



Discussion Panel – Achieving MDM Excellence is a Journey: Experiences, Leading Practices, and Future Visions

Moderated by Marc Hoffmann
Camelot Management Consultants

Kevin Leman

Director, Foundation Master Data – Abbvie

Stephanie Taylor

Manager, Global Business Services – Conagra Brands

Mike Alvarez

Director, Information Architecture – Cardinal Health

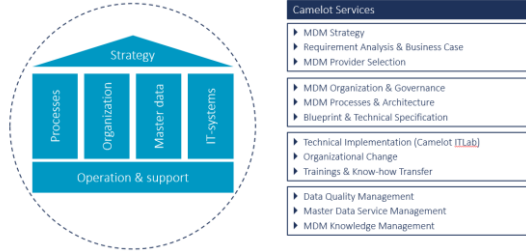
Kelli Grothen

Director, Integrated Services – Eli Lilly

FIVE REASONS TO CHOOSE CAMELOT AS A PARTNER FOR MASTER DATA MANAGEMENT

WE UNDERSTAND MDM HOLISTICALLY!

- Our holistic and integrated master data best practice framework enables us to accelerate MDM initiatives significantly



WE SPEAK THE CLIENT'S LANGUAGE!

- Our clear industry focus ensures that our consultants are not only experts for MDM but are also well familiar with industry specifics
- CAMELOT guided more than 20 companies of the global leading life sciences, chemicals and CPG companies in defining their long-term master data strategy, governance & organization

WE HAVE UNRIVALED SUCCESS STORIES!

- Camelot is the consultancy with the strongest track record of successful MDM projects
- More than 50 customers in the last 5 years in the areas of MDM strategy, governance, processes, and tools from the life sciences, chemical, CPG & manufacturing industries including:
 - One of the first SAP MDG implementations worldwide for the Merck Group
 - The biggest MDM program in life science industry for TEVA (including SAP MDG implementation)
 - The first SAP MDG 9.0 on HANA Enterprise Cloud

WE ARE AN INNOVATION LEADER!

- CAMELOT offers early insights in innovation projects for next generation MDM solutions like SAP MDG in the Cloud, IDMP, Value Driven Data Quality Management, Blockchain (see more <http://camelot-digital.com/en/>)
- CAMELOT is first mover & innovation leader for next generation MDM collaborating with leading universities and software providers

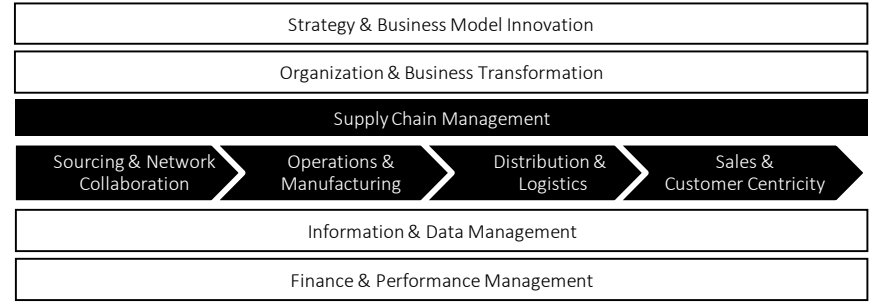
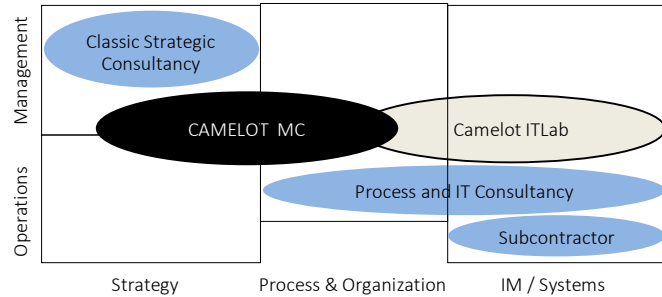
WE ARE A TECHNOLOGY LEADER!

- CAMELOT is # 1 SAP MDG system integrator & worldwide the only consultancy with full cycle SAP MDG implementation experience in the life science & chemical industries for all data objects (see also GARTNER's [Market Guide for MDM External Service Providers](#))
- CAMELOT offers unique MDM experience on SAP MDG for pharmaceuticals, chemicals and CPG with pre-configured deployment solutions & more than 200 universal and industry specific templates



CAMELOT MANAGEMENT CONSULTANTS IS A GLOBALLY LEADING CONSULTING SPECIALIST FOR VALUE CHAIN MANAGEMENT

Integrated management, process and IT capabilities



CAMELOT Management Consultants

- Founded 1996 in DE and US with the integrated capabilities approach: Strategy to results
- Profound expertise in process, CPG and manufacturing industries
- Core capabilities around Value Chain Consulting
- >450 consultants in Central Europe based in our offices Cologne, Mannheim, Munich and Basel
- Lead consultants worked in industry management functions and stand for feasible and quality results
- Thought and innovation partnerships with leading universities

CAMELOT International Group

- Global coverage with international teams of 1,700 consultants world-wide
- Camelot Innovative Technologies Lab (ITLab) being our incubator for new business applications developments
- Technology partnerships with software providers such as SAP
- Covering the Americas with CAMELOT US headquarters in Philadelphia, PA
- Covering Asia with a partner network in Malaysia, Singapore, China and India



QUESTIONS?

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