



Highlights

- Achieved business transformation goals
- Created business agility
- Developed capability to go to market faster
- Reduced costs and duplicate services

About Procter & Gamble

- \$82.6 billion in revenues for 2010
- 80 countries
- P&G brands serve 4.4 billion people
- #22 on 'Fortune 500'
- #6 on Fortune's 'Global Most Admired Companies'
- #12 on BusinessWeek's 'World's Most Innovative Companies'

P&G Transforms and Digitizes Business Operations through Business Architecture and Enterprise Architecture

Procter & Gamble (P&G) has declared it wants to be the first consumer packaged goods company to digitize from end-to-end. The company's Going Digital program is based on the foundational work provided by its enterprise architecture (EA) program. As part of this EA program, covering people, processes and tools, P&G used the MEGA Suite to document, understand, and change the way the company operates, establishing a business and enterprise architecture. This was the groundwork for the digital strategy that will help P&G create new business agility, eliminate duplicate resources, and reduce costs.

P&G Leads the Consumer Industry

P&G has employees in more than 80 countries. The company's goal is to provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come.

P&G is sustained by its Global Business Services (GBS), which provides shared services (human resources, IT, purchasing, consumer relations, financial management, and many other business functions). GBS is transforming the way business is done and has already saved the company more than \$900 million.

Business Transformation to Create a New Future

GBS decided to move beyond its existing solution architecture program to create an enterprise business architecture framework to help digitize P&G from end-to-end. With a better way to



“P &G is digitizing to drive business value. We are transforming our capabilities to enable growth, productivity, and speed to market by creating a real-time decision-making environment. The MEGA Suite is an excellent tool to capture our capabilities and processes, and drive simplification.”

Mark Dorfmueller, P&G Shared Services, Principal Enterprise Business Architect

“We knew P&G needed a proactive approach at this time, a true architectural framework. A long-term vision could help improve services while reducing the number of development projects and the resources devoted to them.”

Michael Fulton, P&G Shared Services, Internal Operations Platform Architect

document, share, locate, and reuse important information about processes and resources, GBS could continue to improve and streamline services and help the company grow.

Previously, P&G had an issues-based architecture program, along with talented architects. But it wasn't comprehensive or efficient enough to propel the company forward quickly in highly competitive and evolving markets. At the same time, individuals were recording and sharing vital corporate information using simple office tools - tools that did not provide historical knowledge or reuse capabilities. A centralized knowledgebase containing up-to-date information for individuals and teams to share would be an important underpinning of the new architecture.

Business/Enterprise Architecture Solution Needed


Once P&G identified the need, a team of architects and lead users began a vigorous process to assess enterprise architecture modeling solutions. GBS needed an EA solution that delivered flexibility, scalability, and specific capabilities, and the group conducted an extensive search and evaluation of available options.

The goal was to select a solution that would help GBS establish the means to deliver information that business leaders needed in real-time. This information would need to be consolidated from systems around the world in a single interface. GBS wanted software that allowed the company to create business agility and flexibility, and support the company's ongoing innovation in consumer products.

MEGA Delivers the Best Option

The P&G evaluation team deemed the MEGA Suite as the best option and it was scored as the most well-rounded product on the market for the company's needs at the time.

The MEGA Suite provides a comprehensive understanding of both business and IT architecture. This creates a vital information resource to support innovation and improve



“We discovered, by comparing several options, that the MEGA Suite was the one solution that best met our needs. It offered the breadth and depth of capabilities and quality that we sought for this significant initiative.”

Michael Fulton, P&G Shared Services, Internal Operations Platform Architect

business decisions, while increasing the value and cost-efficiency of IT for the enterprise. For P&G, it was the first step toward centralized information and the way to see and understand how the company's business processes related to the thousands of business applications used to support and deliver the business.

In addition to offering proven software, MEGA provides consulting from its experts in enterprise architecture, business architecture, business process analysis and other related areas. The company's consultants offer important assistance to jump-start programs, execute projects efficiently, and help companies achieve long-term goals, especially in complex and challenging environments. In P&G's case, MEGA consultants helped get the enterprise architecture program off the ground quickly and effectively.

New Architecture Creates Opportunities to Excel

GBS deployed the MEGA Suite as the company's system of record for business, information, application, and technology architectures. The Suite had been designed to let GBS map out and understand processes and how they relate to the services GBS delivers. It can also be used to identify and eliminate redundancies and gaps. By locating overlapping services, GBS expects to be able to develop and deliver these shared services at lower cost, resulting in financial savings for the company.

The MEGA Suite has become the system of record for all architectures: business, information, application, and technology. It is one of the core systems for the ERP4IT landscape on which GBS runs shared services for the company. The MEGA Suite allows information to be changed once in the repository and then the updated data flows across the ERP4IT landscape.

EA Software Solution Provides Business Benefits

MEGA has exceeded all adoption expectations at P&G, which currently has 10 times the number of users than were initially



“Most important, the MEGA Suite has helped us transform our business, so that we can be more competitive in challenging markets and respond faster to opportunities.”

Michael Fulton, P&G Shared Services, Internal Operations Platform Architect

“MEGA has provided us with a way to have a central catalog of key aspects of our IT landscape. We can now see relationships between business processes, the applications that they use, the information that they manage, and the technologies that the applications use. This ability to cross domains is a key advantage of the software.”

Troy Radakovich, P&G Shared Services, Supply Chain Platform Architect

projected. Growth is expected to continue for at least several more years. Process modeling has been used to visualize and drive business transformation. Impact analysis has improved and it is easier and faster to identify new solutions and rationalization opportunities.

Currently, many people in different company business areas benefit from the consolidated information in the repository: enterprise architects, business architects, business process modelers, project teams, GBS service managers, application managers, and strategic suppliers to P&G.

A key benefit of the MEGA Suite has been the retention of important IT knowledge. Before, when individuals left the company or transferred to a new job, much of their knowledge left with them. By maintaining information in the MEGA repository, GBS improves continuity and preservation of critical information.

The MEGA Suite provided another significant advantage, the ability to consolidate on a single application catalog. GBS reduced more than 25 application lists into a single catalog using the MEGA Suite. GBS also used the software to create a product data record, which is now the underpinning of product lifecycle management. In addition, this model is now being used in other areas.

Recently, P&G realized a need to audit a database. Information in the MEGA repository helped GBS quickly identify the database owners so they could be linked immediately with the auditors. Previously, this would have likely taken several days.

The MEGA Suite has been used successfully at P&G to add business value, as part of the broad enterprise architecture transformation.

