

The Next Great Revolution

Manufacturing companies have massive amounts of data that are generated across various departments and systems. In fact, according to McKinsey, "The manufacturing industry is one of the most data-rich industries, with data volumes growing at a rate of **40% per year**!" They deal with large volumes of data, including product specifications, production schedules, inventory data, customer orders, and quality control data. But even with a huge push toward data-driven manufacturing, only 39% of manufacturing executives report that they have successfully scaled data-driven use cases beyond the production process of a single product.

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Manufacturing is on the cusp of a data revolution and needs solutions that help them decipher their data so they can increase productivity, develop new customer experiences, and ensure they have a positive impact on both the environment and society as a whole.

What is Master Data Management?

Master Data Management (MDM) is a set of practices, processes, and technologies that help manufacturing companies manage and maintain the consistency, accuracy, and completeness of their critical data across multiple systems and applications. The primary objective of MDM is to create a single source of truth for all critical data, ensuring your data is consistent and accurate across different departments and systems so that you can gain actionable insights into your business and your customer's behavior.

Companies that invest in MDM solutions see a 20-30% increase in operational efficiency (Source: Forrester).

Unlock the Power of Your Data with Semarchy Unified Data Platform

The importance of data management for manufacturers cannot be overstated. There is stiff competition for data superiority, and manufacturing companies need to capitalize on the power of MDM. Semarchy Unified Data Platform has been designed to help manufacturers solve their unique challenges. The comprehensive suite of data management tools will help you:

- Knock down silos and improve operational efficiency
- Manage and govern complex data to enable informed decisions
- Stay compliant and secure your data
- Enhance customer experiences and protect the supply chain
- Focus on innovation and increase revenue

Knock down silos and gain actionable insights from your data	Manage and govern complex data to drive informed decisions	Stay compliant and secure your data	Enhance customer experiences and protect the supply chain	Focus on innovation and increase revenue
Manufacturers can achieve a 15% increase in productivity by improving data management and analytics capabilities ³ .	Poor data quality costs organizations an average of \$15⁴ million per year , and data errors can impact supply chain efficiency and product quality.	58% of manufacturers consider compliance and risk⁵ management a top priority.	Companies with strong MDM capabilities achieve a 26% increase in customer retention rates and a 12%⁶ increase in cross-sell and upsell revenue .	Manufacturing companies that implement MDM can achieve a 20% increase in revenue⁷ .
Semarchy Unified Data Platform provides a centralized data platform so manufacturers can eliminate data silos, streamline their data integration, cleansing, and validation processes, and reduce operational costs.	Semarchy Unified Data Platform provides manufacturers with accurate and up-to-date information from one single source of truth for product, customer, supplier, and other key data elements. This quality data will help you analyze trends, identify problems, and make informed decisions.	Semarchy Unified Data Platform helps manufacturers maintain accurate and auditable data records, ensuring compliance with regulatory requirements, industry standards, and data privacy regulations. Semarchy also helps mitigate potential risks and secures the data onsite and in transit.	Semarchy Unified Data Platform provides manufacturers with an accurate and comprehensive view of customer data, plus a consistent view of inventory, logistics, and supplier data. These insights help manufacturers deliver seamless, personalized customer experiences, and limit supply chain disruptions.	Semarchy Unified Data Platform's comprehensive approach improves data quality and accessibility, helping you develop innovative products and services based on demand, streamline operations and processes from one platform, and improve customer engagement with supply chain efficiency—ultimately driving revenue growth.

¹ According to a report by McKinsey, "The manufacturing industry is one of the most data-rich industries, with data volumes growing at a rate of 40% per year"

² A 2021 study, surveying over 1300 manufacturing executives, revealed that just 39% had successfully scaled data-driven use cases beyond the production process of a single product and thus achieved a clearly positive business case.

³ IDC, "Smart Manufacturing: How Data Management and Analytics are Transforming the Factory"

⁴ Gartner, "Master Data Management Survey"

⁵ Ventana Research, "Master Data Management for Manufacturing"

⁶ Aberdeen Group, "Master Data Management: The Foundation for Effective Enterprise Data Management"

⁷ Aberdeen Group, "Master Data Management: The Foundation for Effective Enterprise Data Management"

Semarchy Unified Data Platform turns your data into power. By providing a single source of truth for critical data, MDM can help you 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.](#)