

## The Data Journey to SAP S/4 HANA

How to avoid the pitfalls and  
succeed with trusted, relevant  
and accurate data

**Kevin Wild**    Head of Pre-Sales

# Who is Syniti?

The leader in enterprise data management.



**5,000+**  
successful  
enterprise-scale  
data go lives



**99%**  
industry-leading  
customer  
satisfaction rating



**1,000+**  
100% data-focused  
enterprise  
data experts



Recognized  
by top industry  
**Analysts**



Global footprint  
with teams in  
**23 Countries**



**25+ years**  
solving the world's  
most complex  
data challenges

## Our Areas of Expertise:

- 🚀 Mergers, Acquisitions, Divestitures
- 🚀 ERP Migration and Consolidation
- 🚀 Moving to the Cloud
- 🚀 Analytics-Ready Data
- 🚀 Data Compliance
- 🚀 Financial Enterprise Performance Management
- 🚀 Data Catalog & Governance

# Syniti Introduction

## We deliver Intelligent Enterprise ready data

Pharma / Life Science



Oil & Gas / Chemical



Utilities



Food & Beverage



Consumer Products



Machinery / Components



Wholesale Distribution



Retail



Services



State & Local



Aerospace / Defense



Technology



Automotive / Transportation



Banking / Financial



Mill Products / Construction



Syniti is the  
De Facto Standard  
for Data Migration



5000+

SUCCESSFUL GO-LIVES



26+

COUNTRIES



20+

YEAR HISTORY



1500+

EMPLOYEES

Benefits to our customers by IDC



303%  
Three-Year  
ROI



\$3.45M  
Annual  
Average  
Benefit per  
Organization



38% Reduced  
Data Migration  
Costs



98,7%  
Customer  
Satisfaction



50% Cost  
Savings



67% Projected  
Efficiency Gain



<12 Months to  
Positive ROI

**€10M Savings**  
Over 4 Years at a Global Life  
Sciences Company

[Link to IDC Report](#)

 SAP Solution Extension



### Guidance from SAP for Journey to S/4 HANA:

*“Midsize and large projects require extensive collaboration within the data team and with other stakeholders. A combination of **SAP Advanced Data Migration by Syniti, cloud edition**, with SAP Data Services provides the orchestration, extraction, transformation, and data quality capabilities that are **essential** for migrating complex data to SAP S/4HANA.”*

Available for download [English version](#) & [German version](#)



9 of the top 10  
Pharmaceutical  
& Life Sciences

4 of the top 6  
Industrial

4 of the top 6  
Retail

3 of the top 5  
Chemical

8 of the top 10  
Food & Beverage

# Enterprise Success **REQUIRES** Data Expertise

**Companies Have to  
Use Data Intelligently  
to Win & Succeed**

**90%**

**“Data is Critical”** to  
Company’s Success

**89%**

Rank **“High Data  
Quality”** as the  
Company’s Most  
Valuable Asset  
(“Exec Management Acumen”  
ranked lower at 85%)

**95%**

Admit they  
**“Don’t Have All The  
Data They Need to  
Make Decisions”**

**Data Ease  
& Access**

**Data Quality**

**75%**

Admit they **“Do Not  
Have a Very High  
Level of Trust”** in  
their Company’s Data

**Data Strategy  
& Management**

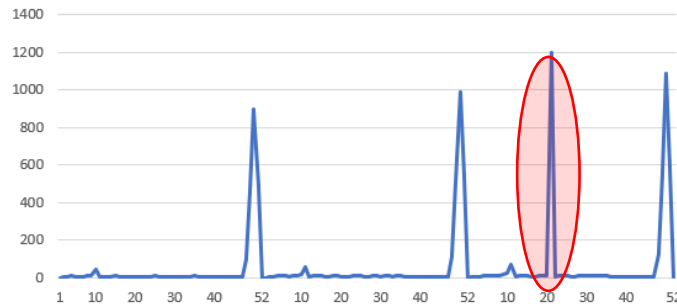
**70%**

Admit they **“Do Not  
Have a World Class  
Data Architecture”**  
Today

# Example – Dirty Data

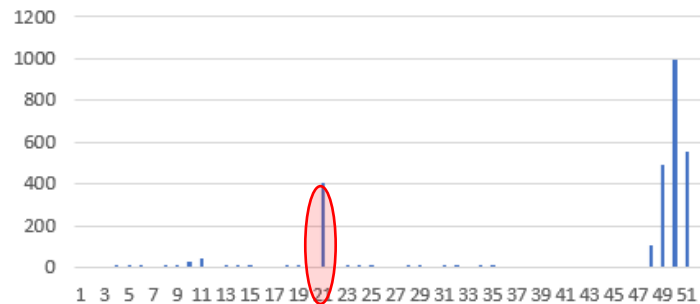
3 year sales history, imported into an inventory management system at a Frozen Foods retailer

