



**Reltio**

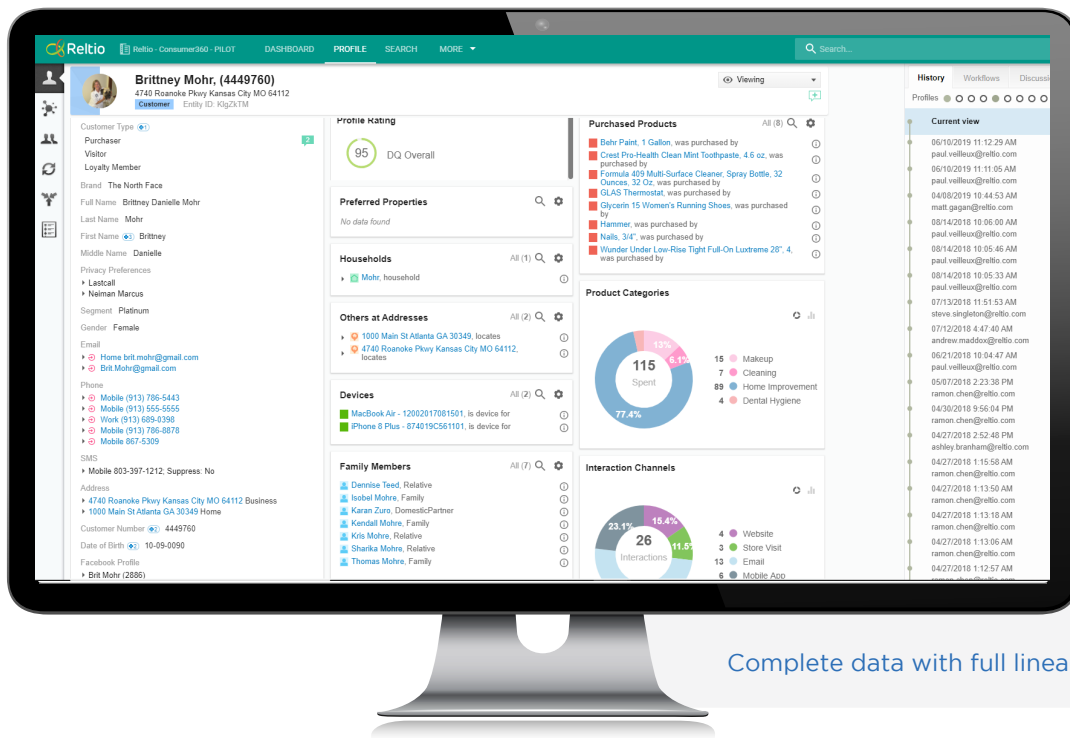
Solution Brief

# Reltio Connected Customer 360

Deliver winning experiences  
at every touch-point

Business planning and execution require current, complete, and in-context data, but today data remains scattered and is of questionable quality.

With increasing data volume and variety, it is more important than ever to have business applications that are both operational and analytical, for a true reliable 360° view for actionable insight and measurable, correlated outcomes.



Complete data with full lineage

Reltio Connected Customer 360 breaks down information silos to effectively manage master data and gain a complete view of relationships between people, products, places, and activities. It's an award-winning SaaS platform built on a cloud-native, big data architecture with graph technology and machine learning that enables business agility, real-time operations at enterprise scale, and insight-ready data to bring big ideas to life.

## SEE YOUR WORLD LIKE NEVER BEFORE

Reltio puts all information you need in one place, accessible in realtime. Reliable and accurate data from internal, third party, public, and social media sources are blended together.

