

RELTIO

Moving beyond
master data
management (MDM)

Six steps to connected
customer data



The customer experience you deliver today is even more important than your products and services. Regardless of your industry, your success depends on understanding each customer and providing them with a seamless, connected journey. No matter how they interact with you. But there's one big problem—your data.



Your data likely contains many duplicates or inaccuracies, and the experiences you deliver across channels are often disjointed.

In most organizations, customer data is siloed across multiple departments and applications so there is no single source of truth. It is likely your data contains many duplicates or inaccuracies. So the experiences you deliver across channels are often disjointed. This makes it very challenging to deliver the connected, personalized experiences your customers not only want, but expect.

Traditional master data management (MDM) can help to an extent with removing silos. Business intelligence, data warehouses, and even data lakes can provide some benefits. But all fall short because they were not designed to power today's digital customer experiences and provide critical insight-ready timely customer data. A new, better approach is needed.

Creating rewarding customer journeys

To succeed in the experience economy, you need to understand your customer holistically. You need to harness your data to deliver comprehensive, real-time, contextual customer information to all who need it. Including insights into customer demographics, buying behavior, intent, and preferences. Doing so requires moving beyond traditional master data like customer name, address, and contact information to orchestrate memorable, rewarding customer journeys across all touchpoints.

With Reltio Connected Data Platform, our award-winning, cloud-native SaaS solution, you'll gain a deeper, more dynamic understanding of your B2B and B2C customers and prospects—regardless of your industry. Our multidomain solution enables connected business with support for products, vendors, locations, and more. So you can transform customer experiences by driving hyper-personalization, as you accelerate real-time operations and simplify compliance with customer consent and privacy laws. And you can do it in just six steps.

External third-party customer information sources you subscribe to are also easily linked in Reltio Connected Data Platform to create a richer, holistic profile.

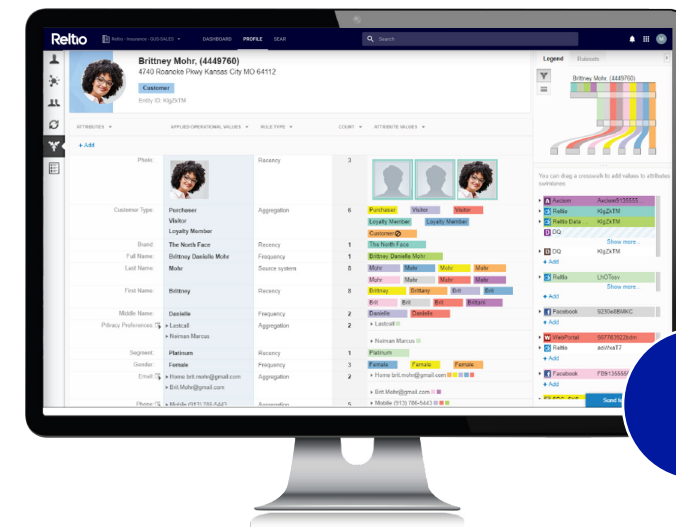
Reimagine the future of customer experience in 6 easy steps



Step 1

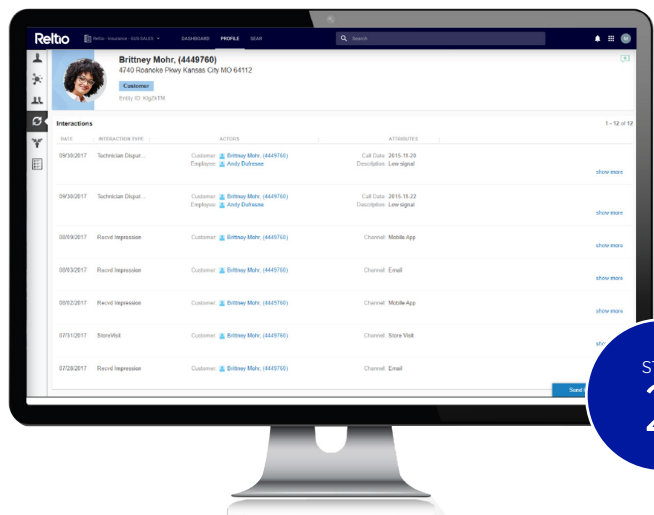
Connect your data for a single view of your customers

We help you connect all types of customer data across your many data sources and applications such as CRM, order management, and POS systems. Link your external, third-party customer information sources to create richer, holistic profiles. By using cloud deployment and preconfigured data models, we're able to accelerate your time to value. And our big data architecture boosts agility so you can adapt to changing data sources without costly customizations or downtime.