3 Years Sales History - Parsnip



Aggregated demand triggered replenishment  
In advance of demand in May

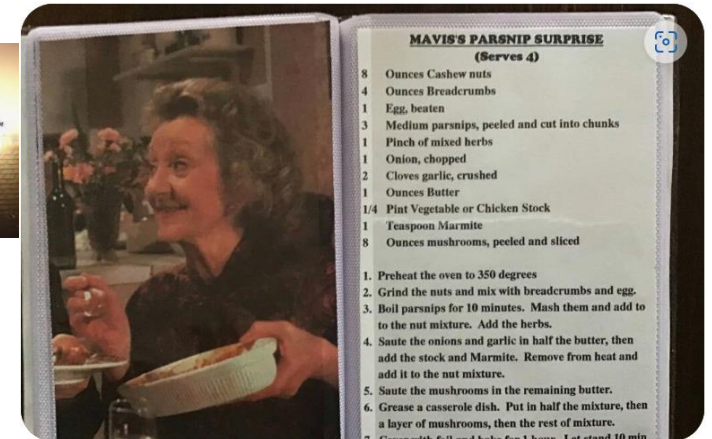
Average Sales - Weekly



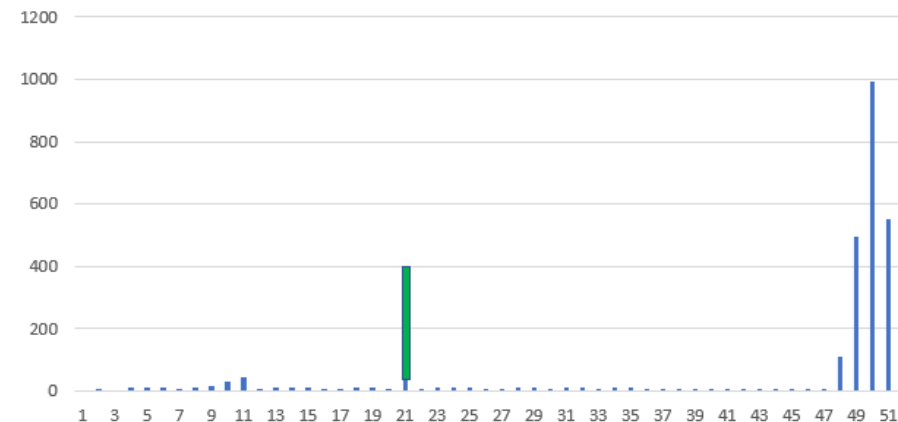
Leading to overstocking of Parsnips in  
the summer months – impact on working  
Capital, shelf life issues leading to need to  
discount

The event in May which triggered the increase in demand for  
parsnips was a storyline on a British Soap TV series, Coronation Street.  
Episode 3225 – 13/5/91

[Mavis](#) considers giving [Derek](#) an aphrodisiac. [Rita](#) suggests that she tries parsnips after  
reading about it in a magazine.



Average Sales - Weekly





# Example – Dirty Data

## can you list the most common critical data elements for material master in sap

The Material Master Data in SAP Material Management (MM) contains critical information about a material, including its characteristics, procurement data, and inventory information. The most common critical data elements for Material Master Data in SAP MM are:

- 1.Material Number: A unique identifier for the material, used for tracking and referencing purposes.
- 2.Material Description: A detailed description of the material, including its features and specifications.
- 3.Material Group: A classification of the material, used for reporting and analysis purposes.
- 4.Base Unit of Measure: The unit of measure used to record the quantities of the material, such as kilograms, liters, or pieces.
- 5.Valuation Class: The valuation method used for the material, such as standard price or moving average price.
- 6.Purchasing Data: Information about the procurement of the material, including the lead time, minimum order quantity, and preferred suppliers.
- 7.Stock Data: Information about the inventory of the material, including the stock level, reorder point, and safety stock.
- 8.Price Data: Information about the price of the material, including the list price, standard price, and discounts.
- 9.Accounting Data: Information about the financial aspects of the material, including the general ledger account and cost center.
- 10.Plant Data: Information about the storage and production of the material, including the storage

## can you produce this list in tabular form including sap table and technical field name as columns

Sure, here's a table of the most common critical data elements for Material Master Data in SAP Material Management (MM), including the SAP table and technical field name as columns:  
By maintaining accurate and up-to-date information for these critical data elements, a manufacturing company can effectively manage the procurement, storage, and distribution of materials and components, ensuring that the necessary materials are available when needed, in the right quantities, at the right cost, and of the required quality.

