

MASTER DATA MANAGEMENT

Products & Parts

Drive Innovation and Revenue
Growth with Better Data



Product & Parts Data Challenges

Businesses that manage multiple products and parts across various geographies can find it challenging to keep up with increasing data volume and complexity from a multitude of sources, like customer, product, supplier and reference data. Many companies are still utilizing data management solutions that are underutilized, too complex and difficult to manage, leading to:

- Long go-to-market cycles due to siloed information
- Customer and vendor frustration due to miscommunication
- Missed cross-sell and upsell opportunities due to misaligned data and processes

At Semarchy, we have the answer. Our Unified Data Platform brings together information across applications so that it can be managed, leveraged and integrated across the enterprise – without the burden and expense of managing multiple, siloed systems, giving you the ability to satisfy multiple stakeholders across all business units.

75%

Through 2025, more than **75%** of MDM programs will fail to meet business expectations because of a failure to connect MDM value to business value.

Manage & Govern Products & Parts Data

With Semarchy Unified Data Platform, everything from geographic, facilities and supply chain data to schedules, manufacturing and web traffic data is centrally stored, allowing you to connect and standardize your data across the globe for improved business continuity.

With Master Data Management at its core, Semarchy's unified data platform provides the agile and business-focused technology every organization needs to:

1. Drive Innovation & Revenue Growth

- Increase revenue (upsell and cross-sell) by seamlessly rolling out new locations and products, loyalty programs and perform sales impact analysis for accurate business performance assessments and product and project forecasting.
- Know Your Customer (KYC) with a data hub to manage all web traffic, marketing, advertising, planning, location, and stores/plant/warehouse readiness data.
- Expand quickly and provide customers accurate information about in-store and online offerings.

2. Optimize Costs

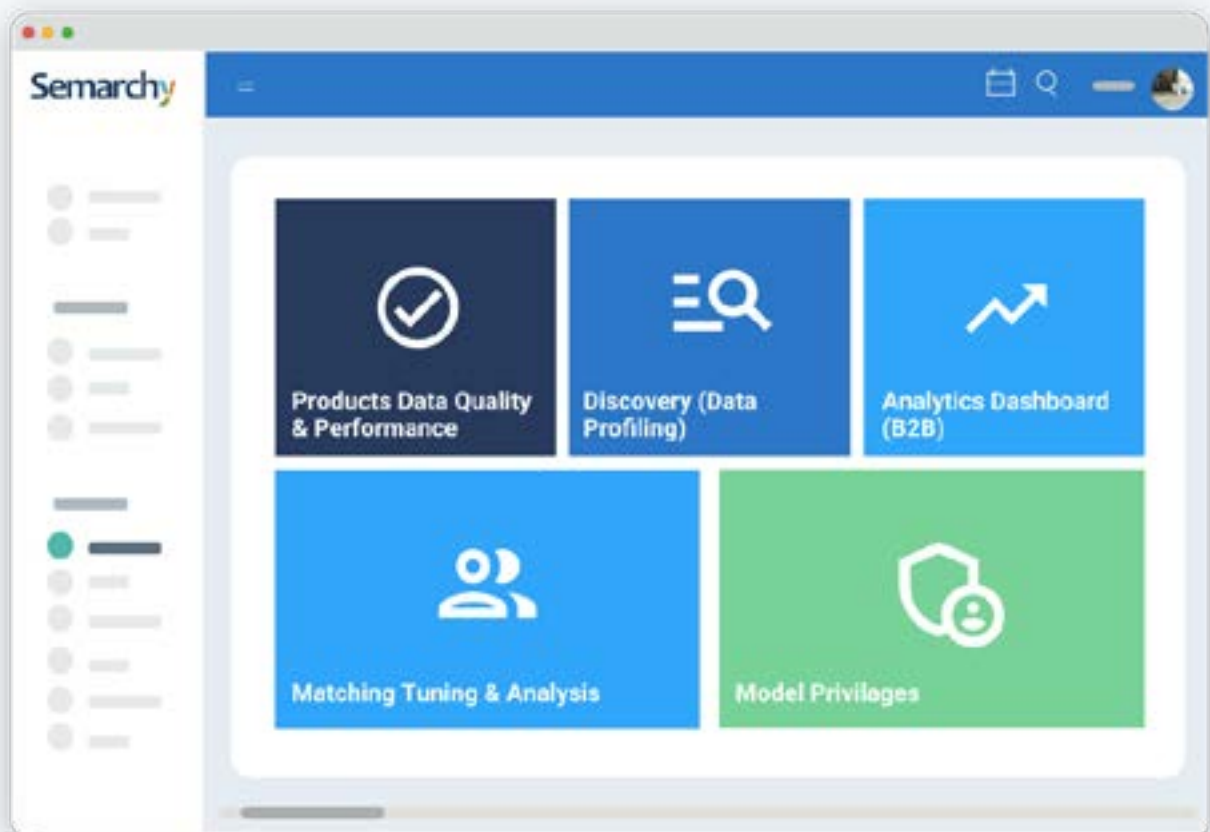
- Integrate and access data from one single trusted hub to improve business outcomes, create operational efficiencies and reduce costs:
- Eliminate the IT, marketing, administrative and financial burden of managing multiple data sources and software systems.
- Improve capacity planning, forecasting and budgeting by central management of all global business data.
- Prevent costly change management programs and embrace intelligent, informed growth and expansion with increased traceability and transparency for improved business continuity and profitability.

