ADVINTEK

Semarchy

Accelerating Growth and Customer-Centric Strategies with Master Data Management

Suresh Kumar – Semarchy

MASTER DATA MANAGEMENT • **DATA INTEGRATION** • **DATA INTELLIGENCE**

Gartner estimates that *poor data quality costs organizations an average of $12.9 million* annually.

According to **Dun & Bradstreet***, 19% of businesses* lose at least one major sales opportunity due to incomplete or inaccurate data, stemming from insufficient MDM practices.

IDC found that *20-30% of employees' time* is spent on dealing with data quality problems, many of which are tied to poor master data management.

McKinsey reports that businesses that fail to implement effective MDM systems experience 25-30% more inefficiencies in their operations, especially in areas like **procurement, inventory management, and customer service**.

Forrester Research highlights that *47% of businesses* find that poor master data, especially customer data, negatively impacts their ability to provide personalized and consistent customer experiences.

According to a **Gartner** survey, **50% of digital transformation initiative***s* fail due to poor data quality and a lack of centralized master data.

Meet Semarchy

Semarchy

Our **People, Platform, & Approach** are the pillars of our rapid time-to-value differentiation

400+ Ecstatic Customers

Analyst Recognition

38% — **(1)** — **Faster Insights** ------- To self service, trusted and high quality data

$412k — **(1)** — **Value Gained** ------- From increased data team productivity/year

100% — **(2)** — **Would Recommend** ------- Our solutions & world class customer support

3x Gartner MQ Leader*

Challengers 2019	**Leaders** 2020 - 2022
Niche Players	Visionaries

MDM MQ Discontinued in 2022

6 Years in a Row ('19-Now)

Gartner Peer Insights Customers' Choice 2024

Leader SOURCEFORGE Spring 2024

Software Reviews CHAMPION 2023

Software Reviews GOLD MEDAL 2024

constellation ShortList 2024

FORRESTER®
Strong Performer

2024 Customer Success Award TOP PERFORMER

Data Success Requires More Than Data Software

With Semarchy, you're not just buying our great software – you're ensuring fast, successful outcomes

We'll Get You Here

Customers • Customer • Product • Partners

Finance • Multi-Domain 360 & Data Products • Operations

Shared Governance & Enterprise Goals

MDM

APIs • Legacy Systems, Cloud, ERP, CRM, Biz Apps, etc. • Gov. Bodies
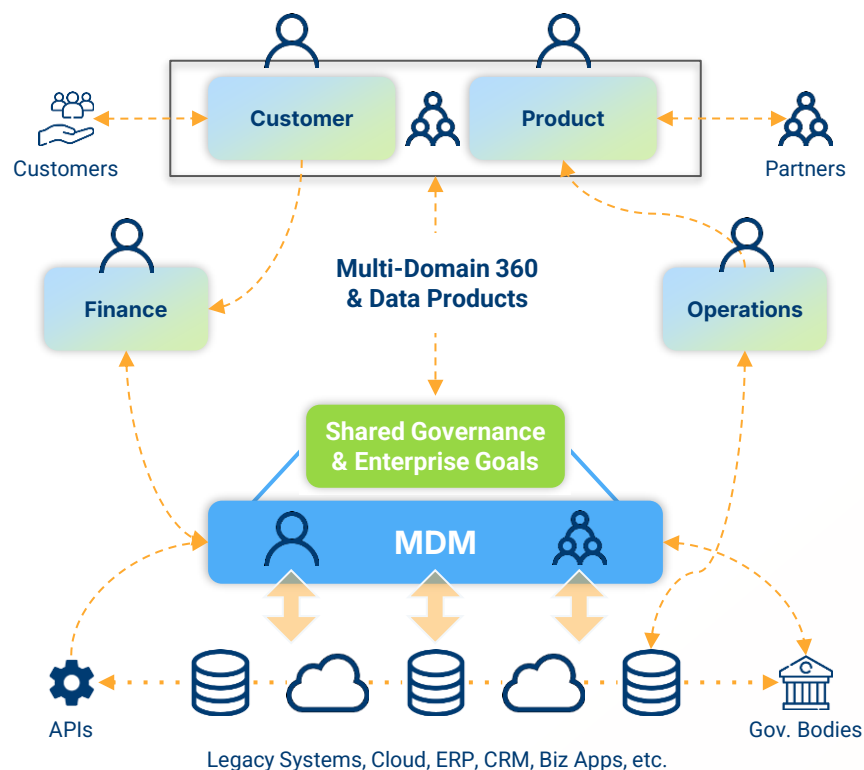
Trusted, Self-Service Enterprise Data Intelligence

Our People
180+ global, customer obsessed professionals providing data expertise, delivery assurance, and world-class support.

