

Semarchy

**EXPEDITE BUSINESS VALUE
WITH SEMARCHY XDM:
THE FIRST SNOWFLAKE
NATIVE MDM APP**

Introduction

AI adoption is accelerating, but strategy is still playing catch-up. Nearly three-quarters of organizations (74%) plan to invest in AI this year, with 24% considering it a top priority. Data is the foundation of any AI strategy, yet nearly all organizations (98%) are running into data quality issues that are affecting adoption. In fact, fewer than half (46%) are confident in the data they use in AI applications.

Recognizing these challenges, Semarchy, a leader in unified data management, has partnered with Snowflake to bring its powerful Master Data Management (MDM) solution, xDM, natively into the Snowflake AI Data Cloud. This first-of-its-kind integration eliminates traditional data management roadblocks by embedding data governance and quality capabilities directly within Snowflake.

Semarchy is known for helping global enterprises turn complex, distributed data into clear, trusted, and easily governed insights. Its flagship solution, Semarchy xDM, simplifies data management through intuitive, no-code configurations, empowering both technical and business users to collaborate.

Native integration matters because speed and trust matter. With Semarchy xDM running entirely within Snowflake, without the complexity of external applications, data synchronization, or disconnected workflows, business and IT leaders can confidently deliver AI-ready, governed data directly to analytics and decision-making processes. IDC research shows that organizations using Semarchy experience substantial operational gains, including a 38% faster delivery of trusted insights and a 25% reduction in time spent on analytics tasks.

This eBook explores how adopting Semarchy xDM as a Snowflake Native App yields measurable business value, including faster time to value, lower total cost of ownership (TCO), scalable data governance, and accelerated AI initiatives. Read on to see why enterprises are choosing Semarchy's native integration within Snowflake and what your organization stands to gain.

The business case for MDM

Most businesses aren't short on data. They're short on clarity. Even with massive investments in cloud storage and analytics platforms, teams still struggle to answer basic questions about customers, products, and performance. Data lives in too many places. It's duplicated, out of sync, and full of inconsistencies that slow down progress and create risk.

MDM brings structure to the chaos. It creates a single, trusted source of truth for your most important data, such as customers, suppliers, products, and employees, and makes that clean, governed data available everywhere it's needed: in reporting, machine learning models, customer service, marketing campaigns, and operational systems.

Without MDM, even the most advanced cloud platforms struggle to deliver meaningful insights. With MDM, you elevate the quality of your insights, the reliability of your operations, and the speed at which your teams can act.

The cost of operating without MDM

When MDM is missing, symptoms start to show up across every department:

- **Conflicting dashboards:** Teams build reports from different systems, and no one knows which numbers are correct.
- **Manual reconciliation work:** Hours are lost each week fixing mismatched records or hunting down the "real" version of the data.
- **Duplicate and fragmented customer profiles:** Service teams lack a complete picture. Marketing targets the wrong people. Finance sees gaps.
- **Missed compliance requirements:** Disconnected data makes it hard to respond to audits or enforce policies consistently across regions.
- **AI and analytics performance suffer:** Models trained on untrusted, inconsistent data produce misleading results and eat up valuable data science time.

These issues frustrate users and threaten end business goals alike, costing money, creating inefficiencies, and limiting your ability to innovate.

MDM unlocks the value of the data you already have

Done right, MDM turns scattered and inconsistent data into a strategic advantage:

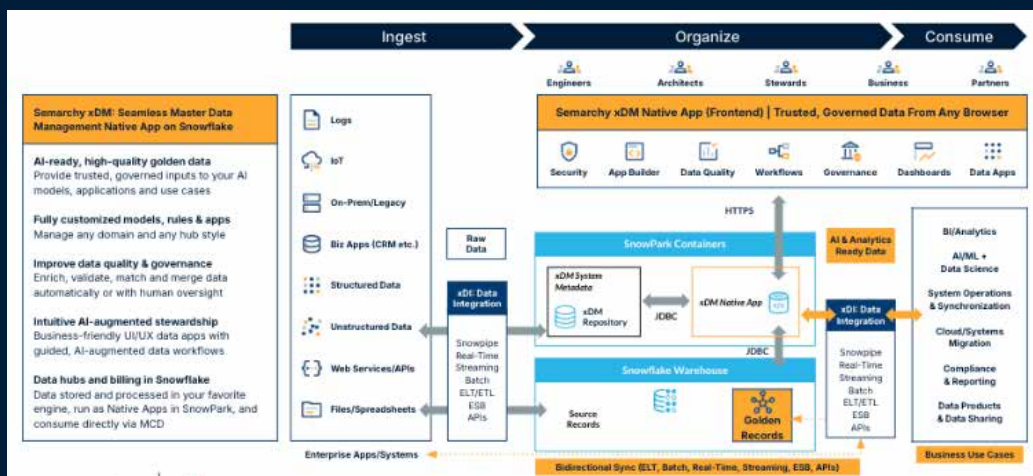
- **Creates a single source of truth:** MDM consolidates and reconciles key data entities across systems to establish a consistent and reliable foundation.
- **Boosts productivity across teams:** With clean, centralized data, analytics teams, customer service reps, and operations leaders can all access the same trusted information, without relying on IT to clean it up.
- **Powers AI and automation:** AI models trained on mastered data deliver more accurate predictions and insights. Workflows built on reliable data reduce manual errors and accelerate execution.
- **Establishes scalable governance:** DMDM enables organizations to define business rules, validation policies, and stewardship processes, making governance proactive rather than reactive.

