy (active data governance)

Remediate existing data quality issues (passive data governance), implement a data quality firewall
Data Governance & Information Quality Solutions from SAP

Data Hub

SAP HANA, smart data quality

SAP Data Services/Data Quality

SAP Master Data Governance

Agile Data Preparation

Information Steward

Data Quality Management, microservices

Continuous Monitoring

Measure

Analyze

Parse

Standardize

Validate/Correct

Enhance

Match

Consolidate

Data Quality & Governance

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Corning Incorporated

Founded:
1851

Headquarters:
Corning, New York

Employees:
~57,000 worldwide

2018 Sales:
$12B

Fortune 500 Rank (2018):
293

• Corning is the world leader in specialty glass and ceramics.

• We succeed through sustained investment in R&D, more than 167 years of materials science and process engineering knowledge, and a distinctive collaborative culture.
<table>
<thead>
<tr>
<th>Display Technology</th>
<th>Optical Communications</th>
<th>Environmental Technologies</th>
<th>Life Sciences</th>
<th>Specialty Materials</th>
<th>Other Products and Services</th>
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<tbody>
<tr>
<td>LCD Glass Substrates</td>
<td>Optical Fiber and Cable</td>
<td>Emissions Control Products</td>
<td>Cell Culture and Bioprocess</td>
<td>Corning® Gorilla® Glass</td>
<td>Emerging Innovations Equity Companies</td>
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<tr>
<td>Glass Substrates for OLED and high-performance LCD platforms</td>
<td>Optical Connectivity Solutions</td>
<td>Light-duty gasoline vehicles</td>
<td>Drug Discovery</td>
<td>Display Optics and Components</td>
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<td>Wireless Distributed Antenna Systems</td>
<td>Light-duty and heavy-duty on-road diesel vehicles</td>
<td>ADME/Tox</td>
<td>Optical Materials</td>
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<td>Optical Cables for Consumer Networks</td>
<td>Heavy-duty non-road diesel vehicles</td>
<td>Genomics</td>
<td>– Semiconductor materials</td>
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<td>Copper Connectivity Components</td>
<td>Stationary</td>
<td>Chemistry</td>
<td>– Specialty fiber</td>
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<td>Microbiology</td>
<td>– Polarcor™ Optics</td>
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<td>General Laboratory Products</td>
<td></td>
<td>– Aerospace and Defense</td>
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<td>– Corning Specialty Glass</td>
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Emerging Innovations Equity Companies:
- Cormetech, Inc.
- Dow Corning Corp.
- Eurokera, S.N.C.
- Samsung Corning Advanced Glass, LLC (SCG)
- Samsung Corning Precision Materials Co., LTD (SCP)
Corning Optical Communications Locations

42 active SAP locations with 4,400 users
55K materials created every year (total 300K +)
Corning Track Record of Innovation
Why Data Governance – Driven by Key Supply Chain trends

1. Flat supply chains
   SC Network increasing horizontal

2. Digitalization
   Velocity to communicate customer demand

3. Standardization
   Process consistency, Automation

*Data is the new currency in digital Supply Chains*
Why Data Governance

• Purpose
  – Develop a common language
  – Define clear ownership of data and processes
  – Establish global standards

• Outcomes
  – Increase revenue and business value
  – Manage cost and complexity
  – Support risk management and compliance efforts
  – Increase confidence in data
Data Governance Aspects

- Policies, Processes & Standards
- Measurement & Monitoring
- Organization
- Technology
- Strategy
- Communication

Data Governance
Data Governance Model / Organization - virtual

- **Cross Functional Leaders**
  - Issues / process breakdowns
  - Explore wider impact

- **Data Domain Stewards**
  - Global / Regional representatives from all work streams
  - DG decisions / data policy

- **End users**
  - Operational – daily use

- Business area leads in – Product Development, Commercial, SC, Procurement, Finance
- IT
- PMO
- Change Management

Tactical – Operational How-To
How: Implementation

Data Quality – Data *fit* for their intended use in operations, decision making and planning.


- **Enforce** – *Business rules enable* us to monitor and control when data goes outside of specification / acceptable limits
- **Since data is touched by several processes and people** – it is imperative that we govern/control its content (value)
How: Implementation – SAP Information Steward / Data Services

*SAP Information Steward is used to control Data Quality*

- Provides visibility of critical data
- Helps assess, measure and report on ERP Data Quality
- Enables improved Governance
- Web based – no deployment necessary
SAP Information Steward: Business Rule

Name: MATERIAL_100_Missing delivery plant

Description: Delivery plant missing on saleable materials. Impacts shipping, delivery processes.