Data Element	SAP Table	Technical Field Name
Material Number	MARA	MATNR
Material Description	MARA	MAKTX
Material Group	MARA	WGBEZ
Base Unit of Measure	MARA	MEINS
Valuation Class	MARA	VALCL
Purchasing Data	EINE	EINDT
Stock Data	MVKE	MAXBM
Price Data	MBEW	KBETR
Accounting Data	SKA1	KONTO
Plant Data	MARC	LGPBE

## are you sure the technical field name for material group is wgbetz. It should be MATKL

I apologize, you are correct. The technical field name for Material Group in the SAP table MARA is MATKL, not WGBEZ. Thank you for pointing that out.

# Example – Dirty Data

Does ChatGPT learn? Based on subsequent question

**Can you list the most common critical data elements for material master in sap**  
Response provided – different but similar to previously

**Can you produce this list in tabular form including sap table and technical field name as columns**  
Certainly! Here is a table that includes the critical data elements for material master in SAP, along with their corresponding SAP table and technical field name:  
Note: The table MARA is the main table for material master data in SAP, while MBEW and MARC are tables that contain additional accounting and plant data for materials.

Critical Data Element	SAP Table	Technical Field Name
Material description	MARA	MTART
Material type	MARA	MATNR
Base unit of measure	MARA	MEINS
Sales organization data	MARA	VKORG, VTWEG, SPART
Plant data	MARA	WERKS
Material group	MARA	MATKL
Tax classification	MARA	TAXM1
Valuation class	MARA	BWTTY
Material status	MARA	MMSTA
Accounting data	MBEW, MARC	BWKEY, VPRSV, PEINH

Certainly! Here is a table that includes the critical data elements for material master in SAP, along with their corresponding SAP table and technical field name:

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Sure! Here's the list of common critical data elements for material master in SAP, along with their corresponding SAP table and technical field names:

Critical Data Element	SAP Table	Technical Field Name
Material Type	MARA	MTART
Material Group	MARA	MATKL
Material Number	MARA	MATNR
Base Unit of Measure	MARM	MEINH
Purchasing Group	MARA	EKGRP
Sales Organization	MARA	VKORG
Plant	MARA	WERKS
Storage Location	MARD	LGORT
Batch Management	MARA	XCHPF
Valuation Class	MBEW	BWTTY
Tax Classification	MARA	TAXM1
Accounting View	MARA	EKWSL, KZBWS, etc.
Material Description	MAKT	MAKTX

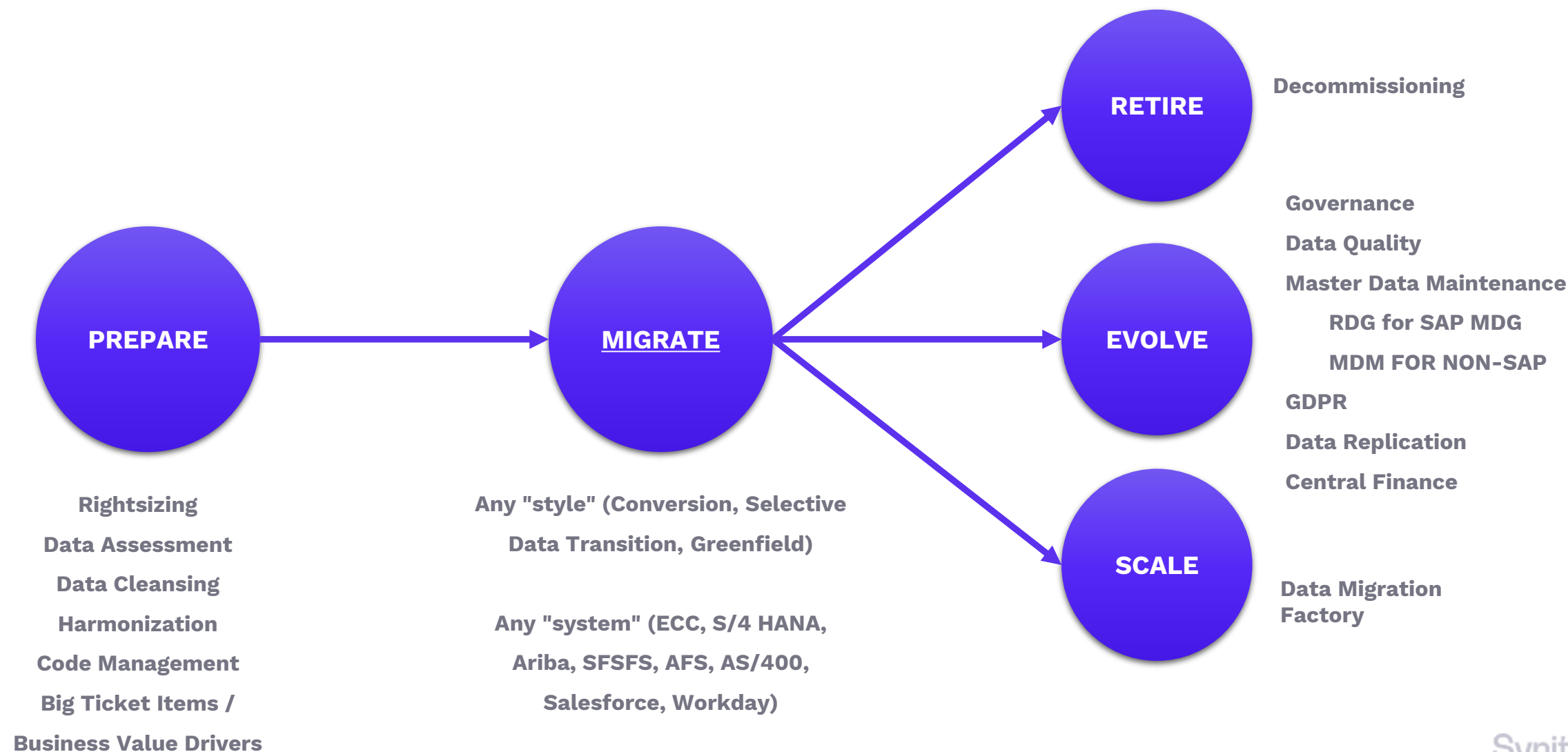
Please note that some of the fields, such as the accounting view, may have multiple technical field names depending on the specific data required. Also, this is not an exhaustive list and other critical data elements may exist for specific business needs.



