

Reltio velocity packs

Accelerating MDM time-to-value

Trusted data should be achievable in weeks, not months

High-quality data in your business systems and processes is essential to serving your customers better, improving process efficiency, and simplifying compliance. By delivering trusted data to your business systems, master data management (MDM) plays a foundational role in helping you drive profitable growth at lower risk. Yet, in the past, MDM deployments took many months—in many cases, years. You can no longer afford such a long timeframe. In today’s macro environment, you have time-sensitive business goals. And you are under pressure to accelerate deployment and show business value from any technology investment.

Our industry-first, cloud-native SaaS master data management platform enables you to achieve these objectives with its new components, called velocity packs. Part of our Reltio Connected Data Platform, the velocity packs serve six market segments—life sciences, financial services, insurance, healthcare, B2B (customer data), and B2C (consumer data)—and enable you to jump-start your MDM implementation.

Velocity packs (figure 1) include:

- Predefined industry-specific data models for core data domains in the six market segments
- Configurations such as predefined rules for data matching, cleansing, survivorship, UI
- Prebuilt connectors to applications and third-party data enrichment sources
- A prescriptive implementation approach

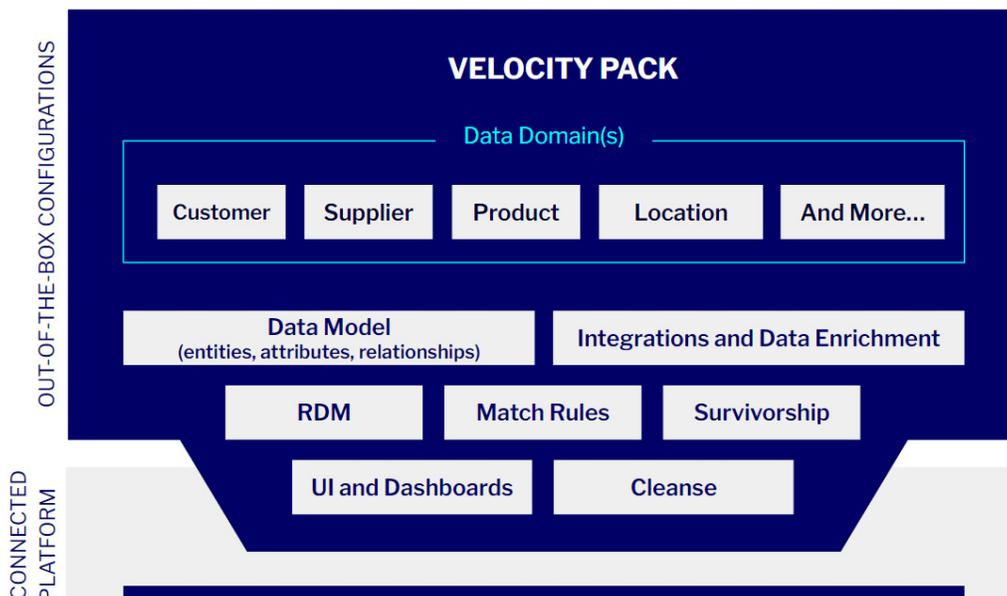


Figure 1 – Reltio velocity pack components

By providing an industry-specific, SaaS MDM out-of-the-box, we help you go live with your solution in weeks, so you can achieve immediate business impact easily and with confidence. We developed these velocity packs from our 11 years of market leadership and industry expertise in building and deploying successful cloud-native, modern MDM solutions in these market segments. We will evolve the content and scope of the velocity packs as business needs change and we gain new experience.

How our velocity packs work

On your day 1 with Reltio Connected Data Platform, the corresponding velocity pack components for your industry come already loaded onto your Reltio tenant. These components automatically leverage all the underlying core MDM and cloud foundation capabilities, including ML-based match/merge, no-code/low-code integration, reference data management, built-in HA/DR, security, and auditability (figure 2).

Reltio for Healthcare, for example, is essentially the Reltio Connected Data Platform designed for the healthcare industry. When deployed, the platform tenant includes an extensible prebuilt healthcare industry data model for patient, practitioner, organization, plan, and payer data. It also includes preconfigured rules for patient and provider data matching, cleansing, and more. It contains a preconfigured UI to help you get a fast start in managing your data.

