Harnessing Data: Retail's Modern Currency

In the dynamic landscape of retail and e-commerce, the relentless pursuit of consumer dominance drives innovation. Evolving technology blurs the lines between online and offline shopping, emphasizing the pivotal role of using master data management to shape effective customer engagement strategies.

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.

Unlock the Power of Your Data with Semarchy Unified Data Platform

Semarchy Unified Data Platform has been designed to help retailers and e-commerce providers solve their unique challenges and harness the transformative power of MDM.

The comprehensive suite of data management tools will help you:

- Knock down silos and gain actionable insights from your data
- Manage complex data and ensure it is accurate and complete
- Enhance costumer experiences with intelligence and predictive insights
- Stay compliant and secure your data
- Focus on innovation and increase revenue

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Semarchy Unified Data Platform brings the entire company's data into one, centralized view. The data can be accessed by numerous departments and extends the capabilities of the current environment.	Semarchy Unified Data Platform ensures accurate and consistent product data, so retailers can optimize inventory levels, minimize stockouts, and reduce carrying costs.	Semarchy Unified Data Platform helps retailers create a 360-degree view of customers, enabling personalized experiences and better-targeted messaging.	Semarchy Unified Data Platform helps retail and ecommerce maintain accurate and up-to-date data, ensures compliance with data protection regulations, including GDPR, and provides one comprehensive platform for data quality, lineage, masking, and encryption.	Semarchy Unified Data Platform MDM ensures Retailers and e-commerce providers can leverage accurate and consistent data to create targeted marketing campaigns, leading to increased sales, customer loyalty, and brand success.
Reduction in development time and reduction in maintenance costs from one integrated platform.	Gartner estimates that businesses lose an average of $9.7 million annually due to poor data quality[1].	Unifying data in MDM can improve customer satisfaction by 20%[2].	Companies with a Data Governance program in place increase data analysis time by 2% and register a 31% improvement in data quality confidence[3].	By implementing MDM solutions, businesses can make up losses due to poor data quality.

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] Gartner, "The Impact of Poor Data Quality." [2] McKinsey, "Personalization at Scale: Building Value Through Data-Driven Customer Experiences."
[3] ObservePoint's "Digital Analytics & Data Governance Report: Top 7 Insights."

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