

## INDUSTRY SOLUTION

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# RETAIL

Powerful Data Management for  
Retail and e-Commerce Players



## Manage & Govern Retail Data

Whether you are concerned with putting the right products on shelves, setting competitive prices, or winning consumer preference, the Semarchy Unified Data Platform offers powerful answers for traditional retail and e-commerce players.

Regardless of the size of your organization, Semarchy's technology can scale with you – offering the flexibility, support, and data management capabilities you need for any vertical market, globally.

We can help you align your data needs with your business strategy to ensure your internal systems and data management processes support your business today and prepare you for future growth.

# 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.

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

## 1. Improve Customer Experience (CX)

With comprehensive customer data, history, and information at your fingertips, you can transform customer interactions and observations into measurable business value:

- Design and deploy critical applications across multiple lines of business while sharing a single, consistent, and governed data hub.
- Seamlessly integrate everything from customer sales and marketing data to financial, social and product information for a 360° view of your customers – improving customer service across the enterprise.
- Increase brand awareness and customer loyalty with accurate, centralized information to better Know Your Customer (KYC) across all geographic locations, platforms, and systems (mobile app, website, in-person cash transactions, kiosks, and third-party delivery) and gain insights on:
  - Customer acquisition and channel conversion analysis
  - Customer purchasing frequency analysis
  - Cohort analysis by purchasing behaviors

## 2. Increase Revenue

The key to increasing revenue is enhanced brand awareness and customer loyalty. At Semarchy, we help companies:

- Generate highly targeted, personalized service to improve brand loyalty and increases upsell / cross-sell opportunities for increased LTV.
- Increase your retail footprint – with flexible tools to foster rapid growth, ensuring repeatable and targeted guest experiences.

- React quickly in a competitive industry by sharing vast amounts of data on every aspect of your business to enable agile and proactive product and service changes.
- Improve analytics and business decisions with a centralized hub for all personal, transactional, social and customer service data.

## 3. Reduce financial & improve regulatory compliance

Reduce financial and regulatory compliance risks caused by lack of data governance:

- Reduce 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.
- Maintain compliance by incorporating EU General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) as part of our commitment to data protection and privacy rights.

## 4. Optimize Costs

Integrate and access data from one single trusted hub to improve business outcomes, create operational efficiencies and reduce operational costs:

- Eliminate the IT, marketing, administrative and financial burden of managing multiple, disparate data sources and reduce development costs with one solution for data integration.
- React quickly to changes in across all platforms with a single source of standardized, streamlined data from supply chain and operations to CRM, HR, IT, ERP, financial platforms and more.
- Source attributes for all locations in one output; including items like location hours, phone, opening dates, suppliers, vendors, GM, square footage, current inventory, regional-specific needs, marketing, financial, sales, etc.

# 80%

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

## Get the Most of your Retail Data with a Single Source of Truth

With Semarchy's Unified Data Platform, all applications that manage retail data are connected.

**Robust Business Applications:** The agile, intuitive, and collaborative xDM platform enables you to align your people, processes, and technology, bringing value to your customers through data integration and access and giving you the tools for intelligent and informed business decisions. Our Unified Data Platform can be built for any business vertical with customizable workflows and interfaces driven by your data.

**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, Google, GB Group, Bing, etc.)

**Customer B2C Applications Highlights:** new person creation, match & merge, deduplication, basic data quality, data survivorship and consolidation, self-service preferences, person data lifecycle, external data enrichment, household management, advanced data quality / standardization, GDPR / CCPA, privacy, opt-in/out processes, credit risk, legal risk, financial assessment, marketing segmentation, surveys, retention, loyalty, predictive analytics, Friend of a Friend (FoF) circles, recommendations, multi-channel strategy.

**Our Customers:** Semarchy's xDM platform has been recognized as a leading multi-domain Master Data Management (MDM) solution in the industry. Our xDM platform solves for enterprise master, reference, as well as Collaborative Data Governance challenges at some of the most well-known brands across the US and Europe.

# 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.  
Practically secure & govern.

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**Semarchy**!

[www.semarchy.com](http://www.semarchy.com)