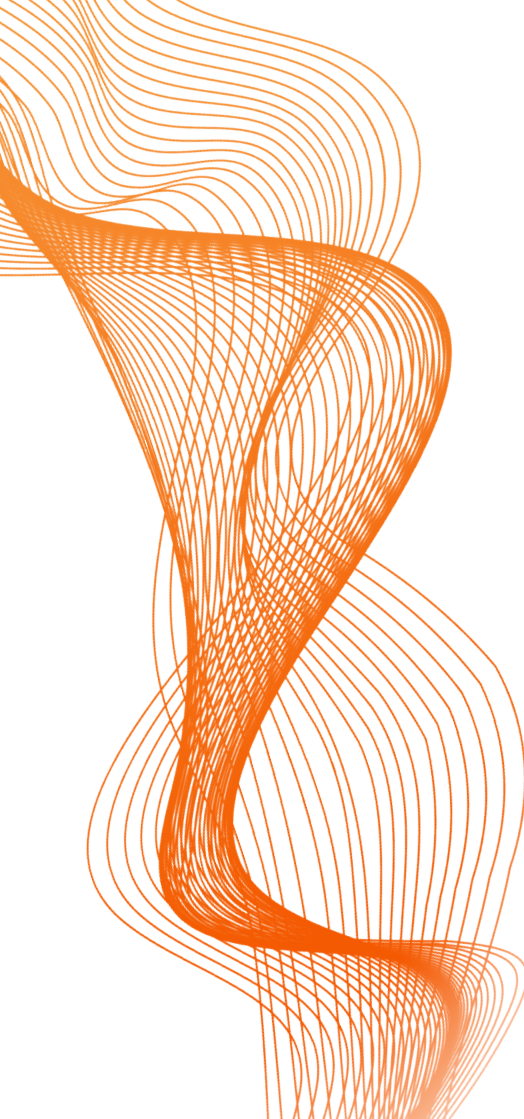




MAE TRO

Data Mastery. Process Simplicity.



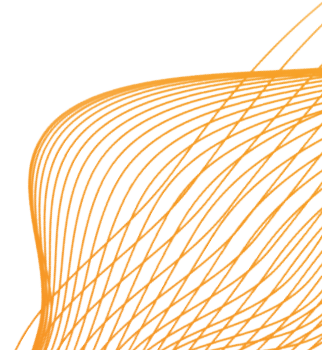
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REAL STORIES, REAL IMPACT

The most powerful story is the one our customers tell





Liz Cotter
Global Data Manager
WaterWipes

“

Maextro proved to be **the perfect solution** for our MDM and governance needs, setting the stage for significant advancements in our data landscape with BTP this year. Such an **innovative tool and use of BTP.**

”

MASTER DATA MANAGEMENT

OVERVIEW

What is Master Data Management?

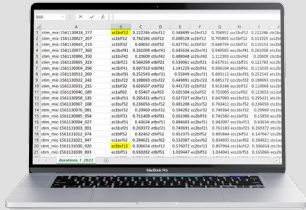
Master Data Management ensures that your core business data is consistent, accurate, and up to date across the entire organisation. It creates a single source of truth - eliminating duplicates, errors, and inconsistencies - so every team can rely on the same high-quality information.

What is Master Data Governance?

Master Data Governance is a practice and rulebook for your data. It defines the policies, roles, and responsibilities that keep your data secure, compliant, and well-managed. With MDG, only the right people access the right data, and every process is transparent and auditable.

Why should
you care about
MDM and MDG?





Without MDM & MDG

- **Customer details saved three times in different systems:** wrong orders, duplicate invoices
- **Sales team chasing missing product info:** delays in launching new products
- **Finance department manually editing reports and fixing errors:** wasted hours
- **IT team flooded with routine data change requests**
- **No clear owner for supplier data:** contract risks and compliance gaps
- **Manual spreadsheets:** typos, duplicates, lost files
- **Each department keeps its own version of data:** “multiple truths”



With MDM & MDG

- **One clean customer record:** invoices right, deliveries on time
- **Product data ready and consistent:** faster time-to-market
- **Reports run first time, every time:** faster month-end close
- **Business teams update records directly:** IT free for higher-value work
- **Defined ownership and audit trails:** safe, compliant procurement
- **Automated workflows:** validated data, approvals tracked
- **Single source of truth:** everyone works from the same data

With MDM & MDG, your data works for you -
clean, governed, and ready to fuel innovation.

