

# RELTIO

SOLUTION BRIEF

## Reltio Connected Data Platform

Accelerate Data Value.  
Optimize It for Timely Action.



## Trusted Data Enabling Digital Transformation

To grow and thrive in today's digitized world, every company must transform its operations to meet new expectations, to become a digital, omnichannel business. Data that lives in diverse IT systems is at the center of this transformation. It is a critical asset that can turn into a liability if not managed well. We believe data should fuel your success, not hold you back.

Harnessing your data enables you to increase your operational speed and agility to stay ahead of the curve. And helps you deliver a great customer experience. By knowing what your customers need and want—almost before they do. By empowering them to have control over their own data and how it is used.

We help you accelerate the value of your data to maximize its impact every day. So you can amplify growth and increase efficiency, as you minimize risk.

## Create Value with a Single Source of High-Quality Data

High-quality data is essential to drive decisions and create value for your business. But getting to trusted data in the midst of increasing volumes and data silos can be a slow, painful journey. Legacy systems—often difficult and costly to upgrade, integrate, and scale—make it even harder. Yet every interaction and transaction in today's digital world creates data. How you harness and use that data determines how well your business succeeds.

Your data consumers—both internal and external—require access to reliable, insight-ready data to power their decisions and drive business value. And they need that data now, not days from now. We help you optimize your data for action. To present your customers with an exceptional user experience that is consistent, intuitive, frictionless. No matter how or when they interact with you. To fuel your downstream operational and AI systems with comprehensive, accurate data in real time. At the speed of business and at scale.

Accelerate the value of your data by adopting modern, cloud-native master data management. We are here to help you along your digital transformation journey.



## Maximize Business Impact with Connected Data in Real Time

Reltio Connected Data Platform is our cloud-native SaaS offering for multidomain master data management (MDM). It brings your core enterprise data together: customers, products, locations, vendors, partners, and more—with relationships, interactions, and transactions. So you can create a comprehensive, trusted data foundation—a single source of information you can count on. We continuously unify, cleanse, standardize, and enrich your data to fuel your real-time operations. And to help you better understand your customers and their end-to-end journeys. So you can become a more customer-centric business to increase sales and customer loyalty.

As your business changes, you expect your MDM application to adapt. Our modern SaaS offering is agile enough to fit your needs now and in the future. It scales as you do. With enterprise-class cloud security you can count on. And connecting new sources of data is faster and easier than you might expect. So your organization becomes more resilient as you accelerate data value creation and fuel its ongoing effectiveness.

### Forrester Consulting TEI Study reveals 366% ROI with Reltio

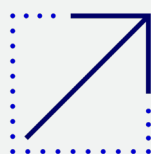
Forrester Consulting recently conducted a [Total Economic Impact™ Study](#) (TEI) commissioned by Reltio to estimate the total economic impact associated with implementing a modern, cloud-native master data management solution based upon interviews with Reltio customers.

“We did a five-year cost of ownership comparison, with our legacy system costing \$26 million and the Reltio solution costing \$14.2 million. These were pretty significant savings, which turned out to be correct.”

—Senior team manager,  
information technology,

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**

## Drive Customer Experience

You want better relationships with your customers by offering them the best possible user experience and anticipating their needs. However they interact with you. With legacy systems and fragmented data, that's not always easy. We make it easier. Our platform continuously unifies and curates customer data from multiple channels, brands, and businesses tying in your old systems too. So you can see the full picture—fast. And start making the moves that will bring you closer to your customers and put more money in your pocket.

An excellent customer experience is more than a connected, consistent user interface. We help you focus on your customers holistically. So you can be responsive from onboarding to delivery of hyper-personalized offers. From sales activities to customer support. And we help you protect their data and use it in accordance with their consent.

This adds to your bottom line in several ways. Happy, loyal customers buy more products or services from you, contributing to higher customer lifetime value and revenue. They trust you, and they speak well of you, increasing your brand reputation and leading to new customers. And better knowledge of your customers and their relationships can directly increase cross-sell and upsell opportunities.

## Improve Operational Efficiency and Optimize Processes

You may suffer from disjointed systems, many manual processes, and resulting poor data quality. If you can't get reliable data when you need it, you are making decisions based on stale, incomplete information. We unify your multisource, complex data into a single source of trusted information. So you have a complete picture of your operations, all in real time. And as you add applications, whether on premise or cloud, you can integrate them easily using our API-first approach.

