

Semarchy

**NAVIGATING THE FUTURE
OF MANUFACTURING:
EMBRACING INNOVATION,
TECHNOLOGY, AND EFFICIENCY**





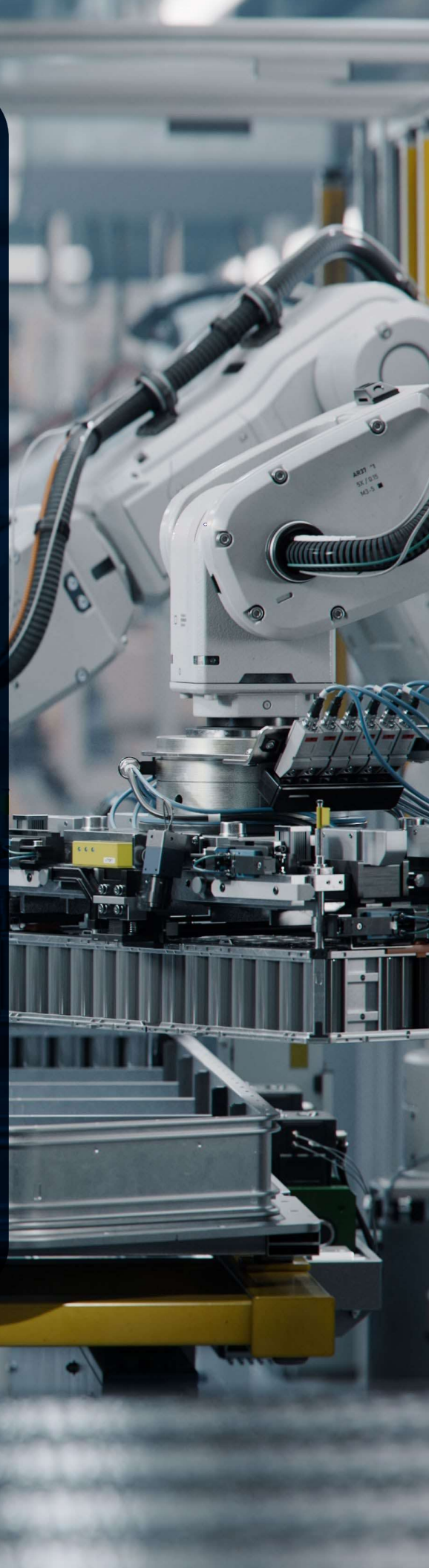
An industry in flux, driven by technology

Manufacturing contributes around 16% of global GDP* and employs millions worldwide, making it a key driver of economic growth.

The sector is undergoing rapid transformation, driven by technological advancements, shifting supply chain dynamics, and evolving consumer demands.

Automation, AI, and IoT are revolutionizing production efficiency, while sustainability and regulatory pressures push manufacturers toward greener practices. Supply chain disruptions caused by the COVID-19 pandemic continue to challenge stability, prompting companies to rethink sourcing strategies and invest in greater resilience. Additionally, digitalization and smart manufacturing are becoming essential for maintaining competitiveness, enabling real-time data insights, optimized maintenance, and enhanced operational agility.

As the industry navigates these complexities, businesses that embrace innovation, optimize data quality, and hone their competitive edge will be best positioned for long-term success.





Prioritizing the product

When it comes to manufacturing, the central focus of the entire operation is the product. From ideation to marketing to sales, managing the product lifecycle is crucial for success.

As companies grow, especially when acquiring others, managing and migrating product data becomes increasingly complex. It can be difficult to identify and create synergies. Nearly two-thirds of mergers and acquisitions fall short of expected synergies, with one in four leading to a loss of value (negative synergies).** Moving data from siloed systems to a centralized, governed workflow allows manufacturers to streamline processes, improve accuracy, and reduce inefficiencies. This governance ensures that all departments are aligned, boosting confidence in data and helping to deliver a product that meets customer needs.

