



IN PARTNERSHIP WITH



Accelerating the value of MDM

How you can rapidly deploy
Semarchy's market leading MDM
solution, drive quick adoption and
prove value in weeks



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Amplifi and Semarchy have proven experience in delivering rapid MDM deployments to our combined customers, making MDM implementation straightforward for organisations of all sizes.

We accelerate time-to-value by helping drive rapid MDM adoption for specific use cases, clearly demonstrating the capability of Semarchy xDM to deliver results and ensuring that the platform is infinitely scalable for an organisation's unique master data management requirements.

Amplifi is a modern data consultancy for modern data challenges.

From the governance and management of data through to analytics and automation, our integrated approach to modern data ecosystems delivers measurable results through a combination of expert consultancy and best-in-breed technology.

Rapidly deliver value from your data assets, and optimise data stewardship operations, with Semarchy's award-winning xDM Master Data Management solution.

Easily generate data-rich apps with zero code while automating the creation of high-quality golden records for your specific business needs.





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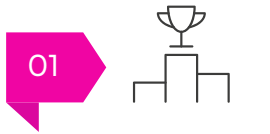


“The intelligent application of Semarchy’s leading data management technology is where Amplifi really flex their muscles. Our partnership benefits from their broad range of experience in multiple verticals, their expert understanding of the complexities of data management and, most importantly, their focus on targeted outcomes for our combined customers.”



Matthew Gibbons
VP Sales UKI at Semarchy

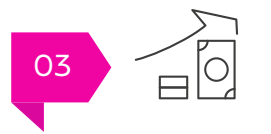
Meet Semarchy



01 Market leader in data integration and master data management



02 250+ customers across verticals with global coverage



03 High growth with backing from premier Private Equity partner



Source: Gartner (December 2021)

What do you need from a Semarchy partner? Whatever stage of your data management journey you're on, Amplifi can help.

Are you a **new Semarchy customer** looking for technical support with a fresh xDM implementation? Our team has experience of numerous successful Semarchy xDM implementation projects. Just let us know your requirements and we'll happily help.

If you are an **existing Semarchy customer** looking to develop a strategy to expand your use of Semarchy to additional domains, technical enhancements or system support then our dedicated Semarchy practice is here to assist.

Why choose Amplifi as your Semarchy xDM partner?

Amplifi are a leading Semarchy partner with a dedicated practice. Amplifi and Semarchy have built a strategic partnership that enables organisations to rapidly deploy Semarchy's market leading MDM solution, drive quick adoption in their teams and, ultimately, prove value fast.



Amplifi are Semarchy's premier European partner with experience across **over 40 Semarchy implementations**



Our shared customers cover many industry verticals and include **BP, the UK NHS and Elsevier**



Our **global leadership teams** regularly meet to ensure successful execution of our joint strategy



The **strategic partnership with Amplifi US** was announced in 2021, bringing the innovation that began in Europe to our North American customers



Amplifi enjoy **Gold partner status**, a reflection of our numbers of customers and certified technicians



Amplifi's portfolio of **"Semarchy Accelerators"** enable customers to drive even more value from their xDM implementations



Amplifi are primary contributors to **Semarchy's Early Adopter Programme**, providing insight and direction to new data offerings being developed by Semarchy's product teams



Amplifi's **"Quickstart xDM"** programme accelerates the power of Semarchy xDM to deliver a "Point of First Value" within weeks



Amplifi has established a **dedicated global practice** of qualified certified technicians in both the US and Europe with ongoing enablement and development training

Think big, start small, scale fast

Organisations that are most successful in managing their master data adopt an incremental approach to increasing scope and capabilities over time.

Our proven PFV process means you work in data-sprints to scale rapidly – in both volume and complexity – to successfully and quickly execute the data initiatives in your over-arching strategy. Lay the foundation by mastering one domain, then scale out to include other domains or business areas.



Identify
high-impact
use cases – the
Point of First
Value



Engage
the
Business
audience



Execute
iterative
data
sprints



Deliver
The PFV:
Point of First
Value

Empowering QS by delivering a single view of higher education institutions

QS, the global higher education experts, are the world leader in higher education performance and insights thanks to their globally recognised QS World University Rankings and the QS International Student Survey.

QS found that a key priority was to create a single platform to unlock the 'golden nuggets of insight' buried in their data so that they could increase the efficiency and effectiveness of their experts when working with students and institutions.

