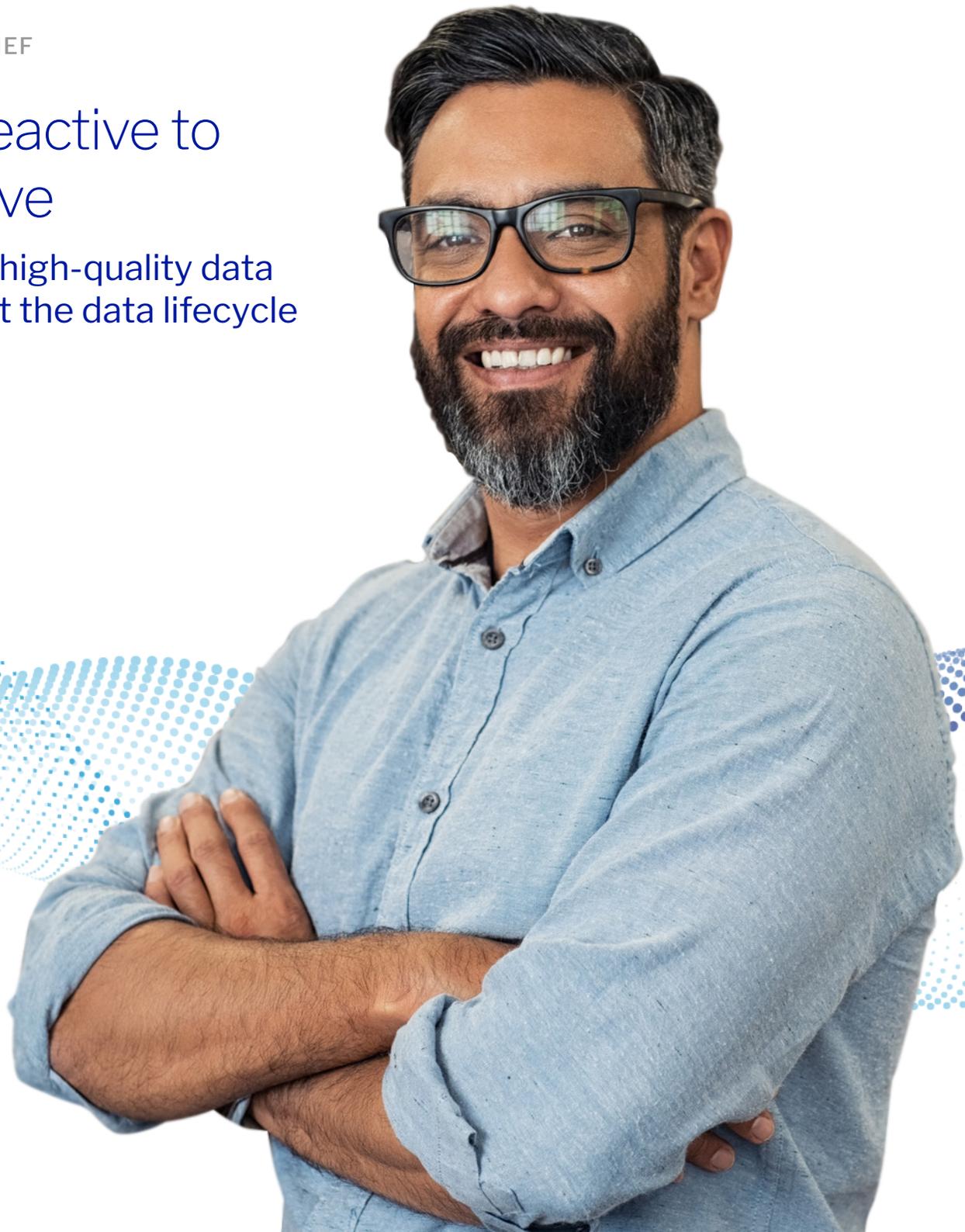


RELTIO

SOLUTION BRIEF

From reactive to
proactive

Delivering high-quality data
throughout the data lifecycle



Poor data quality harms business outcomes

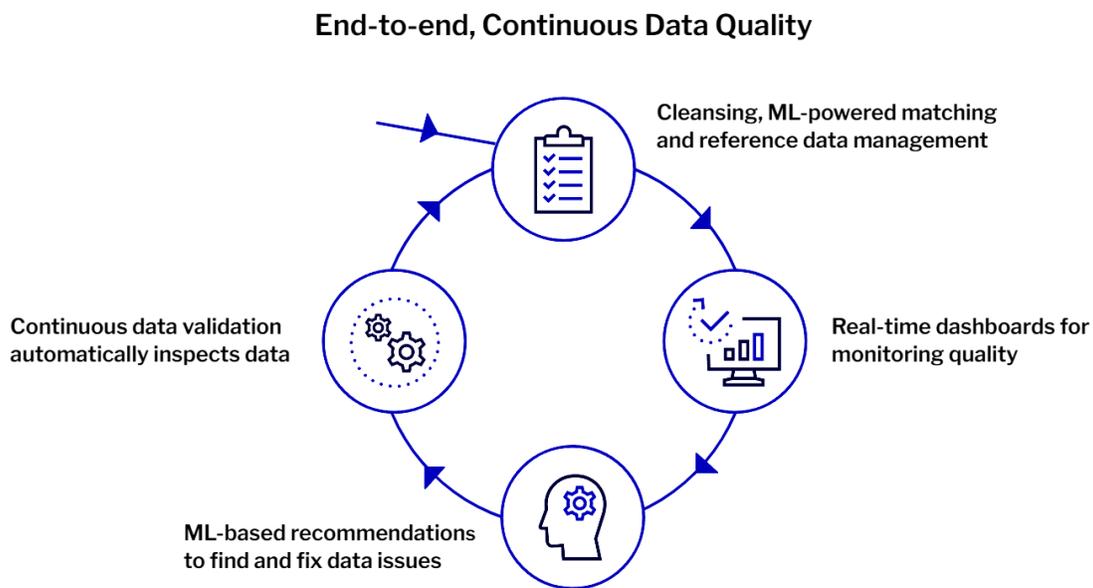
Every business, regardless of size or industry, needs to be able to rely on the accuracy of its data. The results of poor quality data are many: poor business decisions, revenue leakage, and high customer turnover. Not to mention inaccurate analyses, poor productivity, higher expenses, missed opportunities, and compliance violations. Poor data quality [costs businesses an average of \\$15 million each year, according to Gartner](#)—over [\\$3.1 trillion in the aggregate in the US alone, estimates IBM](#).

Poor quality data can be characterized in different ways. In simple terms, it is inaccurate or missing information. The data might contain outright errors or duplicates. It might be incomplete, outdated, in conflict with related or similar data, incorrectly formatted, or unavailable to all those who need it.

Many data quality issues are introduced via human error—either directly as input errors or less directly as ill-defined business requirements, separately maintained data, poor communication, or neglect. Many other issues result from system limitations, poor access, or latency. Quality issues can arise at any point in the data lifecycle, from initial intake or integration, during merge processes, during daily use, or subsequent reporting. Unfortunately, identifying and resolving data issues often happens after a negative impact—a misinformed decision, a lost customer, an incorrect report—has already occurred. And data is always changing, so point-in-time data quality checks fall short.

Take proactive control of your data quality

We believe data should fuel your success, not hold you back. To do that, you need to have confidence in your data quality. We can help. Our industry-first continuous, automated data quality management—included in the Reltio Connected Data Platform at no extra cost—enhances your organization’s data quality and governance with real-time visibility. We help your organization proactively take control of data quality with these key functions:

