

Simplifying Mergers and Acquisitions: Dentsu's Data Journey with Semarchy MDM

Discover how the world's fifth-largest media company consolidates and cleanses huge volumes of data from its global brands.

Introduction

Founded in Tokyo in 1901, Dentsu provides PR, marketing, and advertising to clients in over 145 countries. The company has grown rapidly through acquisitions, with each new brand bringing large volumes of data to the parent company. This created issues around data management and quality, leading Dentsu to look for a master data management (MDM) platform that could boost data accuracy and availability across the business.

Dentsu's Data Challenges

Dentsu faced three significant data challenges:



Multiple Data Sources:

Each brand used different systems for finance, HR, ERP, CRM, and more. This led to the proliferation of data silos and multiple data types to manage.



Inconsistent Data Quality:

Some brands maintained data to reasonable standards, but others needed better data quality processes.



Poor Insights into Global Brands:

Siloed data slowed decision-making, and low data quality hindered brand transparency.

After a six-month vendor evaluation process, Dentsu chose Semarchy MDM to be at the center of their enterprise data hub. Dentsu's data experts chose Semarchy for the platform's excellent user interface and fast implementation:

"Everyone loved Semarchy's strong user interface. Some other products were very technical, but Semarchy's intuitive, business-driven design helped us sell the platform to non-technical executives. We were also able to get our data onto the platform quickly. This let us get up and running straight away and showcase the benefits of Semarchy to stakeholders."

Anish Raivadera, MDM Technical Lead, Dentsu

Key Benefits

Dentsu used Semarchy MDM to create high-quality golden records and an automated bulk-matching process. This process allowed them to quickly match and merge new data into their single source of truth while maintaining high data quality.

The company enjoys a range of benefits that support the business as it continues to grow:



Rapid Mastering of Large Volumes of Data:

Data from new systems can be quickly matched, merged, and cleansed.



Improved Data Quality:

Semarchy's enrichment functionality and automated processes ensure only high-quality data enters Dentsu's golden records.



Accurate Global Insights:

A single source of truth gives decision-makers high visibility into each market, client, and brand.

"Semarchy MDM lets us better deal with mergers and acquisitions, as it gives us a process of taking new data and rapidly mastering it to a high level of quality. After five years, the user base for Semarchy within Dentsu is still growing, and we continue to use the platform to master new data domains."

Anish Raivadera, MDM Technical Lead, Dentsu

The Semarchy Advantage

Organizations across industries use Semarchy MDM to drive growth, efficiency, and digital transformation. You get everything you need for data management and governance in a single platform:

Master Data Consolidation: Unify data from various sources and maintain high data quality.

Identity Management: Resolve duplicate records and establish a single view of every customer, client, supplier, location, and more.

Pre-Built Connectors: Seamlessly integrate Semarchy with third-party applications.

Advanced Analytics: Get actionable insights from your data thanks to intuitive dashboards and business-driven visualization tools.

Robust Data Governance: Define privacy rules and access permissions to keep data secure. Stay compliant with automated audit reports and robust data lineage.

You benefit from:

- **Rapid Time-to-Value:** 80% of users measure ROI with a fully functioning solution in under 12 weeks.
- **Fast Implementation:** Rapidly generate data management apps that hit business goals. 100% of Semarchy users met their implementation goal in 2023.
- **Low Total Cost of Ownership:** Deploy and manage your data without extensive technical resourcing or training.
- **An Adaptable Solution:** Effortlessly scale the platform to meet new data challenges as your organization grows.

Unify Your Data. Enhance Data Quality. Make Better Business Decisions.

Contact Semarchy to Get Started