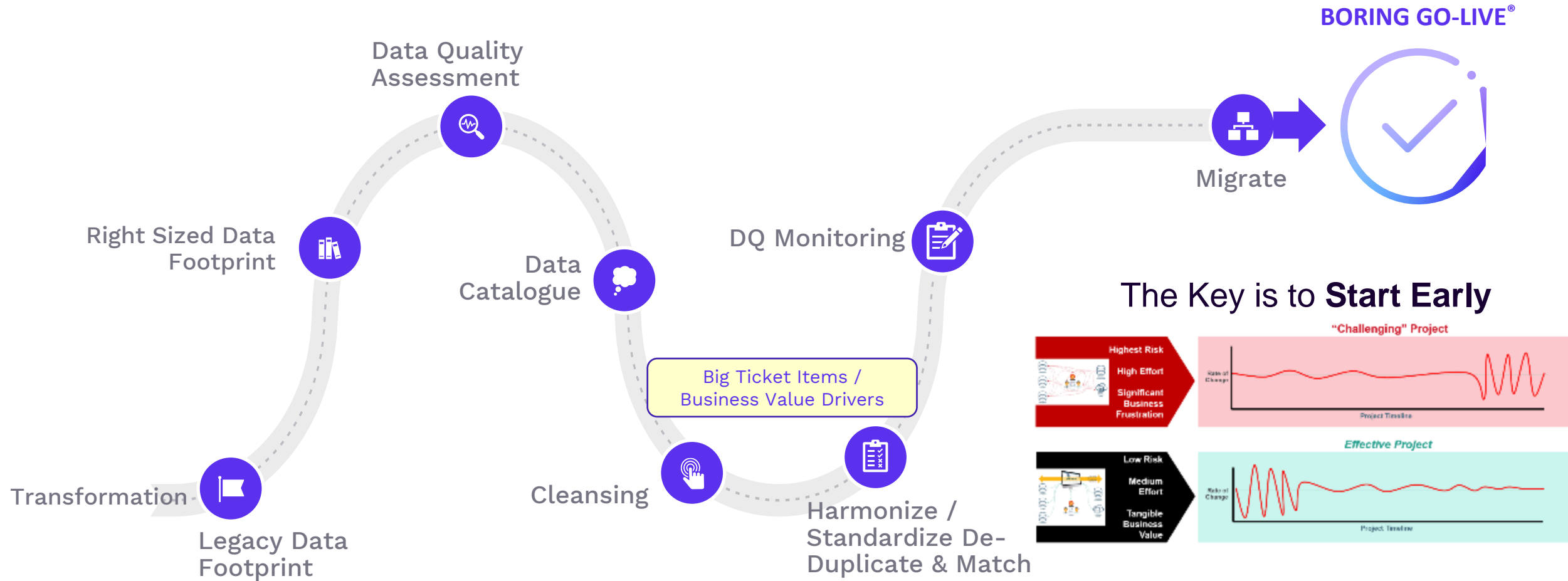




# Data Management Journey for Business Transformation



# Prepare : Key Steps on your transformation journey



The Data Transformation

# Migrations are Complex. **Don't Do It Yourself.**

**Talk to the pros.**  
Syniti delivers  
faster, more secure  
migrations, without  
fail.



**DATA** THAT  
*IGNITES*





# Evolution of Data Migration

Orchestrated Data Migration Approach leveraging SAP Advanced Data Migration Platform and Syniti Methodology

