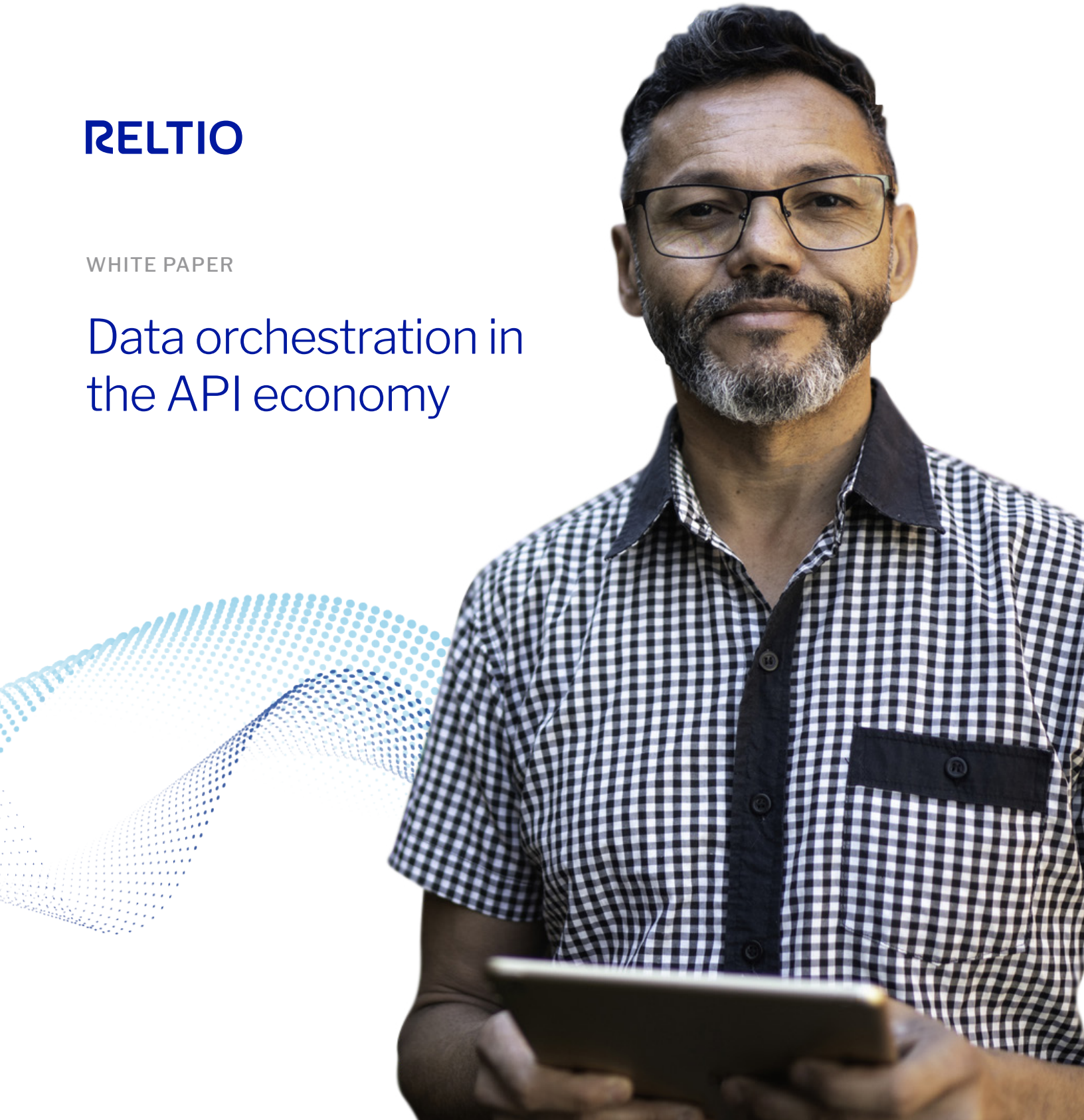
RELTIO

WHITE PAPER

Data orchestration in the API economy



