

RELTIO

WHITE PAPER

Data orchestration and mobilization in the age of AI

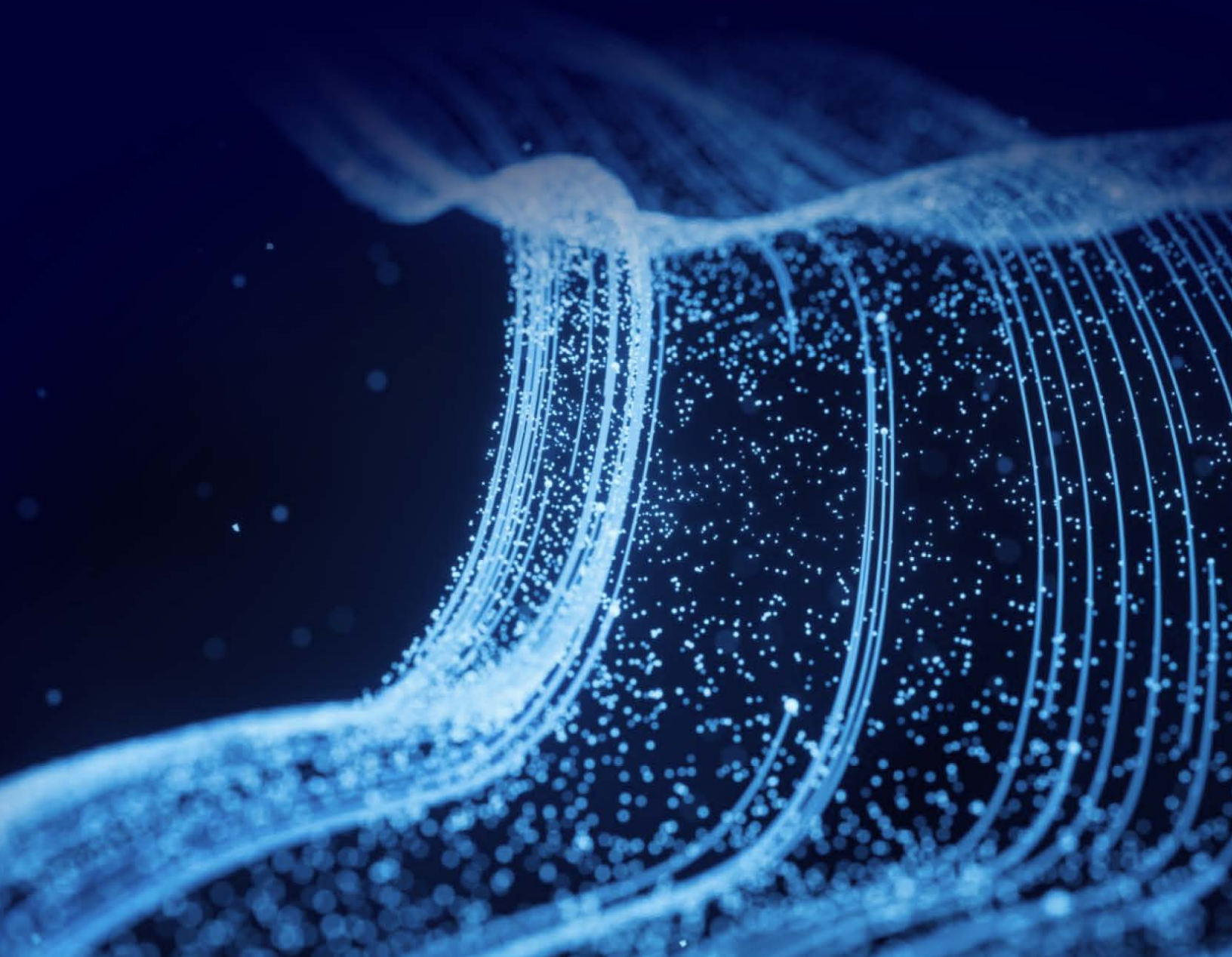


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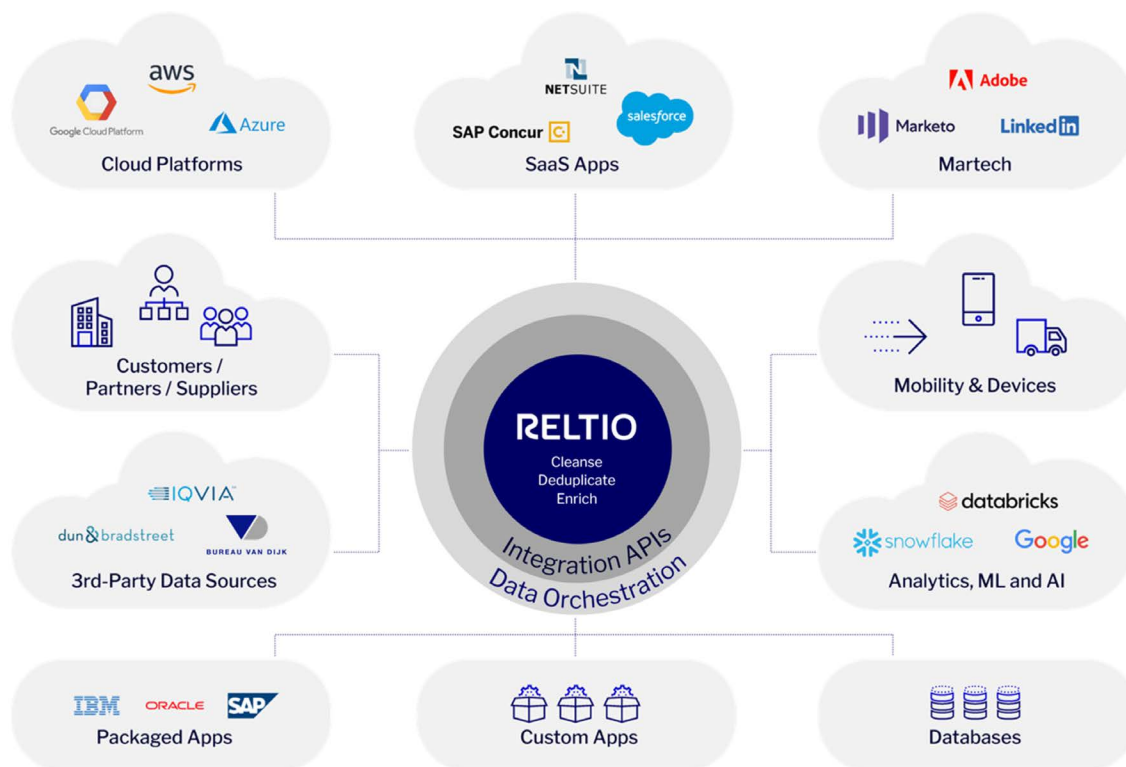


Unify and mobilize your data for better business outcomes

To remain competitive in today's dynamic business environment, companies must digitally transform. But siloed, unreliable data—often with disconnected technologies—makes this virtually impossible. The explosion of data volumes and SaaS apps, coupled with continuing use of legacy systems and use-case-oriented data set development, is only making the data sprawl and silos larger. Most enterprises operate in a world of fragmented and untrustworthy data, making it challenging to get timely data to all the downstream systems, digital channels, and teams that need it.

Our AI-powered, SaaS data unification and management capabilities deliver trusted, interoperable data—whenever and wherever it is needed for your business. That means reliable core data is mobilized for AI initiatives, customer-facing digital applications, critical business processes, analytics, and more. And our velocity packs—with prebuilt, industry-specific data models and components—accelerate your journey to delivering trusted, easy-to-consume data products to downstream products, operational teams, data scientists, and more. So you can focus on making the right decisions, instead of worrying about getting the right data.