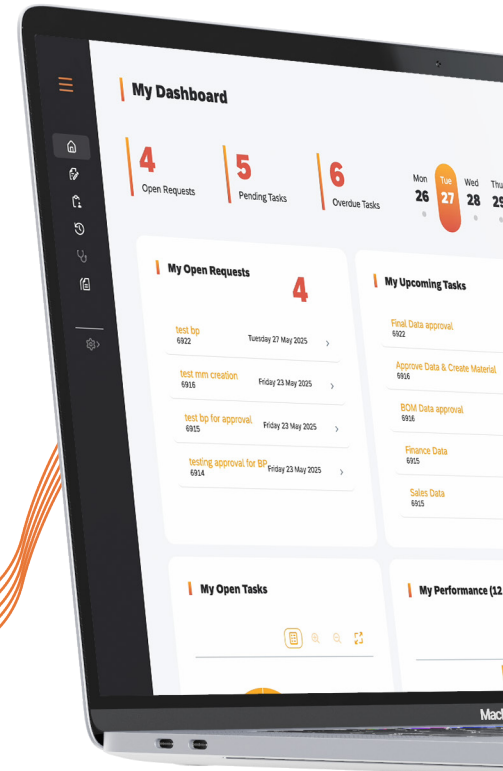
MEET MAEXTRO

SAP certified, Clean Core,
built on SAP BTP

AI-infused experience

Simple Interface Design,
Effortless User Experience

On desktop, tablet and mobile



Companies report that using MDM software has led to an average increase of 15% in overall organisational efficiency.*



All Your...

...Article...

...Material...

...BOM...

...Vendor...

...Asset...

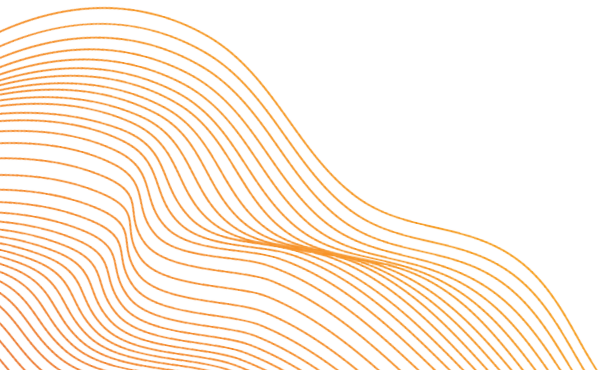
...Finance...

...WBS...

...data in one place



WHAT CAN YOU DO WITH MAEXTRO



● Build (with no code configurator):

- Workflow processes
- Business rules

● Operate:

- Through simple, intuitive UI5 applications
- AI chatbots to automate processing
- XLS validation
- Mass Processing of Data Records

● Integrate:

- With third party systems
- Out-of-the-box with backend SAP systems

● Monitor:

- Requests
 - Audit logs
 - Performance and bottlenecks using KPI's
 - Automated Email reminders
- 

56%

of organisations use **Master Data Management (MDM)** to improve data consistency

60%

of MDM deployments are now **cloud-based**, supporting greater scalability.

60%

of UK SAP customers cite **data quality** as a major concern.

80%

increase in productivity reported by **Maextro** customers.

83%

of customers experience **improved customer satisfaction** due to cleaner, more reliable data.

6x

faster product launches achieved by retail sector customers using **Maextro**.

5x

return on investment (ROI) from AI initiatives.

30%

savings in IT operational costs.

70%

reduction in compliance risk.

CASE STUDY

RS COMPONENTS



THE CHALLENGE

1

Reached a ceiling in product induction due to legacy system limitation

2

Working with a system designed for stability, not agility

3

Manual processes that once worked were collapsing under scale

4

Workarounds, including scripting tools, LSMW, BDCs and other third party loading products, gave temporary relief but did not deliver value

THE RESULTS

- Centralised, accurate data
- Eliminated bottlenecks with automation
- Parallel processing now scales with demand
- Intelligent error handling that keeps work moving
- Scalable data architecture
- Increased operational efficiency

THE IMPACT

Employees freed from repetitive tasks can now focus on value adding work

Faster product induction means more choice for customers

Immediate visible difference to customers with more reliable service and enhanced customer experience

With scalable systems, ambition is no longer limited - positioning the business for growth and acquisitions