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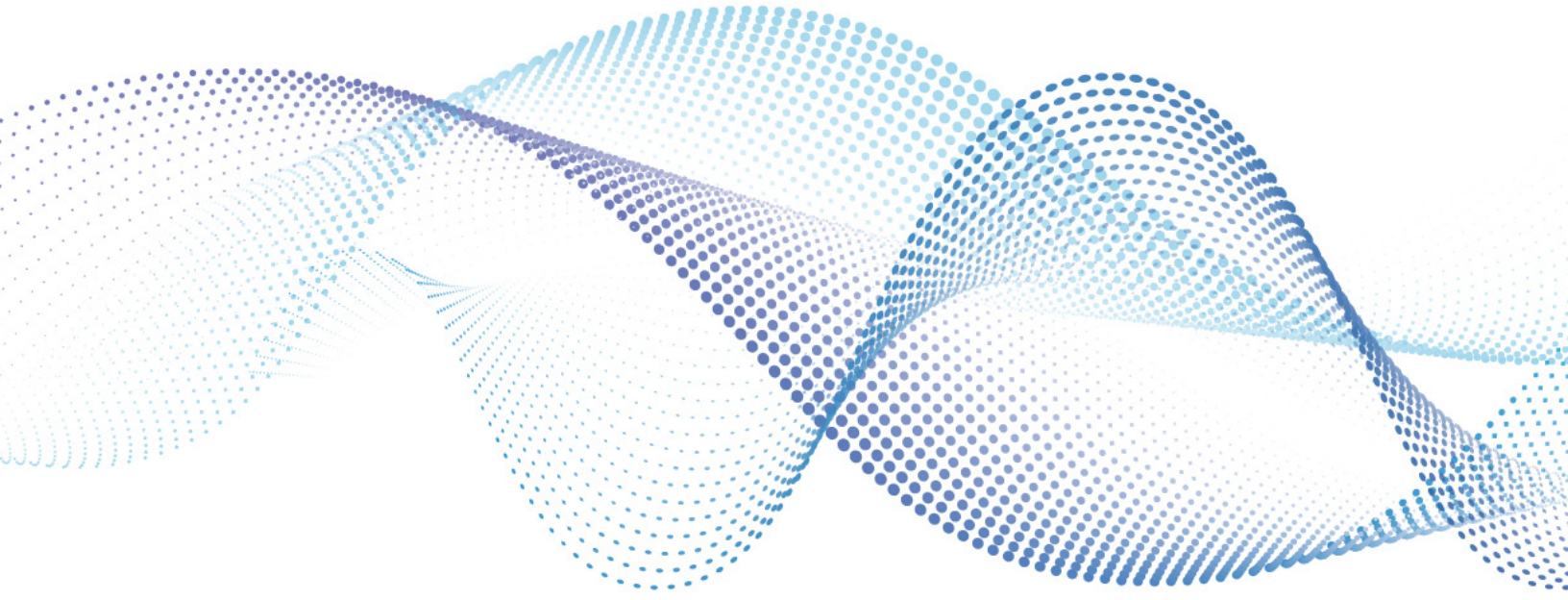
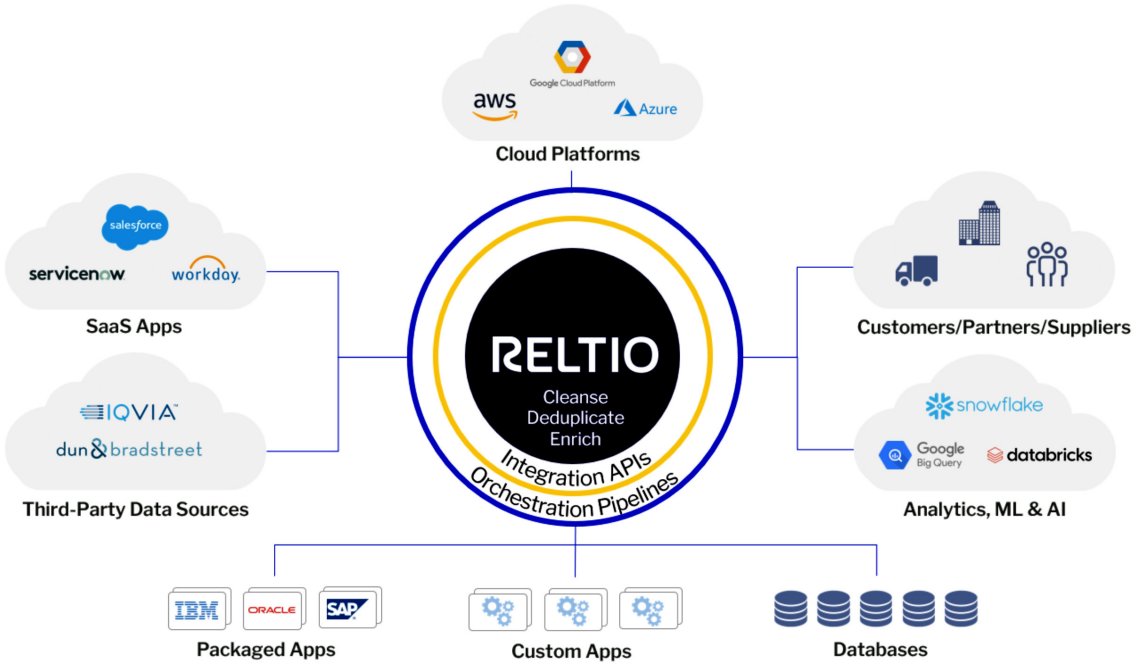


