Semarchy

CHIPOTLE MEXICAN GRILL

Gaining Full Visibility and Control of the Supply Chain with Better Data

Retail, Wholesale Trade I North America

Chipotle Mexican Grill is mastering everything with xDM from the freshest menu ingredients of any national chain to the tax, regulatory, and management specifics for each of their, over 2,500 stores. With Semarchy, Chipotle was able to shift control of data from IT to the business user, leading to increased data accuracy, decreased system reaction time, and improved customer service.

When Chipotle started their MDM journey, the first asset they wanted to master was their locations: all their restaurants across North America and Europe. From there, they moved on to mastering all their global products and menus. The success of these projects utilizing an iterative approach generated great outcomes in their digital transformation and efficiency.

Chipotle approached Semarchy with the following complex challenges and business drivers:

CHALLENGES:

Data Ownership:
outsourcing to an external vendor is expensive and requires complex workflows

Data Visibility:
not having visibility and control of master data made it difficult to drive stewardship and governance

Response Time:
need to be able to react quickly to product and locations changes and emergencies with the right master data

Data Management:
difficult to drive good data management with multiple systems, locations and departments

Reporting and Analytics:
impossible to analyze business metrics when data is messy and unorganized

BUSINESS DRIVERS:

- **Align MDM to Chipotle corporate strategy** of growing their digital business
- **Digitize menu item data management** for consistency across 2,500 locations
- **Expand presence in marketplace** with 140 new stores with Restaurant Data Management
- **Implement** a rewards program nationwide
- **Minimize manual costs for managing process-centric data** such as stores, menu items, tax regulations or supplier data
- **Reduce regulatory compliance risks** for health & environment

"Semarchy has really evolved with our company. Mainly because the product agility and flexibility allows us to go where the business takes us. Being able to expand on Semarchy's functionality and all the great things we built with the MDM foundation, we are able to do more with the product than what we had originally started with – we are able to leverage Semarchy as more of a strategic MDM solution. With hundreds of DCS and suppliers, being able to standardize and get this into an MDM solution makes it so much easier for us to manage that data, and also to report on it and to analyze our business based on having clean master data."

— Hogan Le

Senior Manager,
Governance and BI Systems, Chipotle

2,500+ locations

across North America and Europe benefiting from centralized data management

140 new stores

set to launch with streamlined Restaurant Data Management for enhanced scalability

Improved customer experience

driven by accurate, real-time data across menus and locations

By utilizing Semarchy unified data platform to empower their business units with a collaborative hub for data management and governance across their whole ecosystem and mastering the vast majority of information across their 2,500 restaurants, Chipotle gave their business units more control. Leveraging the xDM platform, Chipotle's business units are now empowered to be more proactive with systems that can react faster with a single platform to support all business requirements.

Chipotle and their implementation partner were able to deploy their solution iteratively and with a fast time to value, efficiently building an intelligent data management application to handle the requirements of mastering, managing, governing, and enriching data for restaurants, menu, location, and tax program information.

Since implementation, Chipotle achieved the following benefits:
• **Eliminated operational data redundancy costs** with a single data management process
• **Empowered the business to be proactive** and react quickly in a competitive industry
• **Increased brand awareness, implemented customer loyalty programs** and improved customer experience with accurate, centralized information about stores and menus
• **Reduced regulatory compliance risks** with increased food delivery traceability
• **Removed 3rd party, taking master data management in house** to standardize and streamline master data
• **Prepared the foundation** to support exponential international growth

AWARDS & REVIEWS

It's not what we say about Semarchy xDM and xDI that matters. It's the recognition of our industry and the success of our customers — from business leaders to data teams — that confirms our value.

Gartner

**Q1 and Q4 2021
Gartner Magic Quadrant for
Master Data Management
Solutions**

FORRESTER®

**The Forrester Wave™:
Master Data Management
Solutions, Q4 2021**

Gartner peer insights
customers'
choice
2020

**2020 Gartner Peer Insights
Customer Choice in
Master Data Management**

Semarchy, a leader in the data integration and master data management markets, enables organizations to rapidly generate business value from their data. Its' unified platform enables organizations of any size, to quickly discover, govern, manage, integrate and visualize critical information scattered across applications.

Semarchy is available as an on-premises platform, is natively available on most popular cloud marketplaces, such as Microsoft Azure, Amazon Web Services (AWS), and Google Cloud Platform (GCP), and managed as a service and is supported by a rich ecosystem of software-as-a service and professional service partners.

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