

## APRIL

### Matching customers across multiple lines of business for greater visibility and improved customer satisfaction

**APRIL uses Semarchy to aggregate customer and prospect data from all subsidiaries in a simple, relevant and efficient way, increasing revenue with cross-sell and up-sell opportunities, and matching customers across multiple lines of business for greater visibility and improved customer satisfaction.**

Created in 1988, APRIL is an international group of insurance services, established in 16 countries across Europe, The Americas and Asia. As the leading wholesale broker in France with a network of 15,000 partner brokers, APRIL's 2,300 staff members aim to offer their customers and partners – individuals, professionals, and businesses – an outstanding experience combining the best of humans and technology, in health and personal protection for individuals, professionals and VSEs, loan insurance, international medical insurance, property and casualty niche insurance.

APRIL'S digital transformation initiative raised the strategic need for prospect-customer data cross referencing automation. The reconciliation of prospects and client identities was non-automated and mainly carried out through macros and manual queries on databases, wasting time and resources on technical operations with no added value. The APRIL Digital team expressed the need to reconcile prospects with the subsidiaries' customer base, in order to optimize the lead management processes.

#### Challenges

- **Data Management**  
Needed to aggregate customer and prospect data from all subsidiaries in a simple format, as efficiently as possible
- **Data Consolidation and Integration**  
Company structure and size made it difficult to consolidate data; many of the group's subsidiaries joined through external growth, with a wide variety of information systems
- **Data Quality**  
Overcome data quality challenges

#### Business Drivers

- **Improve Consistency**  
Marry data from widely different formats, fields and structures.
- **Flexible Formatting & Usability**  
Adapt to customer's needs with richness and performance of the tooling to implement management rules.
- **Connect to any Source**  
Remove barriers for using data throughout the organization's many subsidiaries.
- **Compliance**  
Deliver products to carriers with rigorous QA.
- **Security**  
Easily manage security and define user privileges to read as well as modify information in the hub.

**“During the first implementations and during the POC (Proof of Concept) with Semarchy, after integrating data from the first subsidiaries, it was already possible to see the richness of the aggregated customer history. We have brought to light benefits and significant business potential.”**

**Denis Lapierre**

Deputy Managing Director of  
APRIL Technologies

## 16 countries supported

with seamless data integration across Europe, the Americas, and Asia

## 300 employees empowered

to deliver exceptional customer experiences by leveraging consistent and accurate data

## Increased cross-sell and up-sell opportunities

through automated customer and prospect data reconciliation across multiple business lines

**After a preliminary study, the choice was made to explore Master Data Management (MDM) tools, selecting Semarchy xDM for its ease of use, efficiency of the user interface, and native data consolidation capabilities.**

Semarchy and the APRIL group worked in a close partnership to develop a platform with a wide variety of data management rules, giving APRIL the ability to adapt them (or create new ones) as needed. The flexibility of the platform is designed to facilitate the matching, consolidation and data quality rules as they change. APRIL pushes the subsidiaries' data into the hub using an integration architecture adapted to its specificities. In addition, APRIL and Semarchy worked with implementation partner Keyrus, enabling the project to start up almost immediately

**Since implementation, APRIL has experienced the following benefits:**

- **Improved Customer Knowledge**  
Semarchy xDM helps APRIL to deliver the most accurate, upto-date, and complete data to their subsidiaries from multiple systems, seamlessly.
- **Flexible, Agile Data Input**  
Semarchy xDM's flexible design, coupled with a matching and deduplication engine and accompanied by a user-friendly data steward user interface, gives APRIL the flexibility to go back to the model and quickly modify the rules and interfaces as needed with agility and speed.
- **Better Business Intelligence**  
With a single platform for managing and governing all customer, supplier, employee product, financial, asset, location, and reference data, APRIL can regain ownership of their critical data and easily define and enforce corporate policies, strategic initiatives, and competitive analysis.
- **Advanced Data Governance**  
APRIL has been able to work with the group's legal department, among others, to ensure the privacy, legal constraints and obligations concerning storable data and their retention periods.
- **Streamlined Data Management**  
Since managing data modeling is extremely simple in Semarchy, APRIL has the added flexibility to go back to the model and quickly modify the rules and interfaces for quality improvement.

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.