BACK TO THE BASICS: WHAT IS DATA INTEGRATION?

Understanding the Data Deluge

Businesses today are swimming in a sea of data. **A recent IDC report predicts that the global datasphere will reach a staggering 175 zettabytes by 2025 [IDC report: The Global Datasphere, 2023].** But it's all fragmented and siloed.

Customer information might be stored in one system, product details in another, and financial records in a third. This makes it nearly impossible to gain valuable insights, make informed decisions, or deliver a seamless customer experience. **Furthermore, a study by Experian revealed that bad data costs businesses a whopping $3.1 trillion annually [Experian Data Quality Global Report, 2023].**

Data Integration & Master Data Management

Data integration is the process of combining data from disparate sources within an organization and presenting it as a unified view. Data integration acts like the puzzle master, meticulously connecting these pieces to create a complete picture.

Master Data Management (MDM is a strategic approach to managing your core, business-critical data, like customer records, product information, and supplier details. MDM ensures these ingredients are:

- **Accurate and Consistent:** Eliminate duplicates and inconsistencies for a single source of truth.
- **Enriched:** Add valuable attributes to gain a more comprehensive view of your key entities.
- **Well-Governed**: Establish clear ownership and access controls for data security and compliance.

Benefits of Data Integration:

Enhanced decision-making: Gain valuable insights from a unified view of your data. A 2023 study by Gartner revealed that organizations with a well-defined data integration strategy experience a 30% improvement in decision-making efficiency [Gartner Report: The Value of Data Integration, 2023].
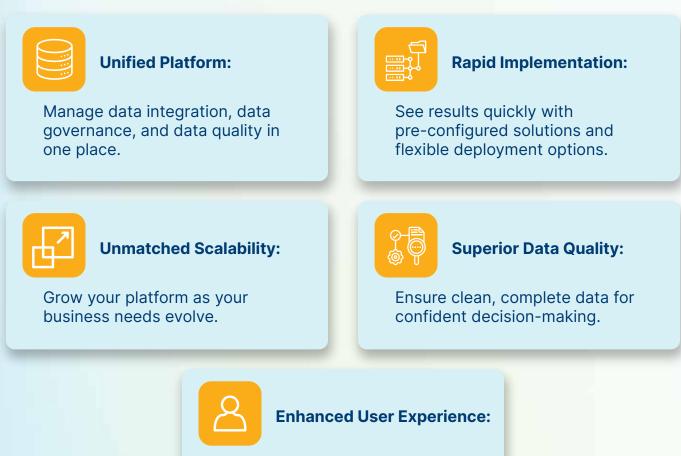
Improved customer experience: Deliver personalized interactions with a 360-degree view of your customers. 80% of customers expect companies to provide personalized experiences [Salesforce: State of the Connected Customer, 2023].

Boosted operational efficiency: Eliminate redundancies and streamline workflows. Aberdeen Group research shows that organizations with integrated data can achieve a 12% improvement in operational efficiency [Aberdeen Group: The Business Value of Data Integration, 2022].

Stronger regulatory compliance: Ensure adherence to industry regulations with clear data visibility.

Semarchy: Your Perfect Data Integration Partner

Semarchy offers a comprehensive MDM platform that goes beyond traditional solutions. It's the all-in-one appliance for your data kitchen:

Unified Platform:
Manage data integration, data governance, and data quality in one place.

Rapid Implementation:
See results quickly with pre-configured solutions and flexible deployment options.

Unmatched Scalability:
Grow your platform as your business needs evolve.

Superior Data Quality:
Ensure clean, complete data for confident decision-making.

Enhanced User Experience:
An intuitive interface for both technical and non-technical users.

Don't wait any longer to unlock the true potential of your data!

The Semarchy Solution

Semarchy Data Platform is designed to focus on organizations across all verticals. The comprehensive suite of data management tools:

- Ensures compliance and regulatory standards
- Eliminate silos and integrate the data
- Turn data into actionable insights
- Design and deploy tailored financial service data apps in days while capturing ROI in under 10 weeks.
- Secures data onsite and in transit
- Maintains high-quality and reliable data

You can manage, govern, and secure all your company's data from one single, unified platform. You can move faster, ensure compliance, operate securely, and compete without compromise.

Would you like to get a custom demo of Semarchy Data Platform tailored to your unique needs?

Click here to schedule a complimentary demo

Semarchy

[1] **Gartner**, "Master Data Management Improves Operational Efficiency."
[2] **Ponemon Institute**
[3] **IBM**, "The Benefits of Data Governance."
[4] **CompliancePoint**, "Data Governance Benefits."
[5] **TDWI**, "The Business Benefits of Data Integration."
[6] **JD Power**
[7] **Accenture**
[8] **McKinsey**, "Why Oil and Gas Companies Must Act on Analytics."