With unified data from internal, third-party, and public sources, you can establish a unified, accurate 360-degree view of people, organizations, products, places, and activities—and the relationships between them. All downstream operational, analytical, and cognitive systems can then gain real-time access to this enriched, interoperable, and optimized data. And use accurate, consistent, and comprehensive information to power enhanced customer experiences, real-time operations, and improved productivity.



Sample sources and consumers of data

Our solution is designed to seamlessly integrate with various scenarios and architectural frameworks, harmonizing with your existing integration landscape. Two pivotal conceptual layers enable the data exchange: data orchestration and integration. The orchestration layer, with a deep understanding of data flow, is aware of the source and target components (applications, cloud data warehouses, third-party data sources). This layer—logic-aware and adaptable—is a collection of use-case-specific or application-specific capabilities, provided either directly by us or by our network of technology partners. The integration layer is composed of a native set of capabilities including robust APIs provided directly by our platform.

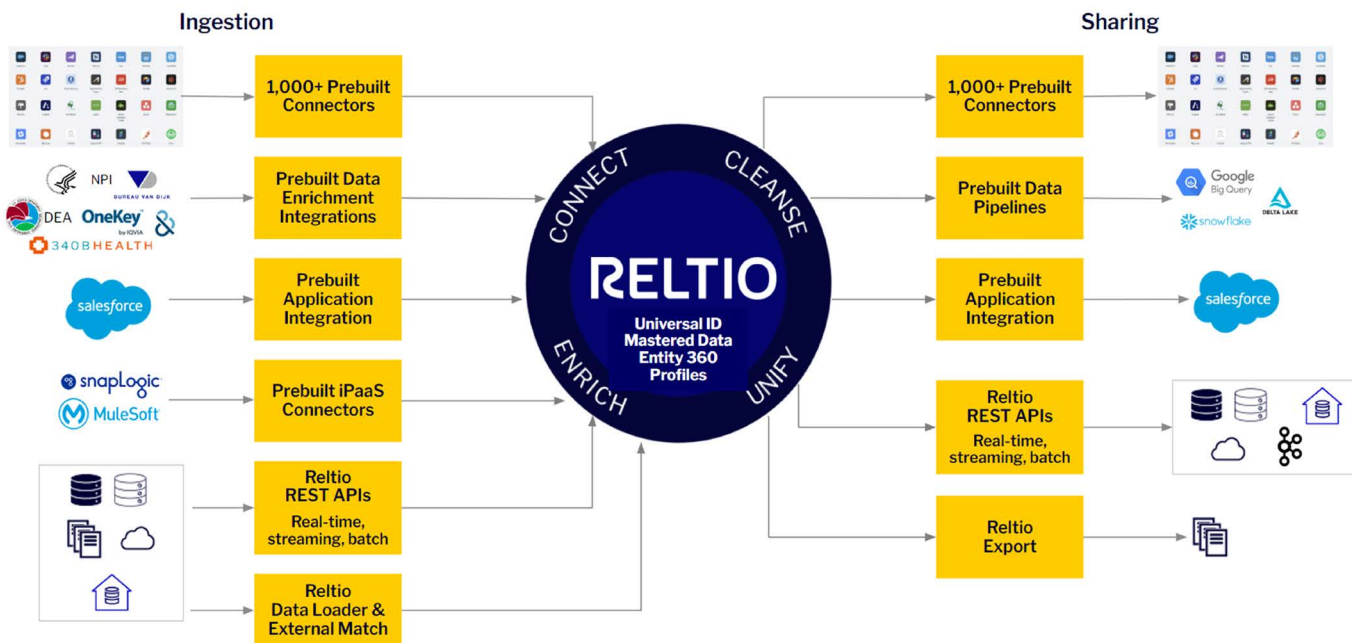
Power your digital transformation with unified, trusted data

Reltio Connected Data Platform promotes agility by using an API-led approach to connect data from all applications and systems, both on-premises and in the cloud. Bringing your data together—in real time—powers your digital transformation and helps you deliver connected customer experiences. And it fuels your operational and analytical applications to streamline processes and help you make better decisions faster.

