

Red Wing Shoes

CASE STUDY

Empowering business
units with collaborative
data management and
governance

Semarchy



For over a century, [Red Wing Shoes](#) have been built with purpose to outlast the harshest working conditions, proudly protecting generations of workers across the globe with a focus on continuous innovation. Today, the company manufactures and sells footwear, garments, and accessories, with the best purpose-built solutions inspired by iconic styles. Each pair of footwear combines the finest leather with uncompromising craftsmanship and builds on their legacy of USA-made excellence.

Established in 1905 to supply workers in industries like mining, farming, and logging with durable, comfortable footwear, the company today has 990+ footwear styles, 590+ workwear styles and 390+ accessory styles, distributed across the globe in over 110+ countries. The company has over 2,100 employees with 700+ retail stores, 2 tanneries, 2 factories, 8 corporate offices, 8 warehouses and an e-commerce platform.

Red Wing's retail strategy is centered around staying close to their customers and offering a level of service and expertise that is unmatched in the industry.

With so much growth over the years in retail and the explosion of e-commerce, Red Wing Shoes realized the need for a central data hub that could help them better manage all their customer data. They wanted to generate a 360° view for all divisions of the company to improve their customer knowledge across all departments.

Red Wing Shoes approached Semarchy with the following data challenges and business drivers.

Data Challenges

DATA QUALITY: multiple records existed for individual customers, making it difficult to know the customer history without manual intervention

DATA VISIBILITY: with multiple systems housing duplicate records, there was no visibility into a single customer's purchase history across store and e-commerce sites

DATA MANAGEMENT: difficult to drive good data management with multiple systems, locations, and departments without a central data hub

REPORTING AND ANALYTICS: impossible to analyze business metrics when data is messy and unorganized

Business Drivers

DEVELOP DATA STRATEGY to support Red Wing's corporate strategy of aligning customer records across all business units and departments, including marketing, sales, customer service

MINIMIZE ADMINISTRATIVE AND OVERHEAD COSTS for managing multiple systems

REACT QUICKLY to product changes and customer needs with the right master data

ENSURE "GOLDEN RECORD" for customers in place before implementing new POS and e-commerce platforms

The Solution

After reviewing multiple companies, Red Wing Shoes chose Semarchy for their flexibility, expertise, and unified data platform as well as the great cultural fit of the two companies.

When Red Wing Shoes started their data journey, the first asset they wanted to master was their customer data across all their platforms for a complete view of customers across North America and Europe.

One of their greatest challenges was ensuring the company understood who their customer was: their expectations, likes and dislikes, and behavior to be able to market to and service them effectively. The company lacked access and insight into critical customer data but understood that this data could be used to enhance the customer experience.

With over 9 million individual records, they needed a tool to allow them to intelligently connect all transactions to the right customer. Marketing needed to be able to market to customers based on their level of engagement, purchase history, and locations to establish marketing campaigns around this customer data.

Leveraging Semarchy's Unified Data platform, Red Wing's business units are now empowered with the right data to be proactive with marketing and customer support to serve their customers' needs with real-time, accurate data.

The Benefits

By empowering their business units with a collaborative platform for data management and governance across their whole ecosystem and mastering most of the information across their global storefronts and e-commerce platform, Red Wing Shoes has achieved the following benefits:

One True View of Customer

With a single, golden record, marketing and customer service can now see comprehensive data on a customer, helping them better market to and service them.

Self-Serve Business Intelligence

Self-serve business intelligence for business decision-makers to now use data across the retail enterprise for multiple business use cases, enabling business leaders to drill into data, understand data relationships, and ask new questions to pursue sales growth.

Better Customer Relationships

Red Wing Shoes can now build more meaningful relationships with customers as individuals, speaking to the right person about the right product at just the right moment, increasing brand awareness, and improving the customer experience with accurate, centralized information.

Greater Efficiency

Eliminated operational data redundancy costs with a single data management process to update records and solve data quality issues in one platform.

Red Wing Shoes continues to work with Semarchy on innovating new ways to leverage the Unified Data platform to reduce business complexity and increase efficiencies for their global business; including additional marketing projects, establishing a new POS and e-commerce system with clean data, and improving customer data for their wholesale/industrial customer B2B2C segments.

With our old systems, if you had a customer that bought shoes in 3 different stores and online, we would have 4 different records of you. You would look like 4 different \$300 customers to us, instead of 1 \$1,200 customer. **With Semarchy, we solved our data quality and master data management issues with one system.** Now our customer data contains a single golden record for everyone, making it easy for marketing, sales, and customer service to see the data in real-time.

The Semarchy team was wonderful and supportive – even during some difficult issues. Part of the selection process includes ensuring you pick a partner with a good culture. One that when the chips are down, they get into the fight with you and chalk up the incremental effort to good customer relations. Now that we have the right technology and the right data, we are planning additional projects for our commercial division. With one Golden Record – everyone wants this data.

Jay Wardle

Director, Enterprise
Data, RED WING
SHOE COMPANY



Declare data freedom with Semarchy

How can you empower every team to deliver compelling business value with data? Our value-driven approach quickly transforms data into actionable insights.

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Intelligently secure & govern.

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