## UNDERSTAND AND ACT ON RELATIONSHIPS

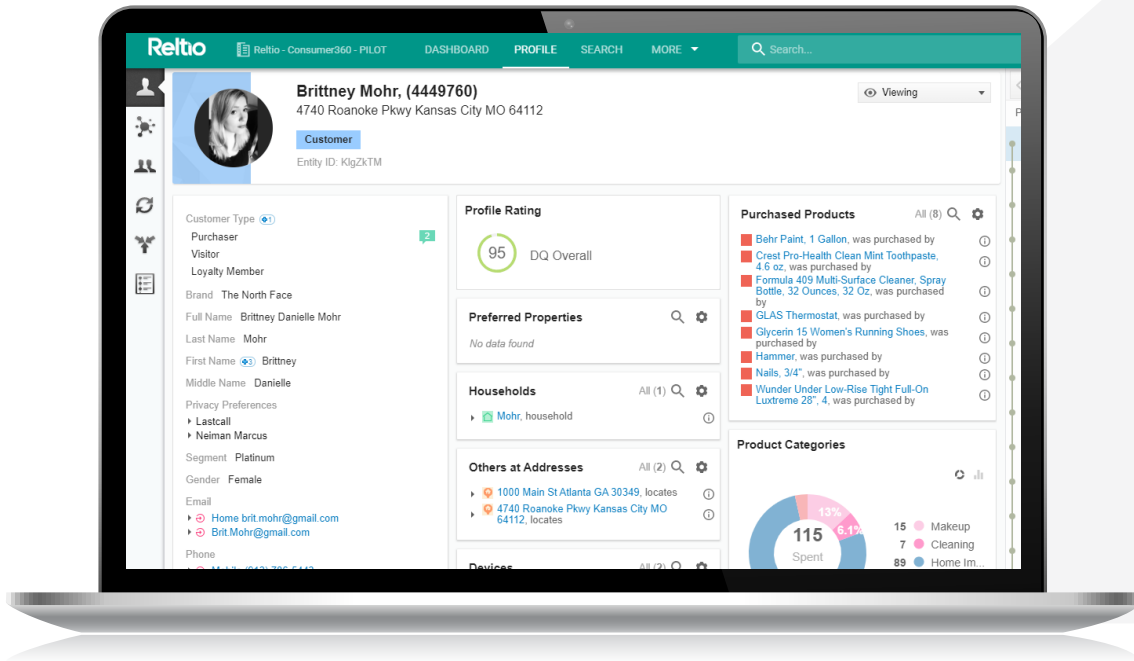
Reltio identifies and reveals relationships between people, products, places, and activities you care about, guiding you with personalized visuals and intelligent recommendations.

## COMBINE INTELLIGENCE WITH ACTION

Unlike analytics-only tools, Reltio platform provide recommendations for improvement and an ability to act collaboratively, all within the operational use. You can take actions, add new profiles and attributes, provide feedback on data quality through voting, or kickoff workflow tasks for in-depth investigation.

## FOCUS ON WHAT'S RELEVANT TO YOU

Teams work with industry-specific applications that bring together data and insights, relevant to the role and task at hand. With easy to adapt consumer grade user interface teams get productive very quickly.



## BUSINESS VALUE

### DRIVE HYPER-PERSONALIZATION

- Increase business agility and improve ROI
- Enhance customer experience

### ACCELERATE REAL-TIME OPERATIONS

- Lower operational costs
- Accelerate revenue from new ideas
- Prevent revenue leakage

### REDUCE COMPLIANCE RISK

- Decrease response times
- Avoid fines & penalties
- Increase customer confidence

# FEATURES

## COMPLETE UNDERSTANDING



**Profiles.** Cleanse, match, merge/unmerge data of any type and domain, including customers, suppliers, employees, locations, and products.



**Hierarchies and Relationships.** Discover and manage legal structures such as organizations, reporting and product hierarchies, complex affiliations, and influencer relationships.



**Transactions and Interactions.** Onboard and connect multichannel application and social data.



**Real-time Analytics.** Get personalized insights through visualization in the context of the application and each business user's goals by role.



**Recommended Actions.** Take actions guided by intelligent suggestions correlated back in a full closed-loop for continuous refinement and measurable, correlated outcomes.

## COLLABORATIVE CURATION



**Collaboration.** Use social-style interactions with attribute-level annotations and discussion threads.



**Ratings.** Rate and rank profiles, hierarchies and relationships based on the quality of the data or level of engagement.



**Tags.** Manually or automatically tag profiles and relationships for ad hoc affinity clustering.



**Workflow Management.** Use structured workflows to create tasks data stewards or IT requests for application enhancement.

## COMPLIANT TRACKING



**Manage Identifiers.** Track a variety of contributing data sources for ongoing updates and downstream data distribution.



**History and Lineage.** Compare bi-temporal time views of historical data and changes down to attribute-level granularity.



**Audit Trail.** See the reasons for any data changes no matter how small.

## CONNECTIVITY



**Modern Architecture.** Store and index an infinite number of attributes and relationships in Reltio Commercial Graph, from structured or unstructured sources.