Step 2

Onboard all data, including transactions

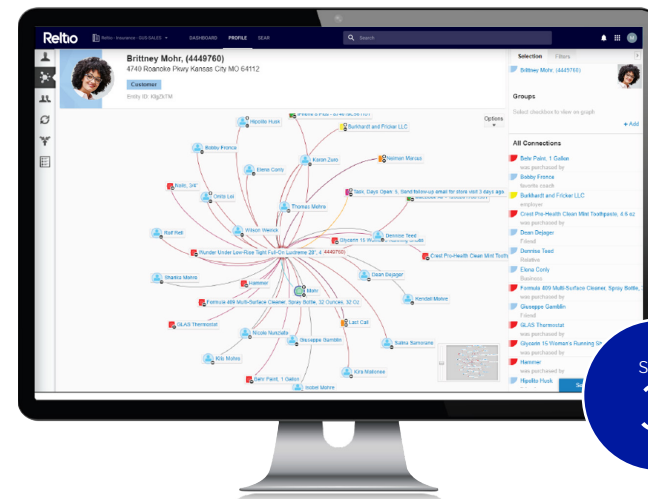


Once you have connected customer profiles, you can enrich them with information from external subscription and public sources (data as a service—DaaS). New information brought into customer profiles can be standardized and aggregated from thousands of sources like social media, Dun & Bradstreet, LexisNexis®, BvD, and other third parties. And unlike traditional MDM, Reltio Connected Data Platform correlates each profile with the customer’s interaction and transaction history across all channels.

The bottom line: with our solution, you can leverage accurate, consistent, and comprehensive information—including omnichannel interactions and transactions. This enables you to gain a full customer 360 view to better understand customer behavior to power personalized customer experiences and real-time operations.

Step 3

Discover relationships



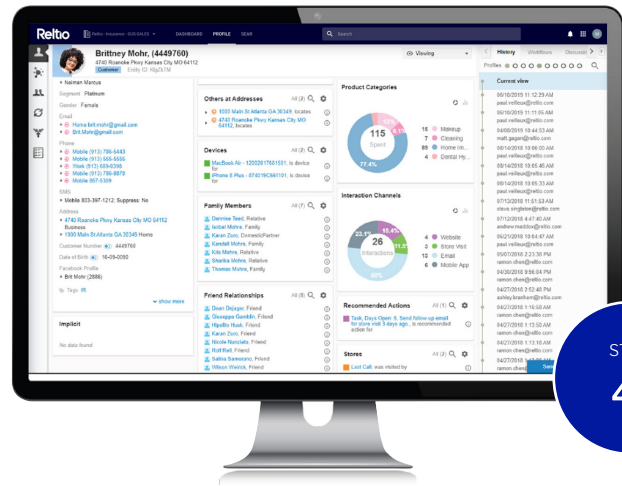
With an accurate, unified view of people, organizations, products, places, and activities, the next step is to uncover the interrelationships between them. Using graph technology, our platform provides a rich, easy-to-understand, multidimensional picture of customer relationships as well as an understanding of complex, contextual organizational hierarchies. As a result, you can quickly understand how each customer is related to a household, what products they buy, and from which location and channel. This critical information helps you deliver a unique, hyper-personalized experience to each customer. And identify key influencers in your target segments.

Only Reltio Connected Data Platform combines the strengths of graph technology with a high-performance MDM environment. With high-quality, consolidated data and maps of customer relationships built in, you gain the visibility needed to truly understand each customer. Leading to better customer experiences, increased loyalty, and more cross-sell and upsell opportunities to grow your bottom line.

Reltio Connected Data Platform combines the strengths of graph technology in a high-performance MDM environment.