**Reusable – Accelerate future data initiatives by 50%**

Every stakeholder, one system + Embedded industry-leading best practices + Automated code generation



System Integrators



Business Users



IT Department



Data Team

**BORING GO-LIVE®**



PREPARE



EXTRACT



PROFILE



DESIGN



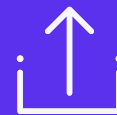
MAP



CONSTRUCT



TRANSFORM



LOAD

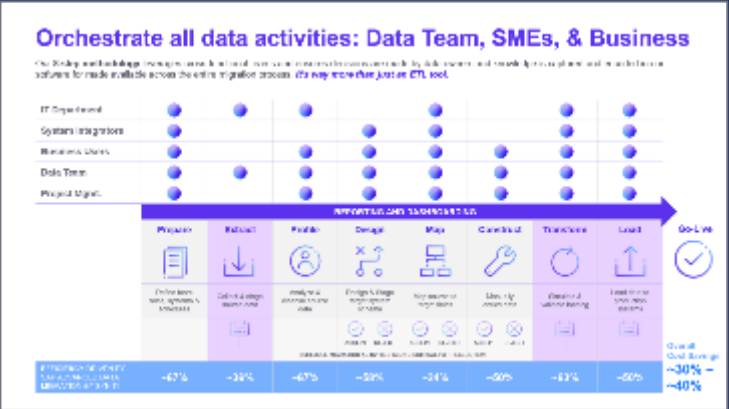


Much more than an ETL tool!

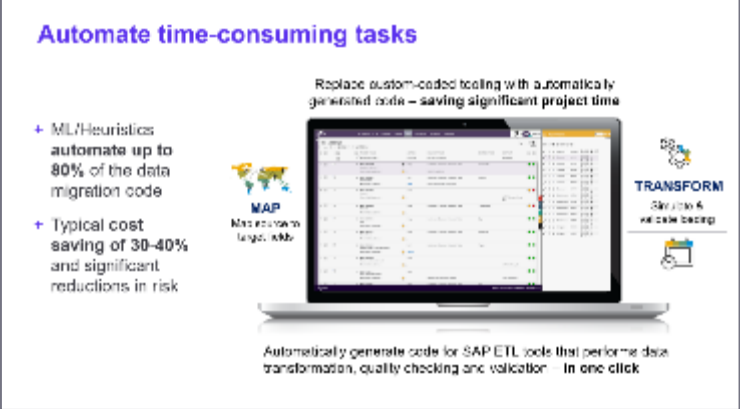
# Migration : Syniti Fills The Data Migration Chasm