Financial Impact Per Failure: $1

Parameters:

<table>
<thead>
<tr>
<th>Name</th>
<th>Data Type</th>
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<tbody>
<tr>
<td>$DWERK</td>
<td>varchar</td>
</tr>
<tr>
<td>$MTART</td>
<td>varchar</td>
</tr>
<tr>
<td>$VKORG</td>
<td>varchar</td>
</tr>
</tbody>
</table>

Expression:

```
BEGIN RETURN
  match_pattern($DWERK, '9999') OR match_pattern($DWERK, 'XX99');
END
```
SAP Information Steward: Metapedia – Common language and ownership

- Organized glossary used to define fields within SAP
- Provides consistent meaning of common business terminology across the organization
- Business users can contribute content
Metapedia Term: Delivery Plant

**Term Detail: Delivering Plant**

**Description:** Plant from which the goods should be delivered to the customer.

**Status:** Approved

**Author:** Metapedia Author

**Synonyms:** MVKE-DWERK

**Categories:** DMO

**Updated by:** DMO

**Owned by:** Commercial

**Associated Objects**

<table>
<thead>
<tr>
<th>Name</th>
<th>Path</th>
</tr>
</thead>
<tbody>
<tr>
<td>DWERK</td>
<td>Tables(MVKE) \ Columns(DWERK)</td>
</tr>
<tr>
<td>MATERIAL_100_Missing delivery plant</td>
<td>Data Insight \ Approved \ MATERIAL_100_Missing delivery plant</td>
</tr>
</tbody>
</table>

**Link to Rule**

Last modified by webbrg on 2/8/2018 5:54:36 PM
Standardization: Customer Data

Rules helped *identify & maintain* non standard customer classifications

<table>
<thead>
<tr>
<th>Key Data Domain</th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer_IndustryCode</td>
<td>6.90</td>
<td>5.90</td>
</tr>
<tr>
<td>Material</td>
<td>9.99</td>
<td>9.70</td>
</tr>
</tbody>
</table>

- **Before**:
  - Validation Rules:
    - CUSTOMER_100_APAC_Missing or blank
    - CUSTOMER_100_EMEA_Missing or blank
    - CUSTOMER_100_GLOBAL_Missing or blank
    - CUSTOMER_100 NAFTA_Missing or blank
    - CUSTOMER_101_APAC_Industry key invalid
    - CUSTOMER_101_EMEA_Industry key invalid
    - CUSTOMER_101_GLOBAL_Industry key invalid
    - CUSTOMER_101 NAFTA_Industry key invalid
    - CUSTOMER_101 Global Customer Pending

- **After**:
  - Validation Rules:
    - CUSTOMER_100_APAC_Missing or blank
    - CUSTOMER_100_EMEA_Missing or blank
    - CUSTOMER_100_GLOBAL_Missing or blank
    - CUSTOMER_100 NAFTA_Missing or blank
    - CUSTOMER_101_APAC_Industry key invalid
    - CUSTOMER_101_EMEA_Industry key invalid
    - CUSTOMER_101_GLOBAL_Industry key invalid
    - CUSTOMER_101 NAFTA_Industry key invalid
    - CUSTOMER_101 Global Customer Pending

- **$150K labor savings in 4 weeks**

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Key Take-Aways

• Start simple
• Begin to document pain points that cause Business process breakdowns
• Start with tools you already have
• Show results to earn buy-in; create value; to justify institutionalizing approach
• Don’t boil the ocean!
• Value Add to any size company

Data is a key strategic asset
Related Sessions

ASUG84169: Track and Improve Data Quality with SAP Agile Data Preparation
   Tuesday, 1:00 – 1:40 PM 310F
ASUG83846: SAP Information Steward: Better Data, Better Decisions
   Wednesday, 3:00 – 3:40 PM 310F
   Wednesday, 11 – 11:40 AM 310G
ASUG83617: Roadmap: Data Integration and Data Quality
   Thursday, 11:00 – 11:40 AM 310G
ASUG93034: I have SAP HANA, When Would I need SAP Data Hub
   Thursday, 12:00- 12:40 PM 310H

Show Floor: SAP Data Hub & Data Intelligence booth PL831
Experience complete, trusted, and relevant data booth PL830
Take the Session Survey.

We want to hear from you! Be sure to complete the session evaluation on the SAPPHIRE NOW and ASUG Annual Conference mobile app.
Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

http://info.asug.com/2019-ac-slides
Q&A

For questions after this session, contact us at:

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ginger.gatling@sap.com
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