



Reltio

Solution Brief

Reltio D&B Connector

Know and Serve Your
Customers Better

Power Customer-Based Strategies

The success of any customer-based strategy depends on complete, current, and correct customer information. Incomplete and inaccurate data results in poor planning, incorrect sales alignments, and even lost opportunities, inaccurate discounting, or erroneous credit risk assessments. Unified, reliable, and real-time customer and prospect views provide the right information about the right business opportunity at the right time, enabling marketing, sales, and all other customer-facing teams to strategically manage the customer lifecycle.

The Reltio D&B Connector, built on the Reltio Connected Data Platform, delivers trusted customer data from the industry-leading business data provider Dun & Bradstreet (D&B). Reltio D&B Connector helps a business learn more about its customers' firmographics and demographics, offering relevant insights to improve customer engagement and upsell to the broader customer organization.

Enrich Customer Views Across the Enterprise

Reltio consolidates all information about customer organizations from multiple sources in one place and makes it accessible in real-time. Reltio D&B Connector helps you easily match and enrich your lead or customer profiles in Reltio to create comprehensive, reliable customer profiles.

Uncover Relationships Using D&B Hierarchy

Reltio Connected Graph helps you discover relationships across organizations, business units, products, and places and to create custom hierarchies using D&B data. Reltio provides the flexibility to create and manage hierarchies and relationships, so you can define custom hierarchies beyond just formal legal structure, adding business logic such as sales territory alignments to create actionable views of your customers.

Improve Sales and Marketing Effectiveness

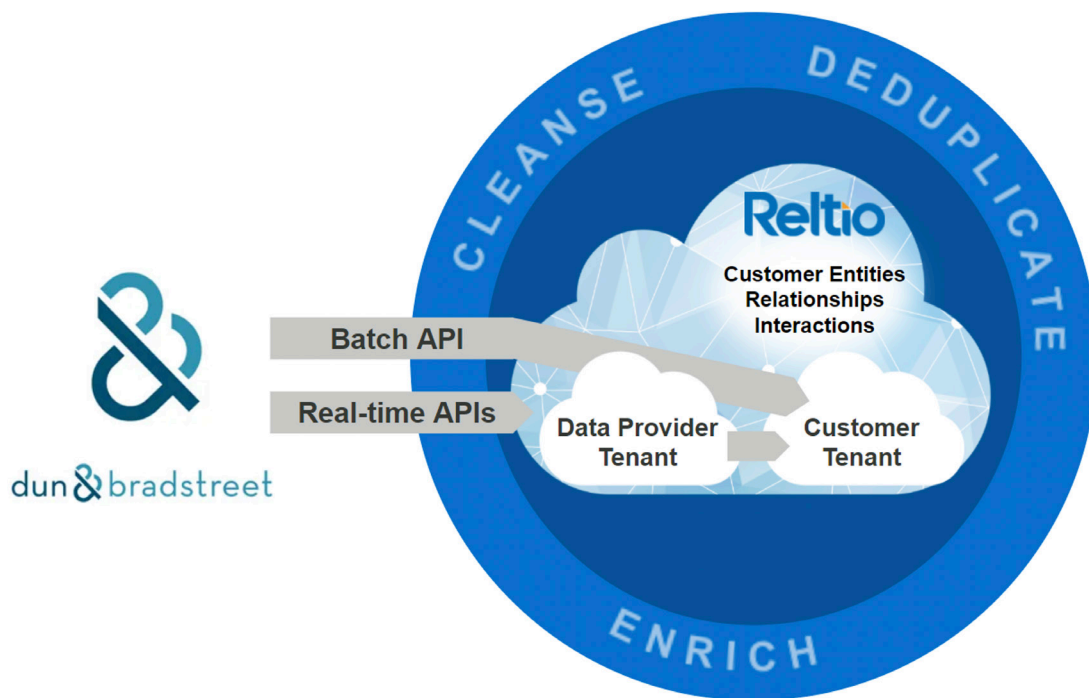
Your sales and marketing teams benefit from complete customer and prospect profiles augmented with firmographics and demographics data from Dun & Bradstreet. Marketing can perform more robust segmentation and targeting using industry, revenue, and employee data. Sales can better align territories with opportunity areas using customer profiles augmented with interaction data from services, marketing, and finance. In addition, sales can find white space across customer hierarchies to uncover cross-sell and upsell opportunities by using corporate relationship information.

Enhance Customer Experiences

With Reltio D&B Connector, you can create a complete picture of your customers and deliver superior customer service to relevant executives and influencers. With complete customer data at your fingertips, marketing can run account-based campaigns, ensuring that customers receive personalized and timely omnichannel communications.

Features

- ▶ **Customer Data Governance**
Discover matching records from D&B, and either automatically merge the best possible matched record with your customer profile or, when multiple matches are found, review and merge the matched records with the customer profile.
- ▶ **Enriched Profiles**
Enrich customer and prospect data with D&B data (the world's largest depth and breadth of company and contact information) at the click of a button via real-time web services or a batch integration process.
- ▶ **Hierarchies And Relationships**
Dun & Bradstreet's upward family linkage can be optionally brought in or constructed automatically during the customer enrichment process, and visualized as a parent/child hierarchy so you can view your customer in relationship to their corporate structure.
- ▶ **Monitoring**
Receive timely notifications when attribute values change for a monitored D-U-N-S number.



Enriched Customer Data in Real Time with Reltio D&B Connector

All at the Speed of Business

You can rapidly deploy Reltio D&B Connector to start benefiting from the world's largest depth and breadth of business data. A well-designed customer data object model, combined with preconfigured data mappings from the D&B data and without tedious customizations, rapidly brings value to your business. Moreover, you can quickly update alignments with new sales organizations arising out of restructuring or an M&A events.

Dun & Bradstreet (NYSE:DNB) is the world's leading source of commercial information and insight on businesses, enabling companies to Decide with Confidence® for 172 years. D&B's global commercial database contains more than 225 million business records. The database is enhanced by D&B's proprietary DUNSRight® Quality Process, which provides customers with quality business information. This quality information is the foundation of global solutions that customers rely on to make critical business decisions. For more about Dun & Bradstreet, visit dnb.com.

ABOUT RELTIO

Innovative Global 2000 companies trust Reltio to manage their mission-critical data for digital transformation. Reltio Connected Data Platform provides unified, reliable, and real-time data to fuel positive business outcomes, drive excellent customer experiences, and improve operational efficiency while simplifying management of risk and compliance.

The Reltio Connected Data Platform is a proven multi-tenant, multi-domain MDM platform that masters all data types in real-time and at-scale. To learn more, visit www.reltio.com.

Reltio

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