

SAP & MapmyIndia Empower Enterprises to Manage Business Growth with Quality Data

SAP Data Quality Solution and MapmyIndia standardize and consolidate customer data for enterprises in India

INDIA — Oct. 30, 2012 — SAP India, a subsidiary of [SAP AG](#) (NYSE: SAP) today announced its partnership with MapmyIndia, India's leading organization in digital maps, navigation and location-based services. Now powered by the India Address Directory from MapmyIndia, the SAP Data Quality Solution will enable enterprises in India to cleanse, de-duplicate, standardize and consolidate data.

India's National Association of Software and Services Companies (NASSCOM) forecasts that the Big Data business in India will be worth as much as \$1.2 billion within three years, a six-fold increase from current levels. As businesses confront the challenges of managing massive volumes of data in real-time, ensuring high quality information has emerged as one of the biggest inhibitors to providing trusted insights for effective business operations. Additionally, with customer data captured from multiple sources like ERP, CRM and external sources, it is critical to have access to accurate and current customer data to realize enriched business processes at reduced costs. The challenge gets magnified in India where names and addresses are diverse and non-standardized.

MapmyIndia's extensive address directory covers over 10 million addresses across 4000+ cities and 600,000 villages, and provide a definite match to almost all addresses in India. The India Address Directory will empower the SAP Data Quality Solution to verify precision of data, profile, cleanse and standardize enabling enterprise customers to manage customer records effectively having a direct impact on business operations and profit improvements.

"MapmyIndia's India address directory provides extensive address information for the entire country including major cities and remote villages." said, Rohan Verma, Director, MapmyIndia. "MapmyIndia updates this directory every six months and will enable the SAP Data Quality Solution to refer to this updated, comprehensive information to cleanse, de-duplicate and standardize the addresses, thereby offering precise and current data to Indian customers."

Recognized as a leader at Gartner's 2012 "Magic Quadrant for Data Quality Tools"⁽¹⁾ SAP continues to gather momentum in the Enterprise Information Management market. Providing data quality management solutions that seamlessly embed into every application and dashboard is the best way to help ensure that each employee, decision, and business interaction is powered by trusted information.

"Industries like Retail, Manufacturing, Utilities and Financial Services, which thrive on address data, are constantly seeking standardized and managed customer records." said, Maneesh Sharma, Head - Database & Technology, SAP India. "The SAP Data Quality Solution which now includes pan-India address coverage provided by MapmyIndia will enable enterprises across sectors to boost operational performance, cut costs and drive business growth."

The SAP Data Quality Solution and MapmyIndia India Address Directory will enable enterprises across sectors to:

- Improve business operations and customer experience
- Be more compliant with government regulations on Know Your Customer (KYC) norms (Banking and Financial institutions) by ensuring an improved regulatory/compliance framework.
- Access standardized and de-duplicated data of products, suppliers, vendors, and freight forwarding agents resulting in operational efficiency.
- Effectively cross-sell and up-sell products based on accurate data for customer preferences and demographics helping to optimize marketing campaigns at reduced costs.
- Better manage purchasing and supply chains thereby improving customer experience and effectiveness of loyalty programs.
- Mitigate receipt and return fraud.

(1) Gartner “Magic Quadrant for Data Quality Tools”, Ted Friedman, August 8, 2012

About Magic Quadrant

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About MapmyIndia

MapmyIndia is India's leader in premium quality digital map and data, GPS, location-based services (LBS), GIS and location-based business intelligence solutions for consumers, enterprises and government. MapmyIndia pioneered digital mapping in India, and since 1995, through continuous field surveys and state-of-the-art mapping technology, has built its proprietary MapmyIndia Maps, the most comprehensive, accurate, robust, reliable, full-featured and continuously updated map dataset for all India. MapmyIndia is the brand of CE Info Systems (P) Ltd., an ISO 9001-2012 company, founded and headquartered in New Delhi in 1992. For more details, visit <http://www.mapmyindia.com>

About SAP

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 195,000 customers (includes customers from the acquisition of SuccessFactors) to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

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