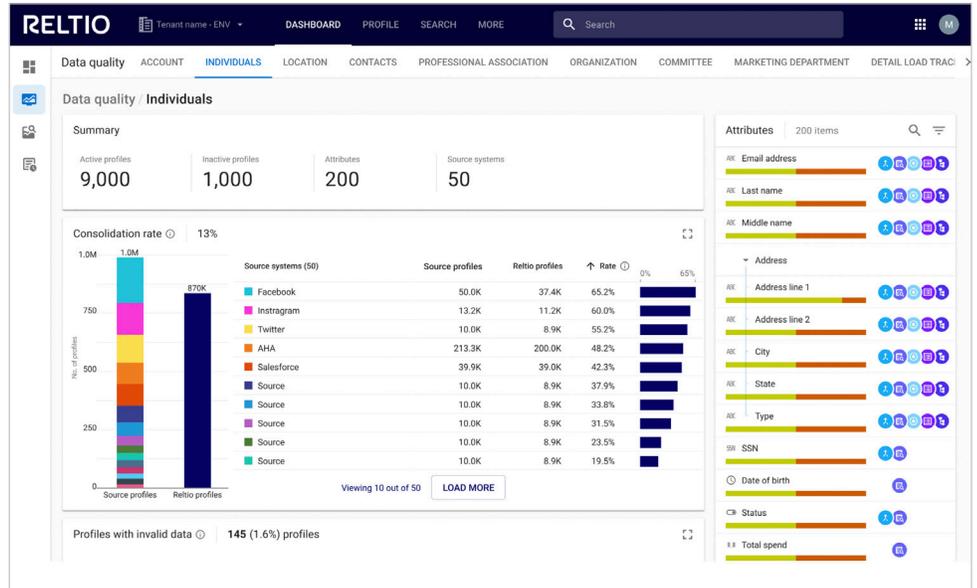


These functions clean, deduplicate, standardize, and consistently format data during initial intake and day-to-day use. Configurable data survivorship rules resolve conflicting values for the same attribute, presenting the “best value” based upon context.

The data validation framework enables our customers to create full-featured business rules to automatically and continuously identify and resolve data errors quickly—before they create problems downstream. Validation errors are highlighted clearly in our interactive dashboards so your data stewards and business users can take needed actions with a minimum of effort. Our dashboards provide ML-based, intelligent recommendations, so you can fix issues with a single click. We provide industry benchmarks to monitor global trends and help you define better key performance indicators (KPIs) to increase your effectiveness. And comprehensive metrics for entities and their attributes including data validation functions, frequency analysis, fill rate, uniqueness analysis, and more.

Data quality for a trusted data foundation

Reltio Connected Data Platform helps ensure unified and accurate data across unlimited data sources. Data cleansers—including custom cleansers, if desired—provide standardization of address, email, telephone, and other data. Matching and merging uses machine learning (ML) technology to provide a consistent and efficient way for your business users and data stewards to eliminate duplicate records. Reference data management drives further data standardization and supports your data governance practices. And the data validation framework uses business rules to minimize data errors across the enterprise. Together with our interactive dashboards and powerful reporting options, Reltio Connected Data Platform provides a trusted data foundation with increased data quality and business value.



Better business outcomes

In data-driven enterprises, executives use trusted, high-quality data to make strategic and tactical decisions with confidence—at the speed the business requires. When high-quality data is available to support decisions and optimize processes, organizations like yours enjoy better business outcomes. You can become more competitive, more agile, and better able to manage costs. Reltio Connected Data Platform helps ensure better data is available to help your organization drive its strategies forward and produce the outcomes you seek.

Forrester Consulting TEI study shows 366% ROI over 3 years with Reltio

Forrester Consulting recently conducted a Total Economic Impact™ Study (TEI) commissioned by Reltio to evaluate factors that affect an investment decision for a modern master data management solution, including benefits, costs, flexibility, and risks. Forrester built an ROI model for a composite organization which had both B2B and B2C operations, based on interviews of Reltio customers. The study illustrates in detail the quantified benefits of working with higher quality and timely data.

“We are seeing drastic improvements across the sales, marketing, and customer care departments since adopting Reltio. We can now create data faster and of better quality.”