Our Platform
Modern, modular, and adaptive to easily start and scale any data need no matter how complex – all in one unified data platform.
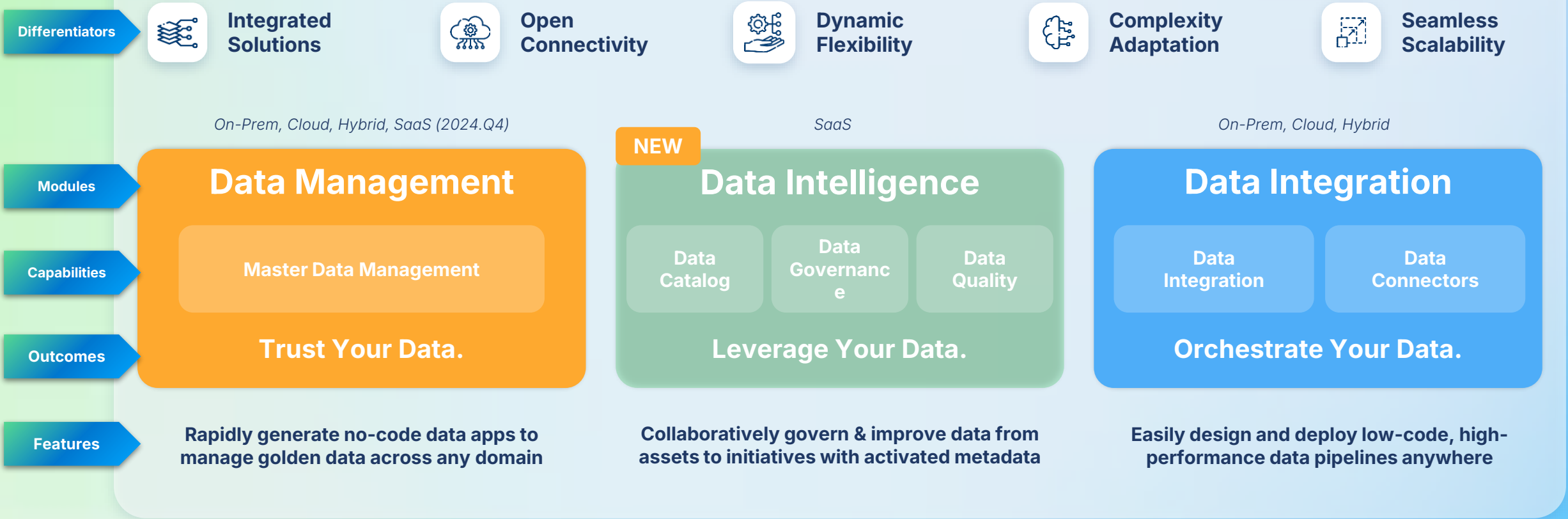
Our Approach
We believe in starting small and scaling fast – that's why 80% of customers can go live and measure success in < 12 weeks

The Data Platform Solving All Enterprise Data Needs

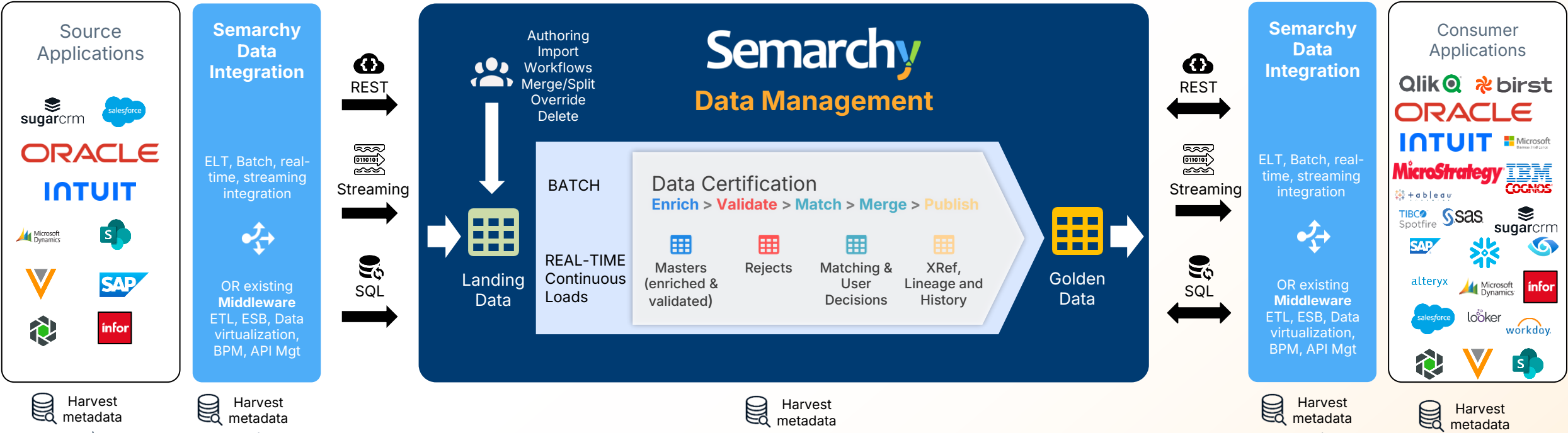Start with any data capability → scale with the data platform

