

Semarchy

From MDM to **AI-Native Data Products** with DataOps and Semantic Intelligence

Semarchy is a trusted leader and partner

Over a decade of proven MDM leadership

Recognized as a Leader in the 2026 Gartner® Magic Quadrant™ for Master Data Management Solutions



Semarchy Delivers Real Results, ROI, and Business Value

\$400k+

Avg. value/year gained from
data team productivity

38%

Faster for data teams to
deliver trusted insights

50%

Faster to train end users on
the Semarchy Data
Platform

Unmatched Customer Satisfaction

4.7+ stars

Gartner Peer Insights
with most 5-star reviews

>1 trillion

































Golden records managed
by Semarchy customers

4x

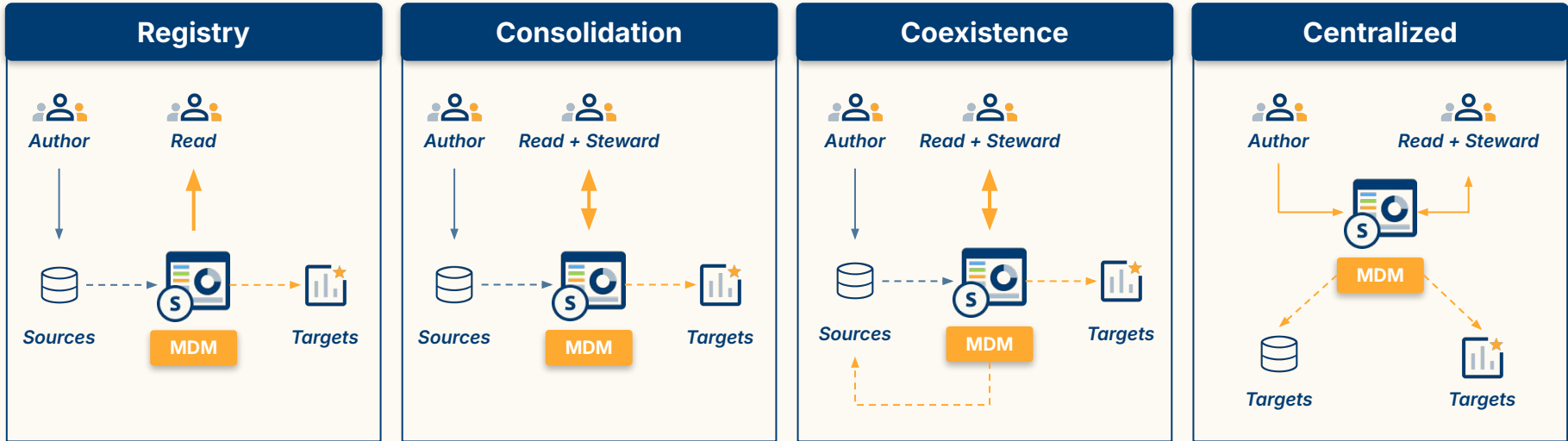
Recognized as a Leader in the
Gartner Magic Quadrant for MDM

Trusted by 30+ of Fortune 500 companies

400+ customers trust us to manage 1 trillion+ golden records and empower 5000+ data professionals

Industry/Vertical	Domains/Use Cases	Customers
Financial Services	B2B/B2C, RDM, GRC, Assets, Data Quality	   
CPG/Manufacturing	Products, Locations, B2B/B2C, Data Quality	   
IT/Services	B2B/B2C, RDM, IT/Process Modernization	   
Healthcare/Life Science	B2B/B2C, KYC, HCO/HCP, Products, Trials	   
Retail/Hospitality	B2B/B2C, Suppliers, Locations, Products	   
Gov/PS/Non-Profit	Citizens, Services, RDM, Data Quality	   
Energy & Industrials	B2B/B2C, Products, Locations, GRC, RDM	   
Other	B2B/B2C, Locations, RDM, Data Quality	   

Start, scale and evolve any MDM style – in parallel



For real-time central reference with a 'Global ID'

For reporting, analytics, central reference and AI

For harmonizing / syncing across systems & references

MDM as the interface and system of record (SOR)



Key customer challenges



Data Teams Can't Scale

To achieve enterprise-wide scale and velocity, distributed teams needs a way to collaborate without slowing each other down



Data Consumers Can't Self-Serve

Do we have good data? has become Can every human, application and AI ecosystem easily find and consume the data?



