

Insights About EIM Data-to-Data Conversations

It's clear that enterprise information management (EIM) never has been more needed than right now. We've entered the information era. The companies that will rise to the top are those that are prepared to use information as their advantage.

We know from our research that many ASUG members want to innovate their EIM activities but are stuck maintaining existing tools and processes at their organizations. There still is a fair amount of catching up to do. The good news is that ASUG research has confirmed some of the areas to address first.

Data Quality: The First Step

When it comes to data, making sure it is accurate must be the first step. This is especially important for those moving to SAP S/4HANA. Stories of failed implementations because of incomplete data cleansing underscore the need to get this right. Across industries and functions, data quality consistently pops up as a key pressure among SAP customers.

One example is in the finance community, where only 17% of finance professionals feel extremely confident in the accuracy of the data in their reports. Today, information needs to flow quickly, but it has no value if it isn't correct.

Data Availability: A Major Challenge

Once the data is clean, the right people will need access to it. ASUG research on EIM from 2018 identified this as a challenge. SAP customers rate connectivity as the number one challenge for EIM processes (Figure 1), well ahead of issues like governance or change management.

Defining roles and ownership of data is key. Only 30% of companies believe they have effectively designed SAP user roles and governance within their systems. As one SAP customer in the automotive industry told us, "Nobody wants to own the data, but everybody wants to report on it and point fingers at others."

Data Security: Managing Risk

In ASUG's 2018 EIM research, participants ranked data security as the most important data-related EIM process. Laws such as the European Union's

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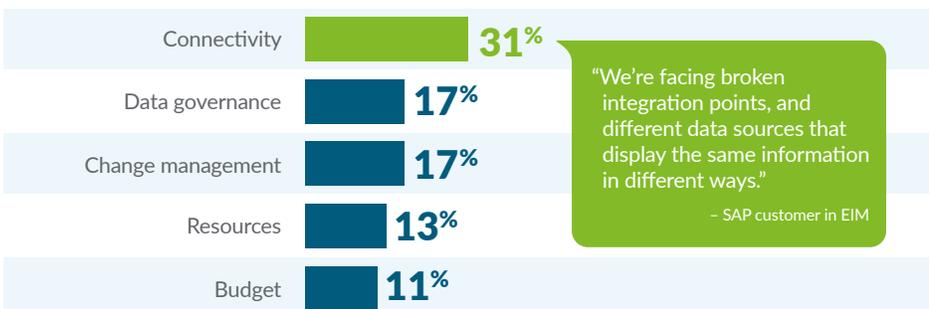
General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) are introducing complex new rules and responsibilities to protect consumer privacy. These become even harder to manage without data management plans and policies.

When we surveyed ASUG members prior to GDPR going into effect, we found that 59% rated themselves as "not very familiar" or "not at all familiar" with the regulation. While it is likely that this number has decreased since May 2018, we'd expect similar levels of unfamiliarity with the details of the CCPA and the steps needed to take to keep information compliant. Sessions at ASUG Experience for EIM devoted to the topics of GDPR and related compliance requirements will address some of the key takeaways that SAP customers need to successfully manage data privacy at their companies.

Document Strategies: The Other Half of EIM

Data touches every function within an organization in the digital era. But these organizations also are generating countless documents that present similar challenges. And in many cases, those documents also could be full of data.

Figure 1: Top 5 Enterprise Information Management (EIM) Challenges for SAP Customers



Source: ASUG research, September 2018

Organizations need similar strategies in place to manage their documents.

In research conducted by ASUG in February 2019, 24% of survey respondents either had no corporate document strategy or didn't know if one existed at their company. Those who already have a strategy in place are better equipped to benefit from EIM process improvements, such as greater efficiency, higher productivity, reduced operating costs, and the ability to control the development or growth of records within the business.

Still, there is some confusion as to who should be ultimately responsible for managing the flow of these documents across an organization. Moving information across too many systems is a challenge for 43% of those dealing regularly with EIM, which indicates that this process needs stronger governance.

Who's Actually Responsible?

Different job roles have varying opinions about who should handle this. Managers and nonmanagers feel strongly that this is an IT function, while executives are more likely to assign this responsibility to their legal or finance departments (Figure 2).

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Getting Both Sides Right

The 2019 ASUG Experience for Enterprise Information Management (EIM) in Minneapolis is designed to get at the heart of these issues and best practices related to information management. Master data management and governance will be central themes, as well as governance, risk, and compliance with data-related regulations.

In addition to discussions on data and document management, sessions on SAP products like SAP Data Hub will help you evaluate the best tools to help your organization make your data and documents easier to handle. Make plans to attend today so you can solidify your EIM strategy and help your organization innovate faster.



Founded in 1991, Americas' SAP Users' Group (ASUG) is the world's largest SAP user group, serving 2,300-plus businesses via company-wide memberships. ASUG's mission is to help people and organizations get the most value from their investments in SAP technology. The Chicago-based organization accomplishes this by connecting and educating people through in-person and virtual events, delivering customer feedback to SAP, and advocating for its members. Find additional information at <https://www.asug.com/about>

About ASUG Research

ASUG research captures a unique view of what SAP customers are doing, thinking, and planning for the future. We apply traditional quantitative and qualitative methodologies and research best practices to deliver insights on relevant technology topics.

Figure 2: Who Is Responsible for Managing Documents?



Source: ASUG research, February 2019



Register to join us at ASUG Experience for Enterprise Information Management (EIM) on Oct. 28-30 in Minneapolis.

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