



Get clean & stay clean: if not now, when?

Many Companies have established corporate Master Data Management (MDM) teams to oversee new data, prevent duplications, apply naming conventions, etc.

This has been necessary because departments like engineering, supply chain, maintenance, and operations generate low-quality data due to their lack of data literacy, which has been an ongoing issue despite numerous attempts to improve it.

The issue is still there, and I'm not saying the remedy was worse than the disease, but there wouldn't be a debate if the problem were resolved.

Still, because fixing implies investments, in the previous blogs, we highlighted that to "Get Clean" data, the ROI of the use case should be calculated based on the processes benefiting from improved data quality, not just the exercise itself.

Additionally, "Get Clean" data cannot be a one-off exercise but implies a continuum, "Stay Clean." Otherwise, you go back to the starting point very quickly or maybe worse.

As the late Pierre Nanterme, former Chairman of Accenture, said in Davos:

Digital is the main reason just over half of the companies on the Fortune 500 have disappeared since the year 2000.

The transformative concept of "Get Clean & Stay Clean," propelled by the ubiquitous integration of artificial intelligence (AI) where data is created, enables data quality democratization.

It moves away from ex-post control mechanisms administered solely by corporate centralized teams to empowering end users to actively participate in creating accurate master data from the inception of processes, minimizing their prerequisite data literacy skills.

The consequential question is: How should companies assume the Change Management consequences of this technological shift?

And, paraphrasing the title of Primo Levi's famous novel, **'If Not Now, When?'**

Well, many companies are facing a once-in-a-lifetime opportunity with the migration to SAP S/4HANA, which is the perfect moment to adopt the "Get Clean & Stay Clean" data paradigm.

This approach addresses several critical challenges that SAP recommends fixing before migrating.

Migrating from SAP ECC to SAP S/4HANA is not just a technical upgrade—it's a strategic opportunity to revolutionize your data management approach.

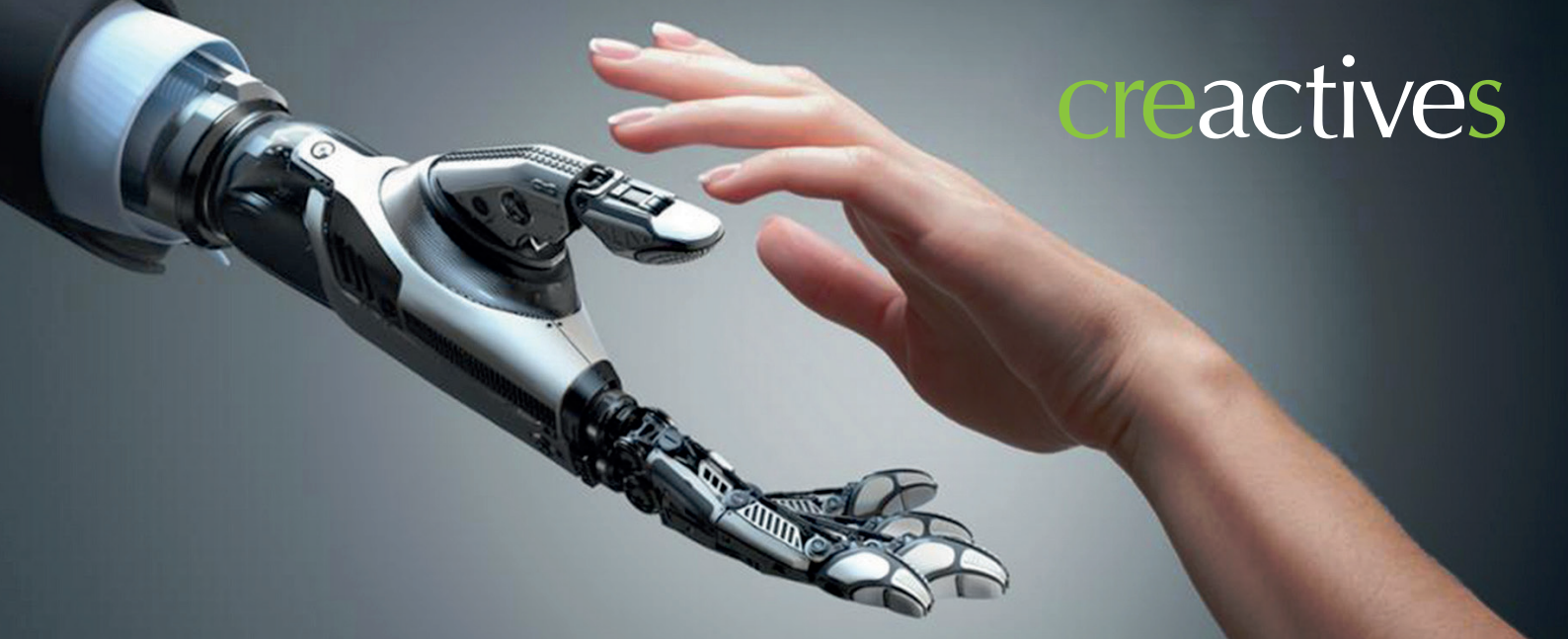
By adopting the "Get Clean & Stay Clean" data paradigm, your organization can achieve enhanced performance, improved user experience, and robust data governance.

Ready to make the move? Contact us to learn more about how we can support your migration to SAP S/4HANA and help you implement a successful data strategy.



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Pierre Nanterme , Former Chairman of Accenture



Founded in 2000, Creactives SpA is a company that specializes in providing solutions for procurement and supply Chain digitization. We offer services such as MMD Cleansing and Governance, Spending Categorization, as well as AI solutions for real-time analytics, inventory management, procurement optimization, and data migration. Creactives SpA started as a cost reduction consulting company and has evolved to develop supervised AI-powered technologies to address complex real-life business problems in data management for the supply chain.



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"Creatives solves the multi-lingual data harmonization problem across global ERPs where every ERP is in a different language and encodes the product/service/entity using a different format/encoding specific to that language and locale, and it does it very quickly for large data sets. Similarly, it supports simultaneous taxonomies in global spend analytics".

Abigail Ommen, Research Analyst & Analyst Production Manager