Legrand North America
Leveraging Master Data Maestro to Manage Enterprise Data Assets

} Consolidating eight different ERP systems, product lists, and customer lists

Legrand North America is the North American branch of the France-based Legrand Group, one of the world's largest electrical wiring device manufacturers and providers. It is comprised of eight North Americanbased subsidiary companies that at one time functioned independently. Recent changes now roll all lines of business (LOBs) up into a central group with a set of consolidated reporting hierarchies. Cablofil, Pass & Seymour, and Wiremold roll-up into an LOB grouping called Electrical Wiring Systems; On-Q and Vantage roll into the Legrand Home Systems LOB grouping; the independents—WattStopper, Ortronics, and Legrand Canada—do not aggregate to an LOB grouping; and ultimately all these roll-up to the consolidated Legrand North America. In order to implement this holistic reporting structure and leverage the collaborative business opportunities it offered, a number of logistical obstacles needed tackling. So, for help with the transition, Legrand teamed up with BlumShapiro, a Profisee partner and the largest regional accounting, tax and business consulting firm based in New England. Carole Hansen administrates the master data management and data warehousing integration project for Legrand as the IT project manager. Brian Berry, a tenured Microsoft Solutions Architect with BlumShapiro, designed Legrand's MDM solution and assisted Carole Hansen with its implementation.

Business Challenge

When Legrand behaved as eight stand-alone companies, it was missing enormous potential for collaborative problem solving, market sharing, and cross-selling opportunities. Legrand took a

MDM Domain
Customer
Product

Industry
Manufacturing

Profisee®

first step toward profit maximization by integrating their reporting structures, but found the next best step to accelerate their speed-to-value for this change meant outlining their primary business problems.

"It became immediately obvious that Legrand's current reporting capabilities were insufficient to support their new consolidated view of the company," says Brian Berry. The Legrand North America organization was crowded from merging eight individual companies, but simplification was no easy task. "For one thing," says Carole Hansen, "we were running eight different ERP systems. Initially, we considered converting all companies to a single ERP through a study conducted with BlumShapiro. But, after looking at the potential

cost, risk, and disruption to the individual businesses that were perfectly happy with their existing ERP systems, we ruled that approach out." Such duplication meant that pulling consolidated customer reports were difficult and time consuming with questionable accuracy. "The sales force was spending way too much time doing their own reporting," explains Carole Hansen. "It was highly manual: sales reps would have to gather information from three different ERP systems and consolidate them into something that they could reasonably bring to a customer site to tell them what kind of business they were doing with Legrand overall."

The new corporate messaging of "One Legrand" (one company, one vision, one goal) was undermined by

