How Unilever is Using Pega to Transform Master Data Across Multiple Domains and Improve User Experience

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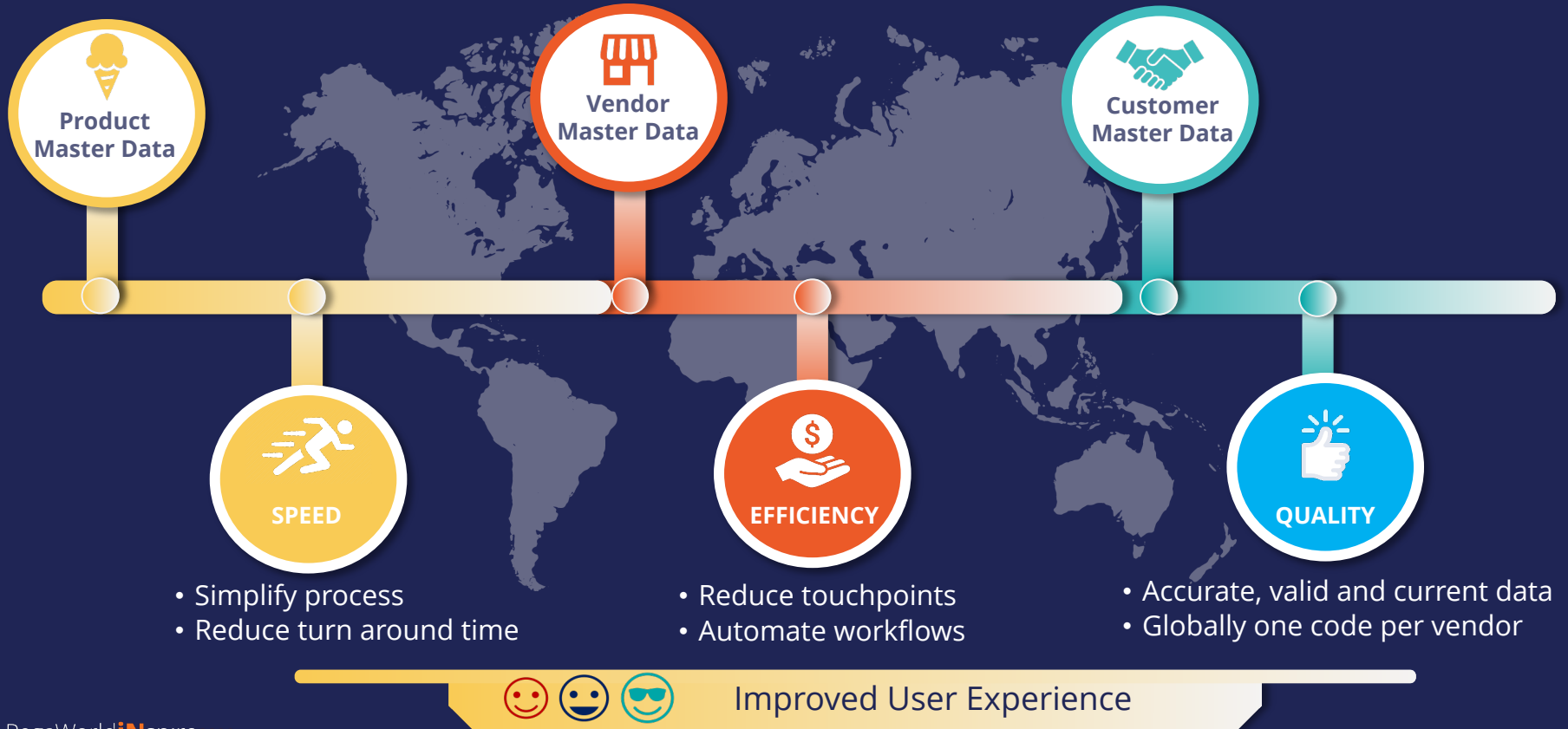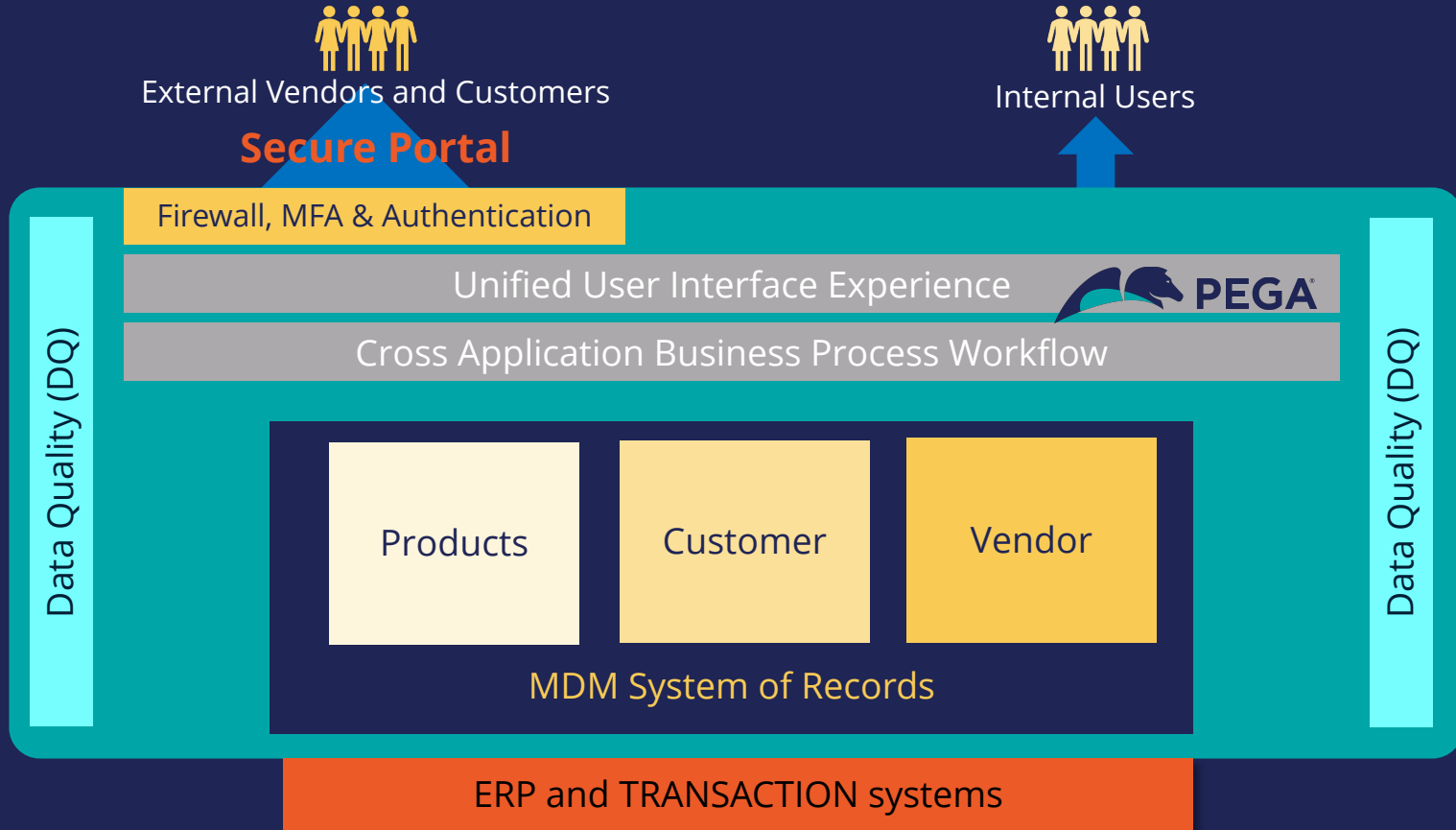Director, Industry Principal Manufacturing, Automotive & High-Tech, Pega

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MDM transformation

What, why and how

Product Master Data

Vendor Master Data

Customer Master Data

SPEED
- Simplify process
- Reduce turn around time

EFFICIENCY
- Reduce touchpoints
- Automate workflows

QUALITY
- Accurate, valid and current data
- Globally one code per vendor

Improved User Experience

MDM architecture

External Vendors and Customers

Internal Users

Secure Portal

Firewall, MFA & Authentication

Unified User Interface Experience **PEGA**®

Cross Application Business Process Workflow

Data Quality (DQ)

Data Quality (DQ)

| Products | Customer | Vendor |

MDM System of Records

ERP and TRANSACTION systems

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Benefits of Pega implementation

- Speed
- Data Quality
- User Experience
- Efficiency

Key Lessons

- Governance
- Minimum Viable Product (MVP)
- User centric
- Citizen Development