

Case Study

Huhtamaki's Journey Toward a Global Single Source of Truth

Focus on Master Data at Huhtamaki



In 2024, Huhtamaki began implementing its vision of a comprehensive master data management landscape.

The global corporation, with 17,400 employees, approached this transformation on several levels: Syndigo was selected as the multi-domain master data management system, while at the same time the company started building a true data governance organization. Together, these initiatives are laying the foundation for a global Golden Record and efficient, sustainable data processes.



Headquarters

Espoo, Finland



Founded

1920



Locations

106



Employees

17,400

Creating the Foundation for Future-Oriented Master Data Management

With its global organizational structure and complex data model, Huhtamaki's objective was to implement a robust multi-domain master data management system. Today, the company runs approximately 35 different ERP instances with 20 different technologies thanks to several acquisitions in the past. This complex ERP landscape will be reduced to a handful of ERP instances which, together with a data lake and the MDM system, will be able to identify and effectively manage the company's golden record, thereby significantly enhancing the data quality. In addition, this approach forms the basis for a 360° view of business processes and a 360° view on the data itself.

Beyond customer and supplier data, additional domains

such as assets (e.g., machines at individual production sites), items (products & materials) and global reference data will be added step by step, enabling cross-domain transparency - from assortments to production equipment, while enabling an end-to-end data flow from the production site to the customer.

Achieving this required more than selecting the right software. To achieve a successful implementation of multi-domain MDM at Huhtamaki restructuring existing processes, establishing new ones, developing a dedicated master data organization, and improving data quality from the start will be of utmost importance. Together with Syndigo, Advellence is known in the market for handling complex implementation projects, requirements, and landscapes.

Domain by Domain Toward a Global Single Point of Truth

In the vendor evaluation, Syndigo stood out with its future readiness, scalability, and generic multi-domain capability. Another key advantage: extensive validation functions that support long-term data quality improvements.

The core challenge in multi-domain projects is the accurate implementation of each domain, including domain-specific data models, rules, standards, workflows, and business logic. Only by designing and implementing these elements individually can the long-term potential of multi-domain MDM be fully realized.

Having established the location domain implementation, Huhtamaki is now advancing the customer domain as the next step in the program.

A Global Data Architecture for Quality and Transparency

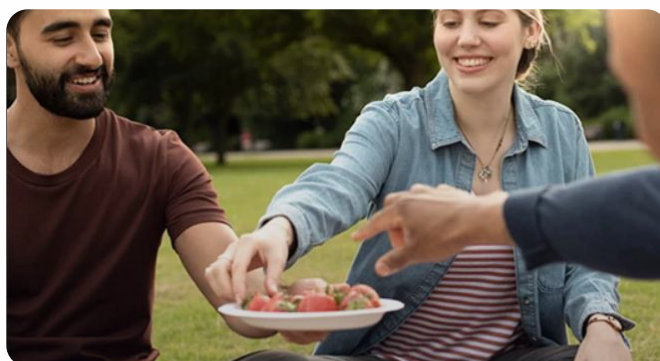
In addition to introducing Syndigo, Huhtamaki is harmonizing its global ERP landscape and processes to strengthen data quality on a global scale. ERP data is transferred into an Azure-based data lake, where it is centralized and harmonized before being loaded into Syndigo. From there, Syndigo manages all domains - including the administration of taxonomies and reference lists - and returns the refined data to the data lake.

This architecture provides the ideal foundation for comprehensive and transparent reporting via BI interfaces, enabling Huhtamaki to sustainably optimize business processes.

Syndigo also offers extensive capabilities for defining data quality rules, ensuring data is continuously improved before flowing back into the data lake.

The People Network: A Core Element of the MDM Vision

In addition to building data structures and processes, the project team focuses on creating a strong internal people network. This community is responsible for data quality, data maintenance, and the establishment of local data processes. With a clear global vision for master data, Huhtamaki has taken the most important step toward a functioning data organization. Next, responsibilities will be defined, data stewards established, and a robust data governance framework implemented - with MDM as the single point of maintenance.



“Sustainability and transparency are essential elements of a circular economy – with our multi-domain master data program, we aim to lead the way in the food packaging industry.”



Sakari Sanaksenaho

Head of Data Management at Huhtamaki

About Advellence

As an experienced digitalisation partner for organisations of all sizes and industries, Advellence supports companies in sustainably developing their digitalisation strategy based on their existing IT landscape and process structures. With strong technical and consulting expertise, we assist clients throughout system implementation and integration.

With a broad network of technology partners, we find the ideal solution for every scenario – from data and information management to modern work solutions and data and analytics environments that secure a decisive competitive edge. We connect all your data so it can tell your story. Technical finesse is our craft, and project execution is our passion.

Consulting, technology selection, implementation, development, and integration – at Advellence, you get everything from a single source: the **Advantage of Excellence**.

About Huhtamaki

Huhtamaki is a global leader in packaging for food and everyday necessities, with a proud history spanning over 105 years and a strong Nordic heritage. Our mission is clear: to protect food, people, and the planet, while advancing the future of circular and innovative packaging. Every day, we are guided by our values—Care, Dare and Deliver—as we strive to be the first choice in sustainable packaging solutions for customers worldwide.

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