RELTIO

Unify your data for better business outcomes

Today's data-driven organization relies on myriad applications running in a variety of environments. The explosion of data volumes and SaaS apps coupled with continuing use of legacy systems is only making the data sprawl larger. That data is often locked in siloed teams with disconnected technologies, making it difficult—or even impossible—to get the accurate, current, and comprehensive data you need to run your business.

Reltio Connected Data Platform, our industry-first, cloud-native SaaS solution, creates a single source of trusted data, so you can focus on making the right decisions, instead of worrying about the right data. It aggregates data from internal, third-party, public, and social media sources. So you can establish a unified, accurate 360-degree view of people, organizations, products, places, and activities—and the interrelationships between them. All downstream operational and analytical systems can then gain real-time access to this enriched, organized, and optimized data. With our platform, you can leverage the accurate, consistent, and comprehensive information that powers enhanced customer experiences, real-time operations, and improved productivity. We accelerate the value of your data so you can maximize your impact every day.



Our solution provides several mechanisms to support different integration scenarios and architectures. Data orchestration and integration are the two conceptual layers that enable the data exchange. The orchestration layer is aware of the source and target (applications, cloud data warehouses, third-party data sources) and is logic-aware. The orchestration layer is a collection of use-case-specific or application-specific capabilities, provided either directly by us or by our network of technology partners. The integration layer is composed of a native set of capabilities provided directly by Reltio Connected Data Platform itself including APIs.

Power your digital transformation with unified, trusted data

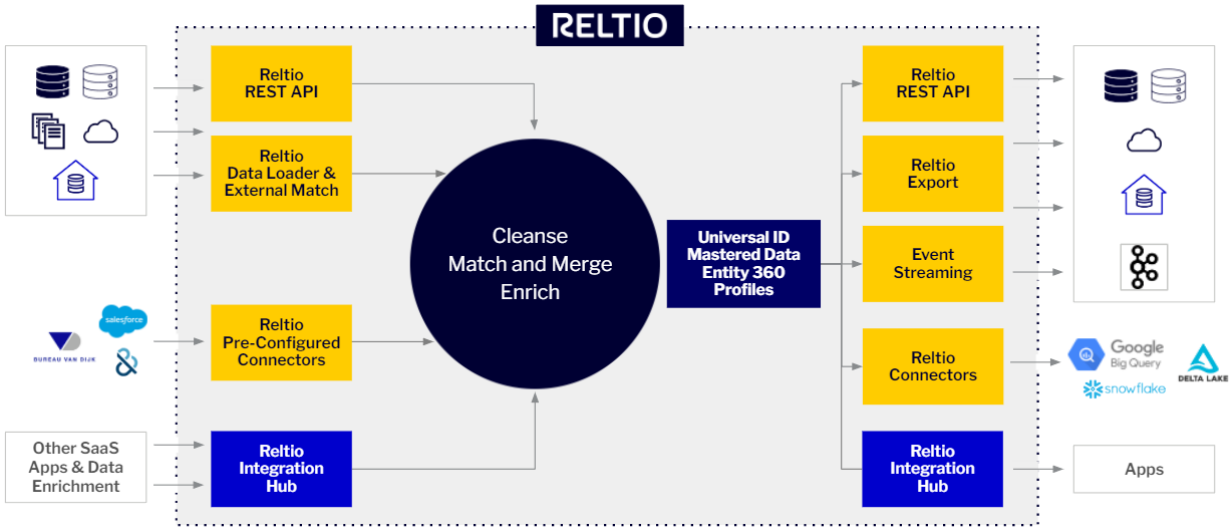
Reltio Connected Data Platform provides a responsive data platform that promotes business agility by using an API-led approach to connect data from all applications and systems, both on-premises and in the cloud. Bringing your data together—in real time—powers your digital transformation and helps you deliver connected customer experiences. And it fuels your operational and analytical applications to streamline processes and help you make better decisions faster.