Data Steward :: Day-in-the-Life for Customer MDM

1. Customer Account Operator reviews MDM hub and enters new account.
2. Business rules run and any existing validation issues are sent to data stewards enabled by Maestro.
3. If data passes business rules, external workflow is invoked.
4. Master data is read, audit log examined, and integration notifications sent to BizTalk.
5. BizTalk routes contents to subscribing systems.
6. BizTalk sends confirmation messages back to data stewards.
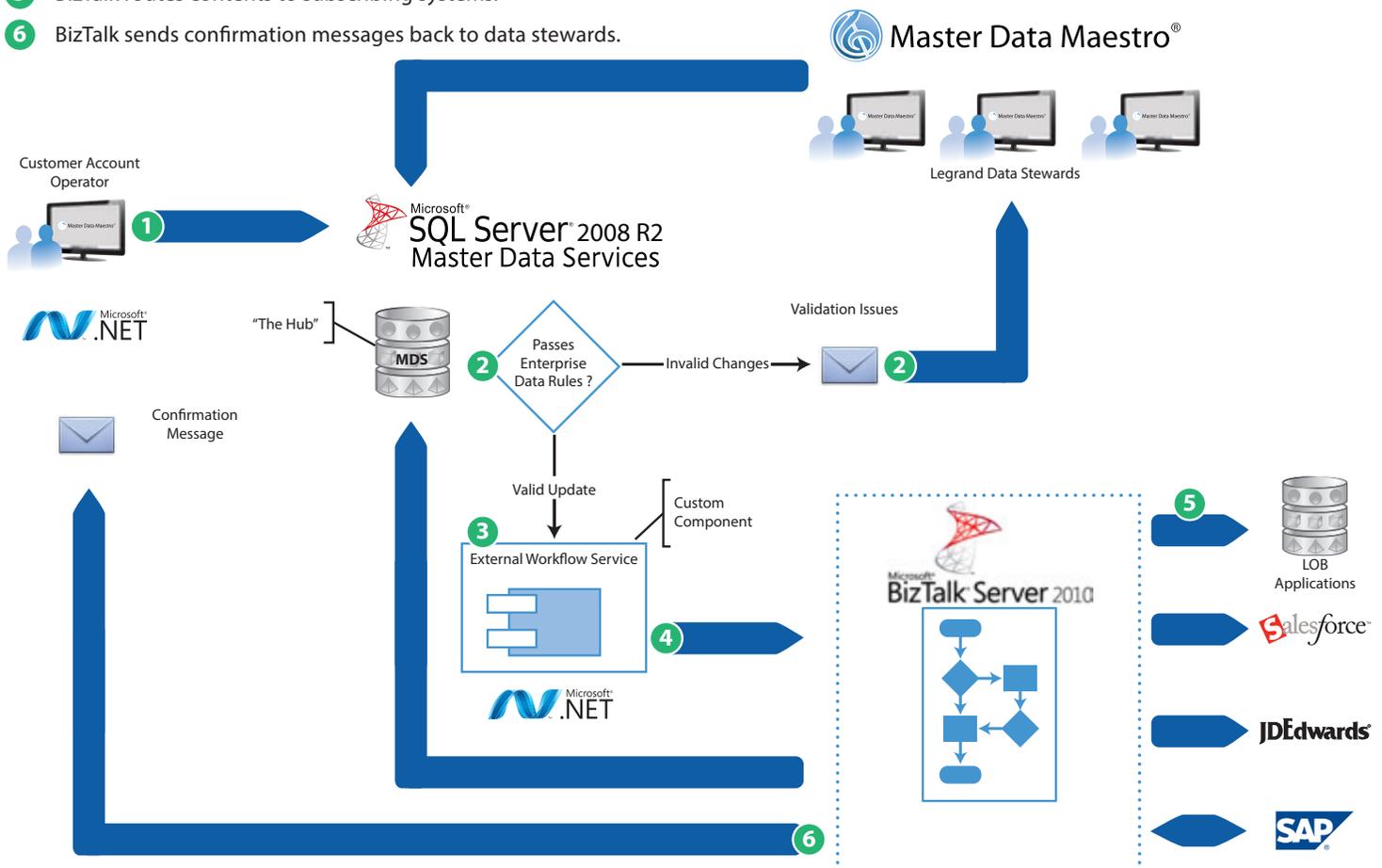
fractured data. Corporate goals for Legrand North America could neither be set nor achieved without obtaining a single, authoritative version of the truth. "We sell each other's products so we needed to be able to say how much of a certain product we are selling to a specific customer across the whole company," explains Carole Hansen. "We also needed a way to understand what a customer was not buying from us in order to find holes in our market. This was a crucial step for determining KPIs and for monitoring agent and direct performance. Ultimately, we needed a master list of our products and customers in order to achieve our corporate goals."

Maestro Solution

BlumShapiro brings to the table very deep capabilities around the Microsoft .NET framework and other Microsoft technologies; including, but not limited to: the SQL Server Business Intelligence stack, SharePoint Server, and BizTalk Server. Empowered by such knowledge, BlumShapiro first introduced an enterprise data warehouse as a central repository of homogenized data.

Next, Microsoft Master Data Services (MDS) was introduced as the aligned MDM hub, providing an ideal environment for governing data, managing hierarchies and versions in a flexible and business-centric way, providing access to a broad audience, and more. All of this functionality is provided in MDS, which comes included with SQL Server Enterprise edition or higher from SQL Server 2008 R2 and onwards. "Having MDS as the hub is incredibly valuable to the data warehouse and simplifies ETL processing because now dimension data is readily available in the hub," notes Brian Berry. Carole Hansen recognizes the value from an internal perspective: "Legrand has standardized on Microsoft technologies and skill sets. MDS seamlessly integrates with the Microsoft stack and, by extension, the MDS-fluent Master Data Maestro suite proves to be the most cost-effective and fully-featured operational MDS management solution for Legrand."

