



GLOBAL AUTOMOTIVE MANUFACTURER

Data Centricity & Digital Innovations with MDM Architecture

Manufacturing | Europe

A prominent global automotive manufacturer has been a leader in innovation since its inception in the early 20th century. Today, this company is one of the most well-known and respected premium car brands, preparing for a new future that will be all-electric, autonomous and connected.

The manufacturer embraced a multi-domain MDM architecture, achieving the data integration and connectivity needed to modernize their global business.

A truly global organization, the company has manufacturing, research, and design operations in Europe, Asia, and the Americas.

Saddled with a mature, overwhelming IT legacy and data landscape needing modernization, the manufacturer sought to create a fundamental MDM platform from the ground up. It was not only challenged by being a multi-brand, multi-legal entity, global organization but also by enterprise data management immaturity and a departmentally siloed history. The company approached the challenges from an MDM architecture perspective.

The automotive manufacturer approached Semarchy with the following complex challenges and business drivers.



CHALLENGES:

- **Data Quality:** Information from disparate sources needed to be consistently defined, regardless of channel
- **Data Visibility:** Not having visibility and control of master data made it challenging to drive stewardship and governance
- **Response Time:** Needs to be able to react quickly to product, manufacturing, location changes, and regulations with the right master data
- **Data Management:** Difficult to drive good data management with multiple systems, locations, and departments
- **Data Governance:** Lack of governed cross-domain relationships, inconsistency across application landscape
- **Reporting and Analytics:** Impossible to analyze business metrics when data from departments and systems is siloed



BUSINESS DRIVERS:

Align MDM to the corporate strategy of growing their global business, including:

- Prepare the foundation to support and adapt to changing consumer, supplier, and manufacturing needs
- Improve data quality, consistency, and governance for all business units
- Meet sustainability targets while accommodating changes in global reach, electrification, and digital products (autonomous drive)
- Enable strategic and informed decisions with access to real-time analytics and reporting
- Streamline communication and collaboration between multiple legal entities, brands, business units, and affiliates
- Replace outdated legacy IT and move the data center to the cloud



SOLUTIONS:

Leveraging the MDM platform and Semarchy best practices, the automotive manufacturer created an operational foundation stable enough to align master and reference data across business applications used for running the business with the right analytical tools to analyze the business.

By eliminating legacy IT systems and moving to a cloud-hosted platform with on-premise connectivity, business units are empowered with a single platform to support and facilitate dialogue between 13 informational domains, including: Consumer, Digital Asset, Facility, Financials, Organization, Parts, Materials, Vehicle, Product, Retailer, Supplier, Tools & Equipment, and Employees.

With the Semarchy Data Platform, our customer benefitted from a collaborative hub for data management and governance across their business units, giving them more control and achieving the following benefits:

- Eliminated operational data redundancy costs with a single data management process
- Improved data quality, consistency, and governance for all business units
- Enabled strategic and informed decisions with access to real-time analytics and reporting
- Prepared the foundation to support exponential international growth and adapt to changing consumer, supplier, and manufacturing needs
- Empowered the business to streamline communications with accurate, centralized data in a competitive, global industry



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.



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



**The Forrester Wave™:
Master Data Management
Solutions, Q2 2023 Strong
Leader**



**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 is 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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