



The Customer Data Revolution: Retail and eCommerce Master Data Management & Data Governance Report

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Current State of Affairs

Retail and e-commerce are fiercely competitive industries with retailers looking for new and innovative ways to dominate the consumer shopping experience. Technology continues to change how consumers find, research, and purchase products, and the boundaries between online and offline retail experiences continue to blur. These shifts, along with a customer preference for online shopping, have forced retailers to rethink how they engage with customers.

75% of US consumers have experimented with a new shopping method with 15-30% growth in consumers who purchase online for most categories

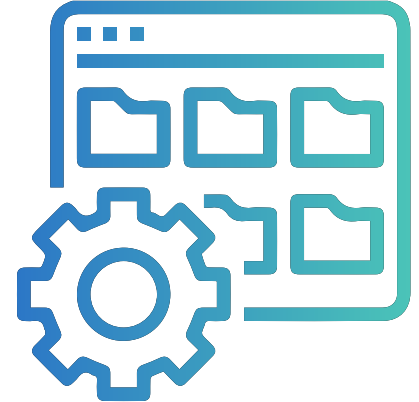
[The great consumer shift: Ten charts that show how US shopping behavior is changing | McKinsey](#)

As retailers and e-commerce providers re-evaluate and re-prioritize their target audience and consumer preferences, they will need quality insights to help inform their customer engagement strategies and executions—making data their most critical asset.

What is Master Data Management?

There is no doubt that retail providers have a massive amount of data, but if they are unable to gain insights from that data, they are falling behind. Having a clear and effective master data management (MDM) strategy is crucial to stay competitive and providing an outstanding customer experience.

Master Data Management (MDM) is a comprehensive process of collecting, organizing, and managing your critical data. It ensures that master data, which refers to the core data entities within your company (such as customer, product, and supplier data), is accurate, consistent, and up-to-date across all systems and processes.



MDM for retailers and e-commerce:

- Provides a comprehensive view of all data from one platform
- Ensures the data is accurate, complete and consistent
- Provides intelligence and predictive insights
- Keeps data secure and reduces financial risk
- Ensures you are profitable and ready for the future of retail

How can MDM help retail and ecommerce?

MDM for retailers and e-commerce provides a comprehensive view of all data from one platform

Retailers have various departments, such as sales, marketing, finance, and customer service, each collecting and storing data in separate systems. These silos make it difficult for retailers to access and use their data in a unified way.

MDM eliminates data silos and inconsistencies, improving collaboration and decision-making across departments.

MDM for retailers and e-commerce ensures the data is accurate, complete and consistent

Retailers struggle with ensuring data accuracy, completeness, and consistency. Poor data quality can lead to inaccurate insights and decisions, resulting in lost opportunities and revenue.

MDM ensures accurate and consistent product data, so retailers can optimize inventory levels, minimize stockouts, and reduce carrying costs.

Gartner estimates that businesses lose an average of \$9.7 million annually due to poor data quality.



MDM for retailers and ecommerce provides intelligence and predictive insights

Retailers use multiple data sources, such as point-of-sale systems, CRM systems, and social media platforms, making it challenging to integrate and analyze data in real-time. With accurate intelligence and predictive insights, retailers can know what's selling, who's buying it, and what price they are willing to pay.

MDM helps retailers create a 360-degree view of customers, enabling personalized experiences and better-targeted messaging.

MDM for retailers and ecommerce keeps data secure and reduces financial risk

Retailers must safeguard sensitive customer and financial data from cyberattacks and data breaches. Compliance with data privacy regulations, such as GDPR and CCPA, is also a major concern.

MDM helps retail and ecommerce maintain accurate and up-to-date data, ensures compliance with data protection regulations, and provides one comprehensive platform for:

- A centralized location for managing critical data
- Data quality management
- Data lineage and auditing capabilities
- Role-based access control
- Data masking capabilities
- Data encryption for sensitive data at rest and in transit

Centralized master data management:

A centralized platform and a centralized location for all data elements helps financial services providers control access to sensitive data and reduce the risk of data breaches.

Data quality management:

Data quality tools like data profiling, data cleansing, and data enrichment help improve the accuracy, completeness, and consistency of the data, reducing the risk of errors, fraud, and other security incidents.

