



## Mentor Graphics: Improving Data Quality for Better Insights and Business Processes with SAP® Software

Top-notch business processes from customer service to finance depend on accurate, high-quality data. To improve overall process efficiency, productivity, and the quality of business insights it could achieve, Mentor Graphics Corporation cleaned and standardized its data and simplified data entry using SAP® Data Quality Management and other SAP software.

# Executive overview

## Company

Mentor Graphics Corporation

## Headquarters

Wilsonville, Oregon

## Industry

High tech

## Products and Services

Software and hardware solutions for electronic design automation

## Employees

>5,500

## Revenue

US\$1.24 billion

## Web Site

[www.mentor.com](http://www.mentor.com)

## BUSINESS TRANSFORMATION

### Objectives

- Simplify and facilitate data entry
- Increase customer data quality and governance
- Improve business processes
- Enable better analysis of trends and performance

### Resolution

- Standardized data entry processes and definitions
- Implemented SAP® Data Quality Management, SAP Data Services, and SAP Information Steward software and SAP Process Integration technology

### Benefits

- Higher data quality, enabling a single version of the truth
- Improved customer service, organizational collaboration, and productivity through streamlined and connected processes
- Better campaign and lead generation and improved accuracy of quotes, fulfillment, and forecasting
- Greater business agility with self-service functionality and up-to-the-minute reports

Read more ►

# Better

Reporting and insights with trusted data

# >50%

Reduction in duplicate accounts

# >8,000

Duplicate addresses identified and removed



“Having high-quality data means business processes run more smoothly. And that’s not just a benefit for any one group. It’s a benefit for the whole organization, which improves cross-functional collaboration for us.”

John Birchall, Manager of IT World Trade Solutions, Mentor Graphics Corporation

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# Growth requires simplified processes and better-quality data

Mentor Graphics Corporation, a leader in electronic design automation, provides cutting-edge solutions to help its customers improve design processes and develop electronic products more quickly and efficiently.

Based in Wilsonville, Oregon, the company has grown to have a global presence, with more than 5,500 employees in 80 locations across more than 30 countries. Along with its success, however, have come new challenges. Business processes were increasingly complex and disconnected, and data quality and consistency had become an issue – with impacts felt in operations throughout the organization.

“For example, there may already be an existing customer account in the system,” says John Birchall, manager of IT World Trade Solutions at Mentor

Graphics. “But if salespeople can’t find it, they’ll create a new one, and that can cause a range of issues.” Quotes based on the new record might have the wrong payment terms. Then, when accounts payable uses the original record and payment terms to create an invoice, customer satisfaction is affected and disputes can delay payment and increase days sales outstanding.

Mentor Graphics needed a solution to automate processes, simplify and standardize data entry, and ensure better enterprise data quality and governance. By integrating processes and reducing data duplicates and inaccuracies, the company looked to improve collaboration among different departments and locations, streamline internal enterprise activities, and improve customer service and satisfaction.



“It’s important to us to eliminate the proliferation of bad data throughout our systems. SAP is helping us ensure data quality before the data is entered into applications.”

John Birchall, Manager of IT World Trade Solutions, Mentor Graphics Corporation

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# A cost-effective way to build a foundation of trusted data

Keeping dirty data from proliferating and affecting business processes starts even before data first enters the organization's systems. To reduce duplicates and errors, Mentor Graphics began an initiative to standardize data entry processes and definitions – for example, creating standard company names and consistent address field names and abbreviations.

In support of this initiative, the company implemented SAP® Data Quality Management, SAP Data Services, and SAP Information Steward software and SAP Process Integration technology to improve data quality and data-related processes. Mentor Graphics felt that the SAP software offered a cost-effective solution and compared favorably to the competition in product evaluations. What's more, the SAP software integrates natively with the company's existing SAP Customer Relationship Management (SAP CRM) application and works with other non-SAP processes and software.

"It's important for us to ensure data quality across our entire value chain," says Birchall. "We now have a streamlined process for sales or marketing to create new customer master records in SAP CRM." Once a purchase is made, an account is promoted to a "sold-to" customer and master data goes into the SAP ERP application. Geographic information is associated with sold-to records and linked to a standard company name hierarchy for reporting. For example, all subsidiaries fall under their respective parent company in the hierarchy. Standardized customer master data and hierarchies are synchronized with the company's operational data store and a third-party application for managing software downloads and license delivery.



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# Improved efficiency, analysis, and productivity

Using SAP software, Mentor Graphics simplified and improved data entry processes to nip data issues in the bud, and cleansed its existing data – enabling data-driven processes across the business. Data-checking functionality verifies customer data as it is entered, and company synonyms and subsidiaries are associated with a single account, reducing duplicates.

“Improving data quality starts at the point of entry,” says Birchall. “Entering just a couple pieces of information and having the system fill out the rest helps ensure consistency.” Business-critical activities are now more efficient. Thanks to clean, standardized customer data, the company has improved campaign management, lead generation, and quote, fulfillment, and forecasting processes.

Everyone from executives to analysts and sales representatives can take advantage of analytics and real-time reporting that’s now based on trusted data. Managers can manage pipelines and hit revenue targets. Marketers can spot demographic trends and identify potential customer demands. Finance can perform simulations and keep projects on track. And sales can add new opportunities and match them against existing accounts, instead of accidentally creating duplicates. Productivity has risen, sales and order processes move more quickly, and customer satisfaction is up. Self-service functionality minimizes the need for IT to get involved.

SAP software has also helped make it easier for Mentor Graphics to grow by acquisition. “Having a platform for centralized validation, cleansing, and consolidation lets us reuse what we’ve previously done, which speeds integration of data from companies we acquire,” says Birchall. “We now have a more efficient approach and greater agility.”



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# Plans to go further with efficiency and automation

As a global organization, geography matters to Mentor Graphics. Its customers have a wide array of solutions deployed, and providing application engineers to service those installations is a considerable expense. The company plans to use its SAP software to validate and cleanse geographic coding of customers' installed applications, so it can locate engineers where they're most needed – cutting costs while improving customer service.



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