EVERY YEAR, POOR
DATA QUALITY COSTS
ORGANIZATIONS AN
AVERAGE OF

\$12.9M



Enhancing supply chain management

Supply chain management (SCM) is critical to the success of the manufacturing industry, ensuring the smooth flow of materials, components, and finished products from suppliers to consumers.

*** Effective SCM helps manufacturers optimize operations, reduce costs, and improve delivery times, leading to better customer satisfaction. By managing relationships with suppliers, manufacturers can secure quality materials at competitive prices and prevent disruptions that could lead to delays. Additionally, SCM helps with inventory management, minimizing waste, and forecasting demand accurately. In an increasingly globalized market, strong supply chain management is essential for manufacturers to remain competitive, flexible, and responsive to changes in customer needs, market conditions, and supply challenges.



Maintaining an edge with competitive intelligence

In an industry driven by innovation and efficiency, competitive intelligence is essential for maintaining an edge and sustaining long-term growth.

Manufacturers can gain a strategic advantage by gathering, analyzing, and leveraging data on competitors, market trends, and industry developments. By utilizing competitive intelligence, manufacturers can identify emerging opportunities, mitigate risks, optimize production processes, and stay ahead of industry disruptions. Such intelligence also helps companies benchmark performance, refine product offerings, and make data-driven decisions to enhance profitability and market positioning.





Introducing Master Data Management

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

The Semarchy manufacturing data management platform is a powerful and agile solution designed to unify, optimize, and scale your operations. Semarchy empowers manufacturers to streamline supply chains, optimize operations, and drive ROI with unified, AI-ready data. By integrating supplier, production, and asset data, businesses gain real-time visibility to improve maintenance, reduce costs, and maximize resource allocation.

With multi-domain data management, organizations can ensure consistency across products, suppliers, and customers, enabling smarter, faster decision-making. Semarchy's AI-ready platform future-proofs manufacturing, enhancing forecasting, scheduling, and innovation to stay ahead in Industry 4.0. It's why 97% of customers recommend Semarchy for manufacturing data management.

See how customers like you are streamlining workflows, improving supply chain visibility, and reducing downtime with a single, unified system.



BROWN-FORMAN

The Challenge

Brown-Forman is a large, American-owned spirits and wine company, founded in 1870, known for producing and distributing alcoholic beverages. With over 2,000 Jack Daniel's product variants, the company struggled with fragmented and inconsistent global product data, making it difficult to gain a unified view of performance. As a result, decision-making was inefficient and error-prone. This lack of cohesive insights hindered the company's ability to analyze competitive performance and make informed decisions on pricing, promotions, and product positioning.

The Solution

Brown-Forman needed a powerful MDM solution to harmonize its diverse and siloed global product data. The company worked with Semarchy to quickly implement the MDM platform and leverage its intuitive user interface to realize immediate value without complex setup delays. It used the platform to scale data management across regions, resolve inconsistencies with advanced fuzzy matching, and centralize product data into a single source of truth for smarter, faster decision-making.

The Outcome

With Semarchy, Brown-Forman has achieved seamless data harmonization, enabling real-time global insights. Standardized data has improved operational efficiency, reduced project timelines, and empowered teams to track performance, refine strategies, and respond swiftly to market changes.

