CM Configurable Management

Customer Master Accelerator™ and SAP® Business Partners

Simplify data governance of customer business partners through Customer Master Accelerator™

CMA key advantages

Remote-enabled function modules

Full access to all business address services (BAS) for customer and contacts

Multi-language support for text

Easily map data to custom fields

Honors user-exits and BAdI implementations

Enhancement spot options in /CFGMGT/ namespace to allow for company-specific enhancements

Progressive organizations are always seeking ways to improve and streamline the customer experience; from an initial sales inquiry through years of repurchases. The bedrock of a seamless customer experience with a company (whether it is with Sales, Customer Service, Shipping, or another group) is well-maintained and easily accessible customer information.

Integration of SAP ERP customer master information with third-party software is difficult
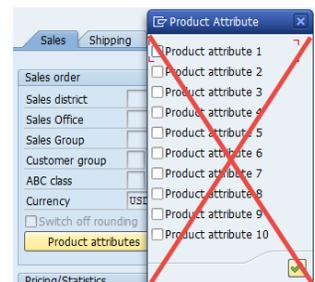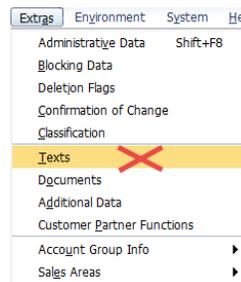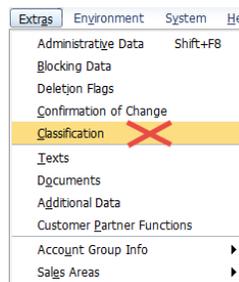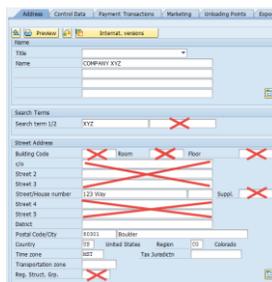
A common problem faced by many organizations that manage customer business partners in an SAP ERP system is the difficultly to integrate third-party software. SAP offers no APIs (known as BAPIs in SAP) to create or change customer information in the standard system. Integration with BAPIs is available, but only for companies that also own one of SAP's commerce software solutions; e.g., hybris®.

As a result of the above situation, companies that wish to integrate SAP customer master data records with other applications are faced with limited, and expensive, options.

ALE and batch input to manage customer master data has limitations

SAP Support is clear in their communication that BAPIs which allow for the creation and change of customer master data are *"intended exclusively for use in [commerce solutions],"* and that the BAPIs *"CAN NOT [be used] to create or change customer masters or consumers in the standard system."* The only option SAP provides is ALE or batch input; however, these options do not support the following functions:

- Central address management
- Classification
- Text
- Product attributes
- Custom fields[1]

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[1] Can be solved, but only with an enhancement implementation

Data migration of customer master data

More than ever, companies are faced with mergers, acquisitions, and divestitures. Business analysts and IT groups are then being asked to work together on the migration of data to, or from, an SAP ERP system.

Teams responsible for the data migration of customer master data will often turn to LSMW (Legacy System Migration Workbench). This tool is available in all SAP ERP systems; however, its large number of process steps, and the need for a more technical user, often make LSMW a less than desirable option.

LSM Workbench	Edit	Goto	Extras	System	Help

LSM Workbench: ZMIG_CUSTOMER, CREATE, CUSTOMER: Customer master data

User Menu   Numbering Off   Double Click=Display   Object Overview   Action Log

Process Step	Last Action (Date, Time, User)
Maintain Object Attributes	
Maintain Source Structures	
Maintain Source Fields	
Maintain Structure Relations	
Maintain Field Mapping and Conversion Rules	
Maintain Fixed Values, Translations, User-Defined Routines	
Specify Files	
Assign Files	
Read Data	
Display Read Data	
Convert Data	
Display Converted Data	
Create Batch Input Session	
Run Batch Input Session	
Start Direct Input Program	
Start IDoc Generation	
Start IDoc Processing	
Create IDoc Overview	
Start IDoc Follow-Up	
Frame Program for Periodic Data Transfer	

Laying the groundwork for a superior customer experience

Configurable Management's Customer Master Accelerator (CMA) is two (2) remote-enabled SAP function modules. The first function module provides an interface to the customer business partner, and delivers functionality for create, change, block, unblock, flag for deletion, and maintenance of credit management. The second function module retrieves customer master information.

CMA solves the challenges of interfacing customer master information to and from other software applications, while also providing a means of effectively dealing with the limitations of ALE and batch input. It essentially clears a path for open communication of customer master information by integrating with, and extending the existing system architecture. CMA is a necessary step toward a superior customer experience.

Building momentum with Customer Master Accelerator

After a company has imported the CMA solution into their SAP ERP system, they are ready to accelerate projects. CMA can be used by companies in a number of ways:

- Internally in SAP; allowing other SAP programs to interface to it
- In combination with Winshuttle Studio™
- As the interface for a web service built with Winshuttle Composer™
- As the interface for any other third-party software with an RFC adapter to connect to SAP

About CMA

Customer Master Accelerator has two (2) remote-enabled SAP function modules designed under the /CFGMGT/ namespace that can be used by corporations as a stand-alone solution, or in combination with any third-party application that has an RFC adapter to connect to SAP. Its advantages in four key areas set CMA apart from other solutions:

Well-defined interface – CMA uses standard SAP data dictionary objects for both of its remote-enabled function modules. Import and export parameters use non-technical names so that the areas of the customer master are clearly understood.

Encapsulation – CMA uses a simple, common interface for customer master creation, change, blocking, unblocking, deletion, and credit management. An understanding of the object programming details is not required to use CMA and its interface.

Extensibility – Along with common enhancement options offered by SAP, CMA provides pre-defined explicit enhancement options that allow developers to extend the capabilities of CMA to meet specific needs of the business.

Security – SAP application roles and authorizations of the user account are enforced.