Poor data quality—it's often worse than no data at all. We provide you tools to get it right. Correct your data in Reltio or at the source. Our automated data validation rules and matching make it faster and easier. So you can streamline your operations and be more productive—ensuring accurate data is available to those who need it.

Instantly share trusted data with downstream applications—advanced analytics, machine learning, and AI—to gain immediate insights. Make better decisions faster. Unlock innovation and high-value initiatives to become a more agile, data-driven organization. And gain ground on competitors as you reduce operational costs and improve productivity.

## Reduce Risk and Fraud

You can't manage what you can't see. Without accurate, timely data, you cannot proactively and effectively manage risk and fraud. And you fail to leverage predictive algorithms and other technologies to identify and mitigate emerging risks.

Fueling your risk and fraud management systems with comprehensive, timely data boosts their effectiveness.

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

—Global product director, energy technology and digital automation,

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

### Benefits

- Run your business with unified, insight-ready data for better business outcomes and resilience
- Focus on your customers to increase revenue, lifetime value, and loyalty
- Streamline your operations and ensure high-quality data to be more productive and profitable
- Manage risk and fraud using comprehensive, real-time data to minimize losses
- Simplify compliance with built-in consent management and supporting historical data, audit trails, and data lineage

As risks grow, you can implement risk mitigation strategies in time to minimize loss events. And to identify opportunities—the flip side of risks—to quickly take advantage of changing business conditions. Staying ahead of the curve to become a more resilient and profitable organization.

Comprehensive data enriched by third-party data sources provides a holistic view of your business and reduces time to insight. With the right data, your risk managers identify risks in time to take appropriate action. Making them more productive and effective. And helping your shareholders sleep at night.

### Simplify Compliance

Regardless of your industry, you deal with a growing number of regulations that impact your business. Compliance is not optional. Non-compliance means: penalties, fines, and bad publicity. Loss of reputation and customer trust.

Data protection and privacy regulations are top of mind. A central principle is that individuals have the right to determine who can use their information and how. To comply, you need robust consent management processes. And control over personal data to manage it according to the consent received. This is challenging when you have many sources of personal data spread across your landscape. We enable you to gather customer consent records and make them available to your many applications. When consent is added, changed, or withdrawn, you can react immediately.

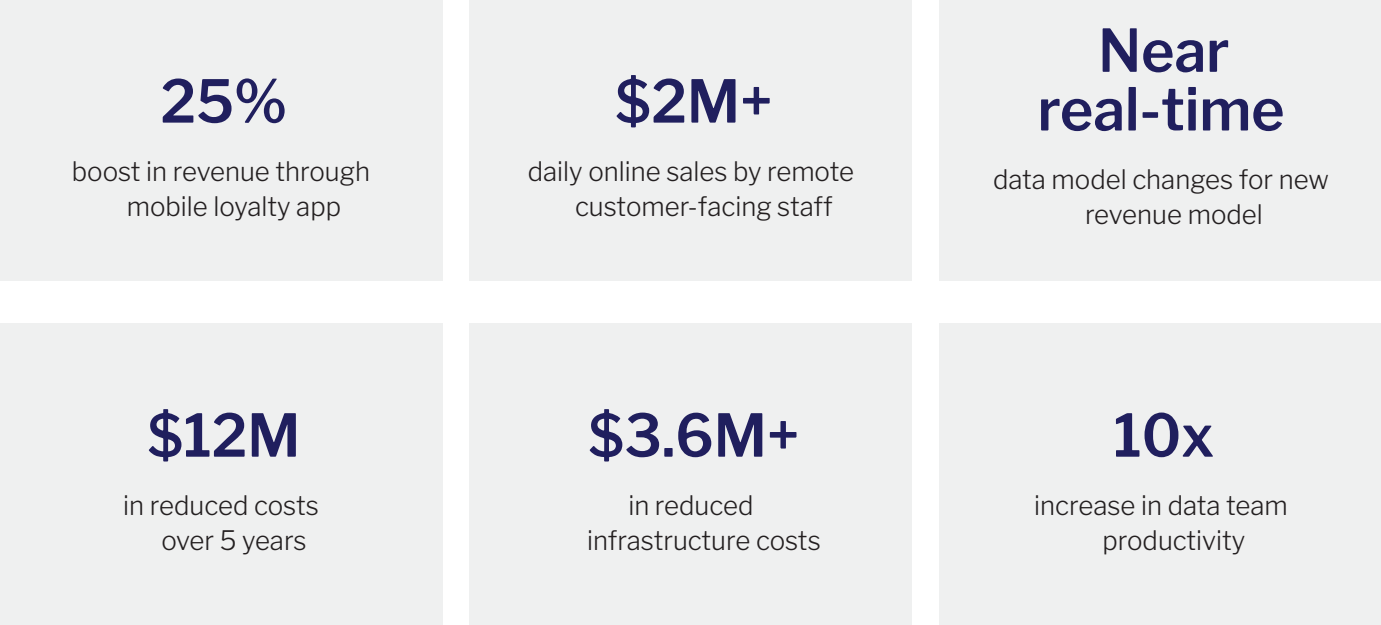
So you always manage the data according to your customers’ consent and preferences.

