

Semarchy

**REDEFINING RETAIL  
AND HOSPITALITY:**

POWERING THE EXPERIENCE  
ECONOMY OF THE FUTURE





## Digital agility in a dynamic industry

Retail and hospitality form the backbone of the global experience economy—industries that shape how billions of us shop, travel, dine, and engage with brands daily.

Together, they contribute trillions to global GDP and employ millions worldwide, playing a pivotal role in both local communities and international markets. Yet the sector is undergoing profound transformation. Evolving customer expectations, economic uncertainty, and rising operational costs are pushing businesses to innovate—or risk failing. In retail, the lines between physical and digital have all but disappeared, with omnichannel strategies now a baseline for most brands. In hospitality, loyalty is being redefined not just by perks, but by hyper-personalized guest experiences that resonate on a deeper level. Meanwhile, macroeconomic pressures—from labor shortages to inflation and supply chain disruptions—are squeezing margins and demanding smarter, more agile decision-making.

Of course, at the heart of this shift is the customer. And today's consumers expect brands to know them—not just by name, but by need. In a sector where every interaction counts and brand preference can be gained or lost in seconds, data-driven strategies are helping retail and hospitality businesses drive innovation, unlock efficiencies, and stay one step ahead.





## Prioritizing personalization

Personalization is no longer considered a luxury in retail and hospitality—it's a customer expectation. Whether browsing online or checking into a hotel, people want to feel seen and valued.

By tailoring offers, recommendations, and experiences to individual preferences and behaviors, personalization boosts satisfaction, builds relationships, and nurtures lasting loyalty. Central to achieving this is data. Accurate, real-time customer profiles—capturing details like purchase history, location, and preferences—enable smarter segmentation and more meaningful engagement. Whether it's recalling a regular guest's favorite room or sending a timely product offer, data turns ordinary interactions into memorable moments. In a crowded market, data-powered personalization isn't just a benefit—it's a powerful competitive advantage.

97%

OF CUSTOMERS RECOMMEND  
SEMARCHY FOR RETAIL  
DATA MANAGEMENT



## The all-important connected customer journey

Retail has evolved into an omnichannel world, where customers expect a seamless experience across online browsing, in-store purchases, and mobile app interactions.

It's not only about being present across channels—it's about connecting them. Shoppers want to move effortlessly between platforms without disruption, and that demands tight integration behind the scenes.

Data is the foundation of this integration. Real-time insights into inventory, customer behavior, and preferences make it possible to deliver consistent, personalized experiences across every touchpoint. Unified data across e-commerce, POS, and marketplaces ensures a single source of truth—supporting aligned pricing, promotions, and stock availability. In a dynamic landscape, data-driven omnichannel strategies are essential to keep customers engaged, loyal, and returning.

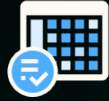


## Gaining competitive intelligence

In today's dynamic retail landscape, competitive intelligence is essential for maintaining an advantage and sustaining growth. Without it, retailers risk losing momentum, missing shifts in pricing, promotions, product trends, and customer appetite.

Lack of visibility in competitor strategies can lead to inventory missteps, poor decision-making, and lost market share. With competitive intelligence, retailers can benchmark performance, spot emerging threats, and be agile and proactive in the way they operate. At the core of this intelligence is data—collected, analyzed, and acted on in near real time, it equips retailers with the insights needed to stay ahead. In a world where margins are tight and consumer loyalty often fleeting, retailers who lack strong competitive intelligence risk being left behind while their rivals forge forward.





## Introducing Master Data Management

Master Data Management (MDM) can help you manage and maintain consistency, accuracy, and completeness of critical data across multiple systems and applications—and Semarchy can help revolutionize that data.

Semarchy empowers retailers, e-commerce merchants, and hospitality operators to take control of their data and deliver more personalized, connected experiences. By unifying customer profiles, purchase history, and loyalty activity, businesses can meet rising expectations and foster long-term loyalty. Behind the scenes, product and pricing data is streamlined to keep SKUs, catalogs, and promotions consistent across all channels. These insights—like basket analysis and buying trends—unlock smarter offers and cross-sell opportunities. With clean, AI-ready data as their foundation, brands are boosting efficiency, reducing friction, and positioning themselves to lead in an evolving omnichannel world.

See why 97% of customers recommend Semarchy for retail data management.



## The challenge

Chipotle Mexican Grill, founded in 1993, is a leading fast-casual restaurant chain known for its fresh ingredients, customizable meals, and commitment to sustainability. With over 2,800 global locations, Chipotle has experienced rapid growth—expansion that brought significant operational challenges. As the business scaled, it struggled with outsourced data management, limited visibility, and fragmented systems. These issues led to slow response times, inconsistent reporting, and made data-driven decision-making difficult. The lack of centralized, accurate information hindered performance analysis and operational efficiency, prompting Chipotle to seek improved data governance and a more streamlined approach to managing business-critical information.

## The solution

To overcome data challenges across 2,500+ locations, Chipotle took control by implementing the Semarchy Master Data Management platform. By centralizing operations and bringing data governance in-house, Chipotle reduced vendor reliance and empowered its teams to manage and act on data independently. This bold move enhanced reporting and analytics, enabling faster, smarter decisions. With this strategy, Chipotle positioned itself as a data-driven leader in fast-casual dining, ready to scale and adapt with confidence.