3. Improve Business Process & Agility Outcomes

- Manage the lifecycle of all products across geographies with a centralized hub for all data.
- Enrich trading partners relationships and data blending with external data providers (Indix, Google).
- Increase product and process integrity for all optimal supply chain creation, lineage, consolidation and maintenance.

4. Increase compliance & Risk Management

- Reduce financial, environmental, health, credit and legal risks, while proactively managing privacy, fraud detection and data encryption.
- Eliminate regulatory compliance risks and reduce insurance costs with lifecycle and timelines management, maintenance, planning, quality standards and processes across the lifetime of your business as you grow.



80%

of Semarchy clients have a fully-functioning solution in less than 10 weeks. And almost everyone has implemented more than one domain.

Manage & Govern Products & Parts

Reclaim ownership of your business data and improve your Products & Parts knowledge today with Semarchy Unified Data Platform.

1. Products & Parts Application Highlights

The core data model for such a domain is usually centered on the Product (or Part/SKU) and is augmented with information elements such as extensible attributes, families and taxonomies, bill of materials, rich content (media, images, videos, PDF, etc.), variants (sizes, colors, etc.), markets, geographies, pricing, lifecycle, branding and IP, legal data, compliance data, marketing campaigns, costs of sales, social metrics, inventory, supply chain information, sales, recommendations and call center statistics.