Enterprise AI Needs Trusted Data

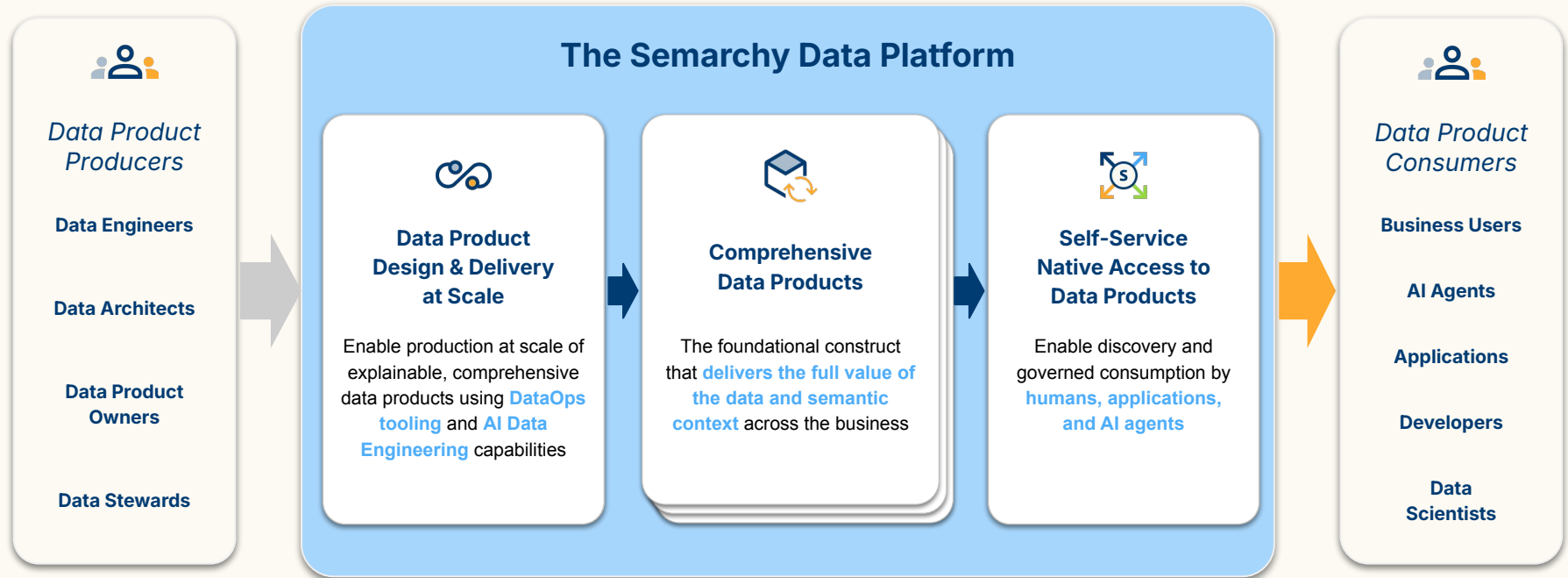
Without governance and accurate data AI makes things up, gives inconsistent answers, and can't accurately explain its reasoning



MDM Solutions Ignore Your Stack

You've already invested in Snowflake, Fabric, or your own infrastructure. Vendors shouldn't determine where you can deploy or consume data products.

