

RELTIO

SOLUTION BRIEF

Reltio Connected Data Platform

Accelerate Data Value.
Optimize It for Timely Action.



Trusted Data Enabling Digital Transformation

To grow and thrive in today's digitized world, every company must transform its operations to meet new expectations, to become a digital, omnichannel business. Data that lives in diverse IT systems is at the center of this transformation. It is a critical asset that can turn into a liability if not managed well. We believe data should fuel your success, not hold you back.

Harnessing your data enables you to increase your operational speed and agility to stay ahead of the curve. And helps you deliver a great customer experience. By knowing what your customers need and want—almost before they do. By empowering them to have control over their own data and how it is used.

We help you accelerate the value of your data to maximize its impact every day. So you can amplify growth and increase efficiency, as you minimize risk.

Create Value with a Single Source of High-Quality Data

High-quality data is essential to drive decisions and create value for your business. But getting to trusted data in the midst of increasing volumes and data silos can be a slow, painful journey. Legacy systems—often difficult and costly to upgrade, integrate, and scale—make it even harder. Yet every interaction and transaction in today's digital world creates data. How you harness and use that data determines how well your business succeeds.

Your data consumers—both internal and external—require access to reliable, insight-ready data to power their decisions and drive business value. And they need that data now, not days from now. We help you optimize your data for action. To present your customers with an exceptional user experience that is consistent, intuitive, frictionless. No matter how or when they interact with you. To fuel your downstream operational and AI systems with comprehensive, accurate data in real time. At the speed of business and at scale.

Accelerate the value of your data by adopting modern, cloud-native master data management. We are here to help you along your digital transformation journey.



Maximize Business Impact with Connected Data in Real Time

Reltio Connected Data Platform is our cloud-native SaaS offering for multidomain master data management (MDM). It brings your core enterprise data together: customers, products, locations, vendors, partners, assets, and more. But not just master data—also relationships, interactions, and transactions. So you can create a comprehensive, trusted data foundation—a single source of information you can count on. The platform continuously unifies, cleanses, standardizes, and enriches your data to fuel your real-time operations. And to help you better understand your customers and their end-to-end journeys. So you can become a more customer-centric business to increase sales and customer loyalty.

As your business changes, you expect your MDM application to adapt. Our modern SaaS offering does just that. It is agile enough to fit your needs now and in the future. It scales as you do. With enterprise-class cloud security you can count on. And connecting new sources of data is faster and easier than you might expect. So your organization becomes more resilient as you accelerate data value creation and fuel its ongoing effectiveness.

Drive Customer Experience

We know you want better relationships with your customers. You want to offer them the best possible user experience and anticipate their needs. Regardless of how they interact with you. With legacy systems and fragmented data, that's not always easy. We make it easier. Our advanced cloud service continuously unifies and curates all your customer data from multiple channels, brands, and businesses. It can even tie in your old systems too. So you can see the full picture—fast. And start making the moves that will bring you closer to your customers and ultimately put more money in your pocket.

An excellent customer experience is more than a connected, consistent user interface. We help you focus on your customers holistically. So you can be responsive to them in all possible ways—from onboarding to delivery of hyper-personalized offers. From sales activities to customer service and support. And, of course, we help you protect their data and use it in accordance with their consent and preferences.

This adds to your bottom line in several ways. Happy, loyal customers buy more products or services from you, contributing to higher customer lifetime value and revenue. They trust you, and they speak well of you in social media, increasing your brand reputation and leading to new customers. And better knowledge of your customers and their relationships can directly increase cross-sell and upsell opportunities. So great customer experiences are the ultimate win-win scenario.

Improve Operational Efficiency and Optimize Processes

The longer you've been in business, the more likely it is that you suffer from disjointed systems, too many manual processes, and resulting poor data quality. So you can't get reliable data when you need it. And you are making decisions based on stale, incomplete information. We unify your multi-source, complex data into a single source of trusted information. So you have a complete picture of your operations, all in real time. And as you add additional applications, whether on premise or cloud, you can integrate them easily using our API-first approach.

Poor data quality—it's often worse than no data at all. We provide you with the tools to get it right. Correct your data in Reltio or at the source. We provide automated data validation rules and matching to make it faster and easier. So you can reduce manual efforts and streamline your operations. Be more productive. And ensure accurate data is available to those who need it. When they need it.

"The business is starting to incorporate Reltio into their lexicon on a daily basis, and that has been key for me to hear. The business is thinking about Reltio as a solution to customer data problems as opposed to MDM being a purely IT-driven platform, which was the case with our legacy MDM system."

—Matthew Cook
Director, Enterprise Data Services
Empire Life

Instantly share this trusted data with your downstream applications—advanced analytics, machine learning, AI, and more—to gain immediate insights. Make better decisions faster. Unlock innovation and new high-value use cases to become a more agile, data-driven organization. And gain ground on your competitors as you reduce operational costs and improve productivity.

Reduce Risk and Fraud

You can't manage what you can't see. Without the big picture and details, you cannot proactively manage risk and fraud. Your risk and fraud management systems do not have the timely data they need to be effective. And you fail to leverage predictive algorithms and other technologies to identify emerging risks. As a result, you delay putting mitigation measures in place to minimize potential losses and deter fraud. Resulting in harm to your bottom line and reputation.

