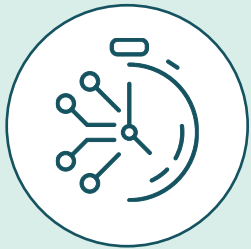


Master data automation for global and local data excellence

Client Success Story: Tetra Pak

Bringing data excellence to 150 countries and scaling business value

Client Success Story: Tetra Pak



Speed

73% drop of processing time

From 30 to 8 minutes for customer creation and change request



Trust

99% automation

thanks to reliable data quality rules



Efficiency

1,060 h saved

within the first 10 months reflecting resource use



The time saved not only covers the investment in the initiative, but also frees up capacity for new projects, setting the stage for future SAP S4/HANA migration and data consolidation initiatives.



Emanuele Francia

Enterprise Data Governance Manager at Tetra Pak

THE CHALLENGE



In 2006, a leading food packaging and processing company Tetra Pak, faced the challenge of establishing robust data governance for its global operations.

The journey began with establishing the foundational elements, such as identifying ownership, defining processes, conceptualizing data quality, establishing data definitions, and setting basic business rules. By 2013, Tetra Pak had successfully implemented SAP Master Data Governance, earning recognition with the CDQ Good Practice Award for integration of master data management as a natural part of business processes.

As the business evolved, Tetra Pak shifted focus to optimization and automation, introducing global Master Data Management and marking a shift from regional teams to a global approach.

The challenge intensified with the preparation for SAP S/4HANA, requiring Tetra Pak to bridge local and global data requirements.

THE EXPERIENCE



By using the Get Clean capability from CDQ in their Salesforce transformation, Tetra Pak prioritized data cleanliness, however the new CRM tool quickly revealed an issue with customer master data quality.

Tetra Pak explored CDQ solution features, addressing challenges in presenting arguments to management, and employing a collaborative approach of internal stakeholders. In order to implement data quality rules at a global scale, Tetra Pak had thoroughly analyzed data quality rules requirements based on local nuances.

Tetra Pak's dedication to collaboration involved over 400 people, contributing not only to internal efficiency but also to the CDQ Data Sharing Community.

The technical analysis phase showcased adaptability and resilience, ensuring credibility in global external data sources and enabling First-Time-Right principle at data creation.

THE RESULTS



The impact of validation rules on customer data creation and change is substantial. The CDQ integration not only flags inaccuracies but also acts as a barrier to prevent the entry of erroneous data, reinforcing the importance of quality in Tetra Pak's customer data.

Governance took precedence over deployment, leading to the implementation of over 2000 rules in 12 months across 150 countries. As a result, change request time dropped from 30 to 8 minutes, and an automation rate close to 100% enabled cost savings.

Tetra Pak unlocked benefits in global data access, collaboration, and knowledge sharing. Enhanced data quality positively impacted finance, sales, and logistics, while data democracy contributed to the entire organization.

Looking forward, Tetra Pak plans to extend data quality rules, increase automation, and implement first-time right for vendors, setting a benchmark for organizations seeking superior data trust and governance strategies.

Excel your data management with CDQ data quality rules!

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