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Semarchy Data Platform

Differentiators

Integrated Solutions

Open Connectivity

Dynamic Flexibility

Complexity Adaptation

Seamless Scalability

On-Prem, Cloud, Hybrid, SaaS (2024.Q4)

SaaS

On-Prem, Cloud, Hybrid

Modules

Capabilities

Outcomes

Data Management

Master Data Management

Trust Your Data.

NEW

Data Intelligence

| Data Catalog | Data Governance | Data Quality |

Leverage Your Data.

Data Integration

| Data Integration | Data Connectors |

Orchestrate Your Data.

Features

Rapidly generate no-code data apps to manage golden data across any domain

Collaboratively govern & improve data from assets to initiatives with activated metadata

Easily design and deploy low-code, high-performance data pipelines anywhere

5

Semarchy Data Platform Modules

Data Management │ Data Integration │ Data Intelligence (new)

Connectors and Templates

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API, Applications and Social Networks

File Formats and Documents
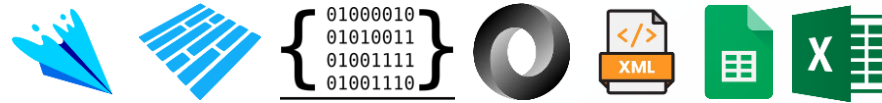
Search Engines, Directories, Messaging and Streaming

High Performance and NoSQL, Databases

Relational Databases

Storage and Utility

MDM

Master Data Management

Rapidly generate no-code apps to manage data across any domain

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Use Cases

Parties
Customer B2B/B2C, employees, suppliers, citizens, legal entities

Things
Products sell & buy sides, assets, financial instruments

Places
Locations, stores, POI, sites, offices

Reference Data
Org structures, industry standard codes, hierarchies

Capabilities

Model-Driven
Single model approach for all domains/use cases

Data Quality
Enrich, validate, match and merge with full traceability

Apps and APIs
Generated data application and APIs

Profile & Measure
Built-in profiling and custom dashboards

Workflows
Customizable data collaboration

Data Integration
Bidirectional, batch and real-time integration
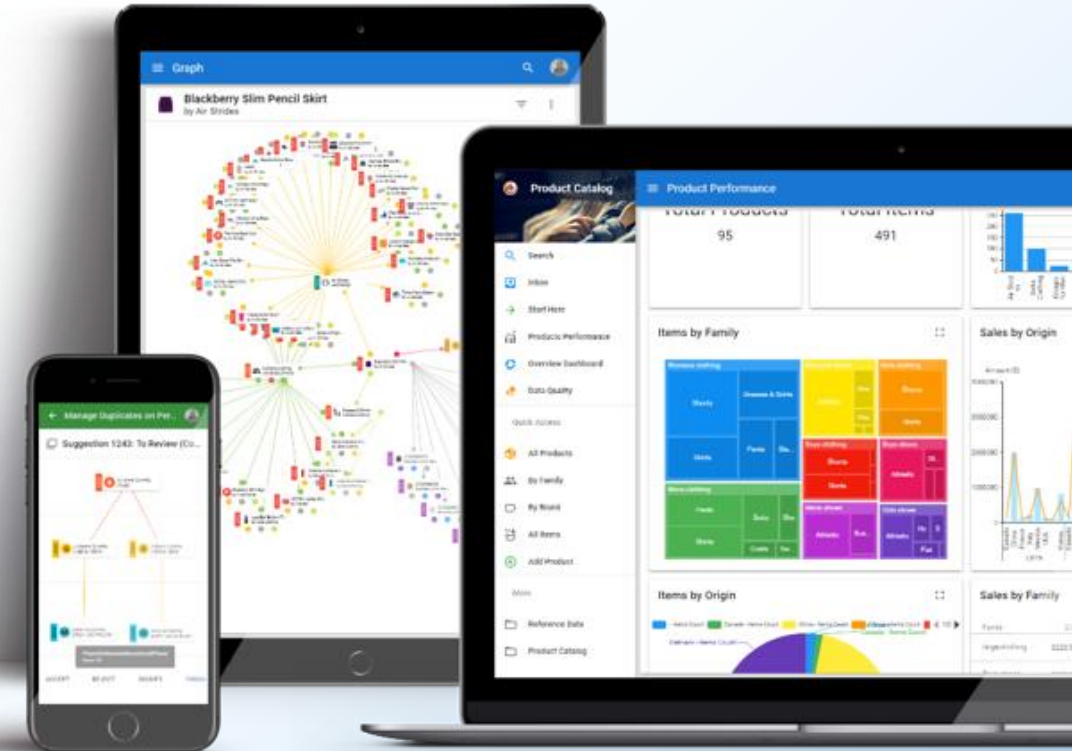
An Emphasis on Data Quality