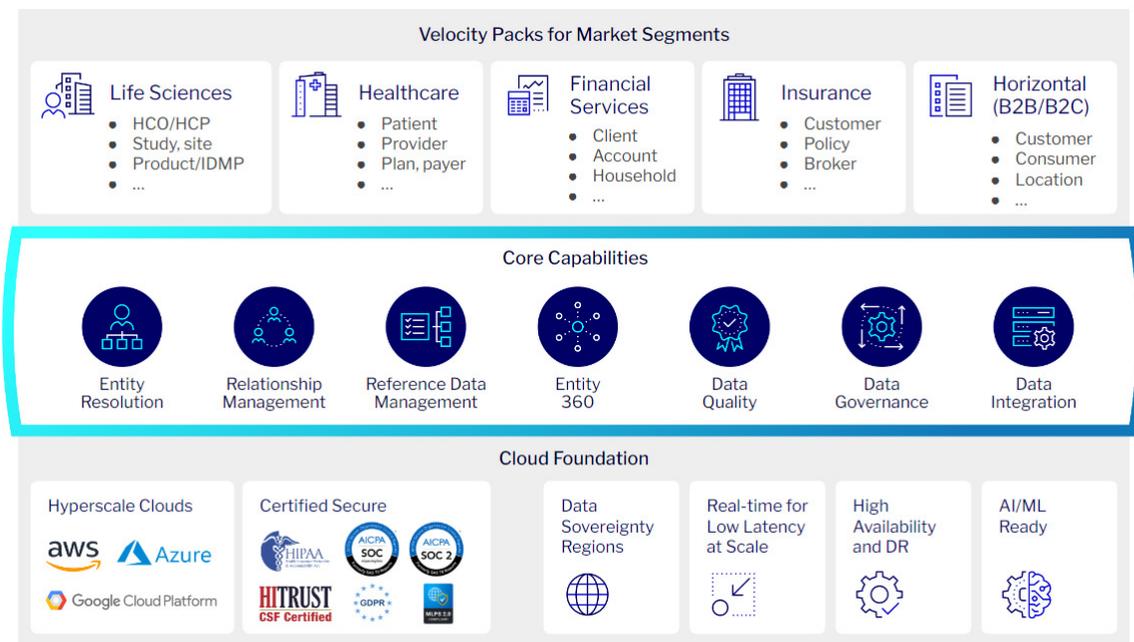


Figure 2 – Reltio velocity packs are an integral component of our platform

Industry-specific data models and configurations

Every velocity pack includes an industry-specific canonical data model, with the entity types, attributes, relationship types, and reference data your business needs to unify and gain a 360 view for your critical data. The data model can be easily extended to support your specific requirements. The preconfigured rules for cleansing, matching, survivorship, are driven from best practices and ensure that your organization will have the most accurate and complete data possible.

As an example, the Reltio for Insurance data model (Figure 3) provides a predefined set of entity types with specific attributes, relationship types, and interaction types relevant to the insurance industry.

