

# **5 Reasons to Migrate to a Snowflake Native MDM App**

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### Introduction: Why Snowflake Native MDM, why now

Many enterprises use Snowflake as their data hub for analytics, AI, and governance. With its elastic compute model, built-in governance, and rapidly growing ecosystem (Fabric, Cortex AI, and beyond), Snowflake has become the foundation of many modern data strategies.

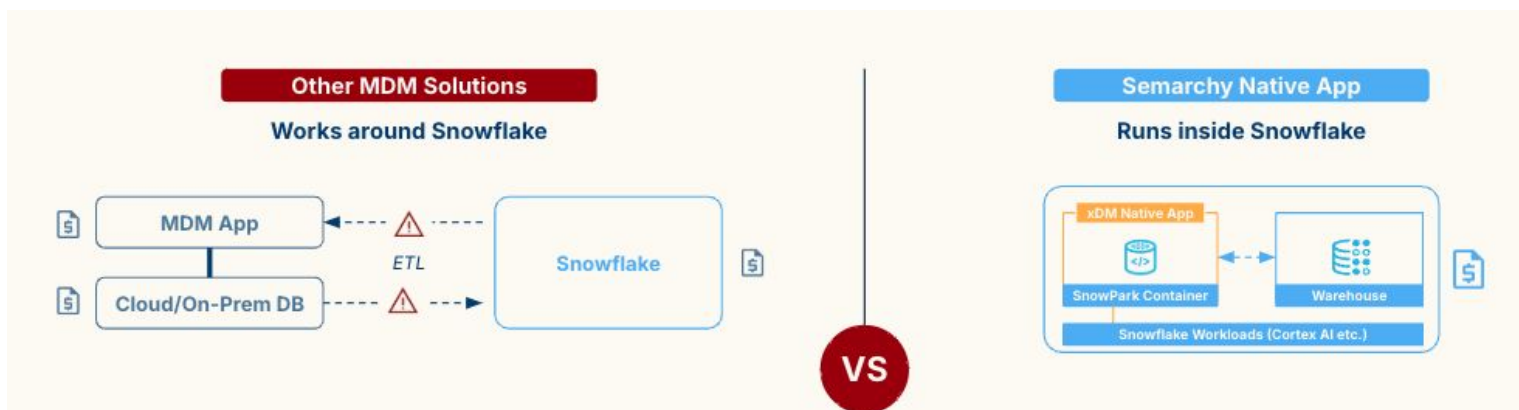
Yet one critical challenge persists: data trust. Customer, product, and supplier information is often spread across customer relationship management systems (CRMs), enterprise resource planning systems (ERPs), marketing systems, and operational apps. To unify it, most organizations turn to master data management (MDM). But traditional MDM platforms were never built for today's cloud-first world.

Legacy systems require data to be transferred in and out of Snowflake through multiple layers of ETL jobs, pipelines, and middleware. That means duplication, latency, higher costs, and increased security risk while slowing down the very AI and analytics initiatives Snowflake was meant to accelerate.

That's why Semarchy developed the first and only **Snowflake Native MDM App**. By mastering data directly inside Snowflake, organizations can reduce cost and complexity, increase speed and scale, and future-proof their investments against the next wave of AI-driven transformation.

This eBook explores the top five reasons why enterprises are migrating to a Snowflake Native MDM App and why Semarchy xDM is leading the way.

### Reason #1: Eliminate data movement to reduce risk and latency



# Semarchy

Every time data is moved, duplicated, or transformed outside its system of record, risk creeps in. Traditional MDM tools force organizations to shuttle data back and forth between Snowflake and external platforms. The consequences are costly:

- **Duplication and drift:** Multiple versions of the same data emerge, leaving teams unsure which version to trust.
- **Latency:** Golden records generated outside of Snowflake are already outdated by the time they're re-ingested.
- **Compliance risks:** Sensitive data leaves Snowflake's governed environment, creating new audit and security gaps.

With a Snowflake Native MDM App, golden records never leave your Snowflake instance. Data is mastered, validated, and governed within the same environment where it already lives, eliminating unnecessary hops. This enables real-time consistency, lower risk, and reduced latency for every analytics and AI workload.

Think of it as upgrading from “data on a detour” to “data on a direct flight.” No stops, no risks, no delays.

## Reason #2: Lower compute costs and simplify your architecture

Legacy MDM slows you down and weighs you down with heavy infrastructure. To stitch together a working system, most organizations end up managing at least three vendors: one for the MDM software, one for integration, and one for ETL pipelines. Each layer adds complexity, licensing costs, and new points of failure.

Every ETL process also drives up your compute bill. You're paying once to process data outside Snowflake, and again to store and analyze it inside. Multiply that across billions of records, and the waste becomes enormous. For data leaders, this means a higher total cost of ownership (TCO) and slower delivery.

Semarchy xDM turns this model on its head. Because it's a fully native Snowflake app, there's no redundant infrastructure to maintain and no pipelines to babysit. Data is mastered once, at the source, and immediately available for downstream use. That means:

- **Lower TCO:** Industry benchmarks show up to 80% cost savings compared to legacy MDM.
- **Simpler stack:** Fewer vendors, fewer moving parts, fewer headaches.
- **Leaner IT teams:** Less time spent maintaining pipelines, more time dedicated to driving strategic initiatives.