Customer 360 can transform your data into valuable assets.

Data Cleansing

✓ Data cleansing involves identifying and correcting errors, inconsistencies, and inaccuracies. This includes removing duplicate records, standardizing formats, and validating data against predefined rules.

Data Validation

✓ Data validation ensures that customer data meets specific criteria or rules. Organizations should establish validation processes to verify its accuracy, completeness, and integrity.

Data Enrichment

✓ Data enrichment involves enhancing customer data with additional information from external sources. This can include demographic, social media, or third-party data.

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Benefits of Customer Master Data Management

Customer 360 can transform your data into valuable assets.

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Customer Experience

- Personalize interactions with customers
- Deliver targeted marketing campaigns
- Personalized recommendations
- Tailored customer support

This leads to increased customer satisfaction and loyalty.

Operations

With a unified view of customer data, organizations can eliminate duplicate or redundant data entries and improve data quality. This leads to more efficient processes and better use of resources.

Compliance & Security

Implementing customer MDM practices ensures compliance with data protection regulations and guidelines. It helps organizations protect customer data, maintain data privacy, and prevent unauthorized access.

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Future Trends to Pay Attention to

Customer 360 can transform your data into valuable assets.

Artifical Intelligence

These technologies can improve accuracy, enhance customer segmentation, and enable predictive analytics. BUT they are only successful if they have accurate data which can be unlocked through MDM.

Real-Time Data

Real-time processing capabilities allow organizations to analyze and act on customer data in real-time. This enables personalized interactions, real-time marketing campaigns, and immediate response to customer needs.

Data Privacy

Organizations are prioritizing data protection and implementing robust security measures. Advanced encryption techniques, secure storage, and compliance with data protection regulations are becoming essential components of customer MDM.

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USE CASES

Success is Possible: Sanofi

Pharmaceuticals & Life Sciences │ Global

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Business Drivers & Challenges

- Lack of accurate and relevant customer data
- Over 100,000 employees across 170 countries with no global data consistency or rules in place

Outcomes

- Within 2 years with Semarchy, Sanofi increased ROI and KYC, simplified data management & governance, reduced risks, lowered TCO, and streamlined operations

Unique Differentiators

- Implemented in over 50 countries and counting
- Consolidated B2B customers and locations
- Showed the ability of Semarchy matching engine & agility

the first worldwide supplier of the injectable polio vaccine followed by the first influenza, meningitis, and rabies vaccines

Success is Possible: Red Wing Shoes

Retail | North America

Business Drivers & Challenges

- Lack of accurate, quality customer data and inaccurate reporting for better decision-making
- Lack of data visibility due to many disparate systems
- Need to minimize costs

Outcomes

- 360 view of all customers (golden record or single source of truth)
- Self-serve business intelligence
- Better customer relationships
- Improved operations

Unique Differentiators

- Received funding for first data project through marketing department
- Was able to pivot to e-commerce platform during COVID.
- Master 9 million customer records (and counting)

Success is Possible: New World Development

Conglomerate | Asia-Pacific

Business Drivers & Challenges

- Lack of accurate, quality customer data and inaccurate reporting for better decision-making
- Lack of governance and compliance for consumers
- Inability to find and consume data internally

Outcomes

- 360 view of all customers (golden record or single source of truth)
- Increase accurate insights
- Protect data through role-based rules
- Provide transparency to customers

Unique Differentiators

- Ability to scale from one country to the next and comply with the different compliance and regulations per country.

