Experian Data Quality for SAP™ Business Suite

Overview

An application is only as good as the data stored within it. Seemingly small address errors dilute data quality and ultimately harm sales, marketing and operational performances. To avoid these errors and enhance CRM/ERP effectiveness, organizations leverage Experian Data Quality software and services.

As a Global SAP software solution partner, Experian Data Quality employs consultants with SAP expertise to build and maintain our software for SAP™ Business Suite integrations. Experian Data Quality for SAP verifies, standardizes and appends address data at the point of capture and via back-end batch cleanses.

The software seamlessly integrates with all SAP CRM and ERP versions, creating a user-friendly experience that looks and feels native to your SAP application. The intuitive and interactive prompts allow for fast and consistent address capture, all within each organization's unique SAP Business Suite workflow.

Enhance marketing capabilities

With verified, accurate addresses and demographic appends, the business has more reliable and actionable data, a better understanding of customer profiles, and more realistically sized target pools.

Ensure a single customer view

A standardized address improves duplicate identification and helps avoid split activity histories, making database analysis more reliable.

This provides a clear and holistic view upon which sales, marketing and support personnel can act.

Protect branding and perceptions

Avoid the potential for a misdirected quote, a poorly formatted address label or a meeting missed due to a bad address. Timely interactions maintain a professional image and encourage future interest.

Cut operational costs

Contact data quality ensures that operational groups such as finance, supply chain and fulfillment have the right information to be productive and effective.

By improving address capture, organizations reduce invoice and payment delays, shipping and rework fees, agent handling times and other operational inefficiencies.

Cut operational costs

Address errors delay territory routing processes and impact sales follow ups. Tax jurisdictions may be affected, along with payment processes.

Experian Data Quality for SAP reduces the time to enter a complete and accurate address, improving call center productivity, reducing rework and removing potential for human error.

91% of US companies believe bad data costs their organization in terms of wasted resources, lost productivity or wasted marketing and communications spend.

How it works

Experian Data Quality is the only SAP partner with real-time, interactive address verification functionality. The software 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. The address is captured via one of three unique search engines.

With minimal data entered, Experian Data Quality returns a complete and standardized address. Experian Data Quality for SAP pastes the final address into the desired SAP fields, along with any data appends. Additionally, our software is integrated into the quarterly adjustment process, preventing data decay. The tool automatically verifies and standardizes addresses within IDOC feeds. This enables CASSTM and SERP certifications, increasing the potential for mailing discounts.

All verification occurs to the subpremise level against authoritative data sources, including the USPS®, Canada Post and Royal Mail. This ensures an accurate and indisputable reference point, improving confidence in business processes and data matching.

ECC6 highlights

• Real time address verification and deduplication

• Batch mode address cleansing, standardization and deduplication (iDocs, BAPI, LSMW)

CRM7 highlights

• Real time address verification

Experian Data Quality for SAP Business Suite features:

• Global SAP software solution partner

• Front- and back-end address verification and standardization

• Seamless integration into SAP CRM7 and ECC6

• International data sets and demographic data appends

Integration touch points

Experian Data Quality for SAP includes a pre-built user interface and integration code that configures and customizes to each customer's SAP instance. The integration leverages an SAP BAdI to trigger verification within the Business Address Service (BAS) areas. Experian Data Quality does not modify standard SAP code. This ensures compliance with each customer's support and maintenance contracts.

BAS Areas include:

• Sales order

• Customer master

• Vendor master

• Business partner

For address verification outside of the BAS areas, such as HR, Experian Data Quality integrates based on custom function modules and enhancements.

To learn more about our integration with SAP Business Suite, contact us today.

Contact us