5,000

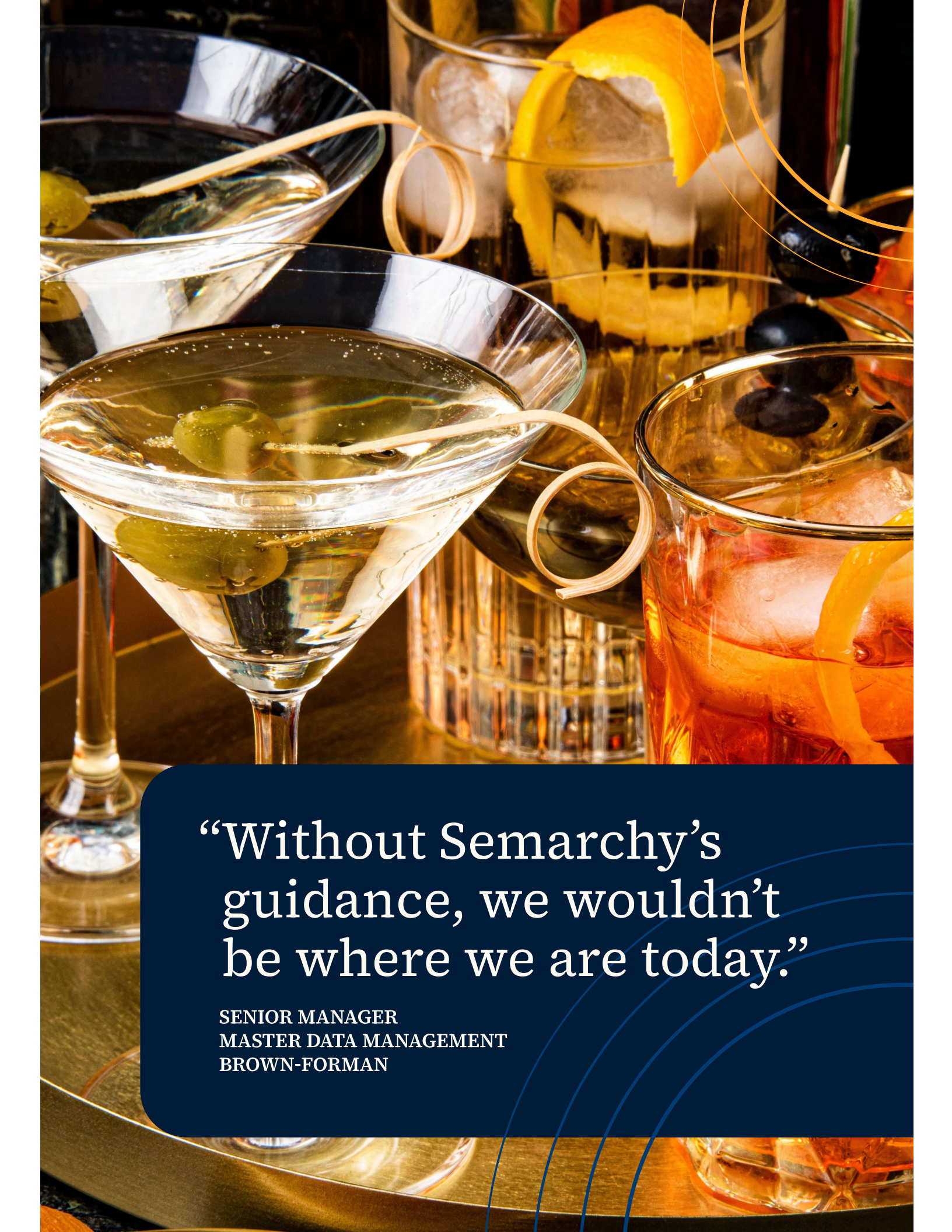
DATA RECORDS
HARMONIZED

200+

GLOBAL MARKETS
SUCCESSFULLY
INTEGRATED DATA

2,000

UNIQUE PRODUCT
VARIANTS UNIFIED INTO
A STREAMLINED DATABASE



“Without Semarchy’s
guidance, we wouldn’t
be where we are today.”

SENIOR MANAGER
MASTER DATA MANAGEMENT
BROWN-FORMAN

The Challenge

Chantelle Lingerie, a historic multi-brand company with over 140 years of innovation, has grown into a global presence with nine brands, a vast retail network of 10,000 points of sale worldwide, and revenue of over 400 million euros annually. As it transitioned from traditional manufacturing to omnichannel retail, the company needed to modernize its data infrastructure to support its evolving business model.

The Solution

Chantelle Group selected Semarchy to address its data integration and management needs, enabling a more efficient, scalable solution for its complex operations. The company streamlined its data operations by establishing a central integration team to oversee development and operations within a unified data lake architecture. Adopting a cloud-first approach, the Chantelle Group integrated Google BigQuery with custom connectors to enhance analytics capabilities. By implementing Semarchy xDI, the company unified multiple ERP, HR, and financial systems through an ELT architecture that validates and enriches data, ensuring seamless connectivity and data accuracy across the organization.