With the right technologies in place, Legrand aligned Customer, Product and Sales Organization master data within an MDM solution. "Simultaneously managing

unique roll-ups for the same products, as we needed to do for each Legrand North America LOB, was imperative to creating an effective MDM solution," said Brian Berry. "At this juncture, we realized that while MDS offered much of this functionality, the workflow we designed for Legrand required Maestro, which is an equally powerful but more nimble tool that would support batch-size data analysis as well as daily workflow tasks." With Maestro, Brian Berry was able to create a full-circle work stream that determines trustworthy sources of data (as well as the producers and consumers of that data); analyzes the collected data and puts it in the hands of data stewards; and finally, creates a governance process around data maintenance. The technology work stream created for Legrand mirrors this business work stream and supports it at every step.

> **"Simultaneously managing unique roll-ups for the same products was imperative to creating an effective MDM solution."**
>
> **Carole Hansen, Legrand North America**

Data stewards fulfill a principle role in assuring the ongoing success of the new Legrand workflow. "These individuals were selected based on a high-level of technical savvy in combination with a comprehensive understanding of our business domains," says Carole Hansen. Empowered by this broad knowledge base, a data steward is responsible for instating data governance checks-and-balances and creating sustainable data maintenance processes within the organization. Legrand's data stewards needed a tool to interact with their corporate data on an operational level to fulfill their role in the workflow: approving or rejecting daily data changes, ensuring data accuracy, and providing reporting support. "With Maestro and MDS, Legrand can manage their enterprise data assets as they should be managed. Competitive businesses have correctly decided that this type of information is different; it's special. That is why a cost-effective and multi-domain capable master data management solution is the only way to stay relevant in this

economy," says Brian Berry. "So, with Maestro and MDS, Legrand is able to take the next step in their growth as an organization by rolling out a domain-agnostic solution in one round of implementation. MDS is a fantastic product, but without a tool like Maestro, the data stewards, who are a critical component to the ongoing success of Legrand's MDM initiative, would simply not be able to do their job in an efficient and effective fashion."

> **"The Maestro & MDS combo provides as much or more capability than their multi-million dollar competitors."**
>
> **Brian Berry, Solutions Architect, BlumShapiro**

BizTalk also plays an important role in Legrand's MDM strategy. BizTalk is the Microsoft enterprise application integration platform that enables full functionality of SOA architecture. It is an integration broker for messages travelling between various systems on a network and it supports interactions with partner businesses to eliminate repetitive manual coding at the application level. Ultimately, it provides two key capabilities. First, it provides an adapter framework that allows users to write data into subscribing systems without having to deal with the technical details of how each system processes the information. Second, it complies with the business rules of existing subscribing systems: in this case, BizTalk supports important notifications to both the data stewards and business users. For a successful MDM implementation, a server like BizTalk can make an enormous difference. "The communication between MDS, Maestro, and BizTalk is seamless," says Berry. "For us, this BizTalk integration is

imperative and, especially for the price, the MDS+Maestro combination was the obvious MDM choice when designing Legrand's solution."

Results

Managing data assets is no longer a problem for Legrand. The solution BlumShapiro designed for Legrand was implemented and deployed in six months. "The ROI and speed-to-value provided by MDS and Maestro has surpassed what we expected," says Carole Hansen. "In the area of customer report creation alone, our MDM solution has already provided an estimated $1.2 million in annual cost reduction." In addition to this, Legrand has improved their ability to manage and penetrate strategic accounts with cross-brand solutions, achieved greater visibility into sales performance metrics, enhanced positioning for their existing business units for future ERP upgrade efforts, and minimized time-to-integration for acquisitions. "The Maestro and MDS combo is powerful," says Brian Berry. "They provide as much or more capability than their multi-million dollar competitors; this makes for an affordable solution that we are confident will meet, or exceed, the needs and expectations of our customers."

Profisee — A Trusted Advisor

Profisee is a master data management software company focused on delivering enterprise-grade MDM capabilities through its Master Data Maestro software suite. As a Microsoft Gold Application Development Partner, Profisee has a worldwide reputation for Master Data Management expertise and competence with Microsoft Master Data Services.

website :: www.profisee.com

Americas :: +1 678 202 8990 | info@profisee.com   •   Asia & Oceania :: +61 (0)2 9931 7874 | aus-info@profisee.com
UK :: +44 (0) 2084 336572 | uk-info@profisee.com   •   EMEA :: +44 (0) 2084 336572 | emea-info@profisee.com