



## Content

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### Data Enrichment in SAP®





## Profit from up-to-date data

High project costs for automated enrichment projects that yield only low matching rates (30-50%) are a thing of the past. Benefit from our SAP-integrated solution: enrich data manually on the fly and achieve higher match rates.

Marlin Content (MCT) can connect directly to various information providers such as beDirect GmbH & Co. KG, EuroContact-Pool (ECP) and Bureau van Dijk Electronic Publishing GmbH.

MCT allows you to call up and enrich marketing content (such as sales volume or number of employees), sales data (VAT ID, active indicator), purchasing information (e.g., parent company) as well as strategic decision-making characteristics for the controlling (e.g., industry key, corporate name).

Using the corresponding content ID, data is specifically prepared on a daily basis and saved in the SAP application. Enriching content requires contracts with the respective information providers.

The calls to the information providers are done through a Web service from within SAP. ECP and beDirect offer a push service, which notifies the SAP system of any changes to the master data.

The integration with processes such as creating and editing master data lets the user confirm the results of MCT directly during data entry.

## Master data matching

The matching process provides the user with a choice of possible companies that match the input. The unique content ID is used to update the corporate form and address, and to identify the record for future comparisons. Company names and addresses are no longer misspelled and any future changes to the master record are recognized.

## Push service

Master data matched via ECP or beDirect can be updated by a push service. This is done automatically: ECP or beDirect request an update, which creates an operation queue in SAP with the modified information. The customizing lets you specify that fields such as 'phone number' are changed automatically in the master record while fields such as 'legal form' are available to the user for editing.

## Architecture

The communication between the SAP system and MCT is done by Remote Function Call (RFC), which calls the Web service of the respective content provider. The installation is carried out using workbench and customizing requests, which are implemented by the transport and change management.



## Possible field contents

- name and address
- tax number
- VAT ID
- group ID
- industry key
- date of establishment
- legal form
- corporate name
- quality characteristic
- number of employees
- annual revenue
- corporate links
- active indicator
- address (street, postal code, place)

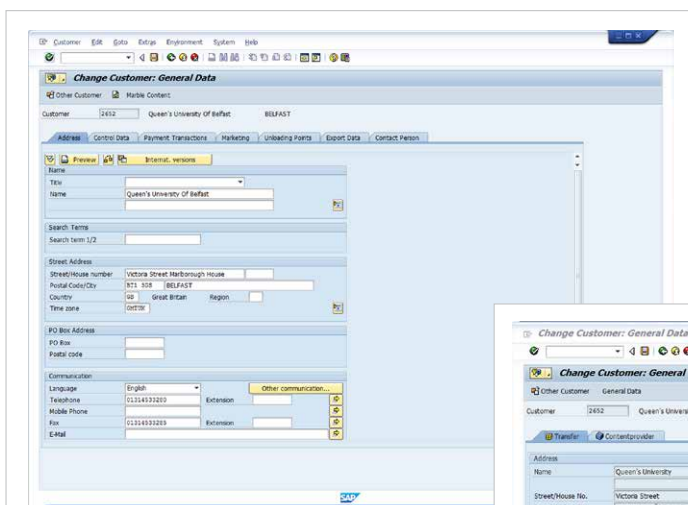
## Add-on

### Marlin Address Validation (MAV)

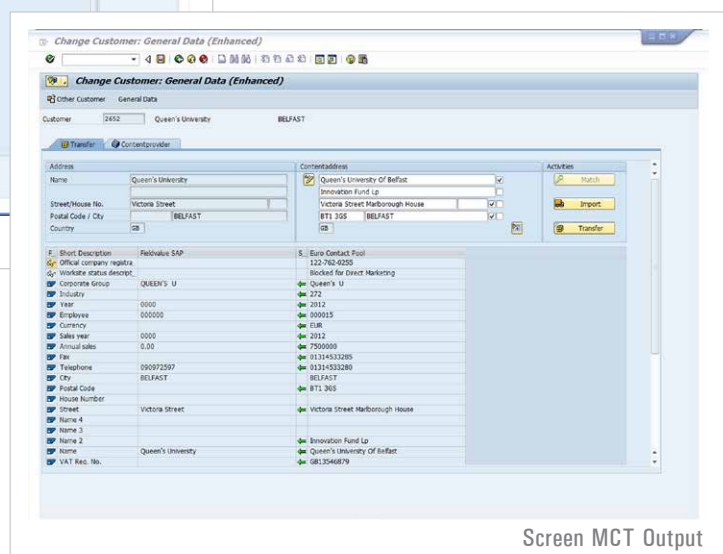
The correct spelling of the address is important for the matching. MAV corrects, normalizes and supplements national and international addresses if they are incorrect.

## Features

- real-time enrichment via Web service from the SAP application
- Marlin Content supports connections to various information providers
- master data is enriched with respective provider's content ID – matching the master data checks corporate name and address, and corrects them if necessary
- automatic push service makes enriched master data available for updating
- available for supplier and customer master data and for the central business partner as well



XD02: Changing customer data



Screen MCT Output



## A solid basis

We have more than 12 years' experience both in developing data quality products and in customer projects. Our portfolio of SAP add-ons continues to grow, with the focus on businesses wanting to improve the quality of their data in SAP.

We are essentially an SAP-certified specialist and an integrator of data quality requirements into SAP processes. Depending on requirements, we complement our range by cooperating with other data quality experts who provide Web services, content or technologies. Some 29,000 SAP users benefit from our solutions.

With installations on more than 330 SAP systems (ERP/CRM/IS), we have first-rate expertise in the fields of data quality and master data management. We thus offer conceptual know-how – internationally and across industries.

## Expert advice and proven products – from a single source

- migration of master data
- introduction of a central master data
- data cleansing and master data enrichment
- mapping of customer or supplier hierarchies
- Data Governance and Compliance
- Master Data Management

## We are there for you

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