

The Total Economic Impact™ Of The Semarchy Data Platform

Executive Summary

Cost Savings And Business Benefits Enabled By Semarchy

A FORRESTER TOTAL ECONOMIC IMPACT STUDY COMMISSIONED BY SEMARCHY, MAY 2025

With data now central to competitive advantage, organizations face growing pressure to keep it accurate, consistent, and well-governed. The Semarchy Data Platform (SDP) helps enterprises meet this need with a unified solution that combines Master Data Management (MDM), Data Integration (DI), and Data Intelligence (DG). With workflow automation, low-code design, and lightweight architecture, Semarchy empowers business and technical teams alike to accelerate their digital transformation.

To quantify Semarchy's value, Semarchy commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study. Forrester interviewed four organizations and built a composite model of a global \$10 billion company with 70,000 employees operating in both B2C and B2B spaces. The results speak for themselves:

Summary Metrics

<div>315%</div> <div>3-year adjusted ROI</div> <div>Project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.</div>	<div>\$5.1M</div> <div>Net Present Value (NPV)</div> <div>The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made, unless other projects have higher NPVs.</div>	<div>< 6-month</div> <div>Payback Period</div> <div>The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.</div>
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Key Quantified Benefit Findings

\$6.7 million in total benefits over a three-year risk-adjusted present value (PV), with major gains across data stewardship, business user productivity, and technology cost savings:

- \$4.1M worth of business user efficiencies:** Business users gained self-service access to high-quality, real-time data for day-to-day operations. With easier data navigation and faster queries, teams saw 60% time savings for MDM-related workflows.
- \$819K worth of data steward workflow efficiencies:** SDP platform features like consolidated dashboards, match-and-merge functions, and automated enrichment improved data steward productivity by up to 60%, allowing teams to scale without increasing headcount.
- \$1.3M worth of legacy environment cost savings:** By replacing homegrown, code-heavy environments with Semarchy, organizations repurposed eight developers and DBAs previously tasked with manual data processing.
- \$461K worth of business cost savings:** Improved supplier data visibility helped optimize contract negotiations, delivering incremental savings of up to 3% by Year 3.

Additional Unquantified Benefit Findings

Interviewees reported several key outcomes that, while not tied to specific dollar amounts, also played a vital role in operational and strategic improvements:

1. **Faster time to value:** Customers scaled dozens of data projects into production quickly, often in parallel, due to Semarchy's low-code flexibility.
2. **Improved data quality:** Centralized deduplication, enrichment, and governance led to higher integrity and trust in business-critical data.
3. **Cross-functional collaboration:** Shared data models and workflows aligned business users, stewards, and technical teams on a single source of truth.
4. **Compliance readiness:** Centralized governance and data traceability supported compliance efforts for GDPR and other data privacy regulations.
5. **Risk mitigation:** Governed master data enabled proactive alerting and helped prevent operational incidents.
6. **New business opportunities:** With cleaner data and better visibility, customers uncovered growth opportunities, from improved customer service to expanded sales.
7. **Exceptional support:** Interviewees praised Semarchy's responsive and knowledgeable support team during onboarding and scaling projects.

Financial Investment Breakdown

The three-year, risk-adjusted PV costs for the composite organization include:

- **Semarchy platform fees:** \$585K over three years, scaling with data volume and golden records (from 100K in Year 1 to 5M in Year 3).
- **Implementation and ongoing costs:** \$1M over three years for a combination of a one-time setup fee plus continuous development and management by internal teams and Semarchy experts.

Over three years, the composite organization saw \$6.7 million in benefits against \$1.6 million in costs, resulting in a net present value (NPV) of \$5.1 million and a 315% return on investment (ROI).

Conclusion: A Proven Case for Investment

Forrester's analysis shows that organizations using the Semarchy Data Platform achieve significant ROI through streamlined operations, improved data trust, and faster business execution. With rapid payback and measurable financial gains, Semarchy is a smart investment for companies looking to activate and govern their most critical data for better business decision-making. Download the full study to explore the detailed findings and financial model.