

# Discover the Omnichannel Oasis

## The Importance of Master Data Management in Hospitality

As the hospitality industry battles to come back from COVID losses, a competitive advantage can be gained from your data. Well-managed data contains the secrets to enhanced customer experiences, new opportunities, and better decision-making. Hospitality businesses need to invest in data management to ensure they have clean, accurate data that is readily available to inform decision-making.

### Top 5 Benefits of Quality Data Management



#1

#### Improved Revenue

Data-driven enterprises enjoy 6% higher profits <sup>[1]</sup>.

#2

#### Increased Efficiency

54% say big data improves their control of operational processes <sup>[2]</sup>.

#3

#### Enhanced Customer Experience

By up to 90%<sup>[3]</sup>.

#4

#### Better Decision-Making

By up to 70%<sup>[4]</sup>.

#5

#### Competitive Advantage

69% of companies consider their data to be competitive<sup>[5]</sup>.

## The Semarchy Solution

Semarchy Unified Data Platform is designed to focus on financial services providers and organizations. The comprehensive suite of data management tools:



Ensures compliance and regulatory standards



Eliminate siloes and integrate the data



Turn data into actionable insights

Design and deploy tailored financial service data apps in days while capturing ROI in under 10 weeks.



Secures data onsite and in transit



Maintains high-quality and reliable data

You can manage, govern, and secure all your company's data from one single, unified platform. You can move faster, ensure compliance, operate securely, and compete without compromise.

Would you like to get a custom demo of Semarchy's Unified Data Platform tailored to your unique needs?

[Click here to schedule a complimentary demo](#)

Sources:

[1] Pragmatic Institute. (2022). Data's impact on revenue: Turning data insights into profits.

[2] BI Survey. (2022). Big data benefits.

[3] Insider Intelligence. (2021). Ecommerce Customer Experience 2021.

[4]. Think with Google. (2023). Business data & analytic statistics.

[5] ZipDo. (n.d.) Data management statistics.