Complex Data Management Solutions in Higher Education

Managing data effectively is one of the most critical challenges that those in higher education face today. With the increasing volume and complexity of data being generated, organizations in higher education must improve their master data management capabilities to stay relevant and competitive.

What is Master Data Management (MDM)?

MDM is a set of processes and technologies that consolidate data from multiple sources to create a single source of truth. This is essential in an era of big data when suppliers and consumers generate vast amounts of data each day. You benefit from accurate, trustworthy data that lets you make better business decisions.

Take Control of Your Data with Semarchy's Unified Data Platform

Semarchy Unified Data Platform has been designed to help those in the hospitality industry solve their unique challenges and harness the power of MDM. The comprehensive suite of data management tools will help you gain a holistic view of students and staff, enhance the online learning experience, optimize fundraising and donor outreach, maintain compliance with data regulations, reduce operational costs and improve efficiency.

Gain a Holistic View of Students and Staff	Enhance the Online Learning Experience	Optimize Fundraising and Donor Outreach	Maintain Compliance with Data Regulations	Reduce Operational Costs and Improve Efficiency
Can centralize data about students, faculty, and staff, including demographics, academic records, financial information, and more. This holistic view allows institutions to track student progress, identify at-risk students, personalize communication, and tailor support services.	Can connect student data with learning management systems, personalized learning platforms, and other educational technology tools. This allows institutions to provide targeted learning experiences, track student engagement, and assess the effectiveness of online learning programs.	Can help institutions build a comprehensive view of their donors and alumni. This allows them to segment donors based on their interests and giving history, personalize fundraising campaigns, and track the effectiveness of outreach efforts.	Can help institutions comply with various data regulations, including FERPA and GDPR. By ensuring data accuracy and security, MDM can help institutions avoid costly fines and reputational damage.	Can streamline data management processes, eliminate data redundancy, and automate manual tasks. This can lead to significant cost savings and improved operational efficiency across the institution.
A study by Semarchy found that MDM can improve student retention rates by up to 7%, by facilitating personalized interventions for at-risk students[1].	A report by the Educause Center for Applied Research found that institutions that leverage data to personalize the online learning experience can see a 20% increase in student completion rates[2].	A study by the Council for Advancement and Support of Education (CASE) found that institutions that use data-driven fundraising strategies can increase their annual giving by 15%[3].	A survey by the National Center for Education Statistics found that 60% of institutions are concerned about their ability to comply with data privacy regulations[4].	A study by the Gartner Group found that MDM can help institutions reduce operational costs by up to 20%[5].

Semarchy Unified Data Platform streamlines your use of MDM, turning your data into power. From one single, comprehensive platform, you can manage, govern, and secure all of your data, so you can move faster, smarter, and without compromise. Click the button below to get a custom demo!

[1] Semarchy. [2022] [2] Educause. [n.d.]. Learning Analytics in Higher Education.
[3] Council for Advancement and Support of Education. (n.d.). Voluntary Support of Education Survey.
[4] National Center for Education. (n.d.). [5] Gartner Research. (2022). Master Data Management for Improved Business Outcomes.

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