**Elisa Westerberg**

0:00  
Hello.

0:01  
What is your name and where are you from?

0:03  
What is your role?

0:05  
My name is Elisa Vester Paris.

0:08  
I'm from Finland, but I'm living here in UAE.

0:12  
But you don't know.

0:13  
That's right.

0:14  
Yeah, we want diversity.

0:16  
Yeah, that's good.

0:17  
So what is your name?

0:19  
My name is Elisa Vester Paris.

0:20  
And I'm originally from Finland, but I'm living here in UAE.

0:24  
And what is your role?

0:26  
My role is that I'm Product owner called Product Master Data in our Riva program.

0:32  
And could you provide us with an example where incomplete data has had an impact on your work.

0:40  
Incomplete data in product Master data is very important with the correct product, with the correct data, you are able to get the benefits.

0:49  
In your business processes you are able to get the statistics as you are.

0:54  
You are able to share the information.

0:57  
Incomplete product data especially is easy to see now in the RAIWA that we have too many duplicate data with the entire system and we are not able to get the proper global harmonisation across the whole and you're with the global team.

1:13  
What steps or initiatives should be taken to improve our data quality and grid integration?

1:20  
We should every day pay attention of the data.

1:23  
It is coming that when you are even using the data in the business processes, when you use that, when the booking the order or or creating the bill of materials or the doing the purchase orders, that's the place where you should pay attention.

1:36  
You use the correct identification.

1:38  
You don't use the duplicates.

1:40  
You avoid the generic kind of like kind of like free text codes and being free text topics.

1:47  
So we should take that one in part of our work, let's say, Yeah, that's good.

1:54  
So what steps or initiatives could be taken to?

1:57  
Yeah, yeah, what steps or initiatives could be taken to improve data quality for PGGI?

2:04  
Where does PGGI suck?

2:15  
The topics were the the biggest challenges in the product master data area in P33I I can see today is that unfortunately you are using today too much free text codings, free text items.

2:28  
What are causing the challenges to have a visibility properly of the data, visibility of the what you are selling, what you are buying.

2:38  
And also now the initiatives where you are really trying to improve that, that use more like a globally accurate generic codes and also using the processes where it creates the correct unique unique IDs and you need to use that in the processes that will bring the benefits in the future.

2:56  
Thank you very much, Elisa.