Data Migrations do not fail because of technical tools

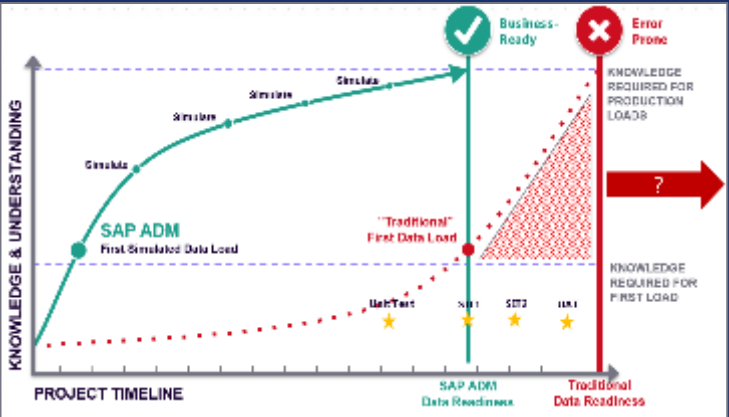
## 1. Orchestration



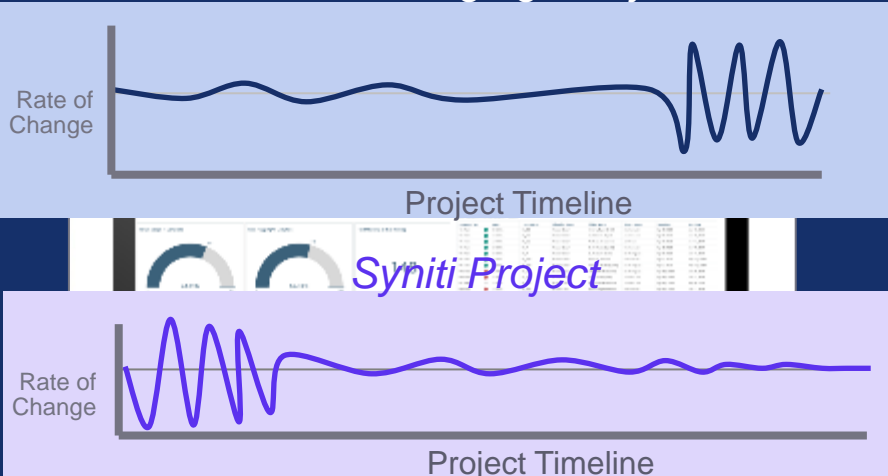
## 2. Automation



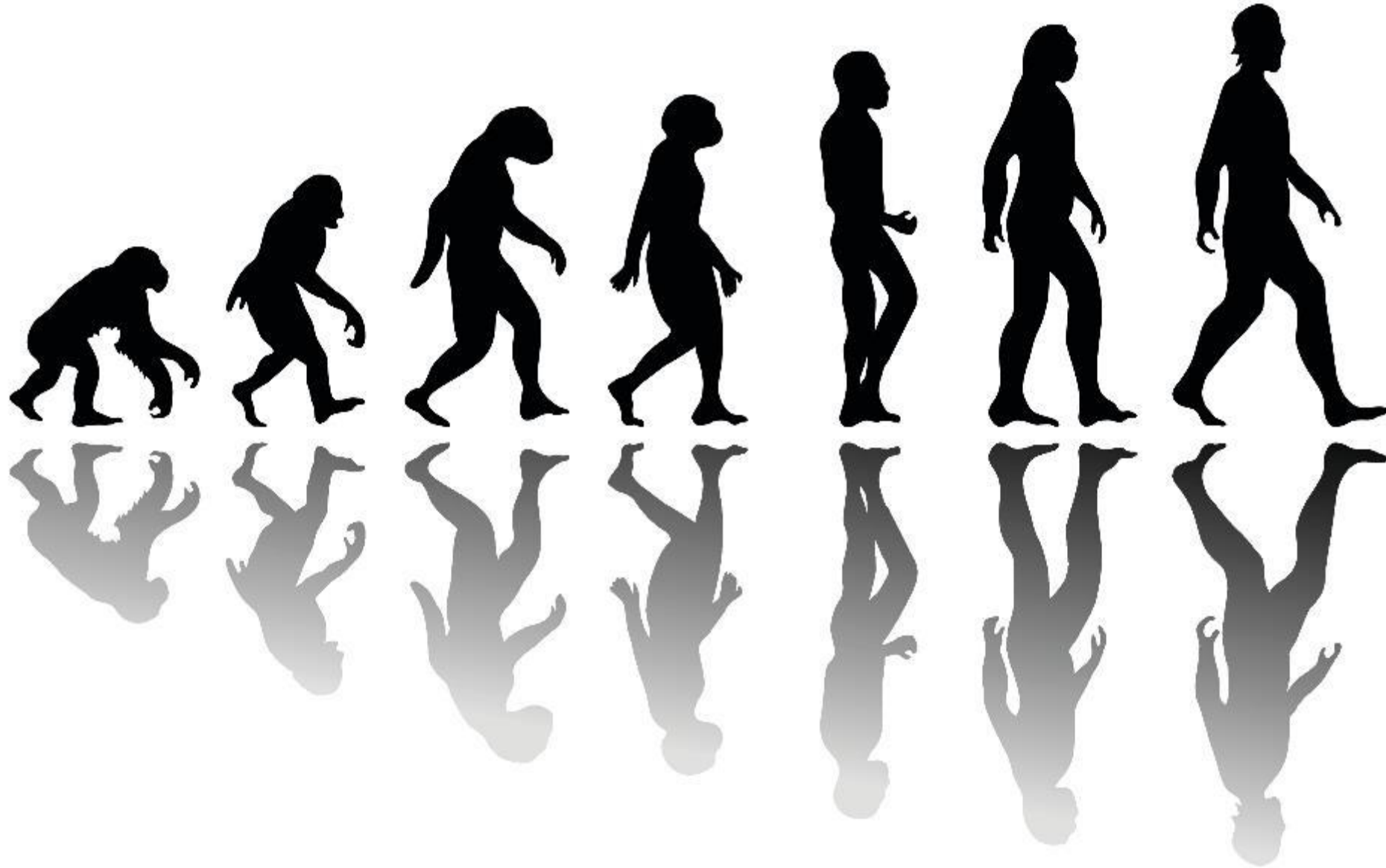
## 3. Simulation



## 4. Visibility



# The Evolution of Data

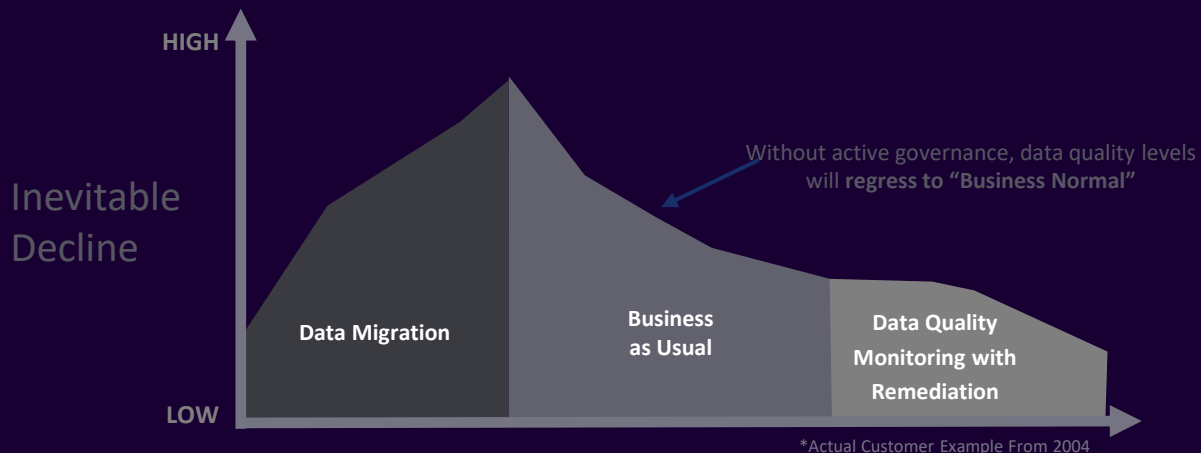




# Accelerated, Lower Cost Downstream Projects

## More Data Excellence

All metadata and every decision about data rules, policies, team members, roles, mappings, ETL code and more is available for your next migration, data quality, master data management, or data governance project.

