

Eyes down and get ready to play Reltio Bingo! You have 2 chances to play. Simply mark off the relevant square when you hear the comment being made at your meetings on customer experience and master data management.

Get a full house in the Responsive MDM game, you're a winner. Match a few squares in the Legacy MDM game? It's time to look at Reltio. Good luck!

Legacy MDM card

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|-------------------------------|--------------------------------|
| Implementation time in months | One single golden view |
| On-premises | Cloud-based |
| How many tables?! | Structured data only |
| Minimal data attributes | Manual custom connections |
| Multiple global instances | Limited scalability |
| Lots of manual data handling | Maintenance & bug fix downtime |
| Constant IT intervention | Time-consuming batch merges |

Responsive MDM card

| | |
|--------------------------------------|---|
| Implementation time in weeks | Any view for any user at any time |
| SaaS | Cloud-native |
| Graph NoSQL | Structured data Interactions 3rd party data Transactions |
| Unlimited data attributes | Automatic relationship updates |
| Few regional hubs | Unlimited scale |
| Minimal manual data handling | 99.95% availability |
| Continuous business user empowerment | Real-time automatic merging |

For more information on how Reltio can help you overcome the disadvantages of legacy MDM systems and help you win in the experience economy, go to www.reltio.com