As stated in the now-famous Jeff Bezos' mandate to Amazon teams, "All teams will henceforth expose their data and functionality through service interfaces." This was the foundation of Amazon's digital transformation and AWS's birth. Similarly, we used an API-first approach to build our responsive data platform.

Leading with an API-first approach

Reltio Connected Data Platform has always taken an API-first approach, providing APIs for configuration as well as data. Most of the leading data and application platforms have moved to or are in the process of moving to this API-first approach, where each critical functionality is exposed via an API. Leading application and platform providers design their systems by using APIs they can make available across the organization to stitch together a complete experience. And they can offer them to their partners and customers to extend the experience.

Legacy data management and integration platforms that were built on decades-old technology impede your transformation objectives. We help Global 2000 innovators build digital platforms by providing core capabilities as reusable building blocks that connect with and complement each other. Aligned to the API economy, our API-first approach laid the groundwork for building our responsive platform that data innovators use for digital innovation and running dynamic businesses.

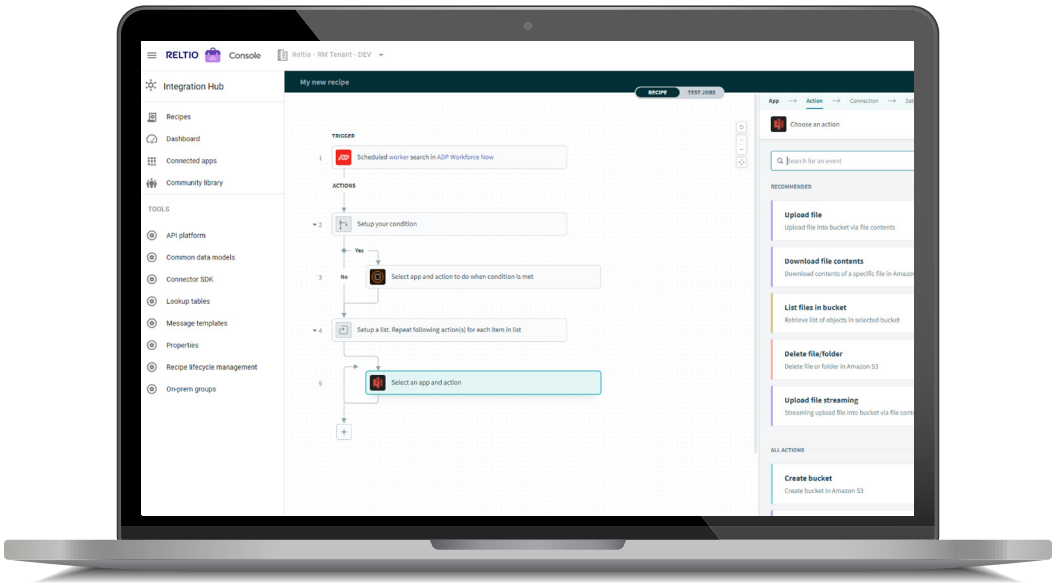


Our platform provides a variety of options that will work with your integration architecture. And our approach enables organizations like yours to recompose and change as their business needs change. A key benefit of the API approach is the ability to recompose for any use case, since the APIs are used by our UI and also offered as a headless backend for easy integration into any application or custom UI. Our wide array of API sets are the building blocks to define how your enterprise data can be accessed and provisioned. Now you have complete control over how you can leverage data to operationalize various omnichannel customer experiences. This responsive approach makes it possible for businesses to create new revenue models and monetize new business opportunities with high agility.