The Outcome

Chantelle Group has transformed its data capabilities with Semarchy xDI, enabling faster development, seamless Salesforce integration, and the ability to meet complex business requirements. With enhanced data control, the company now manages product data with greater precision, improving forecast accuracy. This data-driven foundation supports Chantelle Group's omnichannel retail strategy, fuelling innovation through machine learning and advanced visualization with Tableau.

1,500+

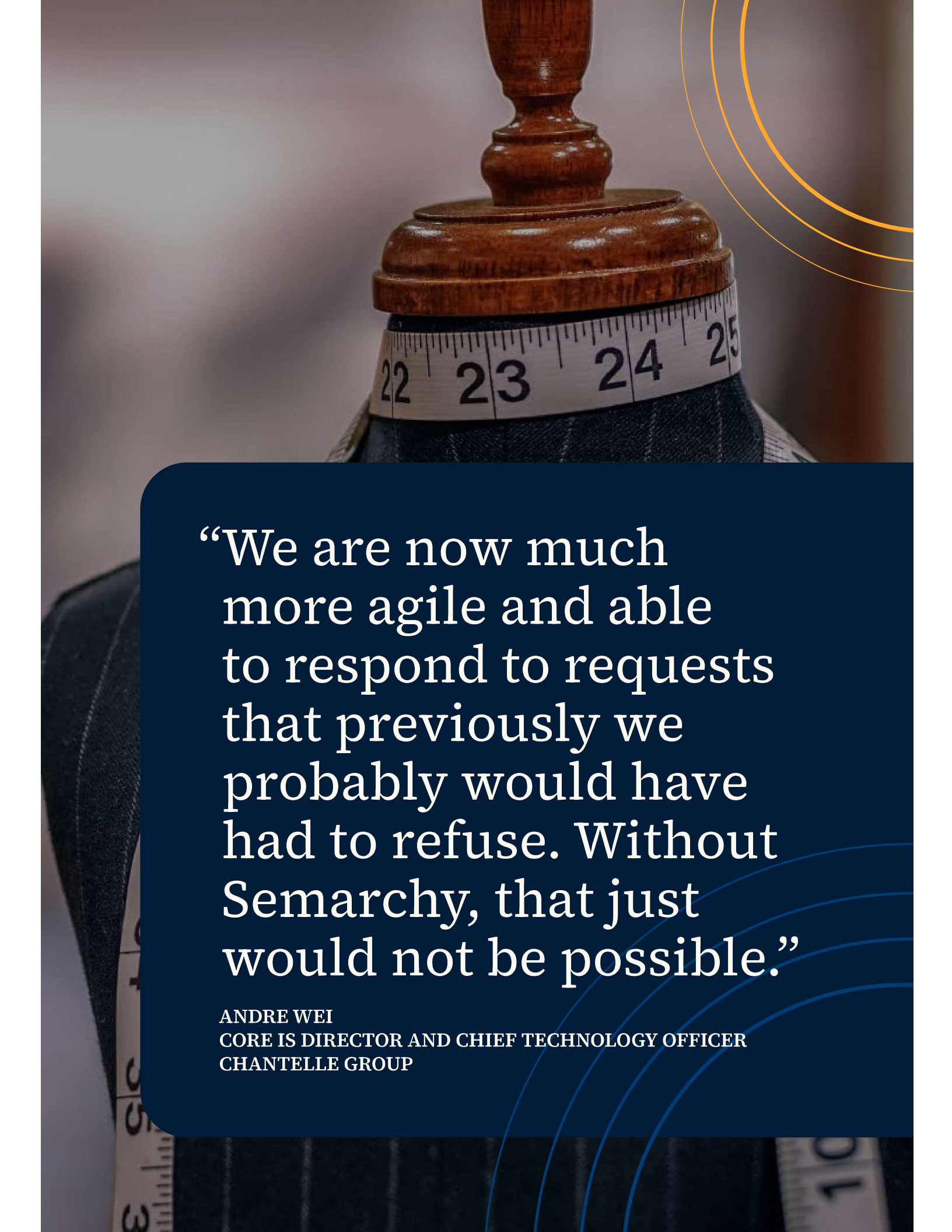
INTERFACES INTEGRATED
ACROSS MULTIPLE
SYSTEMS AND BRANDS

FASTER

DEVELOPMENT
CAPACITY

10,000

POINTS OF SALE
CONNECTED THROUGH A
UNIFIED DATA PLATFORM



“We are now much more agile and able to respond to requests that previously we probably would have had to refuse. Without Semarchy, that just would not be possible.”

ANDRE WEI

CORE IS DIRECTOR AND CHIEF TECHNOLOGY OFFICER
CHANTELLE GROUP



The Challenge

Imerys is a global leader in mineral-based specialty solutions, providing high-value-added, functional solutions across various industrial sectors. The company leverages its expertise in mineral resource beneficiation, synthetic minerals, and formulations. With over €3.8 billion in revenue and 16,400 employees, Imerys has expanded significantly through acquisitions since the 2000s. That growth has led to the integration of about 80 different Enterprise Resource Planning (ERP) systems, brought in by acquired entities. With a fragmented data system creating silos and inconsistencies, Imerys needed a solution to unify its data and streamline operations.

The Solution

Imerys partnered with Semarchy to build a scalable and unified data management solution, addressing its immediate needs while preparing for future expansion. The company centralized its data into a single source of truth, eliminating redundancies, improving accuracy, and enabling seamless collaboration through a unified reporting hub.

The Outcome

Imerys now operates with a unified data platform, having consolidated 80+ ERP systems to enhance efficiency and streamline reporting across its global entities. With standardized data, improved team productivity, and a scalable, future-proofed model, the company is well-positioned to support growth, optimize operations, and drive smarter decision-making.