Leading with an API-first approach

Our platform has always taken an API-first approach, providing APIs for configuration as well as data. Leading application and platform providers design their systems by using APIs they can make available across the organization to stitch together a complete experience. And they offer them to their partners and customers to extend the experience.

Legacy data management and integration platforms that were built on decades-old technology impede your transformation objectives. We help Global 2000 innovators build digital platforms by providing core capabilities as reusable building blocks that connect with and complement each other. Aligned to the API economy, our API-first approach laid the groundwork for building our responsive platform that data innovators use for digital innovation and running dynamic businesses.



Our platform offers a wide range of options that will work with your integration architecture. And our approach enables you to adapt as your business needs evolve. A key benefit of the API approach is the ability to recompose for any use case, since the APIs are used by our UI and also offered as a headless backend for easy integration into any application or custom UI. Our wide array of API sets are the building blocks to define how your enterprise data can be accessed and provisioned. Now you have complete control over how you can use trusted, interoperable data to operationalize various omnichannel customer experiences, streamline operations, and fuel cognitive systems.

Increase the impact of your AI/ML initiatives

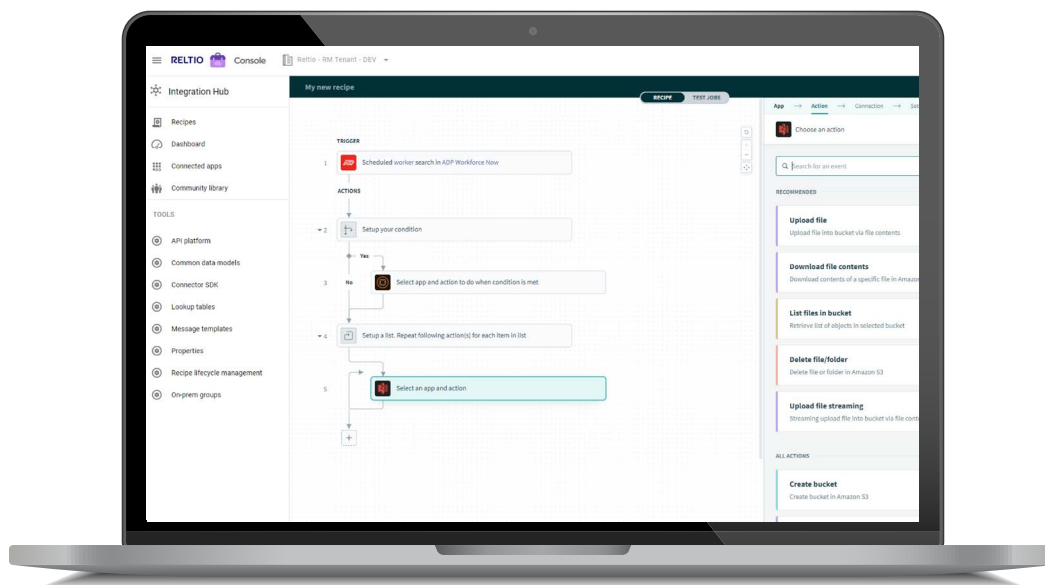
Trusted data must be the foundation for your AI initiatives. Machine learning models and AI-driven analytics require timely, accurate data to produce the high-quality recommendations and decision support you expect.

In the age of AI, high-quality data mobilized across your enterprise is imperative for both operational and analytical use cases. A business-responsive approach makes it possible for you to create new revenue models, manage costs, and monetize new business opportunities with high agility.

Reltio Integration Hub

Our integration hub, a key component of our approach to data integration, enables you to integrate applications and data within hours to empower teams across your enterprise with instant access to trusted data. It simplifies data integration using a low-code/no-code approach. So you can get rapid, real-time integration to connect your applications with less time, effort, and cost. Our integration hub is optimized to support complex application integration and data enrichment use cases.