The Semarchy Data Platform (SDP) enables the delivery & consumption of data products at scale



Semarchy

Transforming Traditional MDM Delivery with DataOps

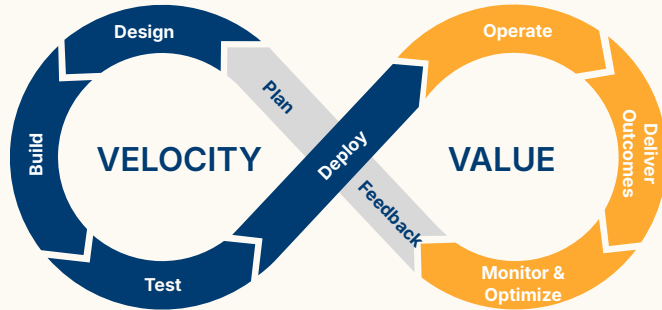
DataOps with AI Data Engineering Enables Data Product Design and Delivery at Scale

Agile, decentralized design environment, with governance and policy embedded at design-time, enforced at run-time



Modern, **DataOps-Driven** design experience (DXP)

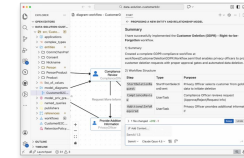
Self-Serve, Governed, **Data Products**



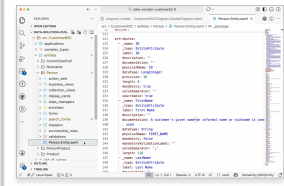
integrated with widely-adopted engineering tools, version control, and CI/CD

A multimodal design experience within a single design environment

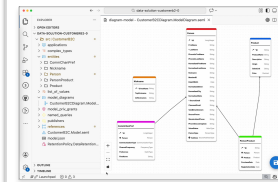
Agentic Design Experience



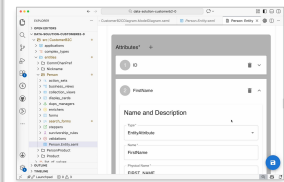
Declarative Syntax



Visual Modeling



Form-Based





DataOps Driven
Design (DXP)

DataOps Design Experience

Tooling and frameworks
data engineers expect

- VS Code Extension
- Git integration
- CI/CD integration
- Multi-modality editing

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DataOps Driven
Design (DXP)

AI Data Engineering

Building comprehensive data
products with our AI agent

- Semarchy Design MCP
- Semarchy RAG resources and documentation
- Planning and design patterns
- Reinforcement learning and continuous improvement

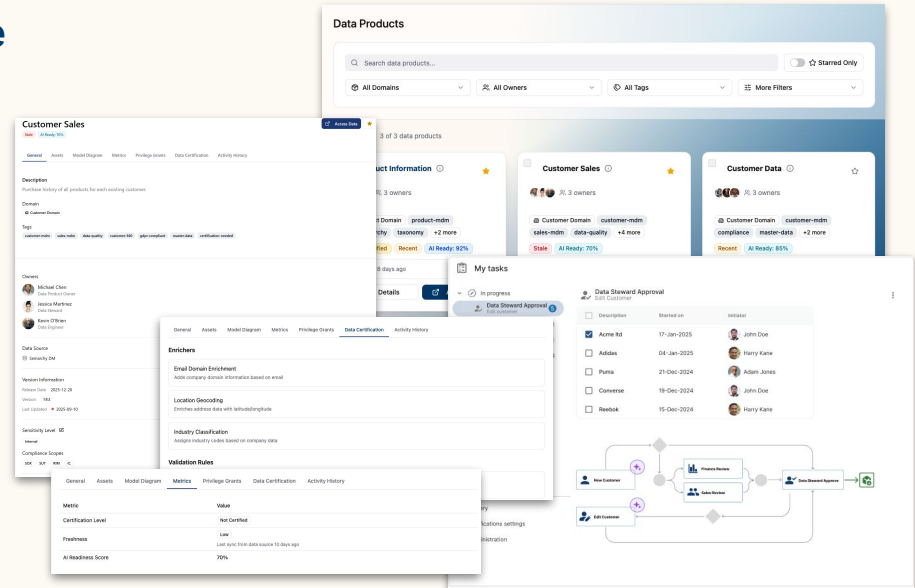
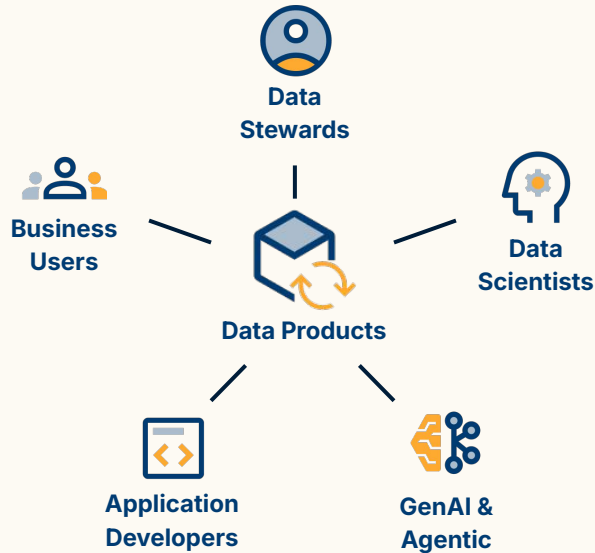
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Semarchy