BEST PRACTICES

Best Practices for Implementation

Customer 360 can transform your data into valuable assets

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Develop a comprehensive strategy

Establish data governance processes

Invest in data quality management

Integrate CRM and data systems

Train and educate business users

Regularly monitor and evaluate

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Getting Started with Semarchy

Customized Demo
We can tailor xDM and xDI demos based on your unique use cases, industry, and needs.

ROI Assessment
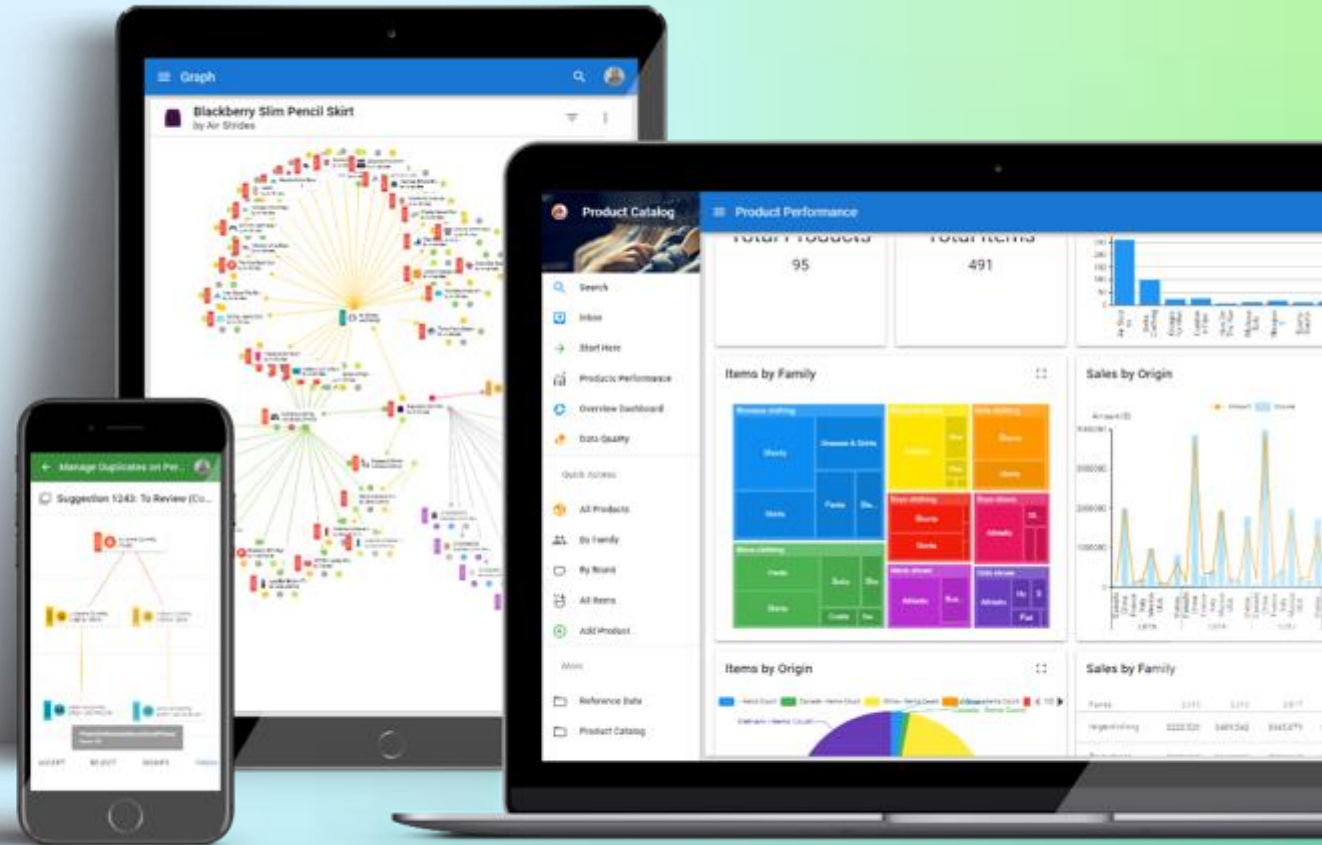Using a research-backed calculator, we can help you determine the ROI of using Semarchy

Tutorials
xDM and xDI tutorials are readily available for you to download on our website

Rapid Delivery Blueprint
Your step-by-step guide to ensure your first successful data hub implementation.

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Thank you!
Visit us at Booth 11

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