Reltio Integration Hub

Our integration hub, a core component of Reltio Connected Data Platform, enables you to integrate applications and data within hours to empower teams across your enterprise with instant access to trusted data. It simplifies data integration using a low-code/no-code approach. So you can get rapid, real-time integration to connect your applications with less time, effort, and cost. Our integration hub is optimized to support complex application integration and data enrichment use cases.

The hub comes with over 1,000 connectors and everything you need to build data pipelines right out of the box. The intuitive drag-and-drop graphical interface helps you create simple replication pipelines to complex data extraction and transformation tasks. And you can build automated workflows to get data to and from our platform and any number of SaaS applications in just hours or days—not weeks or months.



Real-time APIs and event streaming

REST APIs are available for high-speed loading and are used with outbound-message queues to distribute and make data accessible to downstream systems. With these capabilities, you can efficiently enhance existing applications and create new data-driven offerings. Reltio Connected Data Platform provides powerful out-of-the-box capabilities for integration with other systems.

Direct access via REST API

Our solution offers access to all customer tenant data, metadata configuration, and security through REST APIs. REST APIs are based on best practices of the Open Data Protocol (http://www.odata.org). The Open Data Protocol enables the creation of HTTP-based data services, which allow resources identified using URLs and defined in an abstract data model to be published and edited by web clients using simple HTTP messages.

Our API philosophy is based on FAIR standards and principals. The APIs are designed with an emphasis on machine-actionability, as humans are increasingly relying on computational support to deal with data because of the increase in volume, complexity, variety, and velocity. Our platform's API set adheres to the principles of findability, accessibility, interoperability, and reusability.

Real-time, event-based streaming

Reltio Connected Data Platform provides an event-driven architecture where events taking place within the tenant (create, edit, delete, merge, unmerge) generate messages that are published to a queue. We provide out-of-the-box, native queues for AWS (SQS queue), GCP (Pub/Sub), and Azure Service Bus. If needed, a Reltio tenant can support multiple queues. Also, if you'd like a custom integration for your event streaming and propagation needs (e.g., Kafka integration), you can use the Reltio Integration Hub and its Confluent adapter to do so.

You can create custom clients that receive messages from the queue or poll the queue for unprocessed messages. Clients can connect to the queuing service securely any time, subscribe to a queue they are interested in (for example, to a tenant's events queue), and consume messages with CRUD events.

Data orchestration pipelines

The efficient orchestration and flow of data into a data management platform and out to downstream applications and analytics is crucial to deliver connected customer experiences—and to ensure efficient and error-free operations. Reltio Connected Data Platform provides various capabilities to ensure a smooth flow of data to and from our platform to meet a variety of needs of our enterprise customers.

Regardless of source, format, batch or real-time, data pipelines make sure that business users get the data they need, when they need it. In this section we will discuss various data loads and export, as well as pre-built pipelines.

Fast batch data loads

Batch data load is one of the most common types of integration used by customers, especially during initial data loads. Our REST API supports batch operations and use of any ETL or data loader tool that can operate with REST and pass JSON documents. Use this if you have your own ETL tool that you would like to integrate seamlessly with our Data Loader APIs. Often it is important to execute batch operations on a scheduled basis. Any scheduling software can be used to do this. For example, you can use MuleSoft or SnapLogic that have scheduling capabilities built into them. In addition, Reltio Integration Hub can be used for additional flexibility and data transformation needs prior to loading.

Intuitive data loader application

Data Loader is an application available in Reltio Connected Data Platform that allows users to load data from various locations (GCS, AWS S3, Azure, SFTP, or the local machine). This intuitive application enables users to visualize data, define mappings, do basic transformation, and analyze data before loading into the tenant. This is a good solution if you have simple field mappings and need a performant solution that is quick and easy.

Easy data exports

Our platform offers a comprehensive export API providing a set of operations to export all objects or objects matching your export filter. The API is structured to support a fast and efficient export strategy based on the number of exported objects and the amount of tenant data. So this is particularly useful if you need to export large quantities of data all at once. You can then store the export results into either S3 storage, Google Cloud Storage (GCS), or Azure.