In short, MDM doesn't just clean up your data. It elevates its value across every corner of the business. And now, with Semarchy xDM deployed natively within the Snowflake AI Data Cloud, companies can embed these benefits directly into the platform where their data already resides.

How Semarchy xDM works within Snowflake

Semarchy xDM runs natively in the Snowflake AI Data Cloud, alongside your data and fully powered by Snowflake's compute, storage, and security layers. Deployed as a Snowflake Native App from the Snowflake Marketplace, xDM requires no external infrastructure, no custom pipelines, and no movement of sensitive data between platforms.

Reference Architecture



Architecture overview

At a high level, Semarchy xDM integrates through four key components:

- **Snowflake Warehouse:** All MDM operations (matching, merging, validation, enrichment) run using your Snowflake compute warehouse. These processes are pushdown-optimized, executing as native SQL to leverage Snowflake's elastic compute performance and minimize external processing overhead.
- **Snowpark Container Services:** xDM uses Snowpark Container Services to power its no-code user interfaces, stewardship apps, and workflow engines natively in Snowflake. This approach eliminates the need for external servers or additional hosting infrastructure.
- **Browser-Based xDM Interface:** Business users and data stewards access Semarchy xDM via a secure, browser-based UI. From here, they can configure data models, workflows, validation rules, and more without writing code or leaving the Snowflake environment.
- **Snowflake Storage and Security:** All master data remains in your Snowflake account. The app inherits Snowflake's access controls, masking policies, and audit logging, providing complete data protection and governance continuity.

This embedded architecture eliminates the usual headaches of MDM deployment. No duplicate databases to manage, no separate cloud environments to secure, and no fragile integrations to troubleshoot.

Benefits of a cloud-native MDM approach

Operating natively in Snowflake delivers both architectural simplicity and meaningful business value:

- **Zero data movement:** Master your data where it already lives. There's no need to extract or copy records into an external platform, saving time, reducing complexity, and maintaining compliance.
- **Pushdown processing:** All transformations, matching, merging, and validations execute in Snowflake using native SQL. You get high performance, optimized compute, and predictable cost control aligned with Snowflake's consumption-based pricing.
- **Simplified deployment & maintenance:** Deploy xDM from the Snowflake Marketplace in minutes. Updates, scaling, and monitoring happen through familiar Snowflake workflows, eliminating the need for additional infrastructure or DevOps resources.
- **Unified governance & access control:** Because the app runs in your Snowflake account, it automatically inherits Snowflake's user access policies, masking rules, and audit logging. That means no gaps between MDM and your broader data security posture.

- **Real-time stewardship and collaboration:** Business users can create, validate, and enrich golden records through intuitive applications that integrate directly with the Snowflake ecosystem. Data teams can collaborate with less friction and more accountability.

Customer challenges & use cases: Solving real problems with Snowflake Native MDM

Running Semarchy xDM natively on Snowflake is a direct response to some of the most urgent challenges enterprises face in managing and using their data. Below, we break down three core problem areas and how Semarchy transforms them into operational strengths within the Snowflake AI Data Cloud.

Challenge: Ineffective, costly fixes for data silos & AI-ready data

Data silos remain one of the biggest barriers to trusted insights. Most enterprises operate with tens of millions of records spread across outdated applications and spreadsheets, often duplicated, inconsistent, or incomplete. Business and IT teams spend an enormous amount of time manually cleaning data, which delays decisions, slows innovation, and undermines AI initiatives.

Semarchy xDM creates a full 360 view by unifying critical domains (customers, products, suppliers, partners, etc.) into golden records managed natively within Snowflake. Using no-code rules and real-time APIs, the app automates data matching, merging, and consolidation. The result: always-on access to clean, accurate, and AI-ready data, with no need to move or sync across systems.

Challenge: Poor Data Governance, Quality & Risk Management

For highly regulated industries like finance, healthcare, and manufacturing, inconsistent data governance can be catastrophic. Without centralized controls, organizations risk multi-million dollar fines for non-compliance with privacy, security, and reporting standards. Manual governance efforts rarely scale across business units or geographies.

Semarchy xDM delivers AI-augmented stewardship and dynamic, human-in-the-loop workflows fully integrated inside Snowflake. It assigns tasks automatically, enforces business rules in real-time, and logs every action for audit purposes. The flexible governance framework adapts to complex regulatory environments, providing consistency across data domains, geos, and use cases.

Challenge: Insufficient Analytics Access & Slow Time-to-Value

Many organizations struggle to provide governed, self-service access to quality data, especially for non-technical users. Overburdened IT teams face constant remediation requests, which slow innovation and block advanced analytics, AI/ML adoption, and cross-functional visibility.