—Global product director in the energy management technology sector,

The Total Economic Impact™ Of The Reltio Master Data Management Platform

Three-year impact for B2B and B2C operations*



ROI
366%



NPV
\$13 million



Payback
< 6 months

* Risk-adjusted numbers for the composite organization

Quantified benefits derived from:

- Increase in operating profit due to **increased data quality**
- Increase in re-purchase rate due to **real-time data performance**
- Improvement in **first call resolution**
- **Reassignment** of data stewards and data engineers
- Reduced costs with **replacing legacy MDM**
- Data management **team efficiencies**

Resolve data issues quickly

Any time humans are involved—whether in data upload preparation or direct input—data errors can be introduced despite otherwise good data quality policies and practices. Our data validation framework enables your data stewards to easily configure business rules to define what is unacceptable or erroneous data. Then, should unacceptable data exist, warning notifications appear in dashboards and profiles. Continuously, not just at a single point in time. So you can investigate and fix the bad data quickly and easily before it can lead to poor decisions. Our dashboards and ML-based, intelligent recommendations automatically highlight these issues across your environment. And using drill-down capabilities—direct from our interactive dashboards—your data stewards can identify, export, and remediate issues to simplify the process and increase productivity.

Free resources for more meaningful work

It is well known that it's less time consuming and costly to proactively manage data quality than to wait until poor data becomes a problem.

With all the time saved by using our continuous and automated data quality functionality to support your organization's data quality initiatives, your data owners, data stewards, IT, and other business users will find they have more time available for work that adds value to the business. They can use their time and budget to focus on creating better business outcomes, improved customer experiences, data improvement initiatives, innovation, or streamlining other processes.

"We used to use 90% of our time on operations and 10% on innovation—and now we use 20% of our time on operations and 80% on innovation."

— Senior team manager,
information technology,

The Total Economic Impact™ Of The
Reltio Master Data Management Platform

Reltio Connected Data Platform supports data quality

- **Continuous data validation:** Automatically and continuously inspect and flag data based upon configurable business rules so you can identify and correct data issues quickly and easily. Use the function builder to define rules based upon predefined conditions, or you can switch to the advanced editor for even more control. Customize warning messages that appear when non-compliant data is found so that the user understands the potential error.
- **Real-time dashboards:** Intuitive data quality dashboards give you a complete picture of your data patterns and highlight data issues for quick resolution. They provide real-time operational insights including data characteristics, metrics, and trends for entities and relationships stored in our platform. Use out-of-the-box reports to view, measure, monitor, and drill down into the data managed in the Reltio tenant.

- **ML-based recommendations:** Our intelligent, ML-based recommendations enable you to rapidly and accurately identify bad data and remediate it with one click. So you can make informed decisions as you reduce your manual effort. We provide industry benchmarks to monitor global trends and help you define better KPIs.
- **Data cleansers:** Cleanse and correct data from all sources as it flows into the Reltio Connected Data Platform to support a “start clean, stay clean” approach to data quality. Data cleansers include address verification and standardization, email and phone standardization, and string function cleansers.
- **Automated matching:** Use machine learning to match and merge profiles from all data sources. This allows faster and more accurate creation of a single source of truth with no coding required and little or no IT involvement. You can optionally use configurable rules for more complex matching requirements.
- **Universal ID (UID):** Leverage the autogenerated or configurable UID to ensure data quality and consistent operations across organizations.
- **Reference data management:** Create a canonical set of lookup values (localized, if needed) for data attributes to enable and enforce standardization across your business. Manage code translations and transcoding to MDM (inbound and outbound) so all data can be standardized regardless of its source.

“Our research shows that nearly two-thirds of organizations struggle with data quality, often preventing them from operating at the speed of their business.

With its latest updates, Reltio is introducing advanced data quality management capabilities that provide real-time visibility and automated monitoring that will help organizations address these issues.”

—David Menninger, SVP and Research Director, Ventana Research

Reltio Connected Data Platform, with our industry-first continuous and automated data quality management, helps you take proactive control of your data quality. Empowering your users with unified, reliable, and real-time data available when they need it—to produce better business outcomes and efficient growth.

ABOUT 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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