

# End-use

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## Business Term Status

The Business Term is currently **validated** by the Data Governance Committee.

## Business Term Definition

End-use is the lowest level of Market Segmentation and is maintained in a GBR table. It is a subcategory of Application and describes mainly objects /products manufactured by our direct customers or the main functionality of the product. End-use allows to report on sales using the market segmentation for external financial reporting.

## Roles

<b>Data Owner</b> The content of this macro can only be viewed by users who have logged in.	<b>Data Owner</b> The content of this macro can only be viewed by users who have logged in.	
<b>Data Steward</b> The content of this macro can only be viewed by users who have logged in.	<b>Data Steward</b> The content of this macro can only be viewed by users who have logged in.	
<b>Local Data Owners &amp; Stewards</b> The content of this macro can only be viewed by users who have logged in.	<b>Local Data Owners &amp; Stewards</b> The content of this macro can only be viewed by users who have logged in.	<b>Local Data Owners &amp; Stewards</b> The content of this macro can only be viewed by users who have logged in.
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## Data Sources, Type and Classification

<b>Data Source</b> SAP & CRM	<b>Data Type</b> Master Data	<b>Data Classification</b> Internal Data
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## Data Protection and Update Frequency

<b>Data Protection &amp; Access</b> No special access except for updates - only Data Stewards are permitted	<b>Data Update Frequency</b> Every 3 months
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## Data Quality Issues and Rules

### Data Quality Rules

1. **Timeliness** - Customer without any order since 3 years (current year + 3 years history) and not flagged "inactive", to be discussed: could we identify customers which disappeared (e.e. bankrupt)
2. **Uniqueness** - Customer with the same name, same address and same VAT are duplicates
3. **Completeness** - Corporate Group not assigned to customer: Source Salesforce CRM: check if corporate group is empty - report in CRM - also to be checked in ERP
4. **Completeness** - Not assigned Ship-to KA
5. **Conformity** - Account Sub-type maintained: End-User or Distributor but not empty
6. **Conformity** - Customer Segmentation maintained: Key Account, Critical account or Standard Account but not empty
7. **Conformity** - Customer creation in line with naming convention: Customer name created with Upper cases

## Related Business Terms

Business Term	Description	Link
Customer	A customer is a business partner of Solvay with whom a business relationship exists, involving the exchange of goods and/or services.	<a href="#">More info</a>
Customer Corporate Group	A Corporate Group is a parent account specifically created for grouping under one umbrella various accounts according to a commercial decision.	<a href="#">More info</a>
Customer: Distributor Flag	This flag identifies that the customer sold-to is a distributor.	<a href="#">More info</a>
Customer: Ship-to Key Account	The Ship-to Key account is by default the Corporate Ship-to Group. However it can be changed for a specific product when the end-user account is different (ex Distributor or Warehouse).	<a href="#">More info</a>
Customer: Ship-to Party	The "ship-to party" refers to the customer subsidiary that receives the goods or services ordered. It's the physical location where the delivery is made.	<a href="#">More info</a>
Customer: Sold-to Party	Sites restated (P) are used in procurement queries and are the sites attached to the plants if related to non transport purchase orders, or the preponderant sites of the companies if related to a transport order or not related to a purchase order.	<a href="#">More info</a>
Market, Segment, Application	Market is the highest (the 1st) level of Market Segmentation, it is a grouping of Segments (the 2nd level) and Applications (the 3rd level).	<a href="#">More info</a>
Payer	The "payer" is the customer legal entity that owns its financial records and is responsible for its financial obligations.	<a href="#">More info</a>
Sales Area	A Sales Area is an organizational unit that defines the structure for sales processing and order management.	<a href="#">More info</a>
Sales Manager	The sales manager (sales representative in SAP) is the person responsible for selling Solvay products or services.	<a href="#">More info</a>