Experian for SAP Business Suite

Increase ROI with Experian's comprehensive SAP data quality solutions

Our real time data capture and de-duplication software seamlessly integrates with your SAP CRM

Improve sales efficiencies and cut operation costs

Overview

As a Global SAP software solution partner, Experian Data Quality employs consultants with SAP expertise to build and maintain our Experian Data Quality for SAP Business Suite integrations. Experian Data Quality for SAP verifies, standardises, de-duplicates, and appends address data at the point of capture and at the Quarterly Adjustment Implementation, (read more about the QAI on the next page).

Our real-time data capture and de-duplication 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 organisation's unique SAP Business Suite workflow. with addressing datasets.

In addition to this, Experian Data Quality can provide a wealth of additional datasets from more than two Experian and other third parties. These can be used seamlessly with AddressBase Premium Islands to add an extra level of insight on individuals and locations.

Solution Benefits

Cut operational costs

Contact data quality ensures that operational groups such as finance, supply chain, and fulfilment have the right information to be productive and effective. By improving address capture, organisations reduce invoice and payment delays, shipping and rework fees, agent handling times, and other operational inefficiencies.

Ensure a single customer view

A standardised 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.

Improve sales efficiencies

Address errors delay territory routing processes and impact sales follow ups. Experian Data Quality for SAP reduces the time to enter a complete and accurate address, improving call centre productivity, reducing rework, and removing potential for human error.

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.

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.

> "Your SAP application is only as good as the data stored within it. Seemingly small data errors dilute database accuracy and ultimately harm sales, marketing, and operational performance. To avoid these errors and enhance CRM and ERP effectiveness, organisations leverage Experian Data Quality software and services."

Experian Data Quality for SAP Business Suite

Solution Features

• Global SAP software solution partner

• Front and back-end address validation and standardisation

• Seamless integration into SAP CRM and ERP

• Intuitive validation engines that enforce usage

• International datasets and demographic data appends

How does the solution work?

Experian Data Quality is the only SAP partner with real time, interactive address and email validation functionality. The address 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 standardised address. Experian Data Quality for SAP pastes the final address into the desired SAP fields, along with any data appends.

All validation occurs to the sub-premise level against authoritative data sources, including the Royal Mail (PAF file). This ensures an accurate and indisputable reference point, improving confidence in business processes and data matching.

Address search engines

Multiple search engines ensure maximum usability and effectively meet business process needs:

Type down engine

Users start by entering the postal code or city name. As data is entered, Experian Data Quality refines results, ultimately reducing the number of required keystrokes to return a full address. This engine is only available within SAP CRM

Verification engine

Experian Data Quality prompts the user for missing address details, like the apartment number, once the address has been submitted.

Integration touch points

Experian Data Quality for SAP includes a pre-built user interface and integration code that configures and customises to each customer's SAP instance. The integration leverages an SAP Business add-ins 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 validation outside of the BAS areas, such as HR, Experian Data Quality integrates based on custom function modules and enhancements.

Quarterly Adjustment Implementation

The Quarterly Adjustment Implementation checks existing customer address data against the official postal address files ensuring that the addresses in your database are always updated and correct.

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