



Sanofi

How MDM Vastly Improved Customer Data Management

Sanofi, an innovative global healthcare company with a global presence is dedicated to transforming medicine through scientific innovation, with the ultimate goal of improving people's lives.

A large enterprise, with a team of over 100,000 employees across 170 countries, 70 manufacturing sites, 20 R&D sites and annual revenue of \$35 billion, Sanofi is dedicated to transforming the practice of medicine by working to turn the impossible into the possible. Challenged by a multitude of disparate systems across the globe, they were looking to support their digital transformation with the most accurate and relevant customer data. Their motivation was to enhance their global MDM capabilities and serve the business needs of multiple markets. These markets were each in different stages of maturity, including varying rules and regulations.

Sanofi's key goal was to produce a 360 degree view of every customer. This would mean all interactions are visible, contact information was accurate, and the company could ensure communications were relevant. Secondary goals included identifying key influencers in their market, including the emerging trend of "digital opinion leaders."

Sanofi took a phased approach, breaking implementation into business aspects and technical aspects. This included ensuring business processes were standardized to help with a smooth roll-out. Starting in 2018, the company implemented their customer MDM in five new countries and in 2019 expanded to five additional countries. In 2020, with 100 indirect customers using the tool, Sanofi expanded the domains to include product and other company initiatives. Agile MDM continues to help them keep pace with changing business requirements and stay a global leader in the pharmaceutical market.

Sanofi initiated a program aimed at supporting this digital transformation with accurate and relevant data and set out to find a solution with simple architecture and a rapid time to value. They approached Semarchy with the following data challenges and business drivers:



CHALLENGES

Disparate & Duplicative Data Sources: The data related to Sanofi's customers was stored in multiple places throughout the organization, including a multitude of duplicative data sources from acquisitions and legacy systems and spreadsheets.

Data Consistency: With data from multiple sources and inconsistent rules, they needed a central location to apply consistency for their "golden" record.

Data Governance: It was difficult to drive good data management with multiple sources of data, as digitizing data from multiple sources created volumes of data to control.

Data Integration: They needed robust technology and a platform to allow them to combine the right data from multiple data sources.

Data Access: With their cloud-based in AWS, they needed the flexibility to utilize web services and APIs to connect almost 30 different sources, and the ability to connect data in real-time.



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.

"WE HAVE A HUGE OPPORTUNITY TO ADD VALUE ACROSS THE ENTERPRISE AND DRASTICALLY LOWER COSTS, CONSOLIDATING MDM AT THE SAME TIME."

- Danny Aranha, Head of Customer MDM at Sanofi



AWARDS & REVIEWS

It's not what we say about Semarchy xDM and xDI that matters. It's the recognition of our industry and the success of our customers — from business leaders to data teams — that confirms our value.




3x Gartner Magic
Quadrant for MDM
Solutions Leader
(2020-2022)



The Forrester Wave™:
Master Data
Management Solutions,
Strong Leader



Gartner Peer Insights
Customers' Choice
for MDM 6 years
in a Row
(2019-Now)



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.

Semarchy

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