



CMA CGM is a world leader in maritime transport and logistics, operating a fleet of over 500 vessels across 170 shipping routes and serving more than 1.5 million business partners globally. With a presence in over 160 countries, CMA CGM connects economies, businesses, and consumers through its extensive network, enabling the seamless movement of goods and services.

As a highly regulated industry, maritime shipping requires strict compliance with global trade regulations and intricate processes across locations, customers, and operational hubs. With its vast operational footprint and a complex ecosystem of partners and data systems, CMA CGM faced growing challenges in maintaining data consistency, integrity, and accessibility across its global network.

Considering these challenges, the company sought to create an all-in-one operational data governance hub that could link its legacy internal systems with SAP applications, integrate business-critical domains like shipping, finance, and user interfaces, and deliver trusted data to thousands of users worldwide.

The result was an operational system powered by the Semarchy Data Platform (SDP), a centralized, cost-efficient platform that enables data stewards to provide shared services across critical functions. The always-on system supports 24/7 operations, serves as a vital component of the invoicing system, and houses sensitive, regulated data that must meet stringent Service Level Agreements (SLAs) for validation and compliance. This innovative platform transformed CMA CGM's data governance strategy, significantly reducing compliance risks, streamlining operations, and improving partner satisfaction.

Challenges

- **Complex Data Ecosystem**
Managing data for 1.2 million business partners and over 9,000 suppliers across a vast operational network required significant integration and governance.
- **Regulatory Compliance Risks**
Adhering to strict shipping regulations demanded accurate, real-time validation of sensitive partner and operational data.
- **Legacy System Limitations**
Existing systems lacked the flexibility and efficiency to meet modern governance and integration demands.
- **Operational Redundancies**
Disparate workflows led to inefficiencies in managing billing, shipping, and partner data across the global network.
- **Global Data Standardization**
Aligning and centralizing data from various local systems was critical to creating consistency across functions and geographies.

“By proving the value, showing the benefits of the use cases, and providing transparency on the rules of data management, leadership could see the benefits and get on board.”

Laetitia Chassefiere

Data Governance & MDM Director
at CMA CGM

5M+ partners

easily managed with standardized, validated data

500+ vessels

streamlined operations across global shipping routes

24/7 operational system

maintaining critical invoicing and compliance processes around the clock

Business Drivers

- **Process Integrity for Partner Data**
Create a unified platform to standardize and validate partner, billing, and shipping data.
- **Reduce Costs**
Streamline operational costs for SAP rollouts by integrating data governance directly into critical order-to-cash processes.
- **Enable Real-Time Integration**
Ensure seamless data flows across SAP and legacy systems to support 24/7 global operations.
- **Increase Partner Satisfaction**
Provide standardized and enriched billing and shipping information to improve customer and partner relationships.
- **Support Global Expansion**
Build a scalable data hub capable of handling increasing complexity and future growth.

Solutions

CMA CGM partnered with Semarchy to build an Intelligent Data Hub using the SDP. The solution connected legacy and SAP systems, providing a single, cost-efficient governance platform for thousands of global users. The 24/7 system became a critical tool for managing sensitive, regulated data while meeting SLAs.

Since its implementation, CMA CCG has achieved the following benefits:

- **Improved Data Quality**
Ensured accurate and validated data for over 1.2 million business partners and 9,000 suppliers.
- **Streamlined Processes**
Tight integration with SAP and legacy systems reduced manual intervention and operational delays.
- **Enhanced Regulatory Compliance**
Enabled real-time validation of partner and shipping data to minimize compliance risks.
- **Cost Savings**
Optimized SAP project rollout costs by integrating data governance into critical processes.
- **Scalability**
Supported seamless management of over 5 million partners and growing operational demands.
- **Partner Satisfaction**
Standardized and enriched billing and shipping information enhanced customer relationships.

Semarchy transforms enterprise data into actionable insights for smarter decisions, faster growth, and measurable outcomes. Our unified data platform simplifies discovering, governing, integrating, and visualizing critical information across applications, enabling businesses to modernize workflows, accelerate AI initiatives, and achieve data-driven success.

Founded in 2011 by passionate data experts, Semarchy supports over 400 clients worldwide, including Fortune 500 leaders, with headquarters in Arizona and global offices in France, the UK, and India. Available on-premises or through major cloud marketplaces like Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform (GCP), Semarchy delivers scalable, adaptive solutions with proven ROI in as little as 12 weeks.