

## Reltio Connected Data Platform

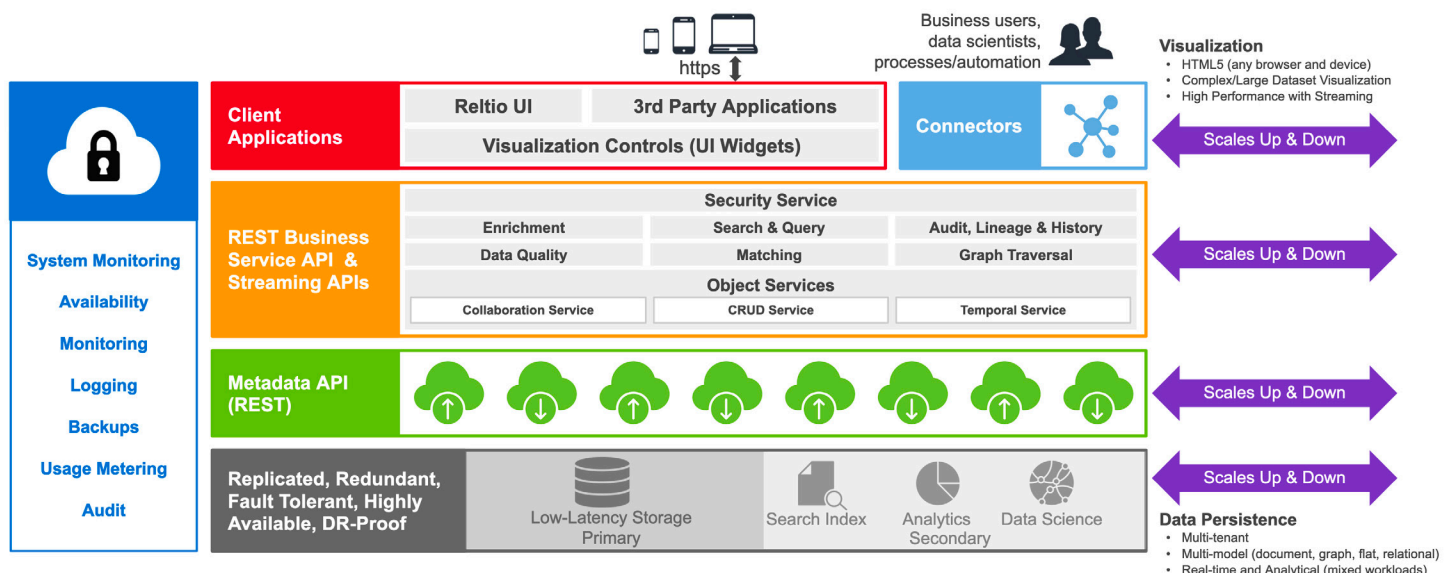
Performance and Scalability for Your Enterprise Needs.

Today's most successful large enterprises are driven by data. They have harnessed their data to gain a competitive edge, make better decisions faster, and deliver a great customer experience. We help many of the largest enterprises accelerate the value of their data to maximize its impact—to accelerate growth, increase efficiency, and minimize risk.

Our responsive data management offers the high scalability required to support the operational use cases of some of the largest enterprises for whom scalability and accelerating real-time operations are essential. Reltio Connected Data Platform is the only cloud-native data management platform that supports billions of customer, vendor, and location profiles— enriched with thousands of attributes, relationships, transactions, and interactions from hundreds of data sources. Reltio powers enterprise-class, mission-critical applications to operate 24/7 with thousands of internal and external users. We make that data available to your users when they need it, so you can maximize your value while ensuring it is always secure.

Reltio is a horizontally scaling system to deliver elastic performance and can support the throughput that enterprises need for any operational or analytical use case. Reltio supports usage and consumption-based models where customers can—on demand—scale up or scale down capacity based on their workloads. The scale up and down models enable our customers to utilize burst capacity to handle scenarios such as initial data loads and spikes in usage.

