

# Reltio Connected Data Platform

Unify, manage, and mobilize core data at the speed of business.

Our AI-powered data unification and management platform enables you to transform poor-quality data from disparate data sources into secure, trusted, interoperable data that isn't just managed—it's mobilized in real time. Even across your ever-expanding number of silos and sources, our solution is seamlessly adaptable to dynamic business needs, accelerating decision-making and fueling operational workflows.

A leader in data unification and management, Reltio Connected Data Platform forms the foundation for our product offerings: Reltio 360 Data Products, Reltio Multidomain Master Data Management (MDM), and Reltio Entity Resolution. It unifies, standardizes, enriches, and mobilizes core data from disparate data sources into secure, trusted, interoperable data available where, when, and how it's needed.

**366%**

ROI over 3 years\*

Forrester Consulting

Total Economic Impact™ study commissioned by Reltio

\* Based on a composite Reltio customer

## Velocity Packs



**Life Sciences**



**Healthcare**



**Financial Services**



**Insurance**




**Customer (B2B & B2C)**



**Supplier**



**Product**



**Match and Merge**



**Relationship Management**



**Reference Data Management**




**Entity 360**



**Data Quality**




**Data Governance**



**Data Integration**

## Cloud Foundation

**Hyperscale Clouds**




**Certified Secure & Compliant**




**Global Footprint and Data Sovereignty**



**Connected Graph for Flexibility**



**Real-time Performance**



**At Scale Operational Maturity**



**AI/ML with RIA + FERN**

## Our platform benefits

- Gain a **comprehensive, 360-degree view** of unified, interoperable data via easy-to-consume, domain-specific data products
- Enable a connected digital enterprise with **trusted, real-time data mobilized in milliseconds** to downstream applications and services
- Increase **agility and scalability** with a modern tech stack, and ensure **data security and regulatory compliance** with granular controls and governance over data usage
- **Reduce operational and IT infrastructure costs** with AI-powered automation that increases data team productivity, cloud economics, and zero-disruption, zero-cost SaaS upgrades

Capabilities	Description
<b>Velocity packs</b>	Speed MDM implementation and time to value with industry-specific, prebuilt components
<b>Entity resolution and merging</b>	Unify core data with LLM-driven, rule-free matching; use dynamic survivorship for context-specific views
<b>Relationship management</b>	Capture, view, and validate relationships for people, organizations, products, and more to uncover patterns to drive growth
<b>Reference data management</b>	Ensure data consistency for downstream applications with comprehensive, built-in reference data management
<b>Entity 360</b>	Get a 360-degree view of interactions and transactions across channels associated with any entity's consolidated profile
<b>Audience segmentation and activation</b>	Easily create, manage, and activate dynamic customer segments using innovative, gen AI user experience
<b>Data quality</b>	Fuel real-time operations and analytics with continuously curated, high-quality data using ML-based anomaly detection
<b>Data governance</b>	Ensure master data is clean and consistent with granular rules, policies, and processes for data governance
<b>Data integration</b>	Provide a faster, easier way to ingest, enrich, and share information bidirectionally across disparate data sources with low-code/no-code integration development and 1,000+ prebuilt connectors
<b>Cloud foundation</b>	Our multicloud, certified secure platform provides built-in high availability/disaster recovery and powers real-time latency even at scale
<b>AI/ML</b>	AI-driven capabilities, such as ML-based matching and genAI-powered data exploration, segmentation, and self-help to automate time-consuming tasks and increase accuracy and insights

## Our product offerings

- **Reltio Customer 360 Data Product** unifies, segments, and mobilizes comprehensive 360-degree views of customer data in real time with interactions and derived attributes for enterprise-wide use cases.
- **Reltio Multidomain MDM** provides best source of truth for various core data, such as customers, products, suppliers, and locations—unifying, standardizing, enriching it into secure, trusted data.
- **Reltio Entity Resolution** uniquely identifies individuals using our pretrained Flexible Entity Resolution Networks (FERN) models for matching and offers a universal ID maintained across the lifecycle.