80+

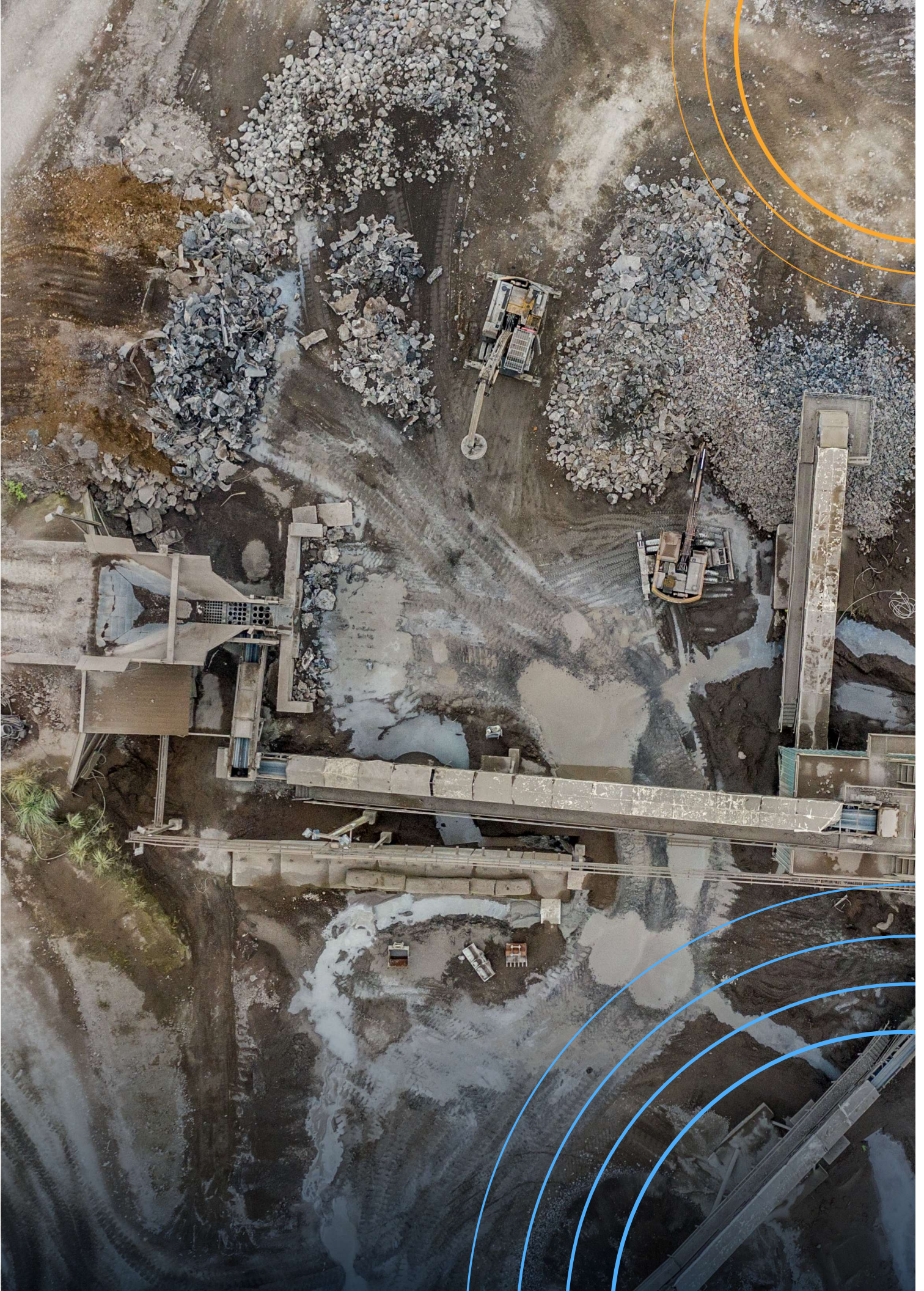
ERP SYSTEMS
CONSOLIDATED INTO
A SINGLE PLATFORM



ACCELERATED GROWTH
BUILT WITH A FLEXIBLE
DATA MODEL

16,400

EMPLOYEES EMPOWERED
WITH ACCESS TO
ACCURATE DATA





The Challenge

Bird Construction is a major player in Canada's construction industry. Its growth through mergers and acquisitions presented difficulties in unifying and managing its data. With over 5,000 employees and a diverse portfolio, Bird recognized the need to streamline its data processes to fuel better decision-making and operational efficiency.

The Solution

To address this, the company implemented Semarchy's xDM platform and launched its BEAM digital transformation project, embracing a "OneBird" approach — a company-wide initiative to unify operations and standardize data across acquired businesses. The company now operates with an integrated and efficient data management system, streamlining processes across the organization. With the widespread adoption of Semarchy's MDM platform, employees seamlessly manage and access accurate, high-quality data.

The Outcome

By unifying its data with the 'OneBird' system, Bird Construction has enhanced collaboration, reduced inefficiencies, and strengthened vendor management. Automated validations ensure business-critical data remains reliable, while improved governance supports faster, smarter decision-making and long-term strategic growth.