Amplifi were selected to work with QS to undertake phase one of their transformation programme, which was to create a single view of institutions, including their departments, campuses, courses, ratings, rankings and products.

As part of a multi-vendor team, our team of consultants led a discovery programme to identify the key foundations required.

With QS storing well over 10M student and university records, Amplifi established the need for a flexible, modern MDM solution and proposed Semarchy as the right technology for the task.

Amplifi then executed a 13-week, 'quick start' project featuring discovery workshops, a multi-sprint build-period, test and implementation, and significant effort to navigate a tricky technology integration process to deliver a golden record view of institutions – **from project kick-off to the first value point was just a matter of weeks.**



Semarchy Accelerator Toolkit x Amplifi Accelerators

Semarchy's xDM offering and the simple ease of use already allows customers to get a pilot up and running in less than 30 days. Leveraging their accelerator toolkit bundled with Amplifi's Semarchy Accelerators, customers can enjoy rapid development and reduced implementation times.

SEMARCHY TOOLKIT

Rapid MDM Business Case: Helps clients build an ROI assessment to justify MDM investment. Provides research-backed models to showcase 3-year costs and benefits.

Accelerator Models: Out-of-the-box data models and use cases to demonstrate MDM capabilities for specific industries and use cases to accelerate application development.

Accelerate MDM: Delivers a minimally viable MDM application built on client data and requirements in just two weeks to prove capabilities and value.

Accelerate AI: Educational assets allow clients to explore Semarchy's AI/ML roadmap and integrate capabilities like GPT-3.

Rapid Delivery Blueprint: Step-by-step guide to quickly deploy MDM based on Semarchy's proven best practices and methodology.

AMPLIFI ACCELERATORS

ChatGPT plugin: Ready to go out of the box to harness the power of Generative AI to enrich and augment your master data.

D&B Plugin: Integrate and augment business data directly from Dun and Bradstreet with our D&B plugin.

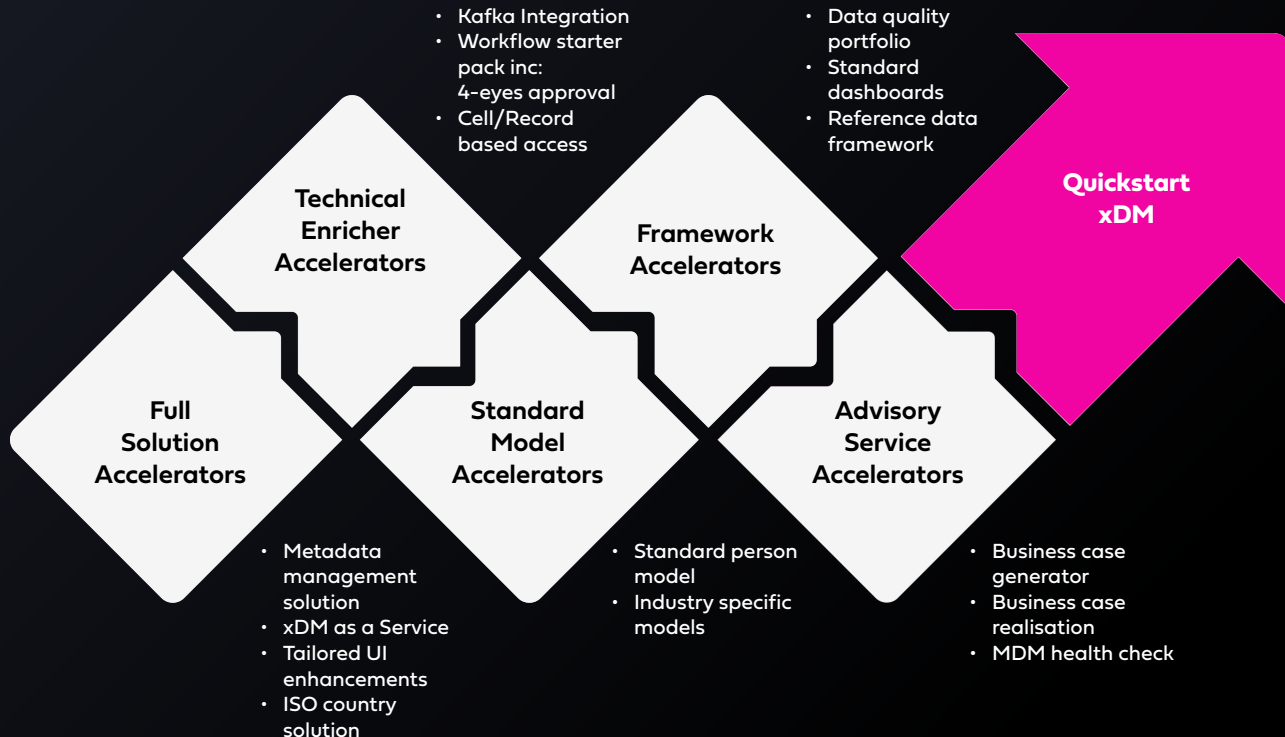
Reference Data Models: Amplifi have identified more than a dozen different styles of reference data and have pre-built xDM models for each, allowing a plug-and-play approach to meet your data model's requirements.