From **master** data projects to reusable **data products**

Data products are first-class citizens of the platform

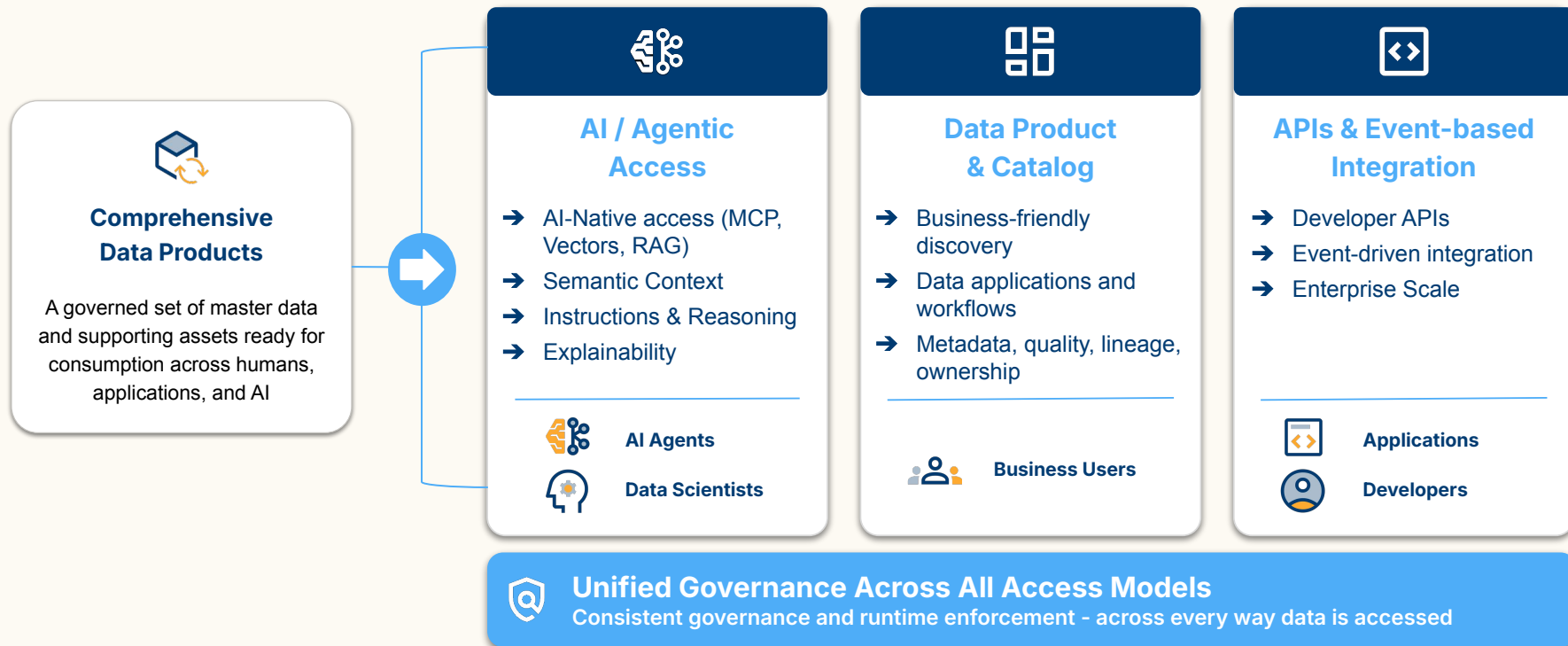
Comprehensive **data products** include more than just mastered data and address multiple **personas across the enterprise**



