

driving cross-sell and upsell opportunities with better customer insights

BUSINESS DRIVERS:

- Understand the data within the organization and drive improvements to serve other parts of internal and external business units.
- Improve the customer experience across all business units and external partners, vendors and system integrators.
- Ensure compliance with GDPR and other industry regulations.
- Reduce costs associated with data acquisition: Streamline the process by optimizing data acquisition and reducing redundancies in data integrations, platforms and management.
- Mitigate risks with shared trusted data: Improve efficiency of, and access to, individual business processes, reporting, financial sales, revenue targets and other key analytical data.
- Empower digital transformation. Retire legacy systems such as those for CRM and reporting, and have MDM as the sole data-provider to a whole suite of products.

SOLUTIONS:

By replacing all the custom data sources with a single feed from Semarchy, Sanofi has reduced the overall cost of providing data to the organization. The result is an extensible product master with better data quality capabilities that is faster and more flexible than before. It meets today's data needs, and it's perfectly positioned for tomorrow's requirements as well.

Sanofi has increased the trust in their own data which allows them to have better interactions with their own partners and customers. They launched a Multi-Channel Engagement Program to support their Customer 360° goals as part of their global strategy, and have realized the following benefits:

- **Increased ROI and KYC:** Semarchy xDM delivers unified customer knowledge for increased cross-sell and upsell opportunities across the globe.
- **Simplified data management and governance:** One integrated platform with intelligent governance and a single trusted view with data from multiple sources (customer, supplier, employee, product, financial, asset, location, and reference data) for all their business units and partners.
- **Lowered TCO & Improved Productivity:** With Semarchy xDM, they can effortlessly scale across teams and data sources, and remove time and costs associated with data and process redundancy.
- **Rapid time to value:** Semarchy helped Sanofi to quickly deliver business value with open architecture to leverage all their data technology and APIs for their stated business goals.
- **Reduced Risks:** with regulatory compliance based on full data transparency
- **Streamlined operations:** with an agile platform to quickly update applications to meet their evolving business requirements from full data acquisition to consumption.

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.