The hub comes with over 1,000 prebuilt connectors and everything you need to quickly build complex integrations to any application. The intuitive drag-and-drop graphical interface helps you create simple replication pipelines to complex data extraction and transformation tasks. And you can build automated workflows to get data to and from our platform and any number of SaaS applications in just hours or days—not weeks or months.



Real-time APIs and event streaming

Our platform offers REST APIs for high-speed data loading. These APIs, used with outbound-message queues, efficiently distribute data to your downstream systems. Whether you are enhancing existing applications or creating new data-driven offerings, our Reltio Connected Data Platform provides powerful out-of-the-box capabilities for integration with your myriad systems.

Direct access via REST APIs

Our solution offers access to all customer tenant data, metadata configuration, and security through REST APIs. REST APIs are based on best practices of the Open Data Protocol (<http://www.odata.org>). The Open Data Protocol enables the creation of HTTP-based data services, which allow resources identified using URLs and defined in an abstract data model to be published and edited by web clients using simple HTTP messages.

Our API philosophy is based on [FAIR](#) standards and principals. The APIs are designed with an emphasis on machine-actionability, as humans increasingly rely on computational support to deal with data due to the increase in volume, complexity, variety, and velocity. Our API set adheres to the principles of findability, accessibility, interoperability, and reusability.

Real-time, event-based streaming

Reltio Connected Data Platform provides an event-driven architecture where events taking place within the tenant (create, edit, delete, merge, unmerge) generate messages that are published to a queue. We provide out-of-the-box, native queues for AWS (SQS queue), GCP (Pub/Sub), and Azure Service Bus. If needed, a Reltio tenant can support multiple queues. Also, if you'd like a custom integration for your event streaming and propagation needs (e.g., Kafka integration), you can use the Reltio Integration Hub and its Confluent adapter to do so.

You can create custom clients that receive messages from the queue or poll the queue for unprocessed messages. Clients can connect to the queuing service securely any time, subscribe to a queue they are interested in (for example, to a tenant's events queue), and consume messages with CRUD events.

Data orchestration

The efficient orchestration and flow of data into a data management platform and out to downstream applications and analytics is crucial to deliver connected customer experiences—and to ensure efficient and error-free operations. Reltio Connected Data Platform provides various capabilities to ensure a smooth flow of data to and from our platform.

Regardless of source, format, or data processing (batch or real-time), data pipelines make sure that your business users get the data they need, when they need it. In this section we will discuss various data loads and export, as well as prebuilt data pipelines.

Fast batch data loads

Batch data loading is one of the most common types of integration used by customers, especially during initial data loads. Our REST API supports batch operations and use of any ETL or data loader tool that can operate with REST and pass JSON documents. Use this if you have your own ETL tool that you would like to integrate seamlessly with our data loader APIs. Often it is important to execute batch operations on a scheduled basis. Any scheduling software can be used to do this. For example, you can use MuleSoft or SnapLogic, each with built-in scheduling. In addition, Reltio Integration Hub can be used for additional flexibility and data transformation needs prior to loading.

Intuitive data loader application

Our data loader application makes it easy for your users to load data from various locations (GCS, AWS S3, Azure, SFTP, or a local machine). This intuitive application enables users to visualize data, define mappings, do basic transformations, and analyze data before loading into the tenant. This is a good solution if you have simple field mappings and need a performant solution that is quick and easy.

Easy data exports

Our platform offers a comprehensive export API providing a set of operations to export all objects or objects matching your export filter. The API is structured to support a fast, efficient export strategy based on the number of exported objects and the amount of tenant data. So this is particularly useful if you need to export large quantities of data all at once. You can then store the export results into either S3 storage, Google Cloud Storage (GCS), or Azure.

For your business users, our solution provides a visual, very efficient, and granular smart search. Users can search on hundreds of attributes to filter results for business use cases like segmentation. And they can export search results to formats like CSV or JSON, with additional options such as selecting attributes.

Data pipelines for data lakes and cloud data warehouses

To compete in the experience economy, you need to use analytical insights to power enhanced experiences and decisions. Meeting these objectives is difficult if you're relying on disparate, disconnected master data management (MDM) systems and reporting tools. Invariably, analytics professionals and data scientists spend more than 70% of their time in data cleanup or data organization activities. Taking precious resources away from delivering actual business value.