Fueling your risk and fraud management systems with comprehensive, timely data boosts their effectiveness. As you see risks growing, you can implement risk mitigation strategies in time to minimize loss events. And you can better identify opportunities—the flip side of risks—to quickly take advantage of changing business conditions. Staying ahead of the curve. In short, you become a more resilient and profitable organization. Your shareholders will thank you.

Comprehensive data enriched by third-party data sources provides a holistic view of your business and reduces time to insight. Having the right data helps your risk managers identify risks in time to take appropriate actions. Making them more productive and effective. And helping your shareholders sleep at night.

Simplify Compliance

Regardless of your industry, you deal with a growing number of regulations that impact your business. Compliance is not optional. Non-compliance means: penalties, fines, and bad publicity. Loss of reputation and customer trust.

Data protection and privacy regulations are top of mind. A central principle is that individuals have the right to determine who can use their information and how. To comply, you need robust consent management processes in place. And control over the personal data to manage it in accordance with the consent received. This is challenging when you have many sources of personal data spread across your landscape. We enable you to gather customer consent records and make them available to your many applications. When consent is added, changed, or withdrawn, you can react immediately. So you always manage the data according to your customers' consent and preferences.

Regulatory agencies require that you report to them in a timely and accurate fashion. This requires robust reporting to ensure auditability and visibility of data lineage. We provide dashboards and reports showing historical data, audit logs, and tracking of data lineage so you have the information needed to support your compliance requirements. And your internal stakeholders benefit from the transparency, as well.

Benefits

- Run your business with unified, insight-ready data for better business outcomes and resilience
- Focus on your customers to increase revenue, lifetime value, and loyalty
- Streamline your operations and ensure high-quality data to be more productive and profitable
- Manage risk and fraud using comprehensive, real-time data to minimize losses
- Simplify compliance with built-in consent management and supporting historical data, audit trails, and data lineage

Key Capabilities

Trusted Data You Need	Security, Availability, and Performance You Expect
<ul style="list-style-type: none"> Best-in-class multi-domain MDM to create comprehensive entity 360 profiles. Identity resolution, ML-based matching, universal ID, dynamic survivorship, and more. Graph technology to uncover relationships. 	<ul style="list-style-type: none"> Multicloud SaaS MDM on big data architecture. Support for AWS, GCP, Azure. Built-in NoSQL database and ElasticSearch. Get started on day one.
<ul style="list-style-type: none"> Integrate all types of data from all sources and entities in real time. Enrich with third-party data. Connect person, organization, product, location, and more. Easily blend profile, interaction, and transaction data. 	<ul style="list-style-type: none"> Complete focus on accelerating the value of data with a single stack of modern technology. No “re-implementation” is necessary. Continuous access to the latest release and innovation. Fast troubleshooting. Disruption-free upgrades.
<ul style="list-style-type: none"> Real-time data quality. Continuous highly-curated, real-time data. Automated data validation, matching, and dynamic quality scoring. Interactive data quality dashboard to monitor the accuracy, completeness, and quality of your data. Correct data in Reltio or at the source. 	<ul style="list-style-type: none"> Support for high-volume transactions and API calls in an auto-scaling cloud environment. Monitored resource consumption. Optimized resource allocation to ensure top performance.
<ul style="list-style-type: none"> Data governance with access control and workflow capabilities. API and UI support for creation, publication, and integration of data governance policies. Dashboards, audit trails, and data lineage for better governance and compliance. 	<ul style="list-style-type: none"> Enterprise-class cloud security backed by certifications. Granular, role-based access security over records and attributes. 24/7 security monitoring. Encryption for data at rest and in flight.
<ul style="list-style-type: none"> Support operations “at the speed of business” with feature-rich, real-time APIs. Stream data to analytics or data science platforms for immediate insights. 	<ul style="list-style-type: none"> API-first approach to data integration and orchestration. No-code/low-code Reltio Integration Hub and app-specific connectors to make it easy. Rapid addition of new sources and consumers.
<ul style="list-style-type: none"> Business user-friendly, intuitive UI with customizable views designed for your productivity. Self-service UI personalization. 	<ul style="list-style-type: none"> Built-in high availability and data loss protection without buying and managing redundancy. Zero downtime upgrades, allowing you to continuously use the latest capabilities.

Value Examples Across Industries

25%

boost in revenue through
mobile loyalty app

\$2M+

daily online sales by remote
customer-facing staff

**Near
real-time**

data model changes for new
revenue model

\$12M

in reduced costs
over 5 years

\$3.6M+

in reduced
infrastructure costs

10x

increase in data team
productivity

Data Should Fuel Your Success

Today's most successful businesses are driven by data. They have harnessed their data to gain a competitive edge, make better decisions faster, and deliver great customer experiences. They rely on high-quality data to improve profitability and manage risk. Your business is no different.

We create a single source of trusted data. With a constant supply of clean, compliant, and comprehensive data, you have a much clearer picture of your customers and your operations. So you can focus on making the right decisions, instead of worrying about getting the right data. We help you accelerate the value of your data so you maximize your impact every day. We believe that when you are empowered with insight-ready data, it's nothing less than rocket fuel for your success.

WHY RELTIO

We believe data should fuel your success, not hold you back. Our first-of-its-kind, master data management SaaS offering unifies and cleanses multi-source, complex core data into a single source of trusted information— in real time. Agile to fit any company's needs and flexes at will. Reltio Connected Data Platform helps you act on your data with confidence. And maximize your impact every day.

To learn more, visit www.reltio.com

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