

# Data is the New Currency in Retail

Retail and e-commerce are fiercely competitive industries with retailers looking for new and innovative ways to dominate the consumer shopping experience. Technology continues to change how consumers find, research, and purchase products, and the boundaries between online and offline retail experiences continue to blur. As retailers and e-commerce providers re-evaluate and re-prioritize their target audience and consumer preferences, they need quality insights to help inform their customer engagement strategies and executions—making data their most critical asset.

**75% of US consumers have experimented with a new shopping method with 15-30% growth in consumers who purchase online for most categories<sup>1</sup>**

## What is Master Data Management?

Master Data Management (MDM) is a comprehensive process of collecting, organizing, and managing your **critical data**. It ensures that master data, which refers to the core data entities within your company (such as customer, product, and supplier data), is accurate, consistent, and up-to-date across all systems and processes. Having a clear and effective master data management (MDM) **solutions** is crucial to staying competitive and providing outstanding customer experiences.

Semarchy Unified Data Platform has been designed to help retailers and e-commerce providers solve their unique challenges. The comprehensive suite of data management tools will help you:

Knock down silos and gain actionable insights from your data	Manage complex data and ensure it is accurate and complete	Enhance customer experiences with intelligence and predictive insights	Stay compliant and secure your data	Focus on innovation and increase revenue
Semarchy Unified Data Platform brings the entire company's data into one, centralized view. The data can be accessed by numerous departments and extends the capabilities of the current environment.	Semarchy Unified Data Platform ensures accurate and consistent product data, so retailers can optimize inventory levels, minimize stockouts, and reduce carrying costs.	Semarchy Unified Data Platform helps retailers create a 360-degree view of customers, enabling personalized experiences and better-targeted messaging.	Semarchy Unified Data Platform helps retail and ecommerce maintain accurate and up-to-date data, ensures compliance with data protection regulations, including GDPR, and provides one comprehensive platform for data quality, lineage, masking, and encryption.	Semarchy Unified Data Platform MDM ensures Retailers and e-commerce providers can leverage accurate and consistent data to create targeted marketing campaigns, leading to increased sales, customer loyalty, and brand success.
80% reduction in development time and 60% reduction in maintenance costs from one integrated platform.	Gartner estimates that businesses lose an average of \$9.7 million annually due to poor data quality.	Unifying data in MDM can improve customer satisfaction by 20%	Companies with a Data Governance program in place increase data analysis time by 2% and register a 31% improvement in data quality confidence.	By implementing MDM solutions, businesses can make up losses due to poor data quality.

The pursuit for retail supremacy comes down to the DATA. Data will help you read your customers' minds and offer the right products at the right time and at the right price.

Semarchy's Unified Data Platform makes sure you give consumers what they want. From one single, comprehensive platform, you can manage, govern, and secure all of your data, so you can move faster, smarter, and without compromise.

**Get a custom demo of Semarchy's Unified Data Platform and see how it can help you solve your unique data challenges. Schedule your demo.**

<sup>1</sup>The Great Consumer Shift: Ten Charts that Show How US Shopping Behavior is Changing | McKinsey