



Graphic Packaging International: Cleaning Data and Improving Processes and Productivity with SAP® Software

High-quality data is the cornerstone of efficient enterprise processes and productivity. To clean its data and drive more useful reporting and analytics, Graphic Packaging International Inc. implemented SAP® Information Steward and SAP Data Services software. Now, the company can plan and **manage strategic initiatives with clean and trusted data.**

Executive overview

Company

Graphic Packaging International Inc.

Headquarters

Atlanta, Georgia

Industry

Consumer products – consumer packaged goods

Products and Services

Packaging products for food, beverages, and consumer goods

Employees

12,500

Revenue

US\$4.3 billion

Web Site

www.graphicpkg.com

BUSINESS TRANSFORMATION

Objectives

- Accelerate decision making with accurate and trusted data
- Streamline business processes and improve efficiency across the organization
- Increase IT responsiveness to and support of strategic business initiatives

Resolution

- Establishment of a company-wide data governance framework and processes
- Flexible and easy-to-use software that empowers business ownership of data
- Natively integrated SAP® solutions that also work with non-SAP solutions

Benefits

- Improved business agility through increased speed and accuracy of analysis
- Shortened supply chain and enabled better cost and profitability management
- Increased productivity, collaboration, and accountability among IT and business teams
- Standardized data definitions and governance
- Lowered costs and increased data integrity

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TOP BENEFITS ACHIEVED

25%

Less vendor spend with better procurement analysis

25%

Fewer records by removing duplicates

3

Acquisitions in 1 year with better data governance



“SAP software has helped us to be more efficient, collaborate better across the organization, define and improve our data and processes – and save time and money.”

Charles Reeves, Senior Manager Business Intelligence and Analytics, Graphic Packaging International Inc.

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Productivity and decisions depend on high-quality data

If you've bought a box of cereal lately – or any number of foods, beverages, or consumer goods – chances are good that you've used products packaged by Graphic Packaging International Inc. (GPI). The company, an innovative market leader, counts hundreds of well-known brands among its customers and employs 14,000 people in more than 20 countries around the world.

In a recent drive to ramp up its business intelligence (BI) capabilities, GPI deployed reporting and analytic applications and functionality including SAP BusinessObjects™ BI solutions. But as business users across the organization did more reporting and analytics, something wasn't adding up. Upon further study, it was clear the issue was the

under-lying data. Incorrect master data was leading to unreliable reporting and analytics. "Reporting and analytics systems were highlighting data problems across the organization such as sales, procurement, finance, and logistics," says Charles Reeves, senior manager of business intelligence and analytics at GPI.

In addition to improving the quality of its current data, the company knew that it needed the ability to manage increasing volumes of data and numbers of software applications. GPI wanted a solution that would minimize application silos and improve collaboration, cut the time business users spend finding data and verifying its quality, and free IT staff from integration tasks and encourage innovation.

"With SAP Information Steward and SAP Data Services, we can manage data integrity better and more easily. And the native integration with our SAP ERP and BI applications reduces cost of ownership."

Charles Reeves, Senior Manager Business Intelligence and Analytics, Graphic Packaging International Inc.



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A unified solution for streamlined, connected processes

GPI began an initiative to consolidate and clean its data as part of a larger information governance strategy to better support corporate initiatives. “At the highest levels of management, it was understood that we needed good data to support global business transformation,” says Reeves. The company selected SAP Information Steward and SAP Data Services software to support the initiative.

Vendor master data was the first step, followed by customer master data. IT and business units worked together to create a governance framework and outline business rules to cleanse and standardize data. The flexibility and ease of use of SAP Information Steward enabled business users – who know their data best – to contribute to defining standards and rules. Workflow

and task management functionality provides the foundation for GPI’s governance process, tight cross-functional collaboration, and transparency of status across activities.

GPI uses scorecards to give data stewards and the executive steering committee visibility into data-quality status. “Businesspeople love the fact that you can drill down from high-level domain scores to see how source systems are complying with specific rules, and the impact on reports used for decision making,” says Reeves. Data stewards are notified daily about failed data so they can remediate issues and analyze failure patterns to facilitate rule adjustment. While data correction is currently done manually, the company has plans for automation.

“SAP software provided the flexibility and usability we wanted to empower business ownership and ensure the implementation happened on time and according to budget.”

Charles Reeves, Senior Manager Business Intelligence and Analytics, Graphic Packaging International Inc.



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Cleaner data, greater collaboration, deeper business insights

Maintaining high-quality data is an inherently iterative process. It's not just about cleansing data once – it's about keeping it clean. With SAP software, GPI gets a unified solution to continually improve, govern, and unlock the business value of its data. "SAP has helped us to better analyze and understand our data and processes, as well as refine and enhance our governance framework," says Reeves.

The company now has consistent, standardized master data, improving data-dependent processes and increasing business users' productivity with access to accurate, complete, and reliable information. Cost of ownership is lower because data governance is standardized and simplified. What's more, resources are freed up to work on innovation and value-added activities.

"Accurate data affects every aspect of the business," says Reeves. Executives now can identify and analyze new regional revenue opportunities that would otherwise be missed. Fixing payment-terms data helps ensure accurate invoices and improves important measures like days sales outstanding and cash flow. Eliminating incorrect addresses saves reshipping costs. Reducing material errors means that products are manufactured according to specifications the first time, reducing waste. Accurate vendor data helps reduce off-contract spend and improve volume discounts with preferred suppliers. And acquisitions go more smoothly because it's easier to match, cleanse, and merge new data.

"We had several acquisitions and divestitures in a 12-month period. SAP Information Steward and SAP Data Services helped us significantly simplify and improve the integration process."

Charles Reeves, Senior Manager Business Intelligence and Analytics, Graphic Packaging International Inc.



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A more comprehensive and proactive approach to governance

The company is currently working on its material master data. “We have over 5 million materials, so we’re creating subsets like corrugated and finished goods to make the project more manageable,” says Reeves. GPI is also planning a project to govern transportation data such as rail, air, and truck to better manage freight costs through improved forecasting, planning, and analysis. And GPI plans to start standardizing data in regional plants that use SAP and non-SAP applications.

“While current efforts are focused on profiling and cleansing the data already in our systems, the next step is to be more proactive and address data-quality issues at the earliest possible stage – as it is entered,” says Reeves. GPI plans to use SAP Data Services to validate and cleanse data before it is uploaded to applications. In addition, some data corrections that are now completed manually (as a final check) are planned to be automated to further improve efficiency.



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