## What makes our platform different

- **Real-time, trusted data** - Foster agility, enhance operational efficiency, and empower teams to respond rapidly to changing market conditions and customer demands.
- **Highly flexible architecture** - Easily adapt to changes, scale data management capabilities, and seamlessly incorporate new data sources into your data model on the fly.
- **Fast time to value** - Prebuilt data models, configurations, and integrations combined with our proven implementation methodology enable you to realize value-driving use cases in just 90 days.
- **AI-driven innovation** - Gen AI, ML, and NLP technology dramatically increase data team productivity.



**£3.6M**  
annual MDM cost savings



**16 weeks**  
to production



**60% increase**  
in first call resolution



Unifying data across **20+** systems,  
**5M** organizations, **13M** individuals

## From disparate data to trusted data—fast

You can significantly reduce setup and configuration time and effort and realize business benefits in as little as 90 days by using our velocity packs. Velocity packs include prebuilt industry- and domain-specific data models, configurations, and integrations. This means quicker access to clean, standardized, and enriched data, enabling improved decision-making, enhanced customer experiences, and overall operational excellence for businesses of all sizes.

## Premium business continuity and disaster recovery

Our core platform offers built-in high availability and business continuity. Reltio Business Critical Edition, currently available on AWS in the U.S., further enhances platform capabilities with a 99.99% SLA, robust multi-region disaster recovery, and enhanced data security and privacy. It enables a recovery time objective (RTO) within one hour and a recovery point objective (RPO) of less than one minute.

## Pioneering with AI innovation

We lead our industry with another first—genAI-powered matching and data exploration. Our private LLM-based, patent-pending Flexible Entity Resolution Networks’ (FERN) rule-free approach enables automatic, industry-specific matching. Our conversational UX with Reltio Intelligent Assistant (RIA) enables rapid and accurate data exploration, segmentation, and self-help.

## Your business benefits and how to maximize solution value

- Grow your business with unified, insight-ready data to increase revenue, customer lifetime value, and loyalty.
- Streamline your operations and ensure high-quality data to boost efficiency across business and IT teams.
- Manage risk and fraud using comprehensive, real-time data across your customer, product, supplier, and other domains.
- Simplify compliance with built-in consent management and support for your historical data, audit trails, and data lineage.

To accelerate ROI, we offer industry-specific business value frameworks. These frameworks help organizations identify and prioritize use cases, enabling a phased implementation that aligns with specific business needs and guides value delivery.

### Business value framework - Example



Need help knowing where to start? The Reltio Way—our prescriptive implementation methodology—has been fine-tuned through years of successful deployments. It ensures a smooth and efficient transition to the platform, minimizing disruptions and streamlining operations. And enabling you to unlock tangible business value fast.

## Unlock the power of your data

We believe that without interoperable data, true digital transformation is impossible. To achieve interoperable data, companies need business-responsive platforms with:

- Real-time, bi-directional data flows between applications regardless of format or source
- Flexible data models that seamlessly adapt to changing business needs
- Modern design that is AI-powered, cloud-native, and API-first

We are shaping a future where enterprises activate interoperable data to gain a competitive edge and improve efficiency, manage risk, and drive growth. One data initiative at a time.



L'ORÉAL



xerox™



Fulton Bank

petco

Visit our [customer page for expanded customer stories.](#)

Reltio is recognized as a Leader in The Forrester Wave Master Data Management Q2 2023 report, which states, “**Reltio’s real-time AI-driven MDM delivers exceptional data quality and customer 360.**”



### ABOUT RELTIO

At Reltio, we believe data should fuel business success. Our AI-powered data unification and management offerings—Reltio 360 Data Products, Multidomain Master Data Management (MDM), and Entity Resolution—transform siloed data from disparate sources into unified, trusted, and interoperable data. Powered by the Reltio Connected Data Platform, these offerings unify and deliver interoperable data where and when it’s needed, empowering data and analytics leaders with unparalleled business responsiveness. Many 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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