

The Semarchy logo is positioned in the top left corner. It features the word "Semarchy" in a white, sans-serif font, with a small orange and yellow graphic element resembling a stylized 'y' or a checkmark at the end of the word. The background of the entire page is a blue-tinted photograph of a server room with rows of server racks and perforated metal doors.

**Semarchy**

# **Bird Construction Transforms Data Management With Semarchy MDM**

A decorative horizontal bar is located below the main title. It features a blue-to-green gradient on the left side, transitioning into a solid green on the right side, with a thin orange line at the bottom edge.

## Bird Construction And Data Management Challenges

For Bird Construction, over a century of operation in Canada, multiple large projects, and a payroll of over 5000 people meant they were accumulating vast quantities of unorganized data.

The company already knew they needed a Master Data Management (MDM) strategy as part of a broader digital transformation project. They wanted to optimize their use of data and use it to be innovative and competitive.

The challenge? For Bird Construction, it was three-fold:

- They operate with multiple systems and databases, all with variances in attributes and processes.
- As a move to MDM was part of their more comprehensive digital transformation, this created challenges with aligning scope and priorities for the resources they needed.
- They needed to gain the right amount of support in the business to ensure they clearly understood the business need and that adoption of MDM would get widespread buy-in.

### Introducing Master Data Management (MDM)

Master Data Management (MDM) is a data management discipline that combines the tools, technology, and resources necessary to bring data into a harmonized, single source of truth. Practically speaking for companies like Bird Construction, this means extracting data from the many systems and databases where it is stored, cleansing the data, harmonizing the data attributes, and presenting it for consumption in one reliable, single point of reference.

The basics of MDM include:

- **Centralized Data:** MDM centralizes critical data entities such as customer, product, vendor, and employee information, ensuring consistency and accuracy across the organization.
- **Data Quality:** MDM focuses on improving data quality by establishing processes and standards for data collection, maintenance, and governance.
- **Data Integration:** MDM facilitates data integration by harmonizing disparate data sources and formats, enabling seamless data exchange and interoperability.
- **Single Source of Truth:** MDM establishes a single, authoritative source of truth for critical data entities, eliminating redundancies and inconsistencies that arise from siloed data.
- **Data Governance:** MDM implements governance policies and controls to ensure data security, compliance, and privacy, mitigating risks associated with data misuse or unauthorized access.

For Bird Construction, MDM represented a chance to achieve their business goals, with benefits such as enhanced operational efficiency, improved decision-making, and reliable reporting. MDM solutions are highly scalable, so Bird Construction could manage growing volumes of data and adapt to evolving business needs.

MDM also tends to yield a high return on investment by optimizing data assets, reducing operational costs, and unlocking new revenue opportunities. The return from MDM would help Bird Construction emphasize their desire for a data-driven culture.

## Implementing MDM With Semarchy

Bird Construction started its MDM journey with a set of goals they hoped to achieve:

- Gaining a competitive edge.
- Generating useful data reports.
- Fueling data-driven decision-making.
- Becoming an industry leader through innovation.
- Building a data-driven culture.

The Bird Construction team began vetting MDM vendors using a scorecard process, knowing they were looking for a scalable solution. Semarchy became their chosen partner, and Bird Construction valued the support provided by the Semarchy team: “The partnership and support from the Semarchy team has been excellent. From the onset of contract negotiations to the initial training we all received to the ongoing support. The advice we get has been excellent.”

One key to the success of their MDM implementation was that Bird Construction started by working with one key business objective—harmonizing their vendor management data. This allowed them to start with a priority area and learn as they implemented it before applying those lessons to scale MDM across other areas of the business.

## Results of Implementing MDM

Bird Construction has achieved their goal of obtaining a centralized view across the organization of key data, along with new operational efficiencies. In their first key data area of vendor requests, Bird Construction has achieved 98% adoption across the business.

Their new MDM process has also allowed Bird to merge and clean a massive number of data records, reducing their overall data load so that the information is captured more efficiently. In one example, they loaded 80,730 records with 79,091 of those confirmed. The end result was 54,565 records merged and active, a much more efficient management of that data.

Bird Construction has continued to expand MDM into new data domains and improve their use of MDM best practices across the business.

## A Universal Business Solution: Master Data Management (MDM)

### The Importance of MDM

Bird Construction is a great case study for the importance of MDM in helping organizations effectively manage and make sense of their vast data resources. Like Bird Construction, many companies are bogged down by multiple different repositories for data, often including legacy systems, duplicated records, inaccuracies, and variances in the data's attributes.

MDM helps organizations cut through the clutter and efficiently bring data into a single source of harmonized truth. This makes reporting more accurate and timely and gives confidence in decision-making based on up-to-date, quality data.

While moving an organization onto MDM is often a daunting undertaking, one of the benefits of MDM software like Semarchy MDM is that it is built to be scalable. Any organization can take Bird Construction's approach by starting with one key data priority area before scaling to other domains.

### Additional Benefits of MDM

There are many potential benefits of MDM. Here are some additional benefits for organizations:



**Enhanced Customer Experience:** MDM enables a unified view of customer data, facilitating personalized interactions and targeted marketing campaigns. By understanding customer preferences and behavior across channels, businesses can deliver tailored experiences that foster loyalty and satisfaction.



**Regulatory Compliance:** MDM helps organizations comply with data privacy regulations such as GDPR, CCPA, and HIPAA by ensuring data governance and security measures are in place. By maintaining data integrity and transparency, businesses mitigate compliance risks and avoid costly penalties.