Traditional MDM systems are typically built as monoliths and are difficult to scale. Reltio's responsive data management platform is built from the ground up to be horizontally scalable at every layer. It's a microservices-oriented architecture where we can scale the independent services. As the peak capacity demands emerge with varying performance requirements, Reltio can address those while managing infrastructure costs and giving our customers the best value for their dollar.



## Elastic, Reliable, Resilient, and Secure

Reltio leverages highly scalable technologies like a NoSQL database, Elasticsearch, and Spark along with other AWS and GCP services across multiple zones that ensure a high level of redundancy, fault tolerance, and availability. Reltio supports high-volume transactions, high-volume API calls, as well as sophisticated analytics, and manages backend jobs for any workload. These components support an auto-scaling cloud environment.

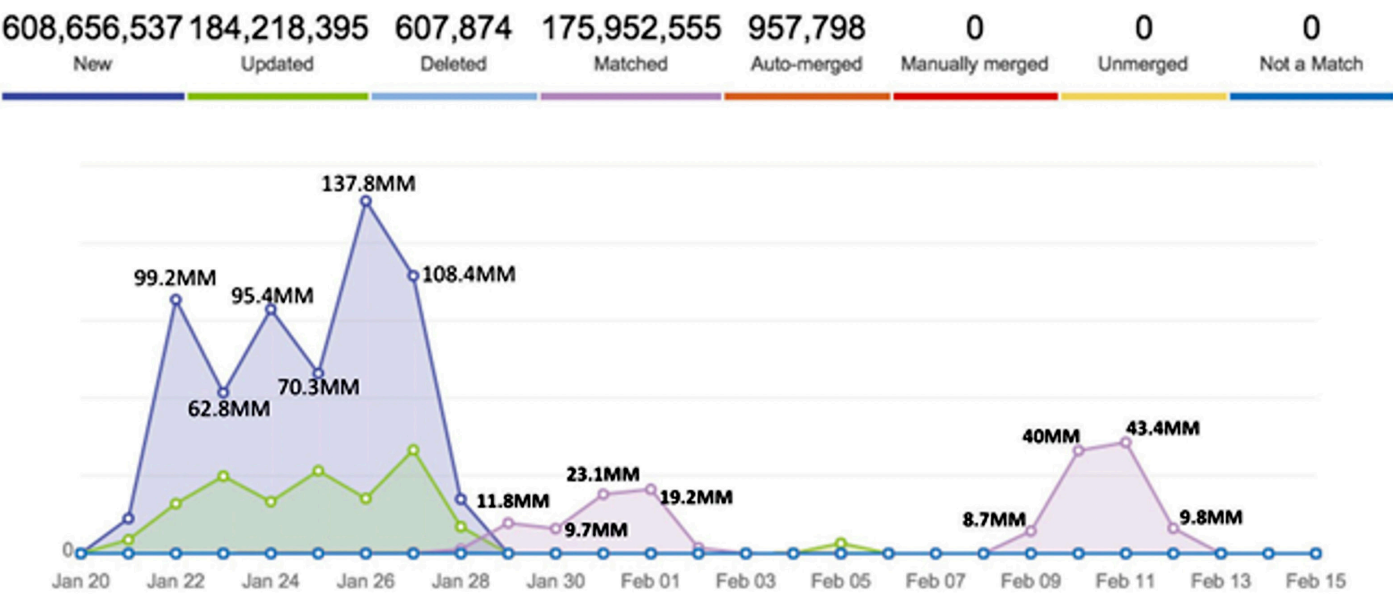
As demand increases, the infrastructure, where possible, also automatically increases to accommodate the workloads. By taking advantage of the elastic cloud technology stack, Reltio is able to scale up and meet the service level agreements for customers as well as scale down when the demand is lower, to manage costs for customers. In addition, Reltio adds guardrails to make sure that there are no runaway costs to customers by putting default thresholds on the autoscaling. The Reltio Connected Data Platform’s user-facing applications provide a modern experience optimized for different devices and seamless user collaboration. This approach ensures high performance while visualizing large datasets with complex many-to-many relationships.