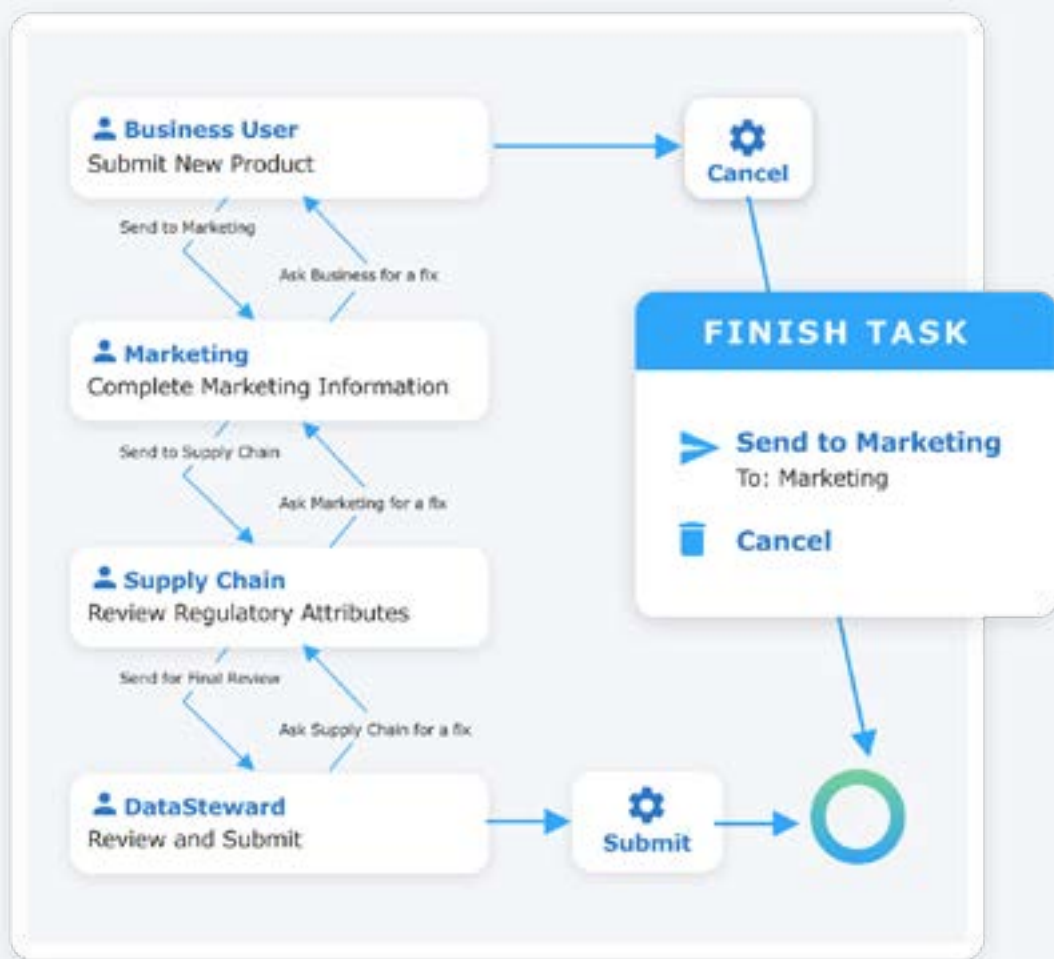
2. Critical business processes that can partially or fully be managed with Semarchy

Product creation, de-duplication, consolidation, collaborative information completeness, partner enrichment, classification, media enrichments, configuration, BOM, lifecycle management, hierarchies, advanced DQ, pricing, transfer prices, CFR 11, IDMP, MiFID, BCBS239, licensing, IP, environment, health, formulation, performance monitoring, profitability, quality insurance, satisfaction / loyalty surveys, recommendations, social campaigns, planning.

3. Robust Business Applications

The agile, intuitive, and collaborative Semarchy unified data platform enables you to align your people, processes, and technology, bringing value to your teams through data integration and access and giving you the tools for intelligent and informed business decisions. Our unified data platform enables you to build a products & parts data hub with customizable workflows and interfaces driven by your data.

4. Flexible Implementation: With our zero-code API, there is no need to consolidate multiple systems. Offering Cloud or On Premises implementations, we also offer (360°) Seamless Integration with enterprise software including industry-leaders like Salesforce, SAP, Oracle, MS Dynamics, NetSuite and Marketo. Data blending with external data providers (Melissa Data, Dun & Bradstreet, Google, GB Group, Bing, etc.)



Justify ROI

Start with a Proof of Value

De-risk your implementation, experiment with a full working model, get started quickly.



**DATA QUALITY, COMPLETENESS
& RISK ASSESSMENT**



**BUSINESS OUTCOME VALIDATION
& DATA GOVERNANCE PLANNING**



**ROI DESIGN, CALCULATION
& JUSTIFICATION**



**PROJECT ITERATION PLAN, ROADMAP
& MILESTONES**



Semarchy, a leader in the data integration and master data management markets, delivering data freedom and empowering organizations to rapidly generate business value from their data. It's unified data 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.

Semarchy is based in Phoenix, USA with offices in London, UK, Paris & Lyon, France, and Mexico City, Mexico.

Free your data.
Start fast. Scale infinitely.
Intelligently secure & govern.

SemarchyThe logo for Semarchy, featuring the word "Semarchy" in a white, sans-serif font. The letter "y" is stylized with a blue vertical bar on its left side, a green vertical bar on its right side, and an orange curved shape at the bottom right.

www.semarchy.com