From **15,000** new articles per month
to **72,000** new articles per month

TAKE A PEAK.. FEATURES



MS Outlook & Teams Integration

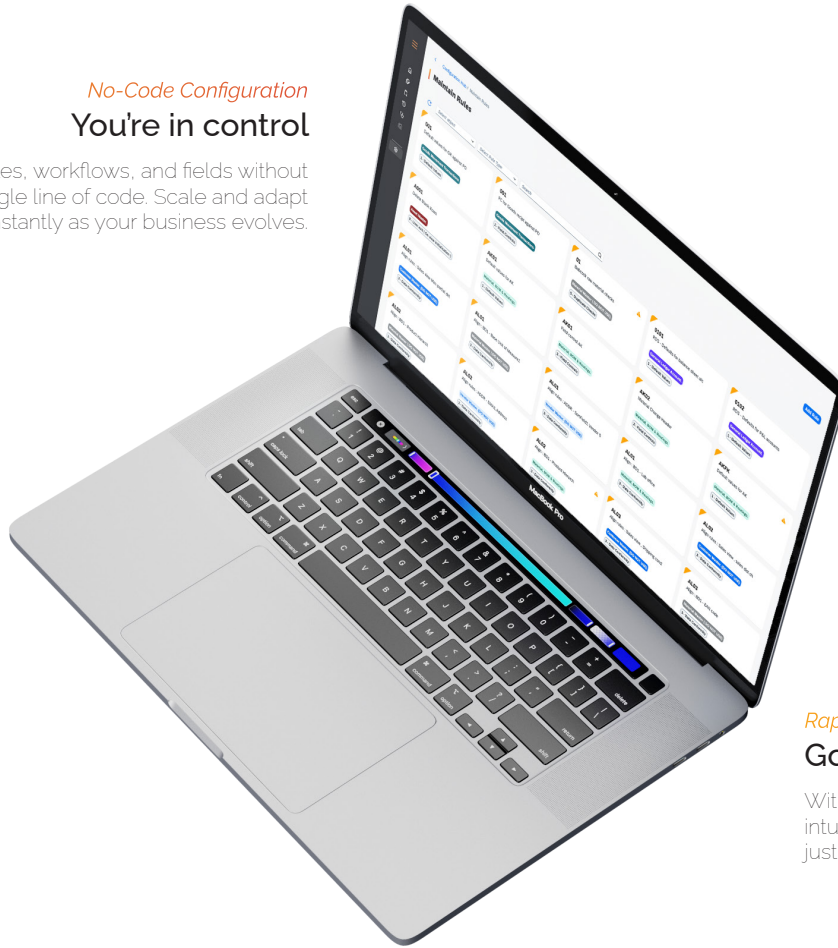
Work where you already work

Approve requests directly from Outlook or Teams - even on your phone.
No switching apps, no delays.



No-Code Configuration You're in control

Build rules, workflows, and fields without writing a single line of code. Scale and adapt instantly as your business evolves.



Rapid Onboarding & Training

Go live in weeks, not months

With built-in e-learning, user guides and the intuitive interface, teams get up to speed in just one day.



Seamless Integrations

Your data flows where you need it, without friction

Connect easily with third-party systems through robust APIs.