We offer a better way. With our AI-powered, cloud-native Reltio Connected Data Platform, you can combine your mission-critical master data and machine learning in a single platform, fostering optimized insights and operational execution. Our solution offers an on-demand environment that delivers big data at scale. And makes insight-ready data available to your business analysts and data scientists. As a result, you can speed your time to analytics, enhance your agility, and obtain more relevant, accurate, and actionable insights. Our prebuilt pipelines provision data to cloud data warehouses such as Google BigQuery and Snowflake. For other analytics platforms, you can explore our prebuilt connectors to integrate to Azure Synapse, AWS Redshift, and much more.

Key benefits to this approach:

- Our data model is created automatically in these target analytics environments and is kept in sync. The schema evolution is automatic, automanaged, and does not require any downtime to accommodate the schema changes.
- Our solution's data for dimensional entities (customer, consumer, product, location, and more) is kept in sync in real time, regardless of the merges or unmerges that take place in Reltio.
- All omnichannel interaction data (such as fact data) from the 360-degree view of the entity is linked and resolved to the merged entities, and that link is maintained by our solution.

All of this happens with the flip of a switch—without you writing a single line of integration code or ETL mapping, with all updates streamed in real time to the target environments.



“The Reltio Integration Hub was integral in helping us connect accurate and trusted data 3X faster than alternative solutions while still enriching data and lowering costs by approximately \$100,000.”

—SAJID SYED,
Sr. Director,
Enterprise Data Platform,
Advarra

iPaaS connectors

Reltio Connected Data Platform offers certified connectors to iPaaS technologies such as MuleSoft and SnapLogic, as well as a seamless AppExchange integration with Salesforce clouds. Customers who use highly composable integration tools such as MuleSoft and SnapLogic can use the platform of their choice to easily talk to our platform. And the availability of MuleSoft and SnapLogic connectors increases flexibility and gives you more choices so you can make it easy to connect our platform into your existing ecosystem.

Data enrichment integrations

Using our platform, you can easily enrich customer profiles with data from third-party sources. Leveraging data as a service (DaaS) functionality, you can acquire external data from multiple sources such as IQVIA or Dun & Bradstreet (D&B). In addition, the platform enables you to share data internally and monetize data through outbound licensing. Our platform also offers access to maintained open source data, including National Provider Identifiers (NPIs), as well as Drug Enforcement Agency (DEA) and 340B data.

Our DaaS partner ecosystem includes selected data partners who have loaded their full volume of reference data into our platform. And if you'd like to create custom integrations to different data enrichment partners, consider our prebuilt connectors.

Speed time to value and bring your ideas to life

Data is the lifeblood of your business operations. How efficiently reliable data is delivered to your teams and various operational, analytical, and cognitive systems determines how well you manage your business. And what kind of customer experience you can deliver, especially while managing real-time operations at scale. Your data strategy will impact how agile your organization is and how quickly you can respond to business threats and opportunities. And our modern data integration and orchestration approach—with a powerful and extensive partner ecosystem—ensures that your investment remains future-proof.

Designing a responsive data strategy and executing it on an agile data platform powers your business to operationalize business ideas quickly—now and in the future. We have adopted an API-first philosophy to arm you with best-in-class functionality that speeds your time to value and offers the extensibility to bring your big ideas to life.

With unified, interoperable data mobilized across different users and functions in real time, you can be more responsive to the business. And your business benefits by increasing efficiencies, better managing risk, and driving profitable growth.

ABOUT RELTIO

At Reltio, we believe data should fuel business success. Reltio's AI-powered data unification and management capabilities—encompassing entity resolution, multidomain master data management (MDM), data products—transform siloed data from disparate sources into unified, trusted, and interoperable data. The Reltio Connected Data Platform unifies and 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.

To learn more, visit www.reltio.com

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