SAVENCIA

Streamlining Global Customer Data with Semarchy MDM

Food & Beverage | Europe

Savencia, a leading international food group, successfully transitioned from SAP to Semarchy's Master Data Management (MDM) solution, xDM, to streamline its global customer data. This transformation empowered Savencia to improve data governance, achieve rapid time-to-value, and support its global business strategy.

Savencia, a global leader in the food industry with over €7 billion in revenue, operates under two main divisions: Savencia Fromage & Dairy and Savencia Gourmet. The group, known for its iconic brands like Caprice des Dieux, Elle & Vire, and St Môret, faced the challenge of managing customer data spread across 50 autonomous subsidiaries operating in 120 countries.

In 2016, Savencia shifted its commercial strategy by establishing a global sales division to consolidate its customer data. However, the company's existing SAP systems posed challenges in data integration, governance, and visibility. Following consultation with Boston Consulting Group (BCG), Savencia chose Semarchy's MDM solution, xDM, for its non-intrusive, rapid deployment approach.

CHALLENGES:

Savencia faced multiple challenges in managing its customer data:

Data Fragmentation: With over 180,000 customers spread across multiple subsidiaries and geographies, each with unique ERP systems, disparate records lead to a lack of a unified customer view.

Inefficient Data Management: Difficulty accessing, consolidating, and deduplicating customer data hindered decision-making and strategic planning.

Slow Time-to-Value: Previous attempts with SAP systems were costly and slow, impacting Savencia's ability to react quickly to market changes.

Compliance and Governance: Managing data consistency and governance across global operations remained a significant challenge, hampering effective decision-making and operational efficiency.

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BUSINESS DRIVERS:

Several key business needs drove Savencia's decision to adopt Semarchy's MDM solution:

- Savencia needed a unified view of customer data to drive strategic decision-making across global markets
- Enhancing data governance and compliance was essential to maintain consistency and accuracy across regions
- The company required an agile data management solution that minimized disruption and improved data quality
- Reducing operational costs and streamlining data processes were critical to enhancing overall efficiency
- Building a scalable data foundation was crucial to support future digital transformation initiatives like AI integration

SOLUTIONS:

In collaboration with the Boston Consulting Group (BCG), Savencia decided against aligning all transactional tools with a single repository in SAP due to high costs and potential disruption. Instead, Savencia adopted Semarchy's xDM platform to overcome these obstacles:

- **Rapid Data Consolidation:** Within three months, Semarchy xDM enabled Savencia to identify 27,000 golden data records out of 180,000 customer records, drastically reducing redundancy.
- **Non-Intrusive Integration:** Semarchy's approach allowed Savencia to maintain the autonomy of its subsidiaries while achieving a consolidated, centralized data repository.
- **Enhanced Data Governance:** By implementing a customer data hierarchy and intelligent deduplication algorithms, xDM provided real-time visibility and governance across Savencia's global operations.
- **Scalable and Flexible:** Semarchy's MDM solution was easy to deploy, with minimal disruption to existing systems, and scalable to support future growth and AI integration.

The implementation of Semarchy xDM delivered significant benefits for Savencia:

- **Improved Data Quality and Consistency:** The centralized data repository enhanced Savencia's data quality and consistency, ensuring accurate, governed data across all business units. This improvement enabled Savencia to make informed strategic decisions with confidence, enhancing its ability to respond to market dynamics.

- **Increased Operational Efficiency and Cost Reduction:** By eliminating data redundancy and streamlining data management processes, Savencia significantly reduced operational costs. The integration of Semarchy's MDM platform also minimized the need for manual data reconciliation, saving valuable time for commercial teams.

- **Enhanced Decision-Making and Strategic Alignment:** Real-time access to consolidated customer data allowed Savencia to implement more effective commercial policies tailored to key accounts across mass retail, food service, and B2B sectors. This strategic alignment supported Savencia's goal of driving closer collaboration between headquarters and its international subsidiaries.

- **Foundation for Digital Transformation:** With a unified and governed data foundation in place, Savencia is now equipped to explore advanced technologies like AI. The next phase involves leveraging AI to identify further opportunities for optimization and value creation across the company's global operations.

The partnership with Semarchy has been transformative for Savencia, providing the foundation needed to drive its digital transformation and future growth. By leveraging the powerful, flexible capabilities of Semarchy xDM, Savencia has achieved a streamlined, unified approach to customer data management, setting the stage for further innovation, including AI integration.

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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.

Gartner

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

FORRESTER®

The Forrester Wave™: Master Data Management Solutions, Q2 2023 Strong Leader

Gartner peerinsights customers' choice 2024

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 is managed as a service and is supported by a rich ecosystem of software-as-a-service and professional service partners.

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