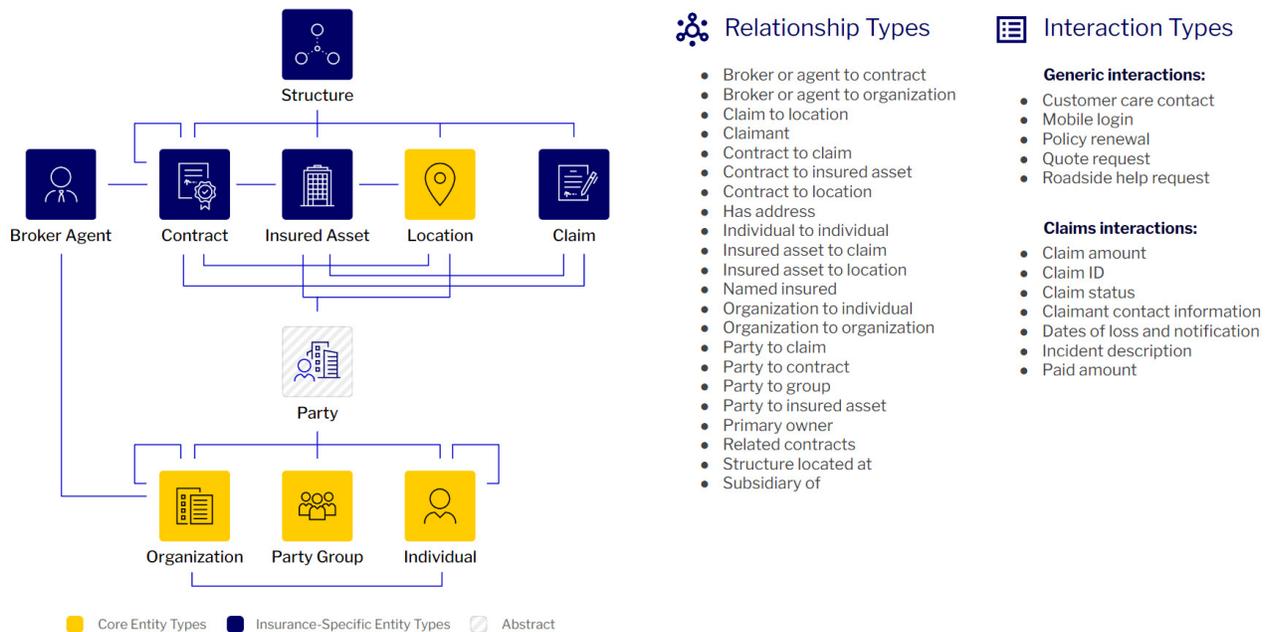


Figure 3 - Reltio for Insurance data model

Prebuilt connectors for integrations

Reltio velocity packs come with over 1,000 prebuilt connectors and integration workflows for various third-party sources and applications to help you unify, enrich, and share your data. The reference architecture for Reltio for Life Sciences (Figure 4) illustrates various integrations to popular operational applications, third-party data enrichment sources, and data warehouse/analytics solutions. In addition, it includes pre-integrated data services to enrich data with the NPI and DEA data sets for accurate, comprehensive HCP/HCO data. These included data services are ready to use out of the box—no configuration required.

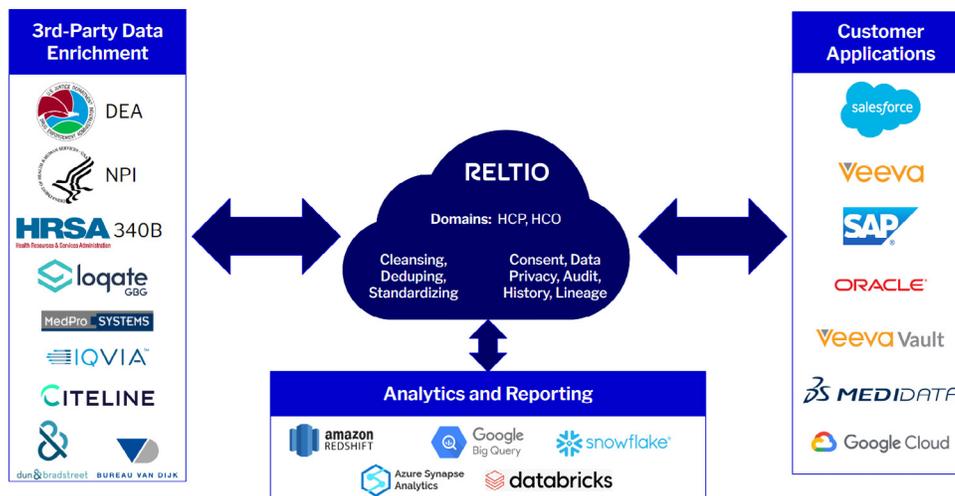


Figure 4 – Reltio for Life Sciences reference architecture showing integrations to popular industry applications

Prescriptive implementation

Reltio’s velocity packs combine modern SaaS technology and industry-specific platform components as a preconfigured solution. When combined with Reltio’s prescriptive delivery methodology, the implementation process is simplified and emphasizes delivering iterative value—early and often—during the implementation. It achieves this by streamlining requirements definition and test case development with industry-specific, predefined implementation assets while incorporating best practices from our customer deployments. Partners have been involved in the implementation methodology design process to ensure they are successful in delivering incremental value.

