

SUNCOR ENERGY INC. CUSTOMER PROFILE

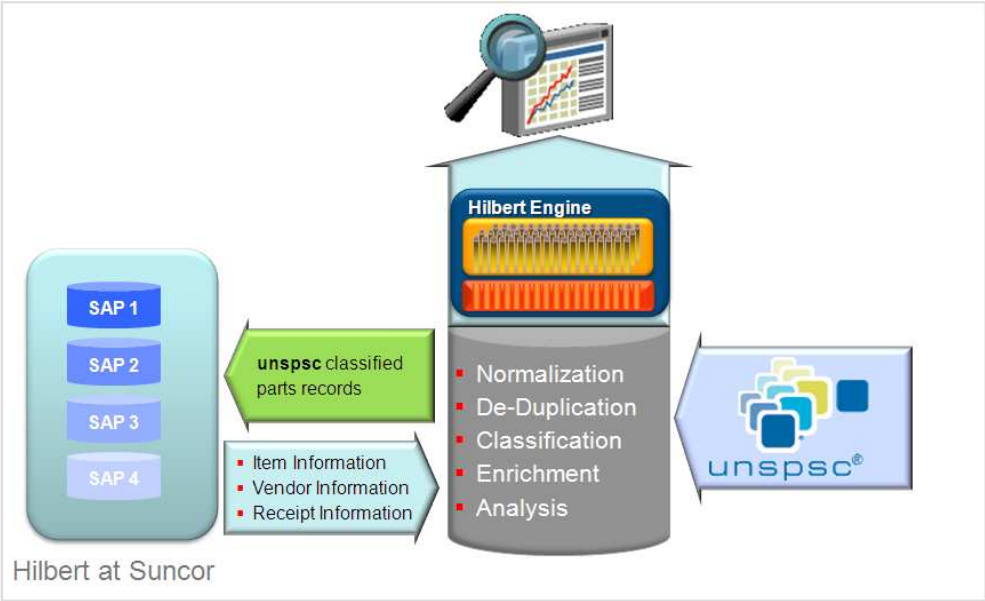


Where Speed Translates to Profits

- Customer:** Suncor Energy Inc.; <http://www.suncor.com/>
- Industry:** Oil Production
- Application:** Data Migration SAP; UNSPSC (re)classification; SAP Master Data Management (SAP MDM), Data Cleansing, Spend Analysis, Strategic Sourcing
- Hilbert Products:** Hilbert Engine, Hilbert ExploreData

Business Challenge: In preparation of its next SAP migration Suncor needed to achieve a high quality of its purchasing data to be able to make sensible use of its SAP Master Data Management (SAP MDM). The requirement was to ensure the quality of the data (no duplicate records, no errors in the data) and to classify each item according to the UNSPSC standard as a basis for a spend analysis in the SAP system. The data is stored in 4 separate databases and contains 90,000 part numbers from 5,000 vendors. Suncor asked a leading IT-consultancy company, specialized in SAP software, to classify their part numbers based on the UNSPSC code, which contains 22,000 entries and to clean up its data. After 2 years the IT-consultancy company had only classified less than 30% of all part number records and had not yet significantly cleaned up the data entry errors in the databases.

Business Scenario:



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Business Solution: With Hilbert ExploreData all data from the four SAP databases were loaded into the Hilbert Engine. This corpus of data was normalized, cleansed and categorized accordingly to the UNSPSC code by using Hilbert ExploreData. By accurately matching Vendor Name, Vendor Manufacturing Part Number, and a "fuzzy" match of item description, Hilbert identified approx. 5,000 duplicate candidates that had been missed during the 2 year effort of the other IT company. These duplicates represent over \$1 Million worth of unnecessary inventory.

The categorization based on the UNSPSC code was done using Hilbert's advanced text matching algorithms to match the free form text item descriptions included in the Material Master records to the descriptions provided in UNSPSC. With compensations built in for misspelling, concatenated words, abbreviations, etc. and with the ability to include Suncor specific matching rules, 93% match accuracy was achieved. The remaining data was too corrupt to be of use.

- Performance:**
- 93% of the 90,000 parts were successfully categorized accordingly to the UNSPSC code enabling spend analysis operations
 - Immediate cost savings of more than \$1 Million by identifying duplicates
 - Project was finished after 6 weeks
 - Standard PC/Server technology was used

- Business Benefits:**
- Fast and accurate data analysis
 - Automatic categorization of parts accordingly to UNSPSC
 - Greatly improved data quality

About Hilbert: Pennsylvania based Hilbert Technology Inc. is an international provider of data management and analysis solutions for large and medium size enterprises worldwide. The offering is based on the revolutionary, patented Hilbert Engine technology for the ultra high-speed access, manipulation, storage and analysis of large volumes of structured and unstructured data. The Hilbert solutions are offered as industry or process specific solutions. Organizations in public services, law, government, finance, communications, whole- and retail sales, transportation & tourism and chemical & pharmaceutical can employ Hilbert solutions to gain unparalleled speed in access and analysis over large data volumes.

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