

# Improving Master Data

Gaby Roznovsky | Master Data Director | Celanese



# Celanese is a global technology and specialty materials company



## Advanced Engineered Materials

\$1.3 billion net sales

- ▶ **Specialty thermoplastics** used in automotive, electrical, electronics, more



## Acetyl Intermediates

\$2.8 billion net sales

- ▶ **Acetic acid, vinyl acetate monomer**, and additional intermediate chemistries



## Consumer Specialties

\$1.2 billion net sales

- ▶ **Cellulose derivatives** like acetate tow for filters
- ▶ **Food ingredients** including sweeteners, preservatives



## Industrial Specialties

\$1.2 billion net sales

- ▶ **Emulsion polymers** for paint, adhesives, nonwovens, carpets
- ▶ **EVA polymers** for flexible packaging, medical solutions



# Agenda

**IT Support Model,  
Challenges and  
Opportunities**

**Lessons Learned and  
Q&A**

**Improving Customer  
Creation**

**Current struggles and  
Winshuttle expectations**

**Master Data Goals**

© Celanese



# Master Data Goals

Accurate and Timely Master Data to enable seamless business transactions and sound decision making

- 24 hr turnaround global SLA – considering reducing to 12 hr...
- Ongoing KPIs based on business rules

Increased Productivity, lower cost

- Faster processing through easier forms, stable systems, better upload capabilities, targeted improvements through end-to-end visibility
- Centralized Shared Services team in Budapest

Data Ownership – Governance Model

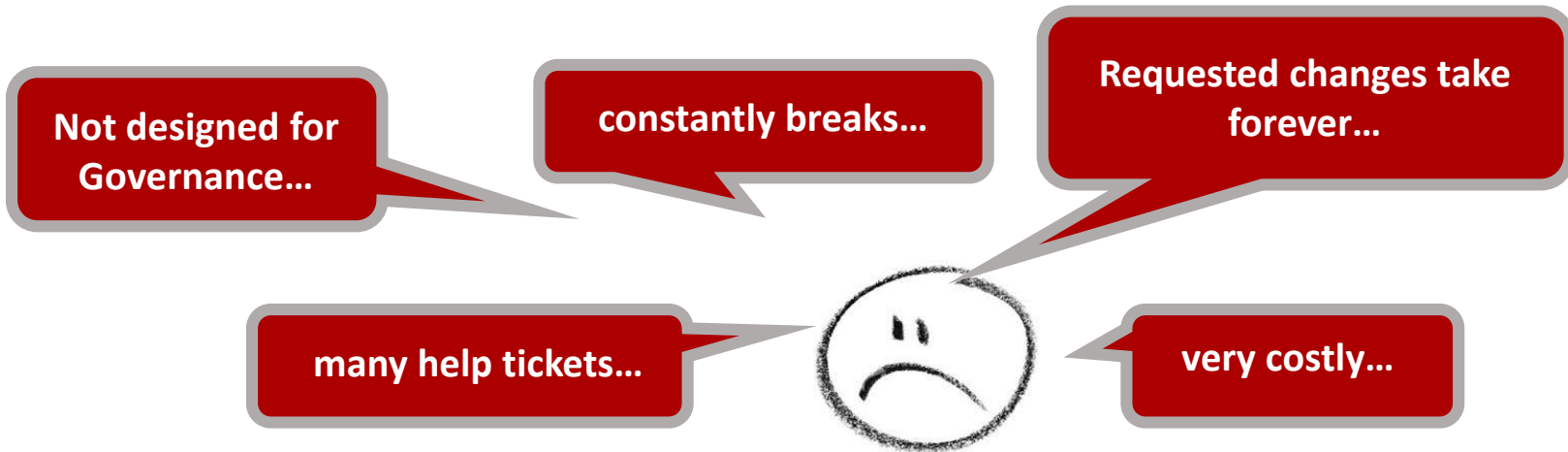
- Identified Gatekeepers and Business Rules
- Workflow

Value-adding Business Partner

- e.g. SFDC/Winshuttle integration, Governance of development products



# Current Struggles and Expectations



# Improving Customer Creation

## The Challenge...

- ▶ Why do we have urgent requests for setting up new customers
- ▶ Individual steps and turnaround times of various areas involved seem ok

Customer Service => Master Data  
=> Credit

So what is wrong???

- ▶ The trigger – Most new customers get created when the customer calls to place an order...