Data lineage and auditing:

Data lineage and auditing capabilities allow retailers to track the origin, movement, and usage of data across their systems. This information ensures that data is being used appropriately and can facilitate regulatory compliance.

Role-based access control:

Restricting access to sensitive data based on user roles and permissions can help prevent unauthorized access to sensitive data and reduce the risk of data breaches.

Data masking:

Masking sensitive data in non-production environments (development and testing) reduces the risk for data breaches in these environments.

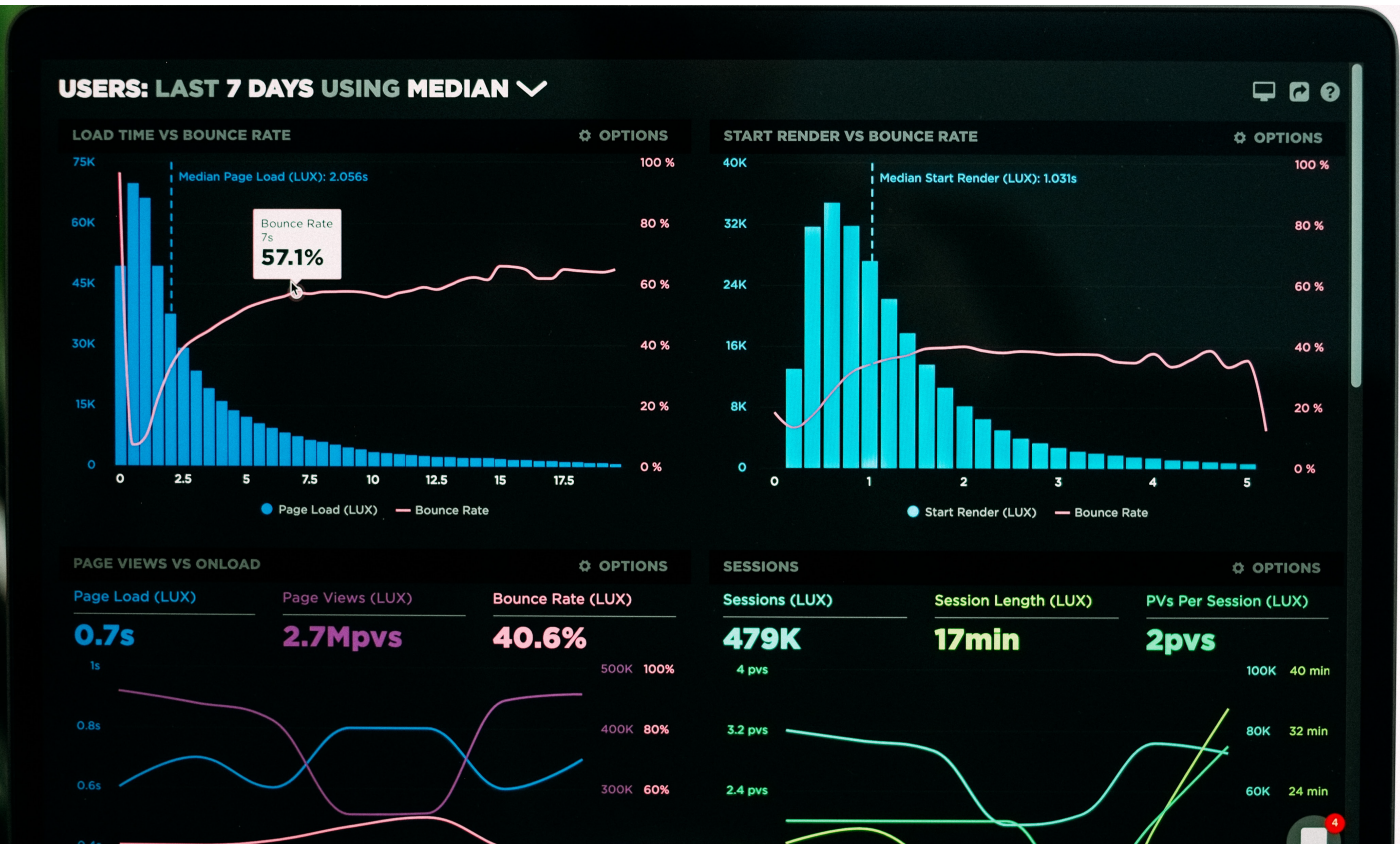
Data encryption:

Data encryption capabilities allow encryption of sensitive data at rest and in transit allowing retailers to move data from all sources securely without compromising performance or scalability. Encryption also helps ensure compliance with data privacy regulations.