The initial result of this prescriptive approach, which incorporates the use of velocity pack platform components, is an acceleration of your time-to-value. For example, loading the data in the MDM system can typically take 5-6 weeks or longer. However, by using a predefined data model, attributes, and relationships, you can load data much faster. Using preconfigured data quality dashboards, you immediately gain data quality awareness. During the implementation—with so many configurations and rules preconfigured—the subsequent implementation steps will be faster (Figure 5), with the initial use case live within 90 days in most scenarios. Overall, time to value will decrease and you will be able to implement your MDM strategy in a more efficient manner.

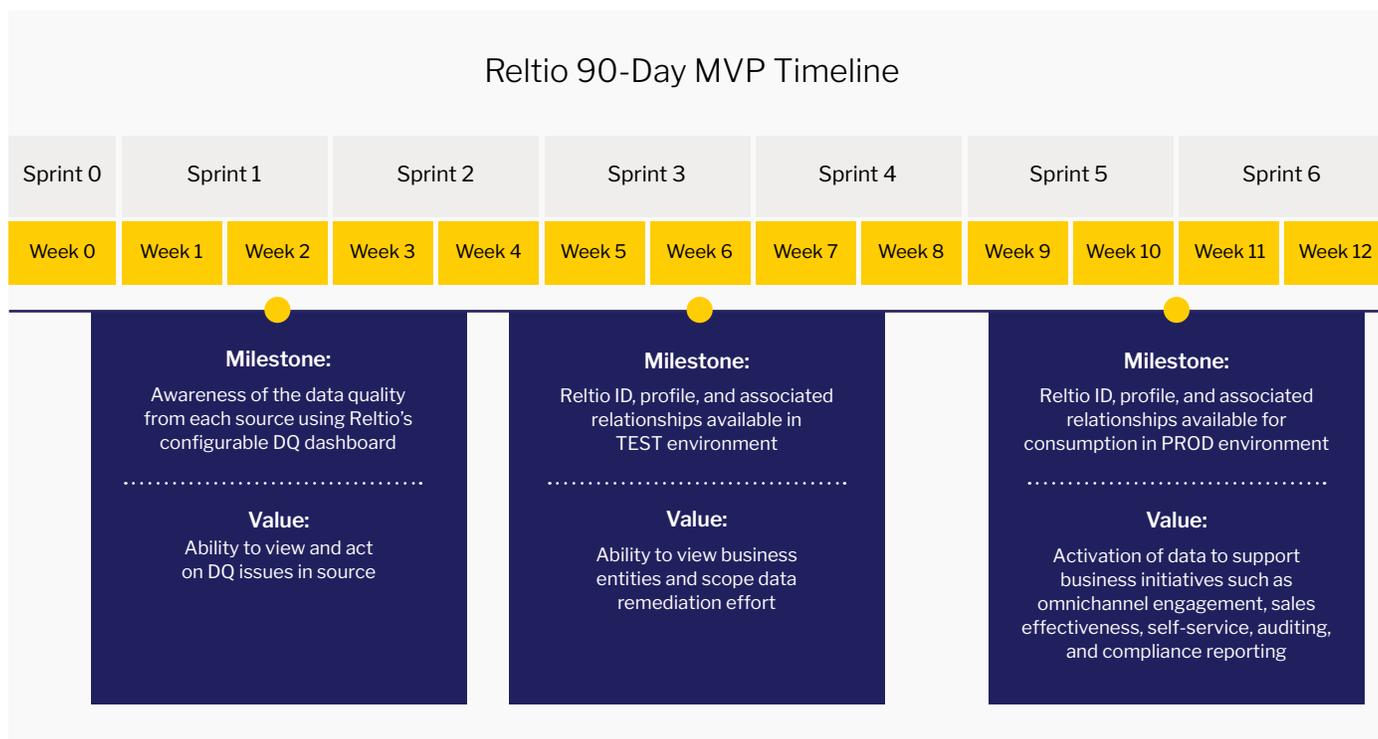


Figure 5 –Reltio MVP implementation timeline estimates

Immediate business value and a clear roadmap

Beyond the velocity pack data models and configurations, we have taken our collective knowledge in each of the market segments and developed business-value frameworks to offer value roadmaps to our customers. For each market segment, we identified key business use cases that clean, trusted data activates so that customers can achieve quick value. The value framework helps identify new value-driving use cases for the MDM investment beyond the initial use case. For example, Reltio for Financial Services business framework in Figure 6 illustrates business initiatives that financial services organizations can prioritize and activate for future expansion, based on their goals and readiness. You would again use the velocity pack as a starting point to select the right data model and configuration rules for your expansion initiatives, and jumpstart your implementation.