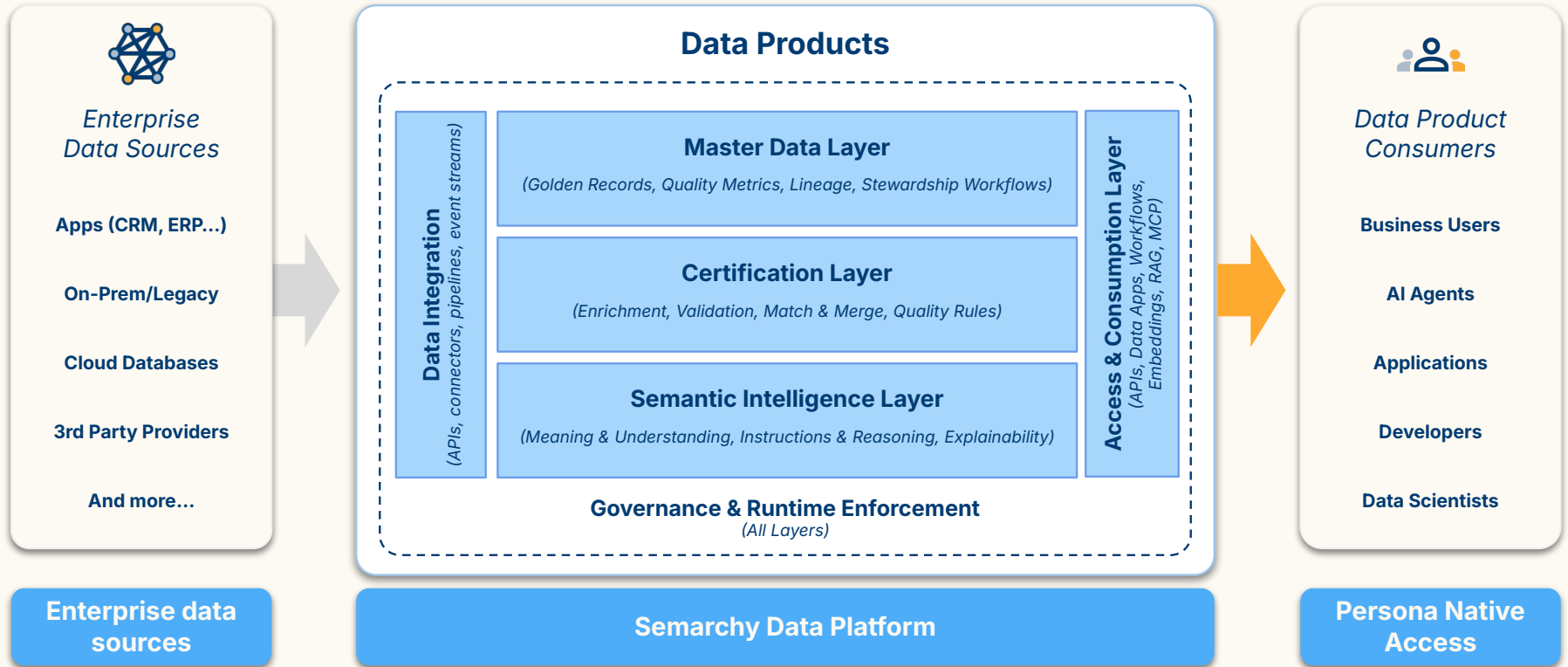
Delivered with a **product mindset** that is focused on **business outcomes**