Step 4

Uncover actionable business insights

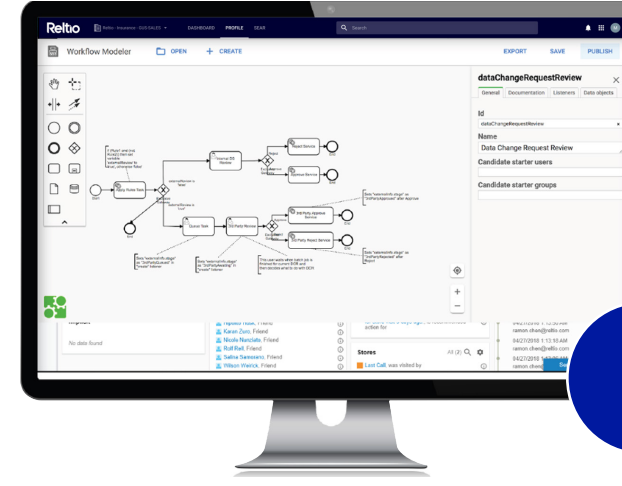


After bringing the data together, Reltio shares timely, insight-ready data with analytics, artificial intelligence, and machine learning to uncover actionable insights. You can leverage these insights to power enhanced experiences and continuously improve data quality. Connected customer profiles can be used downstream by powerful analytics and data science tools for comparative segmentation and additional insights, enabling users to find new ways to deliver high quality products and services.

Reltio Connected Data Platform provides accurate, trusted data that can be quickly made available to data science or analytics platforms such as Google Big Query or Snowflake. Insights gleaned from these tools can be brought back in a closed loop to customer profiles as attributes, providing relevant insights and next-best-action recommendations. Your data scientists can focus on delivering business results rather than spending time on data cleanup. Because our platform provides an on-demand environment that delivers big data at scale, you can use analytics earlier to enhance your agility, as well as to obtain more relevant, accurate, and actionable insights.

Step 5

Manage compliance and consent

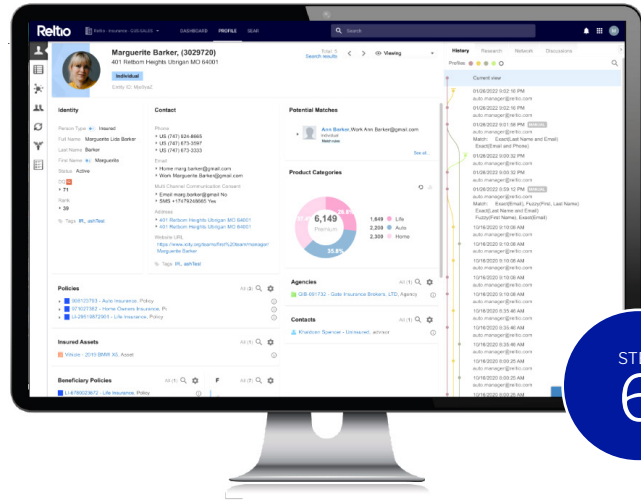


Reltio Connected Data Platform simplifies compliance by making it easier to adhere to ever-evolving data privacy regulations including the EU's General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and more. These laws give individuals the right to control their information and how it is used. So these regulations have significant implications for the way you collect, store, and use your customer data. And how you manage customer consent and preferences.

Our platform features sensitive data identification, consent management, and workflow capabilities. You can easily manage and define processes for data governance including handling consent changes, deletions, updates, and more. Even across multiple systems. So if an individual withdraws consent, their data can be deleted everywhere at once. As a result, you can avoid fines, lawsuits, and resulting brand and customer loyalty fallout.

Step 6

Use contextual, connected customer profiles



Reltio Connected Data Platform provides your team with the comprehensive customer information they need—in real time within the context of their roles and business objectives. For example, sales, field service, and marketing all need different information to do their jobs effectively. Instead of overwhelming users with thousands of data points, our solution provides only relevant contextual views and actionable business insights. This can transform your day-to-day operations and ultimately your entire business. Our consumer-grade interfaces accelerate solution adoption and usage. So your employees can make faster, smarter decisions sooner—to positively impact your business.

The foundation for experience excellence

With Reltio Connected Data Platform, you will be able to:



Drive hyper-personalization

Boost customer acquisition, retention, and lifetime value by creating connected, consistent, and engaging customer journeys across every touchpoint.



Accelerate real-time operations

Accelerate revenue from new business ideas, prevent revenue leakage by reimagining business processes, and streamline customer interactions using actionable customer insights.



Simplify compliance

Simplify compliance with GDPR, CCPA, and emerging regulations for data privacy while honoring customer consent and communication preferences.

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

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