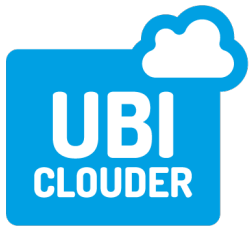# SAP/Salesforce Architecture Design Master Data Management for Customers

Ubiclouder.com
Culture of ideas !

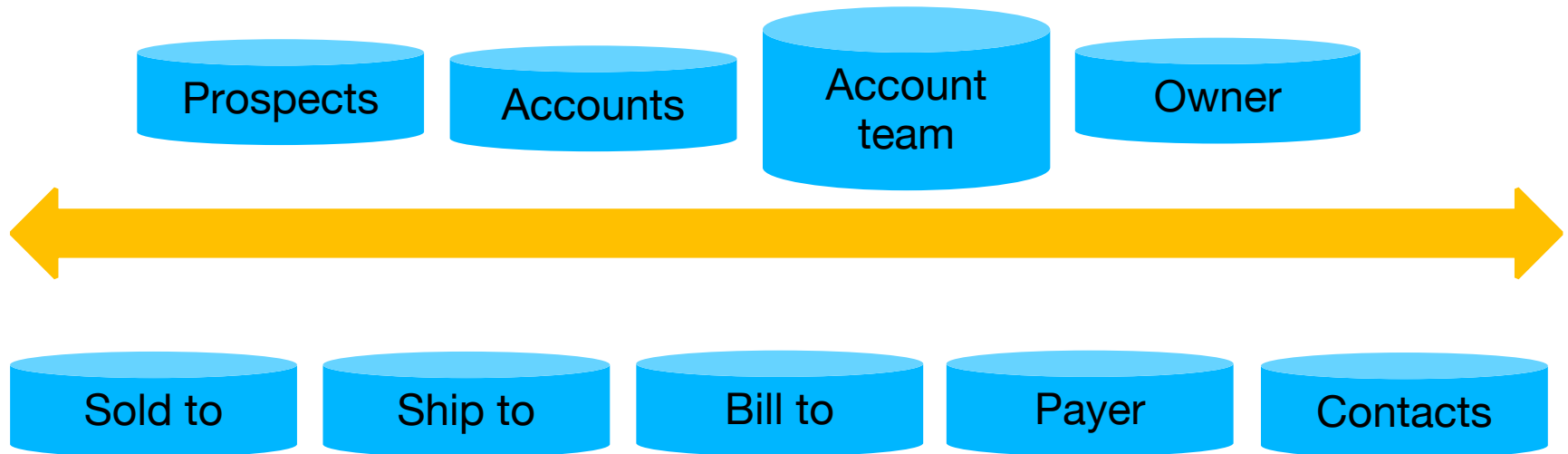# Use the best of SAP/Salesforce

SAP

- Many processes
- Proven master data structure
- Add a field 3 days
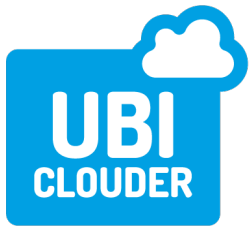- Security through programming

Salesforce

- Only CRM Process
- Limitation on data structure (eg multiple primary keys)
- Add a field 5 minutes
- Security through customising

How to integrate customers ?

Prospects   Accounts   Account team   Owner

Sold to   Ship to   Bill to   Payer   Contacts

1. Entities between SAP and Salesforce are different.
2. It is recommended to clearly define what is a customer ?
3. You have to take into account SAP partner function, business processes.
4. Handling langage, international adresses complexifies the analysis.
5. Customer lifecycle evolution should also be considered.

What are the risks?

1. Some customers are calling us when they have loosed customers.

2. Errors in addresses

3. Wrong delivery

4. Sending invoices to the wrong adress

5. Duplicates by design

6. Customer management costs increase

7. Lack of customer insight in reports

How to deal with customer

Short term proposals

Long term proposals

Phase 1　　　　　　　　Phase 2　　　　　　　　Phase 3

Review processes
Evaluate
Data Quality
Evaluate all scenarios

Create poka yoke
Document
Quick wins deployment

Setup
Master Data Management
Processes