



Great People Make Great Data: How Semarchy Partners with Organizations to Build A Stronger Data Narrative

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In today's digital world, those who master their data come out on top. For many organizations, that means embarking on a journey of transformation and growth. It's often not an easy path, with obstacles such as disparate systems, poor data quality, global footprints and the sheer volume of data to manage. Yet, the results of putting an effective program in place speak volumes:

- Businesses that deploy MDM solutions have seen up to a 20% improvement in their data quality.
- Reports indicate an uptick in operational efficiency by 15% post-MDM adoption.
- Master Data Management statistics show an average reduction of 10% in operational costs for organizations that have successfully implemented MDM systems.

In this eBook, we invite you to peek behind the scenes and observe how Semarchy clients are achieving their data management goals and transforming how their organizations approach data. For businesses venturing into the realm of data transformation, Semarchy's customer success and technical project management (TPM) organization serves as trusted allies on this journey.

You'll meet some of our expert team members and learn how their commitment to client success has had a transformative impact on the organizations they work with, and on Semarchy's processes for working with clients.

Good data management requires the right tools in place, but great data management encompasses the right people, too. Unlock the true potential of your organization's data assets with Semarchy by your side.



Common Data Management Challenges

In the quest for data management success, companies often encounter roadblocks that can impede progress, derail initiatives, and stifle innovation. From the implementation of data applications to the cultivation of strong data teams, and the pursuit of long-term data management excellence, navigating these challenges requires foresight, determination, and strategic planning.

1. Implementation Hurdles:

Implementing data applications can be fraught with challenges. From selecting the right technology stack, to integrating disparate data sources and ensuring data quality, there are numerous obstacles to overcome. Common roadblocks may include:

- **Lack of Clear Objectives** - Without a clear understanding of the desired outcomes, companies may struggle to align their data applications with business goals.
- **Legacy Systems Integration** - Legacy systems often pose compatibility issues, making it difficult to seamlessly integrate new data applications.
- **Data Quality Concerns** - Poor data quality can undermine the effectiveness of data applications, leading to inaccurate insights and flawed decision-making.

Data scientists spend more than 80% of their time dealing with “unruly digital data” and “data wrangling” before the data can be used.

2. Building Strong Data Teams:

Building and nurturing a strong data team is essential for long-term data management success. However, companies often face challenges in attracting top talent, fostering collaboration, and retaining skilled professionals. Common roadblocks include:

- **Talent Shortage** - The demand for data professionals far exceeds the supply, making it challenging for companies to recruit qualified candidates.
- **Silos and Communication Barriers** - Siloed departments and communication barriers can hinder collaboration and prevent data teams from working effectively together.
- **Lack of Training and Development** - Without adequate training and development opportunities, data professionals may struggle to keep pace with rapidly evolving technologies and methodologies.

The CMMI website cites that 52% of C-suite executives have dismissed data because they were unable to comprehend it.

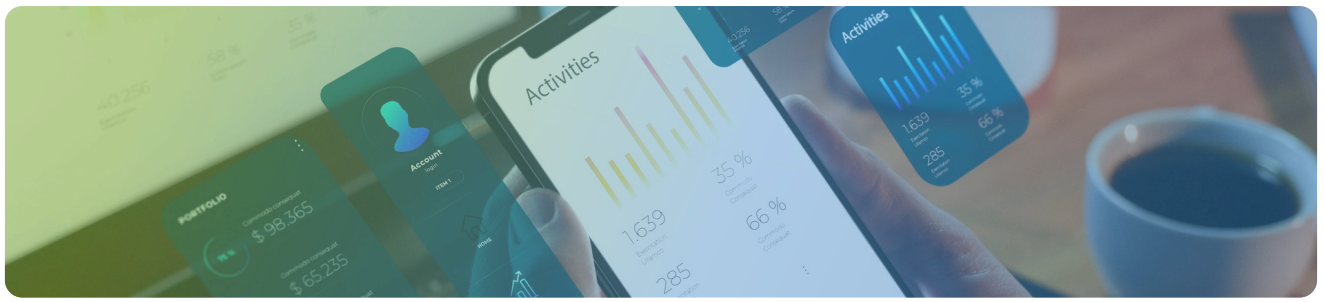
3. Achieving Long-Term Data Management Success:

Sustaining data management success over the long term requires ongoing dedication, investment, and adaptability. However, companies often encounter obstacles that prevent them from realizing their full potential. Common roadblocks include:

- **Resistance to Change** - Resistance to change can impede progress and prevent companies from embracing new technologies and methodologies.
- **Insufficient Resources** - Limited budgets, time constraints, and competing priorities can hinder companies' ability to invest in data management initiatives.
- **Lack of Executive Support** - Without buy-in from senior leadership, data management initiatives may struggle to gain traction and secure the necessary resources.

20.6% of executives reported that a data culture had been established within their companies.