Delivering more than certified golden data

One data product, accessed differently by each persona – governed and designed once



Built-in semantics, understanding and governance





Comprehensive
Data Products

Data Product Catalog

Human-centric discovery via
a web-based user experience

- Business descriptions & semantics
- Certification, lineage, ownership
- APIs, schemas, usage context

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Agentic Assistant

Support for human consumers
of data products

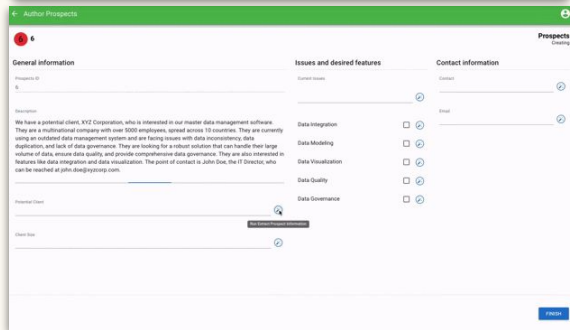
- Embedded within the data product
- Insights & analytics on data
- Charts and bar graphs

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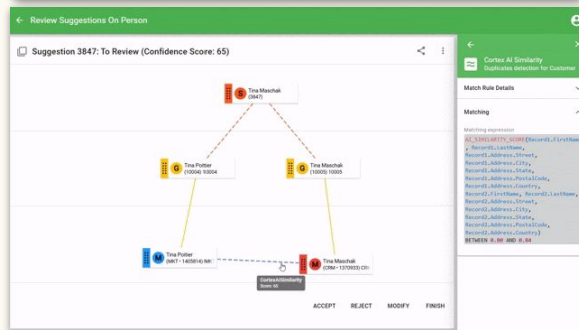
AI-augmented data stewardship and quality

Governed, explainable and auditable AI with full human-in-loop review, approval and control

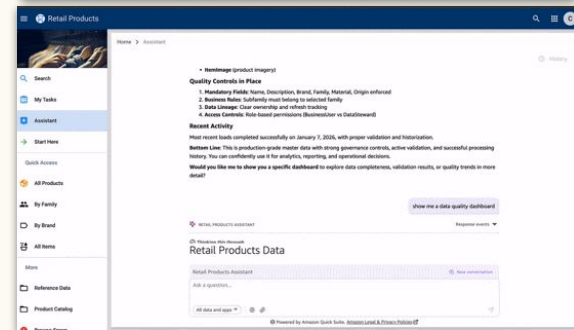
Embedded AI/Agents in Workflows



AI Matching & Entity Resolution



Governed AI Agents via Data Products



- Seamless experience with AI/agents directly inside stewardship workflows
- Automate enrichment, classification, analysis, remediation tasks and more
- Human-triggered action with complete traceability with ability to revert

- Built for agile, collaborative data product teams with Semarchy syntax
- AI matching via vector similarity and golden record embeddings (any LLM)
- Complete traceability + lineage with human approval, modification, rejection

- Agents interact through Semarchy Data Product MCP servers *only*
- RAG documentation and resource access
- Policy-aware access to data, metadata, semantics and workflows
- All AI actions governed, logged and fully auditable