**Data-as-a-Service (DaaS).** Select the sources you want from pre-aligned third party and public data sets.



**Microservices & REST APIs.** Distribute data to downstream systems using REST APIs for data and metadata operations. Enhance existing or create new data-driven applications.



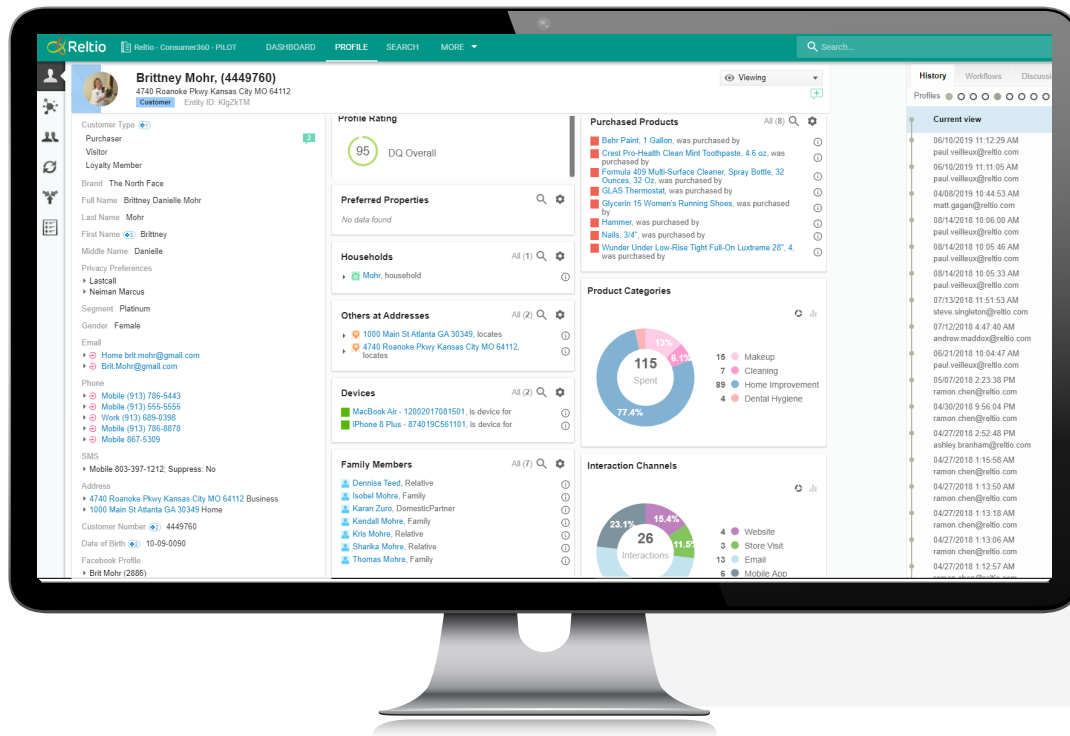
**Comprehensive.** Get modern data management capabilities like MDM, big data scale, DaaS, workflow, analytics and machine learning in a single integrated and open platform.

## SHARE AND GROW ENTERPRISE-WIDE

Your applications come with your data instantaneously blended with third party sources, so you are up and running quickly. And because Reltio tenants can auto-subscribe to each other for relevant data, everyone shares valuable intelligence with each new deployment.

## ALL AT THE SPEED OF BUSINESS

IT can now deliver value to business faster. Real-time configurable data model adapts to business needs, across any use case, for any industry, without tedious customizations. Reltio Connected Customer 360 is multi-tenant, horizontally-scalable, and always available. Deployed in the cloud, you'll be up and running faster than you dreamed possible.



## ABOUT RELTIO

Innovative Global 2000 companies trust Reltio to manage their mission-critical data to win in the experience economy. Reltio Connected Customer 360 is at the heart of customer experience to drive hyper-personalization, accelerate real-time operations, and simplify compliance with customer consent and privacy laws. It's an award-winning cloud-native platform that enables business agility, real-time operations at enterprise scale, and insight-ready data for big ideas.



### Let's Talk

US +1 (855) 360-3282  
UK +44 (800) 368-7643

### Schedule a Demo

[reltio.com/demo](https://reltio.com/demo)

Business Agility • Enterprise Scale • Big Ideas