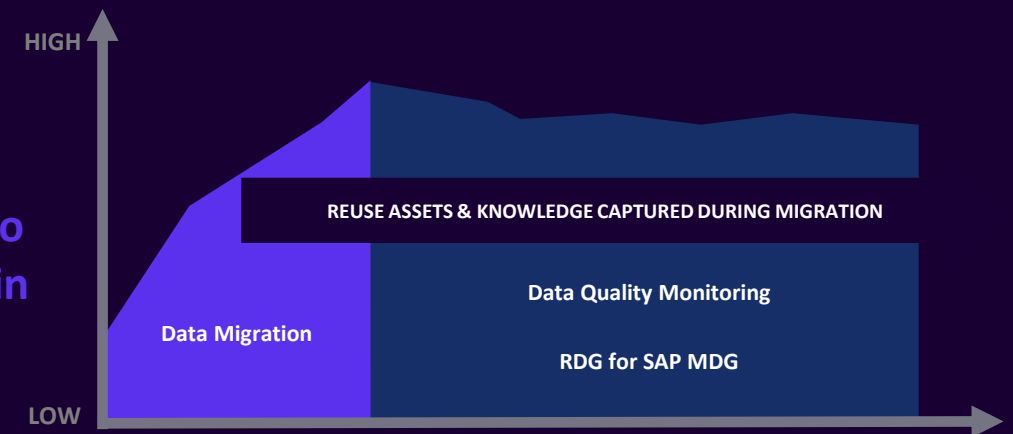


50%

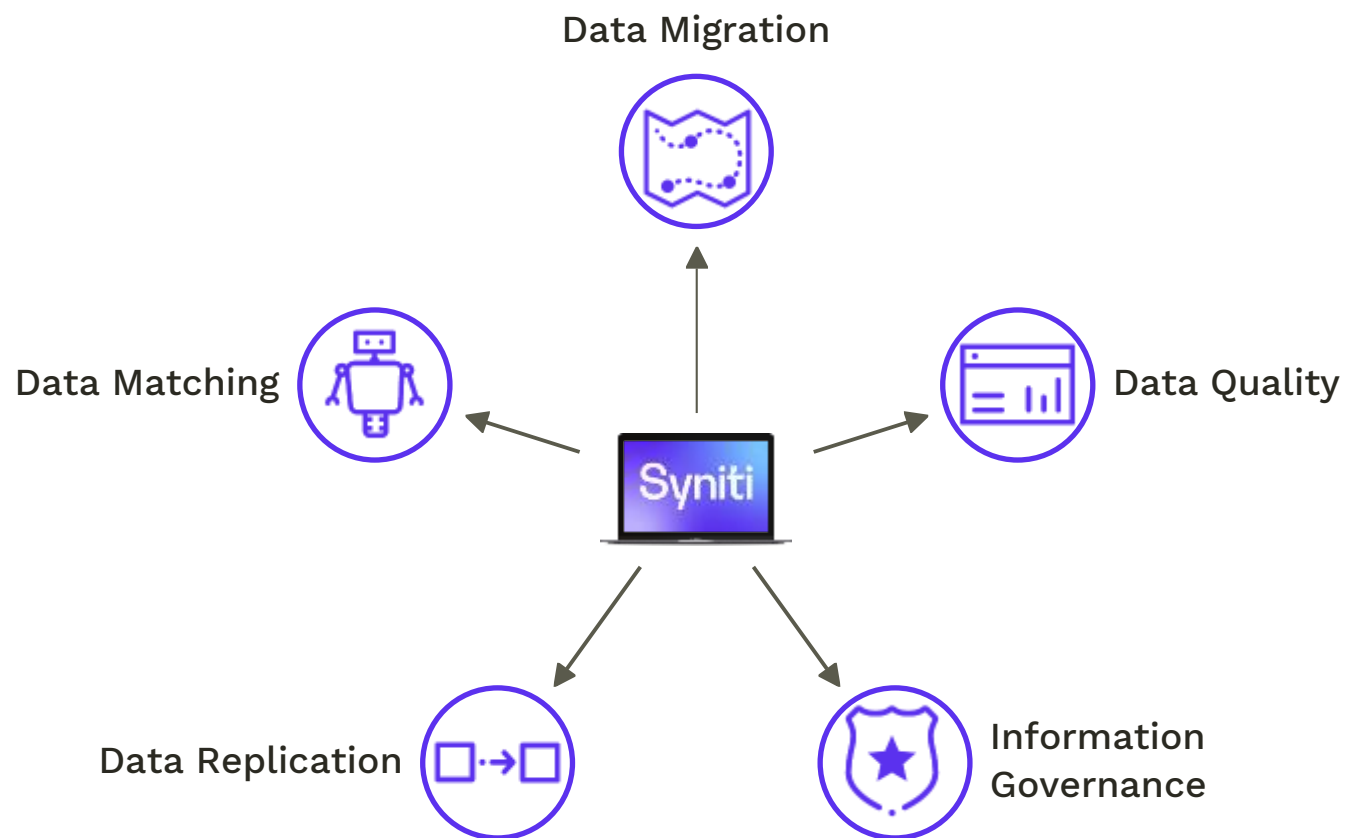
Don't Throw Away  
All Your Hard  
Work

Faster  
Downstream Data  
Projects

Plan to  
Sustain



# SAP ADMM by Syniti – The Swiss Army Knife of the Data World



A Complete Data Management Solution

# Additional Product Extensions / Services

To support your journey

- Data Assessment
- RightSizing Assessment

- Consolidation Accelerators
  - Business Partner
  - Materials

- SAP MDG Accelerator (RDG)

- Syniti Data Replication

- Archiving
- Decommissioning



# Art of the Possible

## chatGPT meets Data Quality

**AI Request Type**

Initiative

Reduce Working Capital

Business Concept

Inventory Balances

System

SAP S4/HANA

Ask!

Duplicate Data: Identifies any duplicate inventory balances in the system and flags them for further investigation to remove any redundant data, which can reduce the overall inventory level.

Create Rule

Incomplete Data: Checks for any incomplete data in the inventory balance reports, such as missing vendor names or purchase order numbers, and alerts users to inconsistencies that may impact working capital.

Create Rule

Outdated Data: Identifies outdated inventory balances that have not been updated recently, and flags them for review to ensure that the system reflects current inventory levels accurately.

Create Rule

Inaccurate Data: Checks for accuracy issues such as data input errors, incorrect measurements, or incorrect classifications. This report helps users identify data inconsistencies that can impact working capital.

Create Rule

Overstocked Items: Identify all inventory items that are overstocked and not moving as fast, with weak sales trends – this would help reduce overstocked items and free up working capital.

Create Rule

#SYNITIFOREST #SYNITIGIVESBACK

# Syniti Forest

Cultivating a stronger, healthier future, starting at the roots.



## THE VISION

Celebrate the success between Syniti, our Customers and Employees, by giving back to the environment.

## THE MISSION

To plant a tree for every successful Go Live and New Synizen, and ultimately grow a Syniti Forest, starting in Barcelona, with the plan to have one in each location that the company operates.

## THE IMPACT

The average carbon footprint for a person globally is closer to 4 tons, which can be offset by planting 6 trees per month. We will plant our 1st Syniti Forest with 1262 Trees located in Barcelona, and more with every go-live.

## WHY SYNITI

We believe in the power of data to make a positive impact across businesses, people, and the environment.

That is why Syniti are committed to help reducing the carbon footprint, by planting trees for each successful GoLive along with our customers and through our growth with each new joiner.

Syniti is planting a tree for every successful go-live and new talent joining the organization. We have planted over 4000 trees and counting.

Link to Syniti Forest : <https://www.syniti.com/synitiforest/>



# Visit the Syniti stand....



# ....and do your bit for the environment!



# Thank You.