MDM for retailers and ecommerce ensures you are profitable and ready for the future of retail

Retailers may have outdated technology systems that cannot handle large volumes of data, leading to slow and inefficient data processing. And in this new instant-gratification buying era, companies do not have a second to waste.

MDM ensures Retailers and e-commerce providers can leverage accurate and consistent data to create targeted marketing campaigns, leading to increased sales, customer loyalty, and brand success.



How to successfully implement MDM

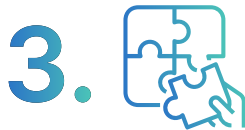


- 1. Define clear goals and objectives:** Determine the desired business outcomes and establish a roadmap for MDM implementation.

Establish data governance: Create a data governance framework to ensure data quality, consistency, and security.



2.



- 3. Choose the right MDM solution:** Select an MDM tool that meets your organization's specific needs and requirements.

Engage stakeholders: Involve key stakeholders from different departments to ensure buy-in and support.



4.



- 5. Monitor and measure success:** Track key performance indicators (KPIs) to evaluate the success of your MDM strategy and make improvements as needed.

Looking for advice on how to select the right MDM solution? Click here to download our unbiased [MDM Selection Guide](#), written by independent analyst and industry expert Henrik Liliendahl.

Summary: Semarchy

The pursuit for retail supremacy comes down to the DATA.

The data will tell you everything. It will help you predict what consumers want; it will help you generate highly targeted and personalized consumer experiences that improve brand loyalty and increase opportunities for upsell and cross-sell; it will help you read your consumer's minds and offer the **right products** at the **right time** and at the **right price**.

With Semarchy Unified Data Platform you can do all this and:

- Knock down siloes and integrate the data
- Turn data into actionable insights
- Maintain high-quality and reliable data
- Ensure compliance and regulatory standards
- Secure data onsite and in transit

From purchasing to fulfillment, Semarchy Unified Data Platform makes sure you give consumers what they want and set your roadmap to turn heads. You can move faster, deliver personalized experiences, operate securely, and compete without compromise.

Deliver results. **Start** fast.
Scale infinitely.
Govern pragmatically.

Semarchy Case Studies



Shake Shack:

Shake Shack needed an MDM solution to get up and running in a matter of weeks – not years – that could grow with them. See how they did it with Semarchy.

Read the full case study here

<https://www.semarchy.com/clients/shake-shack/>



Red Wing Shoes:

With a continuously growing customer base, Red Wing Shoes chose Semarchy to generate a 360° view of the company to improve customer knowledge and overall customer experience.

Read the full case study here

<https://www.semarchy.com/clients/red-wing-shoes-2/>



ADEO:

With a multitude of global companies and brands, ADEO was able to achieve agile data integration, better business intelligence, and governance with Semarchy xDI.

Read the full case study here

<https://www.semarchy.com/clients/adeo-group/>

The Semarchy Solution

There is stiff competition for data superiority, and those without a robust, comprehensive data management strategy will fall behind their competitors.

Luckily, there is a tried-and-true way to ensure your company is not left behind: Adopt and implement Master Data Management. Semarchy Unified Data Platform is designed with a focus on financial services providers and organizations. The comprehensive suite of data management tools:

- Knock down siloes and integrate the data
- Turn data into actionable insights
- Maintain high-quality and reliable data
- Ensure compliance and regulatory standards
- Secure data onsite and in transit

Design and deploy tailored financial service data apps in days while capturing ROI in under 10 weeks

From one single, unified platform, you can manage, govern, and secure all your company's data. You can move faster, ensure compliance, operate securely, and compete without compromise.



Free your data.
Start fast. Scale infinitely.
Govern & secure collaboratively.



www.semarchy.com

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