

BIRD CONSTRUCTION CASE STUDY

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.

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.

“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.”

— Bird Construction
Representative

98%
adoption rate achieved for
vendor requests

54,565
records merged and optimized
from 80,000+

100+
years of expertise modernized

RESULTS:

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.”

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.