



Bird Construction Case Study

Summary

In a world that is saturated with data, the most competitive companies are those that are able to optimize how they manage it.

However, large amounts of data present several challenges when it comes to optimal management. Many organizations operate with a disparate mix of systems and legacy processes, with none of those integrated in a meaningful way. It's difficult to ensure data quality and bad data is estimated to cost the U.S. economy alone [\\$3.1 trillion dollars per year](#).

How can conscientious organizations better manage their data? MDM (Master Data Management) is a key strategy for not only managing vast quantities of data, but helping organizations to glean useful insights from it.

A study by Forrester found that MDM can [improve data quality by up to 70%](#), while a survey by IBM found that MDM can reduce the [cost of data management by up to 20%](#). It's little wonder that [76% of organizations](#) are planning to invest in MDM in the next two years.

Bird Construction is one organization that has adopted MDM already and is seeing great results. We talked with them about their journey and how Semarchy xDM transformed data management for the company.

Overview

Bird Construction is a well-established Canadian construction company with a diverse portfolio Canada-wide. They employ over 5000 people and have operated for 100 years.

The company has a history of mergers and acquisitions, with several of those happening in the last few years.

Bird engaged in a digital transformation project, BEAM, with the aim of integrating technology and systems, and having employees work under "OneBird." This project led to Bird developing a data strategy, including the need to find the right tools to support data management.

- Company goals for data management included:
- Gaining a competitive edge.
- Generating useful data reports.
- Fueling data-driven decision making.
- Becoming an industry leader through innovation.
- Build a data-driven culture.

Bird Construction knew they needed a Master Data Management (MDM) solution that would help them to have control over and flexibility with their data. Their chosen solution needed to be scalable to accommodate any future mergers and acquisitions. After a thorough vetting process, including using a scorecard for the vendors they tried, Bird Construction chose Semarchy for their data management needs.



Data Challenges

Bird Construction faced several data challenges that they needed their new system to overcome. Firstly, they operate multiple systems and databases, all with variances in attributes and processes.

Secondly, their move to MDM was part of a wider digital transformation program. This made alignment with scope and priorities a challenge for their needed resources. Key resources in both the business and technical sides needed to be directed optimally.

Integration development was another challenge. While they already had some successful integrations, Bird needed to centralize a much wider spectrum of data and systems.

Lastly, Bird Construction faced a challenge that is fairly typical for any business undergoing a large transformation - gaining the right amount of support and input to ensure they clearly understood the business need. Directly following this was the challenge of organizational adoption and acceptance of the new system.



Results of MDM implementation

Firstly, Bird Construction has managed to attain 98% adoption of MDM across the business for vendor requests. They achieved a single view of the organization and their goal of centralized, “OneBird” process improvement, automation, and integration.

Bird Construction realized several data quality opportunities with the implementation of Semarchy. For example, xDM helps Bird to match source records that they may want to merge. They have found the suggested merges to be a real value-add.

In one example, they loaded 80,730 records with 79,091 of those confirmed. The end result was 54,565 records merged and active, a much more efficient management of that data. They were also able to validate records such as phone numbers and addresses to come out with clean, reliable data.

Bird Construction continues to expand their use of xDM and has two key priorities for expansion. Firstly they want to sustain and improve their MDM operation, including best practices. Secondly, they’re aiming to expand to new data domains, integrating more vital categories of data.

On the support they got from Semarchy for implementing xDM 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.”

How to Create a Master Data Management Strategy

If you're reading this and wondering how to get started on creating an MDM strategy for your own organizations, we've put together some key steps and best practices.