## The outcome

By implementing the Semarchy Master Data Management platform, Chipotle streamlined operations across 2,500+ locations, boosting efficiency and cutting costs. The scalable solution supported the smooth launch of 140 new stores while ensuring consistency. With real-time, accurate data, Chipotle enhanced its customer loyalty programs and improved guest experience. Managing data in-house also reduced outsourcing expenses and strengthened compliance with food safety and health regulations, reinforcing Chipotle's commitment to quality and operational excellence.

**2,500+**

LOCATIONS WITH  
CENTRALIZED DATA  
MANAGEMENT

**149**

NEW STORES  
LAUNCHING



CUSTOMER EXPERIENCE  
IMPROVED BY ACCURATE  
REAL-TIME DATA

A close-up photograph of a hand garnishing a dish with fresh green herbs. The hand is positioned in the upper left, with fingers delicately holding a small bunch of green leaves. The background is blurred, showing a kitchen setting with a dark, possibly cast-iron, pan on a stove. The lighting is warm and focused on the hand and the herbs. In the bottom right corner, there are several thin, concentric orange circular lines. A dark blue rectangular box with rounded corners is overlaid on the bottom half of the image, containing white text.

“Semarchy’s agility and flexibility allow us to go where the business takes us. It has really evolved with our company.”

HOGAN LE  
SENIOR MANAGER  
GOVERNANCE AND BI SYSTEMS AT CHIPOTLE



## The challenge

For over 100 years, Red Wing Shoes has built a reputation for high-quality, American-made footwear and apparel. As the company expanded into more than 110 countries with a growing retail and e-commerce footprint, it began to face growing data challenges. Customer information scattered across platforms meant poor data visibility, and inefficient manual processes led to duplicate records. Overall, it became difficult to understand customer behavior, conduct accurate reporting, and be effective in marketing and business decisions. Recognizing the need for a unified data strategy, Red Wing partnered with Semarchy to consolidate over nine million records into a single, trusted source.

## The solution

Red Wing Shoes partnered with Semarchy to modernize its data infrastructure through a collaborative Master Data Management (MDM) strategy. It focused on creating a golden record for every customer to eliminate redundancy and ensure system consistency. With Semarchy's Unified Data Platform, Red Wing could empower business units across the enterprise with real-time data.

## The outcome

By unifying nine million customer records into accurate, centralized profiles, Red Wing eliminated data inefficiencies and provided real-time, actionable insights to marketing, sales, and customer service teams. Business users gained access to self-serve analytics tools, enabling smarter, faster decision-making. The platform not only improved customer engagement and loyalty but also positioned Red Wing for future innovation, supporting new POS and e-commerce systems. With a reliable data foundation in place, Red Wing continues to enhance operations, reduce costs, and drive growth across its global commercial divisions.

**9+**

MILLION CUSTOMER  
RECORDS UNIFIED

**700+**

RETAIL DATA  
MANAGEMENT FOR  
RETAIL STORE SUPPORT



PERSONALIZED CUSTOMER  
EXPERIENCES ENHANCE  
SATISFACTION



“With Semarchy, we solved  
our data quality and  
master data management  
issues with one system.”

JAY WARDLE  
DIRECTOR OF ENTERPRISE DATA  
RED WING SHOES



## The challenge

Cora France, a leading hypermarket brand with over 60 stores and 17,000 employees, is undergoing a digital transformation to support omnichannel commerce and improve business agility. Faced with aging legacy systems, fragmented data, and growing compliance demands, Cora sought a scalable solution to modernize its IT infrastructure.

## The solution

To support its digital transformation, Cora France partnered with Semarchy to gain greater control over operational data and enhance reporting across business units. Leveraging the Semarchy Data Platform alongside Snowflake, Cora consolidated customer, reference, and receipt data from SAP, cloud, and legacy systems into a unified environment. The solution enabled automated daily ingestion of sales and receipt data, powering real-time analytics. Secure, governed data sharing was established across teams and partners, while GDPR-compliant data cloning ensured audit readiness. This modern, scalable approach provided the foundation for Cora's cloud transformation and data-driven decision-making across its retail operations.

## The outcome

With Semarchy, Cora France transformed its data operations to meet the demands of modern retail, managing over 15 billion receipts with real-time ingestion and traceability to ensure compliance and performance insight. With daily analysis of sales, promotions, and inventory across stores and e-commerce, Cora accelerated commercial decision-making. Near-real-time dashboards delivered by 2 a.m. enhanced agility, while a unified view of customer and loyalty data enabled deeper engagement. Backed by Semarchy's platform, Cora has unlocked powerful business outcomes and is now leading large-scale innovation projects—from AI-driven pricing to predictive trend forecasting.

**15+**

BILLION  
RECEIPT LINES  
ARCHIVED



IMPROVED COMMERCIAL  
PERFORMANCE  
MANAGEMENT



ENHANCED  
E-COMMERCE SALES  
AND ANALYTICS



“Thanks to the excellent integration of Semarchy and Snowflake, we have improved the satisfaction of our users, who now receive the information they need via an automatic report.”

SYLVAIN TARILLON  
HEAD OF DATA  
CORA FRANCE