98%

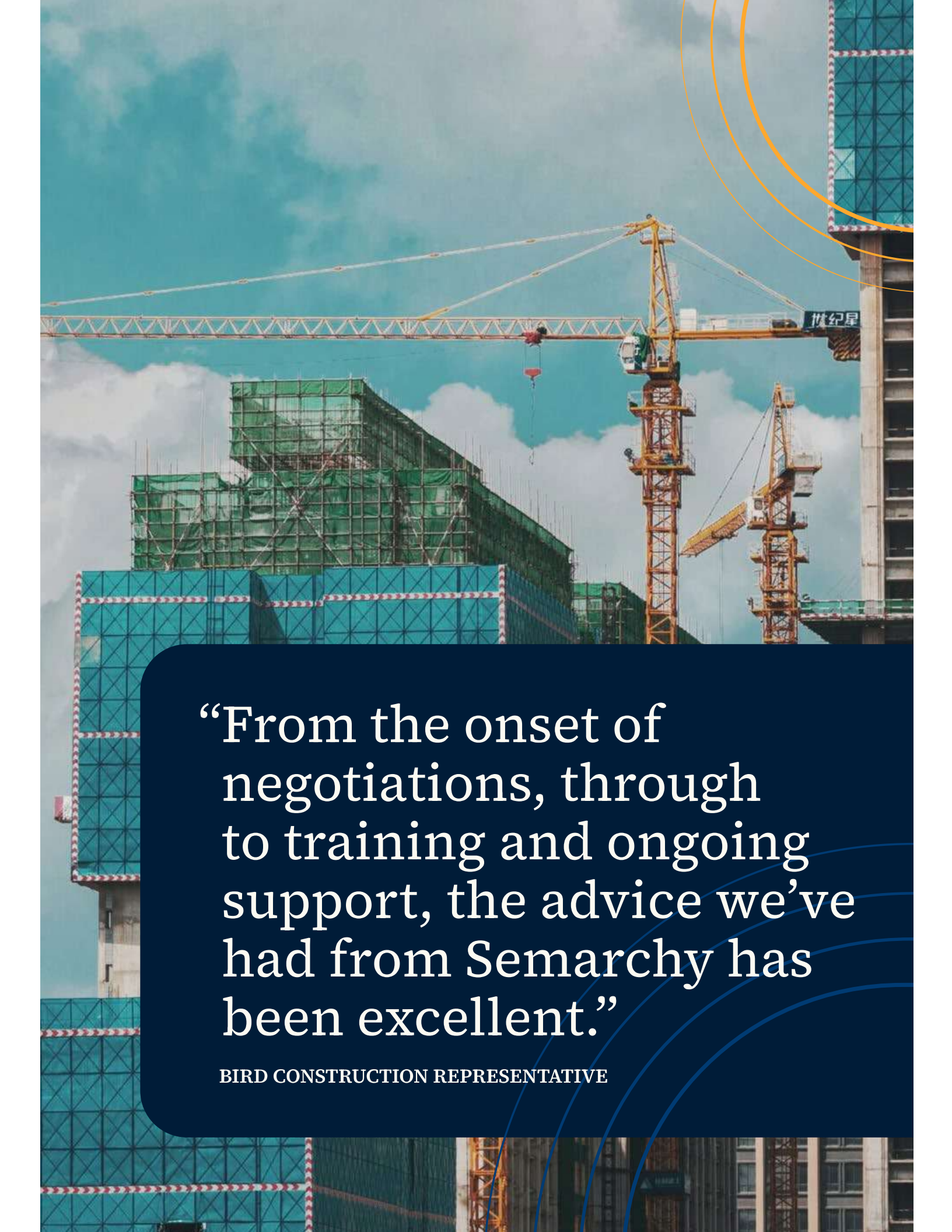
ADOPTION RATE
ACHIEVED FOR
VENDOR REQUESTS

54,564

RECORDS MERGED

100+

YEARS OF EXPERTISE
MODERNIZED



“From the onset of negotiations, through to training and ongoing support, the advice we’ve had from Semarchy has been excellent.”

BIRD CONSTRUCTION REPRESENTATIVE

*BASED ON DATA FROM SOURCES INCLUDING WORLD BANK AND OECD

** [HTTPS://WWW.DELOITTE.COM/CH/EN/SERVICES/FINANCIAL-ADVISORY/RESEARCH/ACCELERATING-IT-SERVICES.HTML?UTM=](https://www.deloitte.com/ch/en/services/financial-advisory/research/accelerating-it-services.html?utm=)

*** [HTTPS://WWW.GARTNER.COM/SMARTERWITHGARTNER/HOW-TO-IMPROVE-YOUR-DATA-QUALITY](https://www.gartner.com/smarterwithgartner/how-to-improve-your-data-quality)