Semarchy

Optimizing fuel, asset, and customer data with a unified governance hub

GLOBAL OIL & GAS CORPORATION

A multinational oil and gas company headquartered in London and operating in over 60 countries, this organization delivers fuel, lubricants, and energy solutions to millions of customers daily. With a mission to reimagine energy for people and the planet, the company is also leading the charge in net-zero transformation while maintaining high operational and regulatory standards.

As a highly regulated industry, energy and utilities face immense pressure to manage vast amounts of data related to assets, products, customers, and locations across business units. For this global oil and gas leader, outdated legacy systems and siloed data structures were creating inefficiencies in asset tracking, product categorization, and customer engagement.

To solve these challenges, the company launched a global enterprise information management initiative to modernize its data infrastructure and deliver accurate, governed, and scalable solutions across all lines of business.

Powered by the Semarchy Data Platform (SDP), the company successfully created a centralized platform for operational data, driving measurable improvements in data quality, internal collaboration, and regulatory compliance. The new system enabled real-time workflows for customer-facing and internal teams, transformed asset tracking processes, and improved decision-making across fuel stations and product lines.

This global energy company came to Semarchy with the following challenges and business drivers:

CHALLENGES:

Siloed Business Units:
Different departments maintained disconnected data sources for refinery assets, fuel stations, lubricant products, & consumer programs.

High Compliance Standards:
Regulatory demands required accurate, transparent records for refinery operations, B2C loyalty programs, and location data.

Inefficient Asset Management:
Without a unified view, tracking, maintaining, and optimizing physical and digital refinery assets proved costly and inconsistent.

> ### "Semarchy drives more value from our data."
>
> **— Global Oil & Gas Corporation Product Owner**

10 weeks
Built an internal and customer-facing location master in record time

5+ departments
Enabled collaborative workflows across core business functions

High complexity, solved
Streamlined asset data management across refinery operations

BUSINESS DRIVERS:

- **Legacy Infrastructure Limits:** Legacy systems lacked the agility and scalability to manage complex, multi-domain operational data needs across global products, assets, and locations.

- **Enterprise Information Management (EIM) Global Program:** To address these challenges and enable future innovation, the organization needed help launching an EIM global program. This initiative aimed to modernize infrastructure, centralize data governance, and establish a flexible platform to support strategic digital transformation efforts across the business.

SOLUTIONS:

This global oil and gas leader partnered with Semarchy to implement intelligent data hubs using the Semarchy Data Platform (SDP). The platform connected disparate systems and standardized critical domains, including refinery assets, fuel point locations, product SKUs, and customer loyalty data.

The system was fully operational in less than three months and is now leveraged across five major business functions to drive insights, streamline compliance, and scale operations efficiently.

Key Benefits

10 Weeks to Location Master: Successfully deployed a customer-facing and internal location master record in under three months.

Cross-Functional Workflows: Enabled seamless collaboration across more than five business units.

Enhanced Asset Tracking: Solved refinery asset management challenges by unifying data across teams.

Enterprise-Scale Flexibility: Deployed a centralized, adaptable solution for long-term value.

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.

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