Case Study:
How Dentsu Simplified Mergers and Acquisitions with Semarchy MDM

Introduction

In a world saturated by data, the most successful organizations take control of their data and use it to drive results.

The problem is business data accumulates quickly from multiple sources, often ending up siloed across disparate systems. This is especially true for businesses that grow through mergers and acquisitions.

Each new brand brings large amounts of data to the parent company, such as customer details, supplier information, and location data. This data might be maintained to different quality standards across each brand, and each new system becomes yet another data silo.

This makes it hard for the business to access and trust its data, leaving this vital source of information untapped when it could be used to drive growth and efficiency.

So, how can businesses extract maximum value from fragmented data? The answer is master data management (MDM). MDM is a technological and architectural approach that consolidates data from multiple systems into a central repository. This golden record ensures data quality and gives businesses a single source of truth for making informed decisions.

Dentsu's team chose Semarchy MDM to solve their data challenges. We spoke with them about their journey and heard how MDM delivers real-world benefits.

Company Overview

Founded in Tokyo in 1901, Dentsu provides marketing, PR, and business transformation to high-profile clients in over 145 countries. Dentsu has grown rapidly through global acquisitions and is now the world's fifth-largest media company.

Each newly acquired brand brought large volumes of data to Dentsu, creating issues around data management and governance. To tackle the problem, Dentsu's team created an enterprise data hub on which they could collate disparate data, ensure data quality, and make data available across the business.

Dentsu wanted MDM to be at the center of their architecture, so they set out to find an MDM partner. Through a six-month vendor evaluation process, Dentsu chose Semarchy MDM to overcome their data challenges.

Dentsu's Data Challenges

Dentsu's team faced several issues when managing the data of their in-house brands across global locations:

- **Multiple Data Sources:** Each new brand acquired by Dentsu used different systems for finance, HR, ERP, CRM, and more. This led to the proliferation of data silos, multiple data types, and huge volumes of data for Dentsu to manage.

- **Inconsistent Data Quality:** Data quality varied widely between brands. Some brands maintained data to reasonable standards, while others had poor processes for ensuring quality. Accommodating this variation and bringing data up to a good standard of quality was difficult.

- **Poor Insights into Global Brands:** Without a single source of high-quality, accessible data, it was hard for Dentsu's decision-makers to use data to inform strategy. Siloed data slowed down decision-making, and low quality data hindered brand transparency.

Why Did Dentsu Choose Semarchy MDM?

Dentsu's team chose Semarchy MDM because of Semarchy's in-house expertise, the platform's excellent user interface, and the promise of quick implementation:

"Everyone loved Semarchy's strong user interface. Some other products were very technical, so weren't appealing, 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

What Changed with Semarchy MDM?

Dentsu used Semarchy to create a high-quality pool of reference data to which new data could be matched as brands were acquired.

Stage one was to take three existing sources of trustworthy client data and use Semarchy to match and merge these into reliable golden records. Dentsu's team used Semarchy's enrichment functionality to enhance data, using APIs to connect to external data sources. This allowed them to improve data quality while matching data with a very high level of precision. A team of data stewards dealt with anomalies and ensured data quality. From there, they generated a golden ID, or master client identifier, for each client, which would be used across the business.

Once this base of trusted data was in place, the second stage was to create a bulk-matching process. This process allowed them to take data from different systems and match it to the data in their golden records. The process was automated, which saved time, and it automatically rejected low-quality data to protect the integrity of the golden records. Stage three involved creating a form in Semarchy to validate new clients. This process ensured client data was matched to an existing master client ID where one existed, preventing duplicate records. Where the client didn't exist, data stewards could generate a new client, ensuring data quality standards were met.

The fourth stage was the propagation of master client IDs throughout the business. This meant spreading these golden IDs to downstream systems in all of Dentsu's brands, ensuring every brand worked from the same source of truth for each client.

Semarchy MDM gives Dentsu a range of benefits that support the company as it continues to grow

- **Rapid Mastering of Large Volumes of Data:** Data from new systems can be quickly matched, merged, and cleansed.
- **High Data Quality across the Business:** 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 for each brand gives decision-makers high visibility into each market and client.

Going forward, Dentsu will continue to roll out stages three and four, mastering new client data and creating a single client onboarding process. Dentsu's team also plan to use Semarchy to master the company's vendor and reference data, ensuring well-defined data governance that delivers the same data quality, security, and useability as they've achieved with their client data.

"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

AWARDS & REVIEWS

It's not what we say about Semarchy Data Platform that matters. It's the recognition of our industry and the success of our customers — from business leaders to data teams — that confirms our value.

Gartner®

3x Gartner Magic Quadrant for MDM Solutions Leader (2020-2022)

FORRESTER

The Forrester Wave™: Master Data Management Solutions Strong Leader

Gartner Peer Insights Customers' Choice 2024

Gartner Peer Insights Customers' Choice for MDM 6 Years in a Row (2019-Now)

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.

www.semarchy.com