NATIONAL STUDENT CLEARINGHOUSE

Master Data and Data Governance

Non-Profit; Higher Education | North America

The National Student Clearinghouse® helps education go further with innovative solutions that meet reporting, research, verification, transcript, and data exchange demands across the K-20 to workforce continuum. Utilizing xDM architecture, National Student Clearing House (NSC), successfully tackles the challenges of governance, master data and data quality.

Their education verification and transcript ordering services are used by millions of students and alumni each year, and their services help institutions meet their growing compliance, administrative, student access, accountability, and analytical needs. NSC is also the nation's largest provider of electronic student record exchanges and postsecondary transcript ordering services, utilized by 97% of the higher educational institutions in the USA.

With a vast database of learner information, including sensitive PII records, living in an aging legacy system in need of modernization, NSC needed to develop an MDM platform while matching and migrating historical data. The company was required to maintain daily operations and customer service uninterrupted, as well as implement and train on the new system virtually during the beginning of the COVID pandemic.

CHALLENGES:

• **Data Quality & Volume:** Deduplication of approximately 150 million golden records from disparate sources needed to be consistently defined, regardless of channel.

• **Response Time:** Staff required to respond quickly to customers with the right master data on all learners, maintaining 99.9% uptime.

• **Data Management:** Difficult to drive good data management for an entire lifecycle of learner data, digitizing different events and interactions creating volumes of data to control.

• **Data Governance:** Critical need to develop governance workflows for consistency, accuracy and completeness across application landscape. Filtering, identifying and reconciling records so data is accessible, quick to meet SLAs, and made available to various products and learning communities as quickly as possible.

Privacy & Compliance: Migration of old data and merging records while moving to a cloud-based system created unique data security requirements.

BUSINESS DRIVERS:

- Improve data quality, consistency and governance for all business units.
- Reduce fraud and compliance risks by lack of alignment of PII.
- Improve customer support with accuracy of data and records.
- Reduce operational costs.
- Prepare the foundation to support/adapt to changing learner and institutional needs.
- Replace outdated legacy IT and move data center to the cloud.

SOLUTIONS:

People and process were a crucial part of the NSC MDM solution. Working with the Semarchy team, NSC adopted a module approach to implementation that was flexible, incremental, and allowed for iterative changes.

With open and collaborative processes, the company was able to complete the system training during CO-VID all virtually, and all employees were fully trained and prepared after 5 days. With an easy-to-use, standard SQL architecture, NSC was able to implement the new system and hit the ground running quickly. Leveraging the xDM platform and Semarchy best practices, NSC created an operational foundation to give their business access to a large volume of streamlined, high-quality data. By eliminating legacy IT systems and moving to a cloud-hosted platform with on premise connectivity, NSC employees are empowered with a single platform to support and facilitate completion of customer requests with one source of truth.

Since implementation, NSC has experienced the following benefits:

- Reduced thousands of comparison notes in the legacy system to about 25 match rules by simplifying and maintaining accuracy of matching rules.

- Eliminated operational data redundancy costs with a single data management process.

- Managed quality of massive data volumes with a single, trusted hub for learner record creation, consolidation and maintenance.

- Improved customer service and CX while maintaining continuity of superior service with 99.9% uptime commitment to customers and access to comprehensive learner data, history and information.

- Seamlessly protected PII with strict governance

on data access and credentials and compliance with FERPA.

- Reduced financial, credit and legal risks, while proactively managing privacy, fraud detection and data encryption with a single software platform for governance, master data, reference data, data quality, enrichment, and workflows.

- Established custom governance workflows to meet NSC's unique business needs for consistency, accuracy and completeness.

- Prepared the foundation to support and adapt to changing consumer, learner and educational institution needs.

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 peerinsights 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.

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