

# Global Data Quality for SAP Business Suite

Maximize your CRM/ERP investment with accurate and complete address data

Quickly capture, verify, standardize, and enhance addresses globally in SAP

## Power data accuracy

Protecting the quality of the contact data in SAP is an ongoing challenge when there are multiple users and points of data entry as well as a high reliance on employees to input and maintain data correctly. Without a solution in place to ensure address data is accurate, complete, and standardized, businesses risk ill-informed decision-making, missed sales opportunities, and poor operational performance.

As a global SAP-certified software solution partner, Experian employs consultants with SAP expertise to build and maintain a global data quality solution for SAP Business Suite. The add-on integrates seamlessly into all SAP CRM and ERP versions to ensure accurate and complete address data is captured and maintained over time, while delivering a user-friendly experience. The intuitive and interactive prompts allow for fast and consistent address capture, all within SAP.



95% of organizations see negative impacts from poor data quality, resulting in wasted resources and additional costs.



69% of organizations agree that inaccurate data undermines their ability to provide an excellent customer experience.



50% of data inaccuracy is due to human error.

## Key capabilities

- Front and back-end address verification and standardization
- Global address data coverage of more than 240 countries
- Seamless integration into SAP CRM7, ECC6, and S/4 HANA

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### How does your business benefit?

#### Enhance marketing capabilities

With validated, accurate addresses and demographic attributes added to your data, your business has more reliable and actionable data, a better understanding of customer profiles, and more realistically-sized target pools.

#### Maximize sales opportunities

Our solution removes the potential for human error and enables addresses to be captured, verified, standardized, and enhanced when entered into the database. This reduces delays in sales follow-up and improves call center productivity.

#### Protect branding and perceptions

Avoid the potential for a misdirected quote, a poorly formatted address label or a meeting missed due to incorrect contact data, and ensure you can interact successfully with customers and suppliers.

#### Reduce operational costs

Correcting data issues in SAP takes time and requires technical resources. Improve productivity and process flows and avoid costly rework with our solution.

### How does the solution work?

The solution is configured to detect changes to standard SAP address fields. When a user creates new information or edits existing information, the capture window is automatically invoked.

With minimal data entered, Experian returns a complete and standardized address. The solution pastes the final address into the desired SAP fields, along with data appends.

Verification occurs to the sub-premise level against authoritative data sources, including the Royal Mail (PAF file). This ensures an accurate and indisputable reference point.

There are several search engines available:

**Type down**—User starts by entering the postal code or city name. As data is entered, results are refined, reducing the keystrokes required to return a full address (SAP CRM only).

**Verification**—User is prompted for missing address details, like the apartment number, once the address has been submitted.

**Single line**—User types the address into a single field and the full address is returned with minimal input.

## Global Data Quality for SAP Business Suite

### Compatibility

#### S/4 HANA

- Real-time address verification, cleansing, and standardization
- Support for SAP S/4 HANA 1809
- Compatible with SAP HANA in-memory database required for S/4 HANA
- Hosted or on-premise data provision; with automatic data updates for hosted or periodic data loaded for on-premise
- Experian Custom Namespace add-on for SAP, ensuring secure integration without affecting any other SAP functions or code
- BAS integrations leveraging SAP BADI's
- Compatible with enhanced Experian reference datasets

#### ECC6

- Certified real-time and batch mode address verification, cleansing, and standardization
- Support for R/3 4.6C through ECC 6.0
- Hosted or on-premise data provision; with automatic data updates for hosted or periodic data loaded for on-premise
- Experian Custom Namespace add-on for SAP, ensuring secure integration without affecting any other SAP functions or code
- BAS integrations leveraging SAP BADI's
- Custom function modules for non-BAS areas
- Compatible with enhanced Experian reference datasets

#### CRM7

- Real-time and batch mode address verification, cleansing, and standardization
- Support for CRM versions 4 through 7
- Hosted or on-premise data provision; with automatic data updates for hosted or periodic data loaded for on-premise
- Experian Custom Namespace add-on for SAP, ensuring secure integration without affecting any other SAP functions or code
- BAS integrations leveraging SAP BADI's
- Custom function modules for non-BAS areas
- Compatible with enhanced Experian reference datasets

#### Integration touchpoints

The solution includes a pre-built user interface and integration code that configures to each customer's SAP instance. It leverages SAP BADI's to trigger validation within the BAS areas. Note, standard SAP code is not modified to ensure compliance.

BAS areas include:

- Business partner
- Sales order
- Customer master
- Vendor master
- And more...

For address verification outside of the BAS areas, such as HR, Experian integrates based on custom function modules and enhancements. Please speak with your account manager for more details.

# Global Data Quality for SAP Business Suite

## Why choose Experian?



### Experience

We have a proven track record helping clients integrate our data quality solutions into their SAP systems with instant results. We add value to their CRM/ERP investment, ensuring the customer can fully leverage their most valuable asset, their data.



### Global footprint

In conjunction with SAP specialists, we work with organizations worldwide to create and deliver great experiences and deliver global address data coverage to meet their international operation needs.



### Data enrichment

The quality and breadth of our data assets is unrivaled in the market. We are able to append additional insight to contact records using Experian's unique datasets that competitors simply don't have access to.



### SAP-certified solutions

Since Global Data Quality for SAP solutions have been pre-tested and certified, customers can rest assured that supportability and integrity of their SAP landscape is maintained.



### Trusted reputation for data security

Evidenced by our focus on information security, compliance, respect for data protection legislation, and the level of infrastructure we have in place.

To learn more,  
please contact your account manager or  
email [dataquality@experian.com](mailto:dataquality@experian.com)