

Unlocking The Power of Data: Bird Construction's MDM Journey with Semarchy

How to Harmonize Data into a Single Source of Truth for Valuable Insights and Timely Decision-Making

Overview

Bird Construction has over a century of history as a Canada-wide construction company. They employ over 5000 people and have a diverse portfolio of projects.

While undergoing a massive digital transformation project, the company developed a data strategy, requiring them to find the right tools to optimize their data management. They identified that they needed a Master Data Management (MDM) solution that would help them to have flexibility and control over their data. Their chosen solution needed to be scalable to accommodate possible future mergers and acquisitions.

Bird Construction faced some hefty challenges with its data management:



Operating within multiple systems and databases: Data was stored in these disparate sources, often with variances in attributes and processes. This made it difficult to gain an accurate picture across data domains without wasting huge amounts of time going into data analysis.



Integration development: While they already had some successful integrations, Bird needed to centralize a wide spectrum of data and systems.



Navigating Scope and Priorities: With the data management project being part of a wider digital transformation initiative, alignment of scope and priorities was a challenge for the resources needed for the data project.



Company Buy-in: Gaining the right amount of support for the data management initiative to achieve acceptance across the company wouldn't be easy.

Data Management Goals

Bird Construction had the following goals they wanted to achieve by implementing their new data management system:

- Gaining a competitive edge.
- Generating useful data reports.
- Fueling data-driven decision-making.
- Becoming an industry leader through innovation.
- Fostering a data-driven culture.

Semarchy MDM Implementation

Bird Construction created a scorecard to rate MDM software providers and Semarchy MDM came out on top. They worked with Semarchy's specialists to implement MDM within the company.

One of the immediate challenges of implementation was the scope of Bird Construction's data. With multiple data domains across many different systems, it was a daunting task to get started. With the help of the team at Semarchy, Bird Construction narrowed its scope: to begin with one key data domain it needed cleaned up - vendor management. This area was targeted first for integrations, pulling information into MDM.

On the support they got from Semarchy for implementing MDM, they say: "The partnership and support from the Semarchy team has been excellent. From the onset of contract negotiations through to the initial training that we all received to the ongoing support. The advice we get has been excellent."

Results of Implementing MDM

- **98% adoption rate.** Bird Construction successfully implemented MDM across the company for vendor requests with a 98% adoption rate.
- **10,000+ records merged.** MDM has helped Bird Construction to match tens of thousands of source records which they have been able to merge for a cleaner data set.
- **New Data Domains.** They have been able to expand their use of MDM into new data domains, integrating more vital categories of data.



Conclusion

Achieving optimal data management across multiple legacy systems and processes is possible with Semarchy's MDM solution - even if you need to start with one priority data domain. This is a best practice that any organization can follow to quickly see results from MDM implementation.

Large organizations today use an average of 367 apps and systems to manage workloads, with data silos often causing expensive delays or missteps. MDM is critical for those wanting to maximize revenue, minimize noncompliance, and take a competitive edge.

Download the full Bird Construction case study [here](#).
Watch the Bird Construction webinar replay [here](#).
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