## Study Data

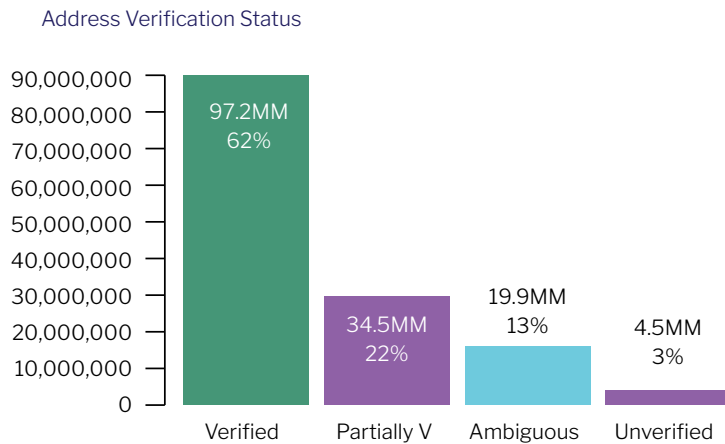
Here are some facts and figures from actual data loads. In this performance study, more than 600 million profiles were loaded into the Reltio platform. The data set consisted of organizations, locations, customers, and various business relationships across these. The study also included built-in address verification and matching on this high volume of records.

In a typical legacy MDM tool, organization loading, matching, and address verification for such a volume may take anywhere from 9 to 12 months. With Reltio, this full study was completed in just five weeks.

The diagram below shows the records loaded and matched in this study. Reltio Connected Data Platform comes with an out-of-the-box dashboard to monitor your loading and matching performance.



As a part of the study, Reltio's built-in address verification and cleansing was used to verify approximately 157 million addresses. The chart below shows the address verification metrics.



## Performance Expectations

This guidance outlines factors that can contribute to variations in performance. Reltio as a system can provide throughput and performance that may be needed by the customer by dialing it up or down. Customers can dial up the API throughput as required and have the option to request additional performance capacity. All operations are subject to varied results based on the size of entities and other factors defined in a tenant. Larger entities will result in slower throughput.

## Reltio Platform Scalability by Numbers

As of December 2021, the Reltio platform is managing more than 8 billion entities and more than 100 billion relationships across those entities. This amounts to more than 2.8 PB of data under management. Since Reltio supports real-time operational use cases, real-time performance is critical to our customer's success. At Reltio we have supported more than 37.3 billion API calls over the last 12 months.

The Reltio team proactively monitors and manages these performance parameters, and at all times makes sure that customers have the best-performing and low-latency data management platform.

Reltio leverages highly scalable persistence technologies like a NoSQL database, Elasticsearch, and Spark along with other cloud services that ensure a high level of redundancy, fault tolerance, and availability.

## Factors Affecting Performance

### Data Loads

- Entity size - larger entities slow down data load
- Match rule configuration - more matches identified by the match rules slow down performance
- Reference attributes - non-atomic attributes that reference properties of another entity. Larger or more reference attributes can slow down performance.

### Data Extract

- Entity size - larger entities slow down extraction

### Matching

- Match rule configuration - more matches identified by the match rules slow down performance
- Data distribution - more matches between entities will take longer to process through the match engine

### Reindexing

- Entity size - larger entities slow down reindexing

## Data Under Management

Consolidated profiles\*

**8B**

Total raw profiles\*

**12.2B**

Raw records processed  
(last 30 days)\*

**8.7B**

Total API calls\*

**37.3B**

## Number of API calls (last 30 days)

Search API

**386.1M**

Get Objects API

**1.1B**

Find Match API

**256.3M**

Save API

**359.5M**

Reltio's customers are running their mission-critical operations on Reltio Connected Data Platform, demanding consistent and reliable performance. Customers not only bring their master data, but also bring in their interaction and transactional data to learn more about their customer behavior, preferences, and intent. Blending omnichannel interactions and transactions is not typical for a legacy MDM tool where you're usually restricted to bringing only your master data and encouraged to leave your transactional data at home. With Reltio, we encourage customers to bring it all into one single system for building true connected 360 profiles.

## 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 multi-source, 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](http://www.reltio.com)

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