CDQ
COMPETENCE CENTER

# CDQ Good Practice Award 2024

# What is the CDQ Good Practice Award?


The **CDQ Good Practice Award** acknowledges world-class and innovative **data management initiatives paving the way for digital and data-driven enterprises**.

The award is an initiative of the **Competence Center Corporate Data Quality** (CC CDQ) and the **European Foundation for Quality Management** (EFQM), supported by a global jury of international data experts from practice and academia.

CDQ COMPETENCE CENTER

UNIL | Université de Lausanne

EFQM Leading Excellence

CDQ Good Practice Award Winner

## 2013

Better business performance by integrating Master Data Management as a natural part of business processes

CDQ Good Practice Award Winner

## 2014

Product data at AstraZeneca: Implementation of global governance

CDQ Good Practice Award Winner

## 2015

Bosch Data Quality Services Platform

CDQ Good Practice Award Winner

## 2016

Master Data Management @ Schaeffler

CDQ Good Practice Award Winner

## 2017

Geberit end-to-end assortment management

CDQ Good Practice Award Winner

## 2018

Predicting the tariff code of a material master using artificial intelligence

CDQ Good Practice Award Winner

## 2019

Data Management in all data areas: Data as key success factor for the digital transformation

CDQ Good Practice Award Winner

## 2020

A novel approach to automated decision making in Vendor Master Data Management

CDQ Good Practice Award Winner

## 2021

Evonik's Journey to a Touchless First-Time-Right Data Life Cycle Process

CDQ Good Practice Award Winner

## 2022

Enterprise Data Quality Score driven Data Excellence Approach

CDQ Good Practice Award Winner

## 2023

Construction of a Data Foundation Aiming at Connection and Sharing

## 2024

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Finalists' presentations (from 2016+) can be found here: https://www.cdq.com/request-best-practices

# Become a CDQ Good Practice Award finalist!

The CDQ Good Practice Award acknowledges world-class and innovative **data management initiatives**


**Huawei the winner of the 2023 CDQ Good Practice Award and Tetra Pak and Deutsche Bahn (the finalists)**

## 3 reasons why you should apply

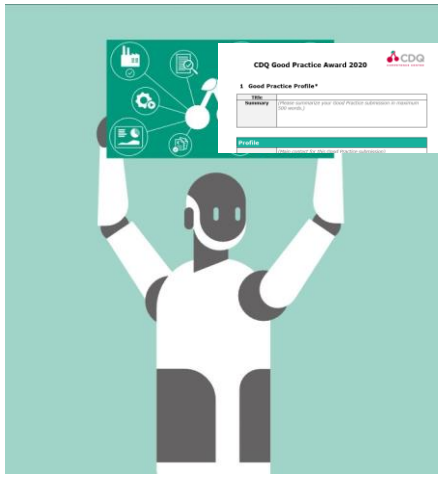
1. Significantly increase awareness for data management across your organization and beyond.
2. Receive valuable feedback on your data initiative from renowned experts.
3. Exchange views, receive high-quality insights and network with peers from the CC CDQ community.

Become a CDQ Good Practice Award participant in two easy steps:

1. Download the submission form
2. Send your submission until **September 30, 2024** to award@cdq.com

# Your way to the CDQ Good Practice Award trophy

Submit your good practice by September 30, 2024






**participants**

**finalists**

**Submission deadline**:
**September 30, 2024**

**Announcement of finalists**:
**November 4, 2024**

**Presentation and award ceremony**:
**November 27, 2024**

1. Download the submission form
2. Send your submission until **September 30, 2024,** to award@cdq.com

Visit https://www.cdq.com/events-insights/good-practice-award for further information.

# An expert jury evaluates submissions according to three criteria

## Evaluation criteria

| | |
|---|---|
| **Data Excellence** | The Good Practice provides evidence of data excellence, first and foremost with regard to data quality (defined as "fitness for purpose"), but also with regard to additional data related aspects, such as data compliance, data security and privacy, or data risk. |
| **Business Value** | The Good Practice demonstrates proven business value and supports the transformation towards the digital and data-driven enterprise. |
| **Innovation** | The Good Practice supports a new way of working or pioneers an original change in data management. The good practice stimulates new thinking, or lays the foundation for further innovation. |
| **Scale** | 1 little evidence · 2 some evidence · 3 significant evidence · 4 exceptional evidence |

## Evaluation process

### Selection of 3 Finalists

**CDQ Good Practice Award Jury**
Each submitted case is evaluated by minimum 3 jury members

### Selection of Award Winner*

**CDQ Good Practice Award Jury**
of submitted case

**CC CDQ Community**
of presented case

50% **Counts of the total score** 50%

**Winner of CDQ Good Practice Award**

*If necessary (in case of a drawn) Prof. Christine Legner will decide.