Steps for creating an MDM strategy

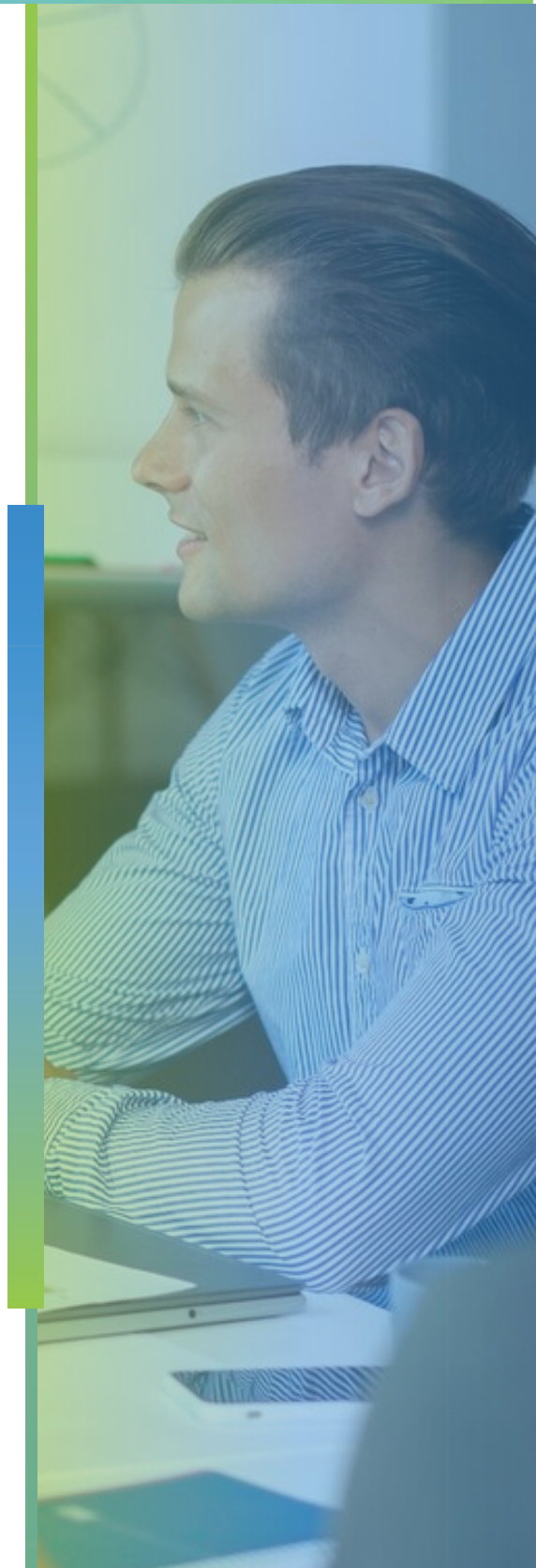
Steps for creation your MDM strategy include:

- Get organizational buy-in for MDM. Bird Construction mentioned honing in on the business case for MDM to help gain more enthusiastic support from stakeholders. It's always a best practice to start with the business case.
- Define the business objectives for MDM. Know what needs to be done, the sequence it needs to be done in, and the resources required to meet your business objectives. Bird Construction didn't just suddenly throw the entire company on MDM, they started with a key priority - vendor management.
- Assemble a cross-functional team. It helps to have a cross section of business owners and data stewards so that you get effective collaboration across impacted business units.
- Create an MDM roadmap. Some typical steps to creating a roadmap include: assessing the current state of readiness, defining your desired state, conducting a gap analysis, prioritizing strategies for each gap, and tying these together in a roadmap.
- Find the right tools or technology. Bird construction used a scorecard method to test out different options before landing on Semarchy.

Best practices for MDM implementation

Some additional best practices for MDM implementation include:

- Assess your organizational readiness. A common reason for failure among many big transformation projects is that the organization wasn't really ready to undertake the change. For example, you have to meet a certain level of data and analytics maturity, have the right expertise onboard, and obtain stakeholder support



- Take a “right sized” approach. MDM is a wide-scope solution to broad problems - it’s not always the right thing to do right now. Some organizations may find that a narrower scope, such as application data management, may be the right-sized solution for now. Or, like Bird Construction, you start with one particular area of data management you want to improve and work up from there. If you take this strategy, you definitely need a scalable MDM tool that will grow with you.
- Establish clear data governance policies. Your governance policies set the ground rules for analyzing, securing, and streamlining your data. It pays to define these early so you take a uniform, cohesive approach from the beginning.

Semarchy's xDM Platform for Master Data Management

Semarchy xDM is a unified data platform that helps businesses create and manage a single, golden record of their master data. xDM provides a comprehensive set of features for data integration, data quality management, data governance, and data analytics. Those features include:

- A unified data platform for simplified visibility and data management.
- Rapid results - measure ROI in under 12 weeks.
- Seamless scalability across use cases and data sources.
- Custom automations.
- No-code interface.

Conclusion

Bird Construction is one of many organizations that have transformed how they manage data through Semarchy xDM. They’re enjoying a unified view of their data and easier access to valuable insights. This is allowing them to scale up their use of MDM and apply it across the organization.

Your company can optimize your use of valuable data too. Semarchy is available across industries and verticals. Want to know more about Bird Construction’s experience and how they went about it? [Contact us](#) by using the button below!



Semarchy, a leader in the data integration and master data management markets, enables organizations to rapidly generate business value from their data. Its' unified platform enables organizations of any size, to quickly discover, govern, manage, integrate and visualize critical information scattered across applications.

Semarchy is available as an on-premises platform, is natively available on most popular cloud marketplaces, such as Microsoft Azure, Amazon Web Services (AWS), and Google Cloud Platform (GCP), and managed as a service and is supported by a rich ecosystem of software- as-a service and professional service partners.

Semarchy

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