# Improving Customer Creation

## The Consequences...

customer-facing



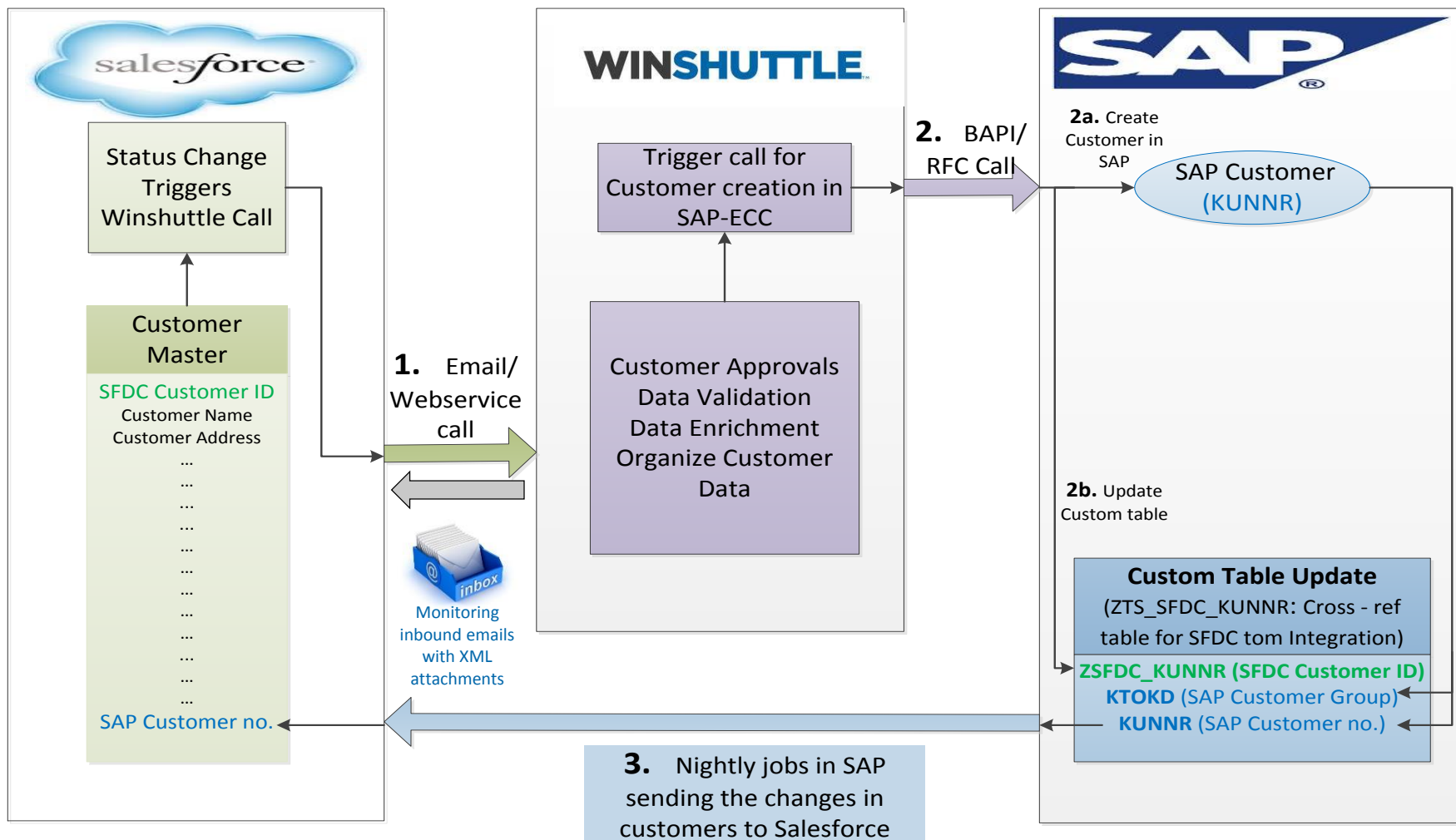
Delayed order fulfillment

Reduced customer satisfaction / Risk of losing customers

internal



# The Solution Idea



# IT Operations Support Model

Atos Origin - Adminstrate One.Help tickets reception and address to proper group.

Celanese IT Business Relationship Managers (BRMs)

Facilitate projects and issue resolution between Business and IT organization.

Infosys (Offshore India, and small on-site) Celanese IT

SAP:

Basis, Security, Development,  
XI, SD, MM,  
FI, Manufacturing, Portal

Non SAP:

SharePoint,  
Manufacturing applications

Operations

Servers

LAN/WAN

Infrastructure

Network security

PC Support

© Celanese



# IT/MD Teams Going Forward

## WEB Master Data requestors

Identify Issue and changes, report to MD team by e-mail.  
Once solution is ready then validate and approve changes.

## MD Team

Determine nature of the request and routed either to IT when technical issue, or to a MD team member for functional solution.

WS Technical Issue

- Ticket to IT
- Support test and approve changes

Functional changes, issues, training

- Consult WS for Know How
- Develop changes
- Observe IT Governance
- Provide user training

## IT

Validate Technical solution with WS Apply  
System changes, upgrades, and license  
administration.  
Enable remote access to WS as needed.