**Cost Savings:** By eliminating redundancies, streamlining data processes, and reducing manual effort associated with data management, MDM drives cost efficiencies. Organizations can allocate resources more effectively and optimize their IT infrastructure, leading to significant savings in the long term.



**Agility and Innovation:** MDM enables agility by providing a foundation for rapid adaptation to market changes and business requirements. With clean, reliable data readily accessible, organizations can innovate more effectively, launching new products and services faster to stay ahead of the competition.



**Data Governance:** Establishing clear data governance policies and procedures is essential for ensuring data quality, security, and compliance. MDM centralizes control over data assets, allowing organizations to enforce governance standards and maintain accountability throughout the data lifecycle.



**Efficient Data Integration:** MDM facilitates seamless data integration from disparate sources, including internal systems, external partners, and third-party applications. By harmonizing data formats and structures, organizations can streamline integration processes and improve data interoperability.



**Risk Management:** By proactively identifying and resolving data inconsistencies and discrepancies, MDM helps mitigate risks associated with inaccurate or incomplete information. This reduces the likelihood of errors, fraud, and other security threats that can undermine business operations and reputation.

## The Basics of Good MDM Strategy

Here are five basics of a good MDM strategy:



**Data Governance:** Establishing clear data governance policies and procedures is essential for ensuring data quality, integrity, and security. This includes defining data ownership, access controls, data quality standards, and compliance requirements to maintain trust and confidence in the data.



**Data Quality Management:** Data quality is the cornerstone of an effective MDM strategy. Organizations must implement robust data quality management processes to cleanse, standardize, and enrich master data to ensure accuracy, completeness, and consistency.



**Data Integration:** Integration is critical for aggregating master data from disparate sources and systems into a centralized repository. Whether it's batch processing or real-time integration, seamless data integration enables organizations to achieve a single source of truth for master data.



**Data Lifecycle Management:** Managing the lifecycle of master data from creation to archival is vital for maintaining data relevance and minimizing data redundancy. By defining clear data lifecycle policies, organizations can govern the creation, usage, retention, and disposal of master data in alignment with business objectives and regulatory requirements.



**Metadata Management:** Metadata provides context and meaning to master data, facilitating its understanding, interpretation, and usage across the organization. Effective metadata management involves capturing, cataloging, and maintaining metadata attributes to enable data discovery, lineage, and governance.

## Implementation Best Practices

The following best practices are known to help organizations successfully implement MDM:



**Start Small, Scale Gradually:** Begin with a pilot MDM project targeting a specific domain or business function to demonstrate value and gain organizational buy-in. As success metrics are achieved, the scope and scale of MDM initiatives across the enterprise will gradually expand



**Engage Stakeholders:** Collaboration between business stakeholders, IT teams, and data stewards is essential for defining MDM requirements, validating data models, and ensuring alignment with business goals and objectives.



**Leverage Technology:** Invest in MDM platforms and tools that align with your organization's requirements, scalability, and integration capabilities. Evaluate vendor solutions based on criteria such as data governance, data quality, data integration, and metadata management capabilities.



**Foster Data Literacy:** Promote data literacy and awareness among employees to enhance understanding of master data concepts, policies, and procedures. Provide training and resources to empower users to make informed decisions and utilize master data effectively in their daily workflows.

## Semarchy MDM: The Leading Data Platform

Semarchy stands at the forefront of Master Data Management (MDM) solutions, offering a comprehensive platform designed to empower organizations in their data management endeavors. With Semarchy MDM, businesses gain access to a robust suite of features and benefits tailored to meet the demands of modern data ecosystems.

### Key Features and Benefits of Semarchy MDM



**Unified Data Platform:** Semarchy MDM provides a unified data platform that consolidates master data from disparate sources into a single, trusted view. By harmonizing data across the enterprise, organizations can achieve greater data consistency, accuracy, and integrity.



**Rapid ROI:** With Semarchy MDM, businesses can realize rapid return on investment (ROI) by streamlining data management processes, reducing operational costs, and improving decision-making efficiency. The platform's intuitive design and advanced capabilities enable organizations to accelerate time-to-value and achieve tangible business outcomes quickly.



**Scalability:** Semarchy MDM is built to scale with the evolving needs of businesses, supporting growing data volumes, complex data structures, and diverse data sources. Whether managing hundreds or millions of records, Semarchy MDM provides the scalability and performance required to handle enterprise-level data management challenges.



**Custom Automations:** Semarchy MDM empowers organizations to automate repetitive tasks and streamline data management workflows with custom automations. From data cleansing and enrichment to validation and synchronization, businesses can leverage automation capabilities to improve efficiency, reduce errors, and enhance data quality.



**No-Code Interface:** Semarchy MDM offers a user-friendly, no-code interface that empowers business users and data stewards to manage master data without the need for extensive coding or technical expertise. With intuitive data modeling tools and drag-and-drop functionality, users can easily define data models, configure business rules, and customize data workflows to suit their unique requirements.

## Conclusion

Today's economy is driven by data, and the most successful companies will be those that manage their data effectively. Master Data Management helps companies organize data into a reliable, single source of truth while promoting data integrity and robust data governance.

Semarchy MDM emerges as the leading data management platform, offering a comprehensive solution that addresses the complex challenges of data management in today's digital landscape. With its unified data platform, rapid ROI, scalability, custom automations, and no-code interface, Semarchy MDM empowers organizations to harness the full potential of their data assets and drive business success.

You can read more about Bird Construction's MDM journey by watching the [webinar replay](#) or reading the [full case study](#).

If you're ready to get started on your own journey to optimal data management with MDM, Semarchy is here to help. Contact us for your free, [personalized consultation here](#).