For business users, our solution provides a visual, very efficient, and granular smart search. Users can search on hundreds of attributes to filter results for business use cases like segmentation. Users can export search results to formats like CSV or JSON, with additional options such as selecting attributes.

Data pipelines for data lakes and cloud data warehouses

For your organization to compete in the experience economy, it's imperative to leverage analytical insights that power enhanced experiences and decisions. Meeting these objectives is next to impossible if you're relying on disparate, disconnected master data management (MDM) systems and reporting tools. Invariably, analytics professionals and data scientists spend more than 70% of their time in data cleanup or data organization activities. It takes precious resources away from delivering actual business value.

"The Reltio Integration Hub was integral in helping us connect accurate and trusted data 3X faster than alternative solutions while still enriching data and lowering costs by approximately $100,000."

—SAJID SYED,
Sr. Director,
Enterprise Data Platform,
Advarra

We offer a better way. With the Reltio Connected Data Platform, you can combine your mission-critical master data and machine learning in a single cloud platform, fostering optimized insights and operational execution. Our solution offers an on-demand environment that delivers big data at scale. And makes insight-ready data available to your business analysts and data scientists. As a result, you can speed your time to analytics, enhance your agility, and obtain more relevant, accurate, and actionable insights. Our pre-built pipelines provision data to Apache Spark and to cloud data warehouses such as Google BigQuery and Snowflake. For other analytics platforms, you can explore Reltio Integration Hub to integrate to Azure Synapse, AWS Redshift, and more.

Key benefits to this approach:

- Our data model is instantiated automatically in these target analytics environments and is kept in sync. The schema evolution is automatic, automanaged, and does not require any downtime to accommodate the schema changes.
- Our solution's data for dimensional entities (customer, consumer, product, location) is kept in sync in real-time regardless of the merges or unmerges that take place in Reltio.
- All omnichannel interaction data (such as fact data) from the 360-degree view of the entity is linked and resolved to the merged entities, and that link is maintained by our solution.

All of this happens with the flip of a switch—without you writing a single line of integration code or ETL mapping, with all updates streamed in real time to the target environments.

Data integration tool connectors

Reltio Connected Data Platform offers certified connectors to iPaaS technologies such as MuleSoft and SnapLogic, as well as an AppExchange connector that provides seamless data integration with Salesforce clouds. Our platform also supports technologies such as Apache Airflow and integration products from Talend to handle the variety of integration and orchestration scenarios. Customers who use highly composable integration tools such as MuleSoft, SnapLogic, Talend, and Airflow can use the platform of their choice to easily talk to Reltio. And the availability of MuleSoft and SnapLogic connectors increases flexibility and gives you more choices so you can make it easy to connect our platform into your existing ecosystem.

Data as a service (DaaS) connectors

Using our platform, you can easily enrich customer profiles with data from third-party sources. Leveraging DaaS functionality, you can acquire external data from multiple sources such as IQVIA or Dun & Bradstreet (D&B). In addition, the platform enables you to share data internally and monetize data through outbound licensing. Our platform also offers access to maintained open source data, including National Provider Identifiers (NPIs) as well as Drug Enforcement Agency (DEA) and 340B data.

Our DaaS partner ecosystem includes selected data partners who have loaded their full volume of reference data into our platform. Or they have made their data available via a productized connector to their API, enabling one-click access to that data by any of our customers holding a license agreement with the partner for that data. And if you'd like to create custom integrations to different data enrichment partners, consider our Reltio Integration Hub.

Speed time to value and bring your ideas to life

Data is the lifeblood of your business operations. How efficiently reliable data is delivered to your teams and various operational and analytical systems determines how well you manage your business. And what kind of customer experience you can deliver, especially while managing real-time operations at scale. Your data strategy will impact how agile your organization is and how quickly you can respond to business threats and opportunities. And our modern data integration and orchestration approach—with a powerful and extensive partner ecosystem—ensures that your investment remains future-proof.

Designing a responsive data strategy and executing it on an agile data platform powers your business to operationalize business ideas quickly—now and in the future. We have adopted an API-first philosophy to arm you with best-in-class functionality that speeds your time-to-value and offers the extensibility to bring your big ideas to life. We know that when you are empowered with trusted, insight-ready data, you can make moves that make a real difference. 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 multisource, 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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