



November 2003

## **SAP Unveils Master Data App, A Key to NetWeaver Platform**

By David Kodama

Delivering on a promise it made at last year's SAPHIRE conference, SAP AG has released SAP Master Data Management (SAP MDM), a core component in its NetWeaver integration platform.

MDM leverages capabilities from such other NetWeaver components as SAP Exchange Infrastructure, SAP Business Intelligence, SAP Knowledge Management, and SAP Enterprise Portal to provide customers with a single system with which they can manage master data across applications, business units, and extended enterprises.

SAP says MDM can be implemented without altering existing systems and that it is flexible enough to adapt to established business processes and organizational structures. By improving the consistency of business-critical data, the new master data management offering helps companies "move to the next level of data synchronization to drive collaborative business processes," says Claus Heinrich, SAP executive board member.

SAP AG also launched its Powered by SAP NetWeaver initiative, a program designed to encourage partners to build new business applications. Companies can achieve Powered by SAP NetWeaver status by developing third-party applications deployed on SAP Web Application Server and accessible through SAP Enterprise Portal. Initial participants in the program include Merant, Metreo, TimeVision, Trigo, and Vertex. --D.K.

\*Reprinted from Managing Automation November/2003 © 2003 Thomas Publishing Company