

# Excellence in masterdata management

## + Content

This workshop is designed to provide managers, process designers and process participants from different areas of the company practical insights and possible solutions for challenges in master data management. Appropriate examples and cases are used to illustrate options for acting and opportunities for optimization in structures, processes, and systems. At the beginning of the seminar, we will first teach you the basics of master data management. This will be followed by two in-depth sessions on the following topics, which you can choose individually:

- + Article and material master data
- + Customer and distribution master data

## + Target group

Senior and operational managers in the company who are currently involved in master data management and its optimization or will be in the future.

## + Customization

Together, we tailor the agenda to the specific needs of your company – both in terms of duration and content. You also have the option to conduct the seminars either on-site or conveniently online.

## + Agenda

### Welcome and Introduction

### Operational Challenges and increased requirements for master data

- + Introduction in the topic from branch perspective and in combination with digitalization
- + Definition and significance of master data
- + Key components of holistic master data management
- + Challenges and risks in master data management
- + Best practices for effective master data management

### Customer- and distribution master data

- + Which master data exists in organizations and which role they have?
- + Challenges and solution proposals / solution approaches
- + Systems for customer master data and distribution master data
- + Customer- and distribution master data for the business processes B2B
- + Customer- and distribution master data for the business processes B2C

Optimization of data quality and integration in existing systems, case studies and discussion of best practices

### Article- and material master data in several types of companies

- + Challenges and solution approaches for procurement side, including supplier master data
- + Pyramid of article master data
- + Master data handling in the context of digital product development
- + Article master data from sales perspective - B2B- & B2C-Player Wholesale / Retail / Vertical / brick & mortar & online

### Feedback and joint exchange

# Contact

... we are looking forward to your inquiry:

 **Angelina Schock** | Managing Partner  
schock@gcs-consulting.de

 **Andreas Franke** | Managing Partner  
franke@gcs-consulting.de

 **Address**  
GCS Consulting GmbH  
Firkenweg 1  
85774 München



**Fon** +49 89 891365 -0  
**Fax** +49 89 891365 -29



**E-Mail** [info@gcs-consulting.de](mailto:info@gcs-consulting.de)  
**Website** [www.gcs-consulting.de](http://www.gcs-consulting.de)