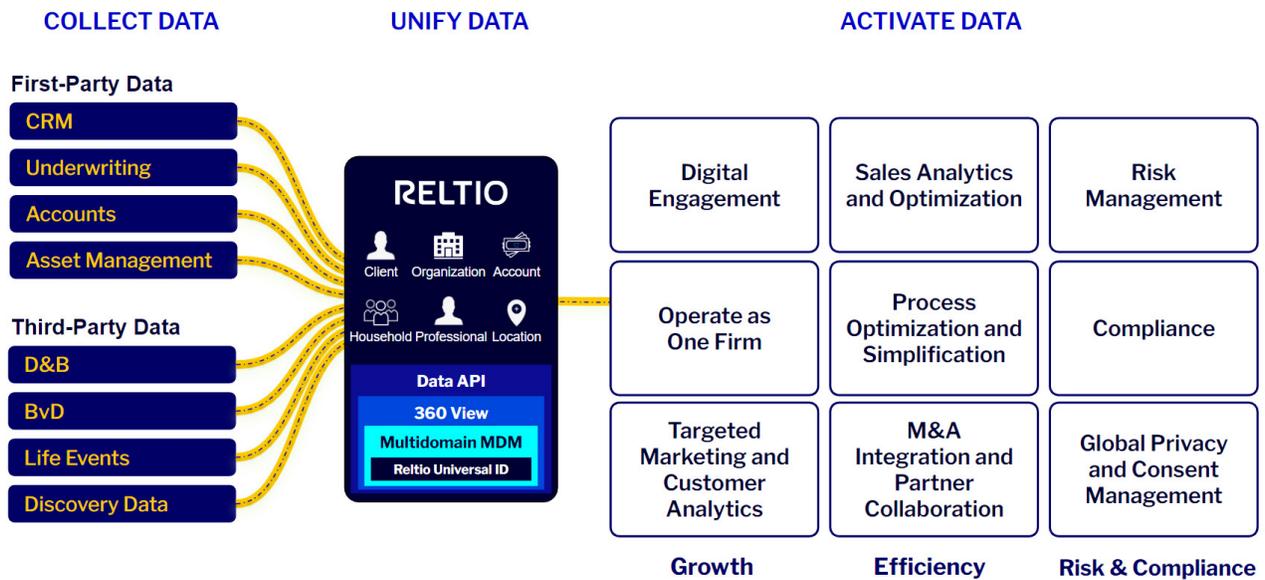


Figure 6 - Reltio for Financial Services business value framework

Reltio: Faster, Simpler, Cost Effective



FAST TIME TO VALUE

- Be ready on day 1 with native cloud (no hardware or software install)
- Use prebuilt velocity packs for six industry segments, incorporating our market expertise
- Deliver value in weeks—not years—with prebuilt data models, connectors, and prescriptive implementation methodology



IMMEDIATE COST SAVINGS

- Reduce infrastructure and management costs with SaaS MDM
- Increase data team productivity
- Provide zero-downtime, zero-cost upgrades and HA/DR
- Get predictable costs with built-in scalability and flexible metering



IMMEDIATE BUSINESS BENEFITS

- Rapidly deliver first set of connected, real-time digital enterprise projects
- Begin expansion of analytics with trusted, real-time data
- Accelerate and simplify compliance and risk management
- Use business frameworks for planning future expansion

WHY RELTIO

At Reltio, we believe data should fuel business success. Reltio's cloud-native master data management (MDM) SaaS platform unifies—in real time—core data from multiple sources into a single source of trusted information. Reltio was founded in 2011 and is headquartered in Redwood Shores, with offices in Lisbon and Bangalore.

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