## Winshuttle

Advise on Functionality and/or provide Technical Support



# IT – Challenges and Opportunities

## Challenges

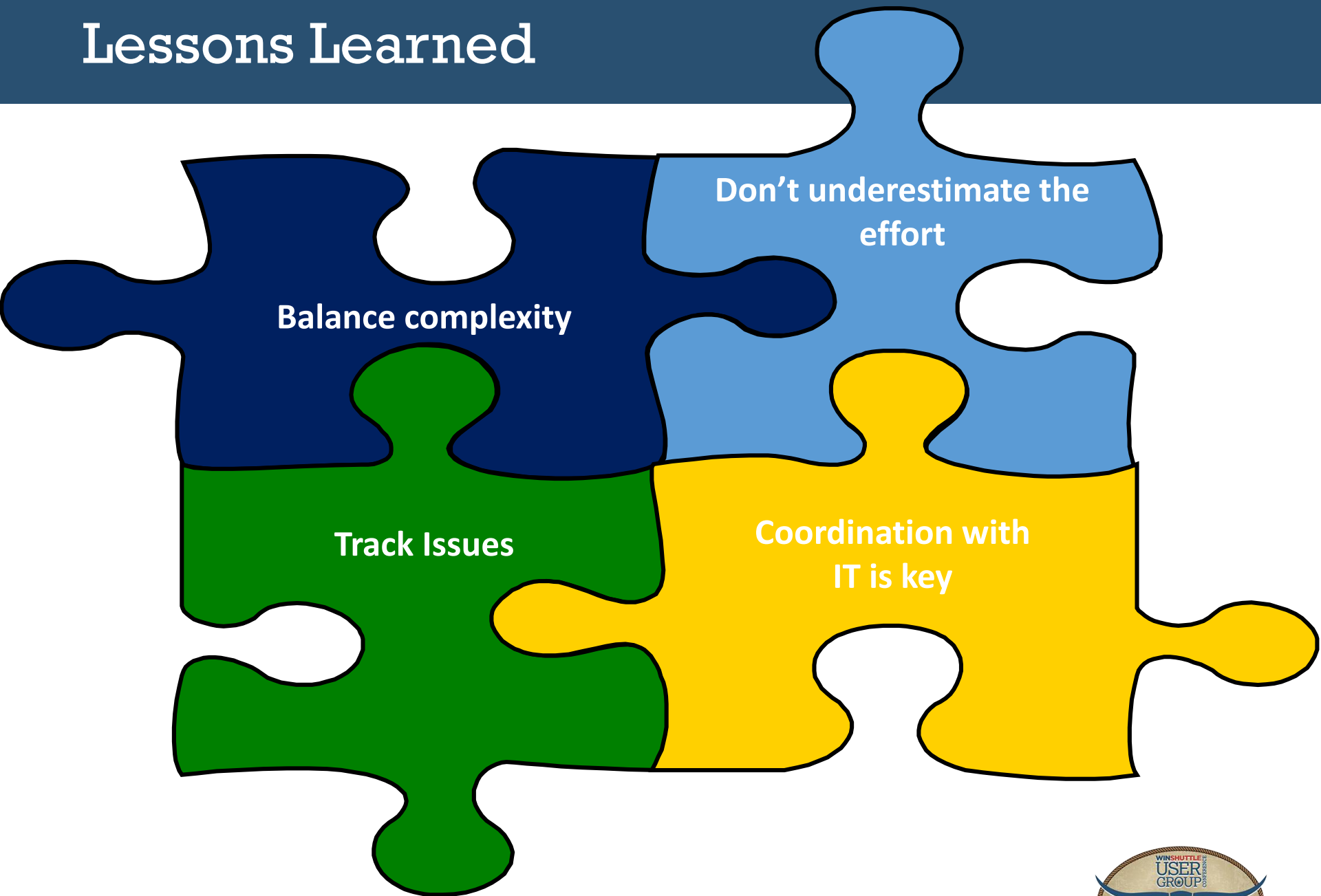
- IT governance
  - Setting the rules to allow Self Service without falling into a Shadow IT
  - Have the right set of privileges to minimize risk of using a powerful tool
  - Have visibility of the use of the tool, as IT still accountable for system integrity
- Dependency of different components and settings
  - Having the right set of skills at hand is key to narrow down issues and make sure systems are up an running
- Recognizing if issues are functional or technical takes time when we are brand new on the Winshuttle environment, which can be time and resource consuming

## Opportunities

- More coverage on Mobil devices
- Service offered as SAS to minimize in house cost



# Lessons Learned



Balance complexity

Don't underestimate the effort

Track Issues

Coordination with IT is key



