

**RELTIO**



SOLUTION BRIEF

# Reltio Data Pipeline for Snowflake

Seamlessly deliver trusted data to  
Snowflake for real-time business  
insights and predictive analytics.



The Snowflake platform enables a wide variety of workloads and applications on any cloud, including data warehouses, data lakes, business analytics, and AI/ML-based data science systems. Handling massive volumes of disparate data creates a need for data unification and management—the focus of the Reltio Connected Data Platform.

Our platform unifies, standardizes, and enriches your data continuously as it is ingested from various systems. This high-quality data is then made available to Snowflake via our lightning-quick data pipeline, enabling various operational or strategic use cases. Trusted, real-time, interoperable data from Reltio enhances analytics, reporting, and data science efforts within your Snowflake environment.

## Struggling with lack of unified and timely data

Today's data-driven organization relies on a large number of applications running in a variety of environments. This results in fragmented data that is outdated, inconsistent, and unavailable when needed. When this poor-quality data enters your cloud data warehouse, such as Snowflake, that means the insights and recommendations from running analytics on it are poor quality too. Worse, if you try to manually prepare the data before sending it to your data warehouses, you cannot support near real-time requirements and miss out on delivering data when and where it is needed.

## Deliver positive business outcomes with trusted, interoperable data

Using Reltio Connected Data Platform and Snowflake together, you can leverage trusted data to fuel intelligence, improve analytics, and streamline operations. By bringing a 360 view of your customers and other core data, you deliver better customer experiences, leading to increased customer satisfaction and higher revenues. Together, Snowflake and Reltio enable your organization to adapt easily to changing business conditions and increase productivity, leading to better business outcomes.

You can get started quickly. Our modern MDM platform can easily ingest data from Snowflake using the data loader and/or REST APIs. After the source data has been loaded and integrated, our platform standardizes, cleanses, and enriches it, providing you with the clean, accurate, and reliable data that you need.



The next step is to write this trusted data back to Snowflake, and that's where Reltio Data Pipeline for Snowflake shines. It continuously delivers the interoperable, secure core data residing in our platform seamlessly into the Snowflake cloud data warehouse. This way, you can generate high-quality, real-time analytics and operational reporting in Snowflake using your favorite business intelligence and machine learning (ML) tools. Through Snowflake's extensive partner ecosystem, you can take advantage of this high-quality data via direct connections to existing and emerging data science tools, platforms, and languages.

## **BENEFITS**

### **Rely on insight-ready, timely core data for reporting and analytics**

Reltio Data Pipeline for Snowflake delivers clean, merged, and enriched data to Snowflake in near real time, so you always have accurate and comprehensive Snowflake-compatible data to provide better reporting, analytics, and decision support. And with our support for Snowflake Time Travel, you can view historical data as well.

### **Analyze your latest data sets with minimized effort**

The ML-based entity resolution and automated householding capabilities of Reltio Connected Data Platform minimize the need for manually intensive data preparation steps. When combined with our high-performance data pipeline, you can analyze and use your latest operational data in Snowflake in near real time.

### **Onboard quickly and easily**

With self-service onboarding, you can perform the setup activities at your own pace. The easy-to-understand configuration can be executed quickly to enable transfer of Reltio data into Snowflake on demand or as scheduled.

### **Reduce costs with managed, seamless integration**

By leveraging the predesigned Reltio Data Pipeline for Snowflake, your organization can reduce its development and operational costs by eliminating the need for data exporting and custom programming to transform and move the data to Snowflake. Instead, our data pipeline manages the data schema, so it can persistently transfer data from Reltio tenants to Snowflake.

### **Increase the richness of data for analytics and training ML models**

Our connectors and low-code/no-code integrations enable you to bring in data from all your source systems into Reltio, where it is unified, cleansed, and enriched. Then the pipeline moves that high-quality data into Snowflake to fuel more accurate insights and to ensure AI/ML model workloads get the accurate, comprehensive data needed for training. This helps reduce bias, identify edge cases, and uncover complex patterns better to deliver higher-quality recommendations and next best actions.

### **Focus on the business**

Your organization can focus on delivering business value and actionable insights, drawing upon the unique experience and skills of its staff. Our platform manages the pipeline to get accurate and consolidated data into Snowflake and update it on an automated basis. The Reltio Data Pipeline for Snowflake is also compatible with your firm's choice of infrastructure, since it uses cloud storage on Amazon AWS, Microsoft Azure, or Google GCP platforms before loading data into Snowflake via a Snowpipe.

## FEATURES

- **Reltio-managed data pipeline:** We provide APIs to associate your Snowflake account details with a tenant in the Reltio Data Connected Platform, create a pipeline definition indicating the types of data to bring into Snowflake, and trigger a pipeline job run. This allows our platform to extract all required information and deliver the content to Snowflake.
- **Near-real-time data updates:** Our platform delivers data using the high-performance Reltio Data Pipeline for Snowflake. Data deliveries can be performed on demand and by schedule, to ensure that your users always have the current data they need.
- **Onboard using self-service:** Onboarding to Snowflake is available as self-service. You can create and update pipeline definitions and trigger jobs through APIs. Once your Reltio Data Pipeline for Snowflake subscription is activated, you can progress at your own pace.
- **Self-service monitoring:** You can monitor the status of jobs while they are running. Status information includes the phases of the job run, the progress within each phase, and statistics of the total number of objects extracted and the total number of objects delivered to Snowflake. The pipeline also provides a self-service Snowsight report template.
- **Deliver data as JSON and flattened views:** Data is delivered to Snowflake in JSON format. Customers who prefer can create flattened views using the DDL examples provided in our documentation.
- **Secure data transfer:** Our Reltio Data Pipeline for Snowflake complies with Snowflake's best practices and takes advantage of Snowflake's channel and storage encryption, ensuring that content is encrypted from end to end—in transit to Snowflake and at rest within Snowflake.

## Integration made easy with four-step setup

Setting up Reltio Data Pipeline for Snowflake is quick and easy so you can focus on more value-added tasks. Once your subscription is activated, you can set up the data flow pipeline in a self-service manner. Setup steps are the same whether you use Microsoft Azure, Amazon AWS, or Google Cloud Platform.



First, configure your cloud storage. Next create Snowflake database objects and pipe and integrate it to the cloud storage. Then connect the Reltio Connected Data Platform to the cloud storage by deploying the Reltio Data Pipeline for Snowflake. Finally, validate your cloud storage connection and sync your Reltio data in Snowflake. Once the Reltio data is synced with Snowflake, it can be used just like any other Snowflake data, so your users can continue to use their favorite analytical, predictive, and machine learning tools while trusting that their data is unified, reliable, and available when needed.

## Reltio and Snowflake: Better together

The Reltio-Snowflake collaboration solves multiple challenges, using a unique combination of domain-specific solutions, automated workflows, and a robust data engine. Now, you can ensure consolidated, clean, and enriched data is used in your Snowflake system to fuel analytics, machine learning, and other data science applications.

With such powerful allies, your business can navigate the complex data landscape with ease, unlocking the true potential of your data for significant business impact.



## ABOUT RELTIO

At Reltio, we believe data should fuel business success. Reltio's AI-powered data unification and management capabilities—encompassing entity resolution, multi-domain master data management (MDM), and data products—help enterprises transform siloed data from disparate sources into unified, trusted, and interoperable data. The Reltio Connected Data Platform delivers interoperable data where and when it's needed, empowering data and analytics leaders with unparalleled business responsiveness. Leading enterprise brands—across multiple industries around the globe—rely on our award-winning data unification and cloud-native MDM capabilities to improve efficiency, manage risk and drive growth.

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