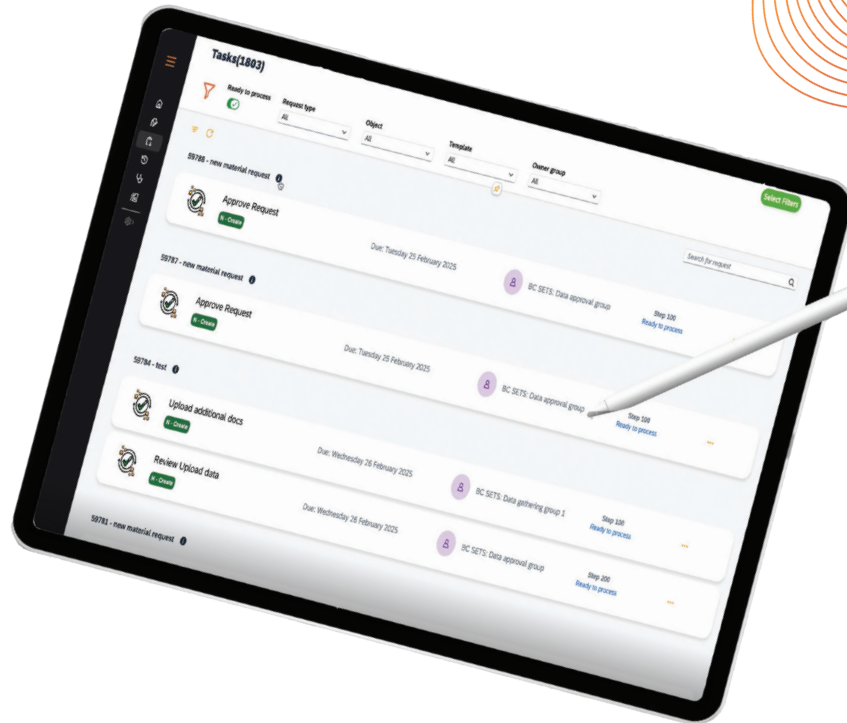
One Platform, No Chaos

Everything you need,
connected in one place

Say goodbye to clunky, ineffective templates.

Automated Data Entry No more costly errors

Save hours every day with automation that eliminates repetitive tasks (up to 87% time saving). Clear process, rules and roles keep data clean and consistent.





Scale Without Limits

Rapidly increase data processing capacity - without bottlenecks.

With Create and Change Mass processing - there are no limits. Onboard 1,000 new vendors in a single day and launch new products to market faster than ever. Plus, export to Excel for offline processing.





JUST IMAGINE

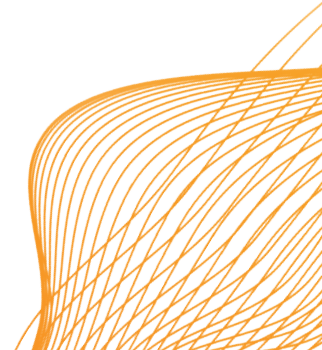
FULLY TRUSTING YOUR DATA





REAL STORIES, REAL IMPACT

The most powerful story is the one our customers tell





Jennifer Barker Hodges
Strategic Transformation Leader
RS Group

“ Our end users have responded positively to Maextro, thanks to **Bluestonex's efficient integration** and our strong change management support. ”

CASE STUDY

SHS Group

SHS Group, one of the UK and Ireland's leading FMCG companies, like many fast-growing organisations, was struggling with fragmented processes, manual interventions, and the absence of a centralised data governance framework.

Their master data processes were disparate, difficult to manage, and prone to gaps.

The consequences?

Slowing operations, reduced visibility, and compliance risks. SHS decided it's time for a scalable, SAP-integrated solution which will simplify workflows, enforce business rules, and embed governance into their operations. **Enter Maextro.**

The project followed a phased approach, starting off with mapping of processes and rules, followed by configuration of workflows, UIs, and validations in Maextro, then unit testing followed by user acceptance testing and finally training and handover to SHS teams ahead of go-live.

Maextro quickly moved from rules being enforced through Excel spreadsheets, unclear ownership of master data and no formal audit trail to data accountability, clarity and consistency. By focusing on usability, automation, and scalability, Maextro not only fixed immediate pain points but also now continuously provides a strong foundation for future growth.

Maextro Material Master Module:

This module enabled the deployment of tailored templates and workflows for Material creation, Material changes, Material extensions, Material blocking, Templates customised by Division, Plant, and Material Type.

Maextro Sales Pricing Module:

This module implemented automated workflows for pricing approvals and detailed templates for Base price changes and Customer-specific pricing updates. It enabled system-driven calculations of new prices with clear visibility into historical and proposed pricing.

For SHS, these changes have been game-changing. By combining automation, intuitive interfaces, and governance-ready workflows, Maextro has enabled SHS to move towards a cleaner core SAP system, ensuring data accuracy, operational efficiency, and stronger governance across the organisation.

"Setting up a material master typically requires **227 fields** to be populated. With Maextro, our users only need to complete around **70 fields**, significantly reducing manual effort and complexity."

THE VOICE OF OUR COSTUMERS



Jason Lecky
Applications Manager
SHS Group

“ Maextro has streamlined our material master process, **reducing complexity and improving data quality**. It's allowed us to focus on value-added activities rather than repetitive data entry. ”





LEADING ENTERPRISES

Join the businesses who decided their data matters.