With its multidomain data apps and master data products, Semarchy xDM provides secure, browser-based interfaces tailored to business users. These low-code apps allow users to author, explore, and validate data independently while respecting Snowflake's access controls. The result is faster delivery, less IT dependency, and higher adoption of clean, governed data across the organization.

By running entirely in Snowflake, Semarchy xDM enables organizations to address these challenges within the platform where their data already resides, without duplicating effort or incurring technical debt. Whether you're tackling broken governance, underperforming analytics, or fragmented records, Semarchy xDM addresses these needs head-on and delivers measurable impact.

Measuring the business impact of Semarchy xDM in Snowflake

When Semarchy xDM runs natively inside the Snowflake AI Data Cloud, it improves your architecture and drives measurable business results across every layer of the organization. From IT efficiency to end-user adoption, the outcomes are tangible, fast, and scalable. Here's a breakdown of the most impactful gains organizations have reported:

1. Cost Savings

By consolidating data operations inside Snowflake and reducing manual overhead, organizations unlock major efficiency gains:

- \$400K+ in annual value from improved DataOps efficiency
- 10% less IT support required to help end users access analytics
- Lower infrastructure and operational costs by eliminating the need for external MDM environments

2. Faster Time to Value

With no data movement, no external pipelines, and low-code configuration, teams go from purchase to productivity faster:

- 80% of organizations deliver their data solution in under 12 weeks
- 25% reduction in time spent on analytics tasks
- 50% faster onboarding for business users and data stewards

3. Improved Data Confidence

Semarchy xDM turns fractured records into trusted data products, making it easier for teams to use data with confidence:

- 38% faster delivery of trusted insights by data teams
- More consistent reporting, fewer conflicting dashboards
- Increased visibility into stewardship actions and lineage

4. AI-Readiness

AI is only as good as the data that fuels it. With mastered, governed data embedded in Snowflake, AI and ML initiatives become far more effective:

- Unified, clean data pipelines enable faster AI/ML development
- Real-time golden records feed downstream models directly
- Reduced data prep work frees up time for advanced modeling and experimentation

5. Governance & Risk Reduction

With full visibility, built-in audit logs, and automated data policies, Semarchy xDM improves both control and compliance:

- 10% productivity boost for governance teams
Faster response to audits and regulatory reporting
- Helps organizations avoid millions in potential GRC fines each year

These aren't soft gains. They are operational, financial, and strategic outcomes that directly support growth, innovation, and resilience. And because Semarchy xDM runs fully within Snowflake, teams start seeing results fast, without introducing additional complexity.

Why Snowflake customers choose Semarchy xDM

Snowflake customers choose Semarchy xDM because it was built to run where your data already lives: inside the Snowflake AI Data Cloud. As the first true Snowflake-Native MDM app, Semarchy xDM gives you the power to manage and govern master data with the same performance, scalability, and simplicity you expect from Snowflake itself.

Here's why leading data teams are making the switch:

- **Snowflake-Native MDM:** Semarchy xDM is fully optimized for Snowflake's architecture, utilizing native pushdown processing and governed data sharing, eliminating the need for syncing, external environments, and security gaps.
- **Fastest Time-to-Value:** Deploy in weeks, not months. While solutions like Informatica and Profisee often require complex integration layers and extensive setup, Semarchy xDM can be live and deliver results in under 12 weeks.
- **Lower TCO & Flexible Pricing:** Semarchy aligns with Snowflake's usage-based model, so you only pay for what you use. No costly infrastructure, no redundant environments, and no long-term lock-in.
- **Built-In Data Governance:** Stewardship, workflows, validation, and audit logging are baked in. You don't need to bolt on third-party governance tools. Semarchy xDM brings everything together in one unified, low-code experience.
- **Cloud-Agnostic & API-First:** While native to Snowflake, Semarchy also supports hybrid, multicloud, and API-first strategies. That means you get flexibility and control, without being locked into a single ecosystem.

Legacy platforms like Informatica often require heavyweight infrastructure and complex integrations. Profisee lacks a native Snowflake deployment and depends on intermediate compute layers. Semarchy xDM avoids both, delivering a faster, lighter, more modern alternative.

Snowflake Native MDM that's built for speed, scale, and trust

Semarchy xDM inside the Snowflake AI Data Cloud offers something legacy MDM never could: the ability to govern, enrich, and activate your most critical data directly in the platform you already trust for analytics, AI, and business decision-making.

You don't need to compromise between governance and agility, or between speed and security. With Semarchy xDM, you can unify data stewardship and data strategy, delivering trusted insights faster, cutting operational overhead, and supporting innovation at scale.

Semarchy xDM is available now in the Snowflake Marketplace. Deployment is fast. Results are measurable. And the integration is seamless. It's time to manage your data where it lives and trust it everywhere it flows. Request a demo to see how Semarchy xDM can help your team accelerate trusted data delivery natively in Snowflake.

Try Semarchy xDM free for 7 days

Get started