The Semarchy Squad

Great data initiatives require the right squad to power them. Semarchy's team with their project and data superpowers are here to lead the way and help organizations to overcome their data challenges. Meet some of our super squad:

Esther Brown

Esther Brown is the Director, Global Client Success at Semarchy. She was the first employee when Client Success was formed and has had a pivotal role in setting up the policies and procedures which help the team to help clients be successful.

"We are one hundred percent driving it through a playbook that I was able to build," she says. "And it's focused on the client, but it's unique to each and every client." That's a key to success; no two clients are exactly the same so it matters that the Client Success team take an individualized approach to planning for each client.

One of Esther's superpowers she brings to the team is almost two decades of experience in Master Data Management. "I'm very passionate about data," she says. "So I got into master data because good analytics requires good data, and good data requires great master data management."

Semarchy Squad Card

Name: Esther Brown
Role: Director, Global Client Success
Superpower: Strategic playbooks for successful Master Data Management.

Joshua Stock

VP of Customer Success for Semarchy's Global Team, Joshua Stock has been with us since 2022, but in that time has taken a transformative approach to customer onboarding. Josh is behind the introduction of the Program Management Office, bringing project management expertise to onboarding. He has also been instrumental in developing the Rapid Delivery Blueprint, a tailored implementation plan incorporating 12 years of best practices.

Josh values being able to hold both the implementation team and the client accountable through clear action steps and goals. "Transparency to me is very important," he says. Proactively contacting clients has formed a big part of customer success, and client success plans are "living documents," adapted to work with any changes in circumstances.

"What engages me the most is helping other people succeed," says Josh. "And mastering data is a very powerful thing. It helps those clients make better decisions so that they can help grow their companies."

Semarchy Squad Card

Name: Joshua Stock
Role: VP Customer Success
Superpower: Commitment to accountability and achieving client goals

Jack Henderson

As a Project Manager for the Customer Success Team, Jack Henderson embraces the team-wide ethos of helping customers achieve success. “It is the Project Manager and Solution Architect’s role to equip clients and partners with the resources they need to be successful,” he says. “This is truly a Semarchy-wide and cross-functional team effort!”

Jack played a key role in the revamping of client onboarding, including the implementation of the Rapid Delivery Blueprint. “A key component of the Rapid Delivery Blueprint is the Expert Service Reviews,” says Jack. “These quality gate reviews allow customers to leverage Semarchy’s expertise to ensure their critical items such as their architecture, data models, and UI/UX are designed correctly to support the goals of their unique MDM implementation.”

Since the implementation of the Rapid Delivery Blueprint, Jack says 100% of clients have met their implementation goals. “It has been really rewarding seeing our investment in the onboarding process pay-off,” says Jack. “We are still learning every day, and our client’s feedback has been crucial in providing us with invaluable insights.”

Semarchy Squad Card

Name: Jack Henderson

Role: Project Manager, Customer Success

Superpower: Laser focus on achieving client implementation goals

Thomas Wyrick

Thomas Wyrick leads Semarchy’s U.S. Technical Services team. The team role with clients is to ensure successful technical onboarding, which as a Solutions Architect, means providing custom solutions to suit the data goals of the client. “Every solution is customized,” says Thomas, “There’s nothing ‘out of the box.’”

Clients can expect to work closely with the Technical Services team as they seek to deeply understand the business needs behind the desire for effective data management. “(Our team) helps the client mold their business requirements into a design that will meet those requirements,” he says.

Decreasing the time to value for the client from implementation of Semarchy is another key goal for Thomas and the team. Across all clients, their average time to value is 12 weeks from implementation. And if their needs change over time? As data needs evolve, the app can evolve with them - “we do try to structure the underlying data models they’re building to be extensible,” says Thomas.

Semarchy Squad Card

Name: Thomas Wyrick

Role: Solutions Architect

Superpower: Rapid time to value and extensible data solutions

Semarchy's "Superpowers"

At Semarchy, we believe that mastering data isn't just about managing information—it's about unlocking its full potential to drive innovation, growth, and success. With our team of dedicated experts, we empower our clients to harness the power of their data through a unique set of superpowers that set us apart in the realm of data management.

1. Data App Implementation: Navigating Complexity with Ease

Embarking on the journey of data application implementation can be daunting, with complexities ranging from integrating disparate data sources to ensuring seamless deployments. Fortunately, our team possesses the expertise and experience to navigate these challenges with ease. We specialize in guiding our clients through the intricacies of data integration projects, ensuring smooth deployments, and delivering tangible results. With Semarchy by your side, you can rest assured that your data applications will be implemented efficiently and effectively, unleashing their full potential to drive business success.