With Semarchy, MDM becomes additive to your Snowflake investment and not another silo to fund and support.



## Reason #3: Maximize your Snowflake investment

Most enterprises adopt Snowflake for three reasons: elasticity, governance, and innovation. A native MDM app supercharges each of those, but only if it's truly built to run inside Snowflake:

1. **Elasticity:** Golden records in Semarchy scale dynamically with Snowflake's compute model. Whether you're mastering millions or billions of records, the performance adjusts seamlessly without bottlenecks.
2. **Governance:** Instead of bolting on governance later, Semarchy builds it into every step. Catalog Snowflake assets, profile and monitor usage, capture metrics, and view the full lineage of inbound/outbound flows directly in Snowflake. AI-augmented governance accelerates classification, stewardship, and compliance and adapts as regulations like the Corporate Sustainability Reporting Directive (CSRD) evolve.
3. **Innovation:** With golden records and governance baked in, trusted data is instantly available to fuel Snowflake Cortex AI, copilots, dashboards, and machine learning (ML) pipelines. Because the app runs inside SnowPark containers, Semarchy-generated user interfaces (UIs) and processes behave like any other Snowflake-native workload.

Instead of treating MDM as a separate system, Semarchy xDM acts as a value amplifier for Snowflake. Your investments in AI, analytics, and compliance all get stronger when they're powered by golden records that never leave the platform.

**The equation is simple:**

Trusted MDM data + Snowflake Cortex AI

= AI-ready insights in minutes.

**Semarchy**

## Reason #4: Align with modern data trends (zero-ETL, zero copy)

The data landscape is shifting fast. Enterprises want agility, not overhead. That's why trends like Zero-ETL and Zero Copy are reshaping modern architectures..

Zero-ETL means eliminating redundant pipelines and transformations. Zero Copy means data stays where it lives, without duplication. Both trends are central to Snowflake's own modernization strategy, and they're impossible to achieve with legacy MDM platforms that depend on heavy ETL integrations and external servers.

Semarchy's Snowflake Native MDM App aligns perfectly with this future. By mastering data directly within Snowflake, it supports Zero-ETL and Zero Copy architectures by design:

- **Zero-ETL:** Instead of piping data out and back in, Semarchy manages it directly in Snowflake with optimized connectors (COPY INTO, Snowpipe Streaming, Incremental Updates, SCDs). That means lower costs, less latency, and no duplication.
- **Zero Copy:** Golden records live natively in Snowflake. No redundant replicas, no storage overhead, no governance drift.

Semarchy aligns with Snowflake's roadmap, supporting semi-structured JSON/XML in VARIANTS, replicating data from any database via Snowpipe, and exposing data products via APIs. As Snowflake expands its ecosystem (Fabric, Cortex AI, and beyond), your MDM foundation grows with it.

In other words: choosing Snowflake Native MDM isn't just a tactical efficiency play. It's how you future-proof your data strategy while staying aligned with the direction Snowflake and the entire industry are heading.



## Reason #5: Accelerate time to value with a fully native app

Executives don't have years to wait for return on investment (ROI). Yet that's often the reality with legacy MDM projects, which can take 18–24 months to deploy and even longer to deliver results.

A Snowflake Native MDM solves this issue. Because Semarchy xDM runs directly within your Snowflake environment, deployment is faster, simpler, and more predictable. Most organizations:

- Go live in under 12 weeks with their first mastered domain.
- Achieve measurable ROI in under 6 months.
- Achieve a 315% ROI over three years, according to [\*\*Forrester's Total Economic Impact™\*\*](#) study.

Speed comes from more than being native. Semarchy accelerates delivery through a repeatable migration framework, known as the [\*\*Rapid Delivery Blueprint\*\*](#). This proven methodology combines low-code modeling, AI-assisted stewardship, and DevOps-native deployment in SnowPark containers to help teams build quickly and scale reliably.

The result is faster ROI and a competitive advantage. While competitors are still reconciling systems and managing ELT/ETL pipelines, your enterprise is already feeding copilots, predictive models, and dashboards with trusted, governed data.

## Conclusion: Why Semarchy, Why Now

Traditional MDM systems that rely on external infrastructure, heavy ETL, and multi-year deployments can't keep up with the demands of modern, Snowflake-centric enterprises.

Semarchy xDM is the first and only Snowflake Native MDM App. It eliminates risky data movement, lowers costs by up to 80%, amplifies your Snowflake investment, aligns with modern data trends, and accelerates time to value.

Data trust is the foundation of AI, analytics, and customer experience, and Snowflake Native MDM provides it. And with Semarchy, you don't just get software, you get a proven partner backed by analyst recognition, 100% implementation success, and near-perfect Gartner Peer Insights ratings.

Now is the time to modernize. [Request a demo](#) to see Semarchy xDM inside Snowflake or [explore the Snowflake native app](#) on your own today.