ISO 3166 Model: The ISO country code standard has already been modelled and can drop straight into your implementation.

4-Eyes Approval: Adding to xDM's strong workflow capability by ensuring that the same person cannot initiate and approve their own change.

Amplifi's xDM Accelerators

Following numerous successful implementations, Amplifi's dedicated Semarchy practice has developed a suite of both business and technology focused accelerators that enables our combined customers to realise rapid value from their MDM implementation.



xDM as a Service

Hosting, environment management and solution support in a single master data solution.

Compatible with customer or third party tenancies and available through Azure and AWS Marketplaces.



SOLUTION SUPPORT

- Incident response/service request management
- Service desk management
- Enhancement
- Supplier triage
- Service level agreements
- Service review packages
- Retained days packages
- Upgrades and patching

HOSTING & ENVIRONMENT MANAGEMENT

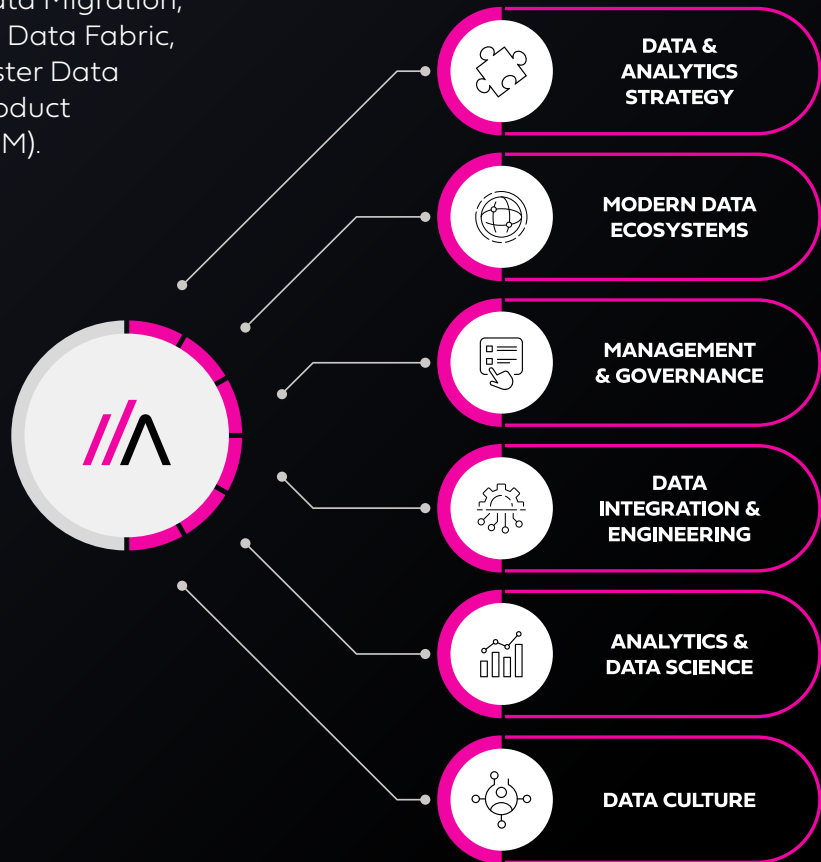
- Microsoft Gold Platform
- ISO27001 compliant
- Azure Sentinel intelligent threat detection
- Security orchestration & automated response
- Ultra-secure, ultra-scalable



Our Capabilities

As well as our dedicated Semarchy practice, we also provide services around the governance and management of data through to analytics and automation.

Our services include Data Strategy, Data Governance, Data Quality, Data Migration, Data Integration, Data Mesh, Data Fabric, Metadata Management, Master Data Management (MDM), and Product Information Management (PIM).





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To find out more about our partnership
or how we can help your business tackle any
data pain points please contact us:

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