2. Data Dream Team Building: Crafting High-Performing Data Teams

Building a high-performing data team is essential for long-term data management success. Our team at Semarchy understands the importance of assembling the right mix of skills, knowledge, and expertise to tackle the ever-evolving challenges of data management. We provide guidance and support to our clients in building and nurturing your data dream teams, empowering them to excel in their roles and drive meaningful impact within their organizations. Don't have an in-house SI? With Semarchy's expertise, you can still implement a very successful data management roll-out, even with few people in-house.



3. Customer Success for Life: Partnering for Ongoing Growth

At Semarchy, our commitment to customer success extends far beyond the initial implementation phase. We believe in forming long-lasting partnerships with our clients, providing ongoing support and guidance to ensure that you maximize the value of your data investment. Whether you're facing new challenges, exploring innovative solutions, or seeking to optimize your data management processes, our team is here to support you every step of the way.

4. Innovation: Harnessing the Power of AI and MDM Trends

Innovation lies at the heart of everything we do at Semarchy. As pioneers in the field of Master Data Management (MDM), we're constantly pushing the boundaries of what's possible with the latest trends and technologies. From leveraging the power of Artificial Intelligence (AI) to implementing cutting-edge MDM solutions, our team is at the forefront of innovation, helping our clients stay ahead of the curve and unlock new opportunities for growth and success. With Semarchy's innovative approach, you can be confident that your data management initiatives will be future-proofed and primed for success in the digital age.

Client Success Stories

In the realm of data management, success isn't just about implementing the latest technologies or adopting best practices—it's about driving tangible outcomes and achieving real-world results. At Semarchy, we're proud to partner with organizations across industries to help them unlock the full potential of their data assets and achieve their business objectives.

Global Entertainment Company

A key concern of many organizations is having the personnel available to manage any sort of technology transformation. For one global entertainment company, this concern came into sharp focus when their internal restructuring left just one person in charge of rolling out Semarchy's xDM solution.

This is where the story might fall apart in many cases. How can one person manage the different facets required for a successful data management implementation? This is where Semarchy's restructured onboarding plan came to the rescue. Says Joshua Stock: "Because we had these new processes, we had a project manager help drive things, we had the Rapid Delivery Blueprint, we were actually able to keep them moving forward, and help them to have a successful implementation."

The Semarchy team was able to help the one xDM champion left at the entertainment company to demonstrate real results against their business goals. As a result, a project that may otherwise have been dead in the water was successfully rolled out and continues to be expanded today.

Fortune 100 Oil and Gas Company

Large companies often face challenges with their data being tangled across different systems and in a messy state. The project of implementing a new data management system can seem daunting, or even as though it may not be possible.

Thomas Wyrick worked with a Fortune 100 Oil and Gas Company and can safely say, no matter how messy you fear your data may be, there is a way through. One strategy Wyrick and the Technical Services team often follow is to start by untangling one key area or data domain first.

This was the right strategy to follow with the oil and gas company. With sites all over the globe, keeping a record of products and assets with a uniform approach to data management was a huge challenge for the organization. They needed to be able to account for all of their assets at-scale, ensuring they met legal and maintenance requirements. Thomas and the team started with a single product domain, allowing the company to track their assets across the globe. "We now have 29 other similar projects that have flourished within the organization," Thomas says.



Large Global Consulting Firm

Jack Henderson worked with a large global consulting firm who were making an effort to gain a clearer picture and better use from their business data. One key concern of theirs during onboarding was whether they'd be able to successfully implement xDM with no prior knowledge and no in-house SI to help.

"As they went through our xDM Development Training they quickly caught on," says Jack. "We began having many worthwhile conversations that placed what they were learning in training into their real-world use cases."

Ultimately, the client was able to meet their implementation goals and start rolling out into other areas. "They have already begun work on phases two and three of their project, and are simultaneously working with their Client Success Manager to drive wide-spread business adoption," Jack says.

[See more stories of client success here](#)

Is Data Your Kryptonite? We've Got You Covered

In the ever-evolving landscape of data management, it's easy for organizations to feel overwhelmed by the complexities and challenges that come with harnessing the power of their data. But fear not, for Semarchy is here to help you conquer your data challenges and unlock your full potential.

If data has been your kryptonite, Semarchy is your ultimate ally, empowering you to transform your data from a source of frustration into a strategic asset that drives growth, innovation, and success. With our unwavering commitment to long-term customer success, we stand by your side every step of the way, providing the guidance, support, and expertise you need to thrive in the data-driven era.

Our team of dedicated experts is here to help you navigate the complexities of data management, overcome obstacles, and seize opportunities for growth. Whether you're struggling with data application implementation, building a high-performing data team, or maximizing the value of your data investment, Semarchy has the solutions and the know-how to help you succeed.

Together, we'll unlock the full potential of your data assets, fueling innovation, driving efficiency, and positioning your organization for long-term success.

Download a free data assessment or **contact us today** to learn more about how Semarchy can help you master your data and achieve your business goals. With Semarchy by your side, the possibilities are endless, and your journey to data empowerment begins now.

Semarchy!