ABOUT MAEXTRO'S JOURNEY



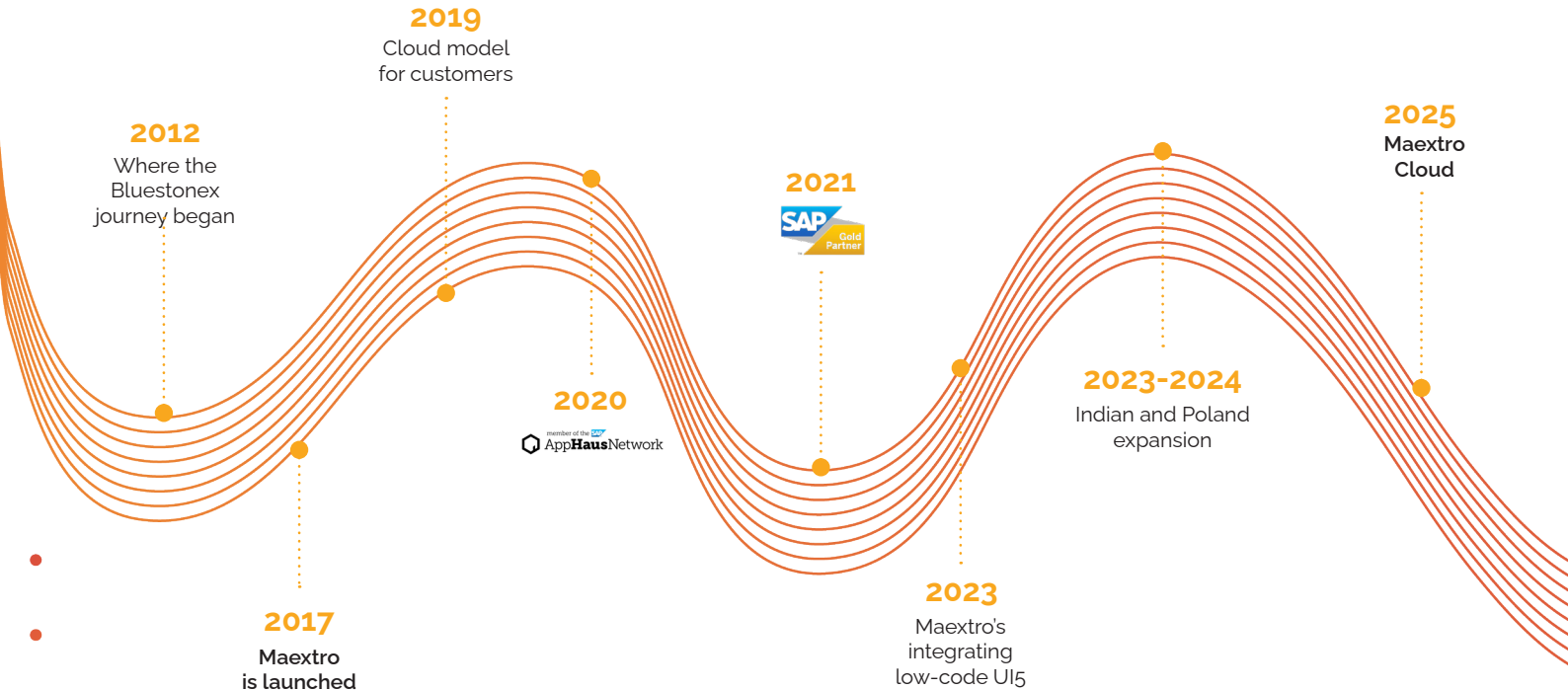
It all started with a simple observation: managing data in SAP was harder than it needed to be. Businesses were frustrated, and the tools available didn't put users first. And with our BTP expertise, background in user experience and the AppHaus methodology, we set out to change that.

That's how Maextro was born. What began as a small, simple program quickly grew into something bigger. But right from the very beginning, our goal was clear - make data management smarter, simpler, and more human.

We've never stopped improving. Today, Maextro is in its fourth generation, continuously evolving with UI-5, no-code configuration and now, AI capabilities and Cloud hosting. Each version brings new innovations, always guided by the same principle: combining technical expertise with user-centric design to solve real problems.

Maextro isn't just a solution. It's the result of years of learning, refining, and pushing boundaries - and we're only getting started.

It's not just what we do - it's how we do it.



***"We founded Bluestonex with one belief:
technology should work for people,
not the other way around."***

Feroz Khan & Dan Barton, Founders



bluestonex.com