Regulatory agencies require reporting in a timely and accurate fashion. We provide dashboards and reports showing historical data, audit logs, and tracking of data lineage so you have the information needed for your compliance requirements. And your internal stakeholders benefit from the transparency, as well.

“GDPR compliance is easy to manage since requests and changes can be made in one place and sent out to all the platforms. Due to Reltio, we are comfortable with our level of GDPR compliance.”

—Commercial excellence program manager, pharmaceuticals,  
The Total Economic Impact™ Of The Reltio Master Data Management Platform

### Value Examples Across Industries



Source: Reltio customers



## Key Capabilities

Trusted Data You Need	Security, Availability, and Performance You Expect
<ul style="list-style-type: none"> <li>• Best-in-class multi-domain MDM to create <b>comprehensive entity 360</b> profiles.</li> <li>• Identity resolution, ML-based matching, universal ID, dynamic survivorship, and more.</li> <li>• Graph technology to <b>uncover relationships</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Multicloud SaaS MDM</b> on big data architecture.</li> <li>• Support for <b>AWS, GCP, Azure</b>.</li> <li>• Built-in NoSQL database and ElasticSearch.</li> <li>• Get started on day one.</li> </ul>
<ul style="list-style-type: none"> <li>• Integrate all types of data from <b>all sources and entities in real time</b>. Enrich with third-party data.</li> <li>• Connect person, organization, product, location, and more.</li> <li>• Easily <b>blend profile, interaction, and transaction data</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• Complete focus on accelerating the value of data with a <b>single stack of modern technology</b>.</li> <li>• No “re-implementation” is necessary.</li> <li>• Continuous <b>access to the latest release and innovation</b>.</li> <li>• Fast troubleshooting. Disruption-free upgrades.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Real-time data quality</b>. Continuous highly-curated, real-time data.</li> <li>• Automated data validation, matching, and dynamic quality scoring.</li> <li>• <b>Interactive data quality dashboard</b> to monitor the accuracy, completeness, and quality of your data.</li> <li>• Correct data in Reltio or at the source.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Support for high-volume transactions and API calls</b> in an auto-scaling cloud environment.</li> <li>• Monitored resource consumption.</li> <li>• Optimized resource allocation to ensure top performance.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Data governance</b> with access control and workflow capabilities.</li> <li>• API and UI support for <b>creation, publication, and integration</b> of data governance policies.</li> <li>• Dashboards, audit trails, and data lineage for better governance and compliance.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Enterprise-class cloud security backed by certifications</b>.</li> <li>• Granular, role-based access security over records and attributes.</li> <li>• 24/7 security monitoring.</li> <li>• Encryption for data at rest and in flight.</li> </ul>
<ul style="list-style-type: none"> <li>• Support operations “at the speed of business” with <b>feature-rich, real-time APIs</b>.</li> <li>• Stream data to analytics or data science platforms for immediate insights.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>API-first approach</b> to data integration and orchestration.</li> <li>• <b>No-code/low-code Reltio Integration Hub</b> and app-specific connectors to make it easy.</li> <li>• Rapid addition of new sources and consumers.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Business user-friendly, intuitive UI</b> with customizable views designed for your productivity.</li> <li>• Self-service UI personalization.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Built-in high availability and data loss protection</b> without buying and managing redundancy.</li> <li>• <b>Zero downtime upgrades</b>, allowing you to continuously use the latest capabilities.</li> </ul>

## Data Should Fuel Your Success

Today's most successful businesses are driven by data. They have harnessed their data to gain a competitive edge, make better decisions faster, and deliver great customer experiences. They rely on high-quality data to improve profitability and manage risk. Your business is no different.

We create a single source of trusted data. With a constant supply of clean, compliant, and comprehensive data, you have a much clearer picture of your customers and your operations. So you can focus on making the right decisions, instead of worrying about getting the right data. We help you accelerate the value of your data so you maximize your impact every day. We believe that when you are empowered with insight-ready data, 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](http://www.reltio.com)

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