Agentic Stewardship

Agentic support for data stewardship activities

- Insights on data quality
- Charts and graphs
- Quality recommendations

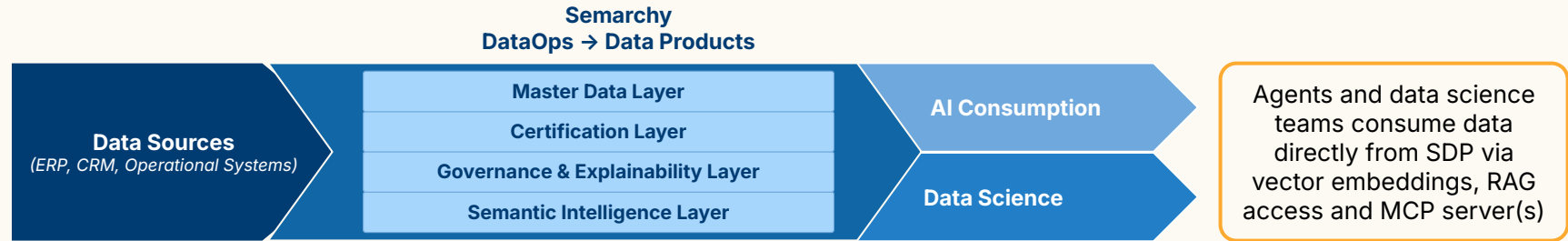
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Semarchy

AI-Native consumption with Semantic Intelligence

How Semarchy solves the AI/agentric trust problem

Consolidates trusted master data and augments it with governance, explainability and semantic intelligence for consumption across the AI ecosystem



What's Included

Benefit for AI / Agents

Trusted Master Data

AI reasons on a single consolidated certified record as opposed to conflicting data from multiple sources

Semantic Context

AI receives business meaning, relationships, and contextual use – reducing hallucinations that result from reasoning over raw data

Reasoning & Instructions

AI follows explicit domain rules – guardrails, anti-patterns and interpretation guidance provided consistently across all AI consumers

Governance & Explainability

AI understands where data came from, how it was certified, what quality and validation was applied – full explainability from AI output back through source,

AI-native foundations and agentic consumption

AI trust, accuracy and risk mitigation are now data platform responsibilities requiring governed access

Data Products are the **trusted access point for AI** – same policies, lineage, and trust as every other consumer

AI-Native Foundation

AI-Enable data for data science teams and in product AI capabilities



Vector Data Types



Semantic Intelligence

- Native embedding as attributes within entities
- Foundation for semantic search, similarity joins, and contextual reasoning

Governed AI Consumption

Enable consumption of trusted data through GenAI & Agentic ecosystems



Retrieval Augmented Generation (RAG)



Model Context Protocol (MCP)

- RAG access patterns
- MCP generation for direct agentic access
- Ensures data trust, quality and accessibility for AI data consumption



Semantic Intelligence

Enable context, reasoning,
and explainability at
design-time

- Semantic intelligence is embedded directly at design-time
- Exposed to agentic consumers directly through MCP interactions
- Govern agentic reasoning and understanding across your AI ecosystem

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Understanding & Reasoning in Action

**Leverage data products
where your users need them**

- Expose data products directly to the tools your users work with
- Maintain governance and privileges across any consumption point
- Accelerate business outcomes while maintaining trust

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Support Agentic Ecosystems

Enable agentic ecosystems
to connect to data products

- Agents interact through Semarchy Data Product MCP servers only
- RAG docs and resources access
- Policy-aware access to data, metadata, semantics and workflows
- All AI actions governed, logged and fully auditable

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Semarchy

Your data. Your infra.
Your choice

Semarchy Data Platform | Flexible Deployments & Ecosystem

Your data and AI deserves the most flexibility

No adoption friction and faster time-to-value without sacrificing governance, control or architectural freedom

	Amazon Web Services	Microsoft Azure	On-Premise	
SDP SaaS	 			 Available
SDP Self-Hosted Cloud-Native and On-Prem	 	  		 Snowflake Integration
Snowflake Native App 	 	 		 Fabric Integration

Semarchy

Deliver **Trusted Data** **Products** for Humans, Applications and AI

semarchy.com/demos