# Voices from previous finalists




# CDQ Good Practice Award article in the renowned CDO magazine

## How Merck, Nestlé, and SAP Achieved Data Excellence: Three Best Practices You Can Adopt

Dr. Christine Legner

Published on : 02 Aug 2023, 5:04 pm

With the exponential growth of data, the challenges surrounding data quality are also on the rise. Once a year, the Competence Center Corporate Data Quality (CC CDQ), together with the European Foundation for Quality Management (EFQM), honors companies with outstanding data management initiatives that address data quality challenges.

The three finalists Merck, Nestlé, and SAP demonstrated innovative approaches, laying the foundation for exploiting the value of data — in operational business processes, data-based decisions, or new business models.

**Learnings from Merck – Identifying critical errors with meaningful data quality scores**

The principle "You can't manage and improve what you can't measure," also applies to data quality. However, even companies that measure data quality do not necessarily see improvements.

Pharmaceutical company Merck (MSD – Merck, Sharp & Dohme) tackled this challenge by demonstrating how data quality can be measured in a way that identifies critical errors and sets the right priorities for data quality improvements.

For Merck, the quality of its product master data is business-critical for digital transformation, specifically in supply chain management. However, when a data quality dashboard was introduced as part of the master data program, there was virtually no change in the number of data errors despite the fact that some of the errors were costly and always exceeded the target value of the so-called pass rate (the quotient of passed data records and the total number of data records).

Dashboard


In June 2021, Merck introduced a Data Quality Score as a new measurement method that evaluates and weighs errors according to their individual relevance, taking into account the business relevance of the error (criticality for the business process and the importance of the business segment) and its dynamic aspects (the lead time and the age of the error).

One advantage of the score is that it can be aggregated along the relevant dimensions. For example, per region, business unit, or product, allowing data quality metrics to be presented in user-centric dashboards for different stakeholders.

Compared to the pass rate, the Data Quality Score provides more meaningful information and key performance indicators (KPIs) in terms of the business impact caused by data errors and where to prioritize error elimination. The end-to-end architecture is also noteworthy. Data quality measurements build on a data lake with a data quality engine and a data mart for dashboards and simultaneous integration with the data catalog.


Figure 2

**Learnings from Nestlé - "First time right" with automated business rules**

Getting key (master) data correct is often time-consuming and requires input from a variety of functional experts. If errors do creep in, corrections are very costly and cause many consequential problems in the business processes. Nestlé's approach to improving data quality in its master data management was to create new data records as error-free as possible - also known as "first time right."

Nestlé's good practice shows how the creation of new material data and its subsequent localization for different countries or plants can be automated to the greatest possible extent by means of certain business rules. At the same time, data quality was significantly improved.

For Nestlé, as a consumer goods producer, direct materials are among the most critical data in the company, representing raw and packaging materials as well as semi-finished and finished products. Quality and timeliness of material data are key to effective business processes in product development (Idea-to-Product), procurement (Procure-to-Pay), production (Plan-to-Execute), order processing (Order-to-Cash), and accounting (Record-to-Report).

The creation of material data is a complex and labor-intensive process that ranges between 15 to 30 days and must be repeated for each plant in which the material is used. Globally, this results in several hundred thousand requests for material plants per year.

Not only is this process lengthy, but it also requires the input of numerous functional experts who must understand the details of the various material fields to enter the correct value for a given context, resulting in data quality issues that negatively impact process efficiency.

Nestlé's idea was to automate the entry of material fields as much as possible using predefined business rules to ensure a consistent, fast, and transparent material activation process – even in times of organizational change. In a global project, the commonalities, patterns, and potential for improvement in the material system were first analyzed by 600 experts worldwide. The business rules were then defined and implemented using a standard tool: the SAP Business Rule Framework.

Through automated business rules, Nestlé achieves high-quality and consistent data and functional experts are relieved of administrative burdens. New materials can now be activated in seconds or days instead of weeks or months. The solution has proven scalable, with the global coverage already having reached 80%.

**Learnings from SAP - Machine learning to extract master data from free text data**

Forms are highly popular in online campaigns to collect information from prospects and customers. Since all information cannot be directly captured in a structured way, free text entries are often utilized to solve the problem. To subsequently process this data in an automated way, it is often necessary to manually rework the entries and record them in customer relationship management (CRM) and other systems.

SAP's good practice shows how machine learning methods can be used to extract structured master data directly from free text entries. The starting point was a backlog of more than two million contact details from various forms in which job titles and department names of contacts were recorded as free text fields.

With the existing mapping tables, only about 50% of the recorded information could be transferred directly into the CRM system, so employees had to post-process it manually. The considerable effort needed due to the different contexts, languages, and millions of different job titles caused a backlog that was no longer manageable.

Using machine learning, SAP implemented a scalable data mapping process. With a classification process, the free text information captured from the customer is converted into standardized codes with information on position and department,

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