ELSEVIER

Enabling a Trusted 360° view of Customers and Products

Information & Communication I Europe

Elsevier is a Netherlands-based information and analytics company specializing in scientific, technical, and medical content. Founded in 1880, Elsevier has become a modern-day global information analytics business driving professionals and health and science workers to make important decisions through the power of written knowledge.

The world's first publisher to create and house a database, Elsevier publishes more than 500,000 articles annually in 2,500 journals, its archives contain over 17 million documents and 40,000 e-books – with total yearly downloads of more than 1 billion.

With both B2B and B2C capabilities, Elsevier customers include institutional clients like universities, as well as consumers via their ecommerce website. Elsevier needed to enhance their ecommerce offering to meet the demands of an expanding product base and a rapidly changing marketplace. As part of this initiative, they wanted to introduce a Master Data Management (MDM) tool to streamline their improvement process and make their internal systems faster and more flexible.

Elsevier approached Semarchy with the following data challenges and business drivers:

CHALLENGES:

• Disparate Data Sources: The data related to Elsevier's products was stored in multiple places throughout the organization, including a multitude of data sources from acquisitions and legacy systems and spreadsheets.

• Data Quality & Volume: Without a single feed of product catalog data, employees spent time and resources on data integration issues.

• Data Consistency: Data spread in multiple systems used different vocabularies. They needed a central location to define rules to make sure the ecommerce platform could present all of the data consistently to their customers.

• Data Governance: Difficult to drive good data management with multiple sources of data, digitizing different texts, events and interactions created volumes of data to control.

BUSINESS DRIVERS:

- Deliver value across business functions and data domains.
- Increase ease of use and transparency.
- Improve Customer Experience and Knowledge (KYC).
- Reduce Costs and risks with shared trusted data.

SOLUTIONS:

Using an iterative approach, Elsevier implemented the Semarchy MDM and Data Integration tools to feed the e-commerce platform a single stream of cleansed and normalized product data. Customers on the ecommerce website can now find what they want more easily with accurate product details, and Elsevier has increased the trust in their own data which allows them to have better interactions with their own customers.

Moving away from their legacy systems, Elsevier chose Semarchy's agile approach to MDM deployment as a strong point of differentiation from the other vendors they considered. Customer support and relationship with the ability to scale the product as needed was key. Another important requirement was that the MDM project did not impact the timeline for the ecommerce initiative.

Since implementation, Elsevier has experienced the following benefits:

- **An extensible product master** with better data quality capabilities that is faster and more flexible than before.

- **Complete views of quality data** in a more cohesive fashion with better reporting and insights on their B2B and B2C customers.

- **Increased access to information** to drive better insights around renewals, financial processes and sales processes

- **Comprehensive analytics across the business** and real time reporting across sales, revenue and other domains: This was enabled after the master data domains for customer and product were complete and embedded into the data lake and wider data architecture.

Reduced the overall cost of providing data to the organization by replacing all of the custom data sources with a single feed from

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

Q1 and Q4 2021 Gartner Magic Quadrant for Master Data Management Solutions

FORRESTER

The Forrester Wave™: Master Data Management Solutions, Q4 2021

Gartner peer insights customers' choice 2020

2020 Gartner Peer Insights Customer Choice in Master Data Management

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

www.semarchy.com