



IMERYS

The success of a group Business Intelligence (BI) project with the unified data platform

Mining | Europe

The world leader in mineral-based specialty solutions for industry, Imerys delivers high value-added, functional solutions to diversified set of industrial sectors, from processing industries to consumer goods. The Group draws on its knowledge of applications, beneficiation of its mineral resources, synthetic minerals and formulations.

With a large wave of acquisitions in the 2000s through today, Imerys manages over €3.8 billion (approximately 4.1 billion USD) in revenue and 16,400 employees. With each acquisition, various entities brought their own internal systems and business workflows to Imerys, so the company relied on about 80 different Enterprise Resource Planning (ERP) systems to run their business.

In addition, Imerys has historically been decentralized, with a strong autonomy left to the subsidiaries for development of internal systems. This resulted in common languages within the different businesses of the group, but without a common global language for the group. Imerys realized the need to streamline internal systems to allow the company to become more efficient and more oriented towards its diverse markets and customers.



CHALLENGES:

- **Complex Data Management:** To support the deployment of a single ERP to replace the 80 existing ERPs, they needed to align their data sources by creating golden records with deduplication processes, implementing quality and cleaning rules, and developing data model functionalities with hierarchies and workflows.
- **Data Quality and Consistency:** To achieve greater business intelligence with a multitude of disparate data sources and systems, the tool needed to control the quality of data at creation in all source systems and improve consistency by marrying data from widely different formats, fields and structures.
- **Data Integration:** The complex data integration challenges included 63 entities and a total of 500 attributes - integrating data from the general data domains, as well as the organizational data domains, sales, market segmentation, customers and products.
- **Data Governance:** In order to have overall data quality for the group and its multiple entities, stable and defined internal governance rules needed to be applied globally.



BUSINESS DRIVERS:

Greater Business Intelligence: The overall goal of developing a global business intelligence project was supported entirely by the data management project. The BI project has its own deliverables with a timeline, and it was therefore necessary to ensure that the data management project was not a bottleneck for the business intelligence project.

Ease of Use for Change Management: The data management project not only initiated the need to establish a sustainable data model, but also improve the way people work and interact with revised systems, workflows, and interfaces.

Align Systems for Future Growth and Acquisition: The data management project needed to support future growth by enabling the data of any additional ERPs to be easily migrated, cleaned and homogenized.

Share Data Across Business Units: Once completed, the goal of the data management project was to share data with the other systems of the group such as CRM, as well as establish workflow and task tracking between business units for consistency and accountability.



SOLUTIONS:

Semarchy worked with Imerys to implement Master Data Management (MDM) with xDM, across the enterprise with a structured, iterative process to meet their data needs and business goals, including the following benefits:

- **Empowered business users** with consistent, high- quality data and user interfaces across the Group's multiple entities and systems
- **Supported business intelligence** by reviewing, stabilizing, and strengthening existing concepts, including organizational, customer, and product structure
- **Improved the procedure** for creating and updating customers in CRM
- **Increased performance** via improved allocation of sales teams
- **Accelerated growth** with the development of data champions, IT system experts, data owners, business process owners and Subject Matter experts that can evolve with the company's acquisitions and data projects

Imerys continues to accelerate their data quality initiatives by opening access to Semarchy to additional users, deploying the data management initiative and tool on new areas such as purchasing and human resources. The company has numerous departments that would like to integrate, and with the data management initiative growing, the company plans to carry out external growth through acquisitions powered by solid master data management.



AWARDS & REVIEWS

It's not what we say about Semarchy Data Platform 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.



**3x Gartner Magic
Quadrant for MDM
Solutions Leader (2020-
2022)**



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



**Gartner Peer Insights
Customers' Choice
for MDM 6 Years in a
Row (2019-Now)**



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

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