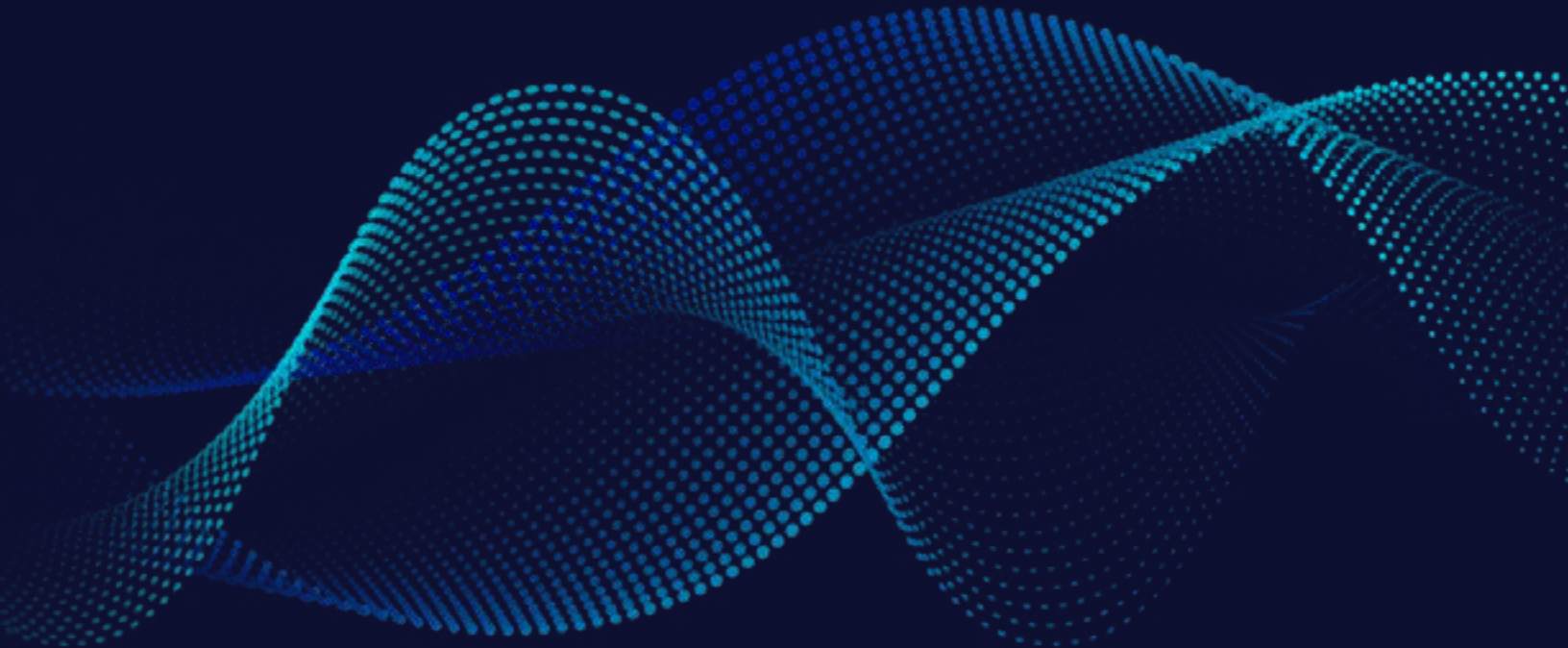


RELTIO

Key initiatives for profitable growth

and why trusted data drives
their success



Business initiatives demand high-quality data

Seeking the right balance between pursuing growth and profitability is now more essential than ever. Today's companies face a minefield of economic challenges, geopolitical risk, and increased competition from new digital entrants into their market space. And with demand for labor historically high, many industries are struggling to hire the right people at a cost they can afford. At the same time, economic pressures are triggering layoffs, creating the need to do more with fewer trained resources.

To survive and thrive, companies need a balance—often called profitable growth—that is, driving top-line revenue and innovation while simultaneously adding a sharper focus on operational efficiency to maintain margins. This isn't easy, and without a trusted data foundation to drive growth and profitability initiatives, success is unlikely.

In this eBook, we share common transformative initiatives successfully deployed by our customers—initiatives that help them compete better, grow faster and smarter, and increase their efficiency and effectiveness. All leading to increased profitable growth. Since information systems are the lifeblood of business, each customer has invested in achieving clean, timely, and trusted data for operational and analytical systems as part of these initiatives. As we highlight the use cases in more detail, we discuss data-related considerations and how to address them to drive your profitable growth initiatives.

“

Put simply, successful transformations must be driven by a desire to improve the human experience, apply innovation to unlock value in new ways, and be enabled by the right technology. And trusted, intelligent data must underpin all of these.

— Conrad Bates, Global Advisory Chief Data Officer, EY¹

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How companies drive profitable growth

Profitable growth does not mean scaling back on digital transformation and these growth initiatives. It implies pulling away from the growth-at-all-costs mantra—instead, moderating it with an eye on efficiency and cost effectiveness to ensure alignment with today’s macro environment. The long-term viability of many businesses now depends on their ability to prioritize and effectively invest in initiatives that bring productivity, efficiency, and sustained growth.



A meltdown in digital companies’ stock prices does not mean that those benefits don’t accrue. It is not the time to slow digital transformation. On the contrary, it’s the time to accelerate it. The volatile environment is throwing up more challenges that can best be addressed by digital transformation, as well as opportunities that facilitate digital transformation.

— Vijay Govindarajan and Anup Srivastava in Harvard Business Review²



We listened to our customers—enterprises of all sizes who use our platform to enable digital transformation initiatives—to learn how they are investing in profitable growth during challenging times. Across the board, they rely on our platform to fuel operational and analytical systems with timely, insight-ready core data. We analyzed common use cases where our customers leverage this trusted data foundation to deploy customer-centric strategies to drive growth, while implementing initiatives that reduce costs and increase productivity to improve operational efficiency.

Figure 1 captures the most common of those initiatives and use cases. In the sections below we delve into details about some of these initiatives.



Figure 1: Key transformation initiatives to drive growth and operational efficiency, enabled using Reltio



Accelerate profitable growth through seamless omnichannel engagement

Several studies reveal that engaging with customers and prospects across different channels with a consistent experience increases the likelihood of their purchasing. A 2021 Omnisend study³ (Figure 2) found out “marketers using three or more channels in a campaign earned a 494% higher order rate than those using a single-channel campaign.” And omnichannel campaigns with well designed push notifications can increase that even more—to a “whopping 614% higher order rate.”

Also, effective omnichannel engagement enables increased customer self-service, reducing time and effort for customer service operations.

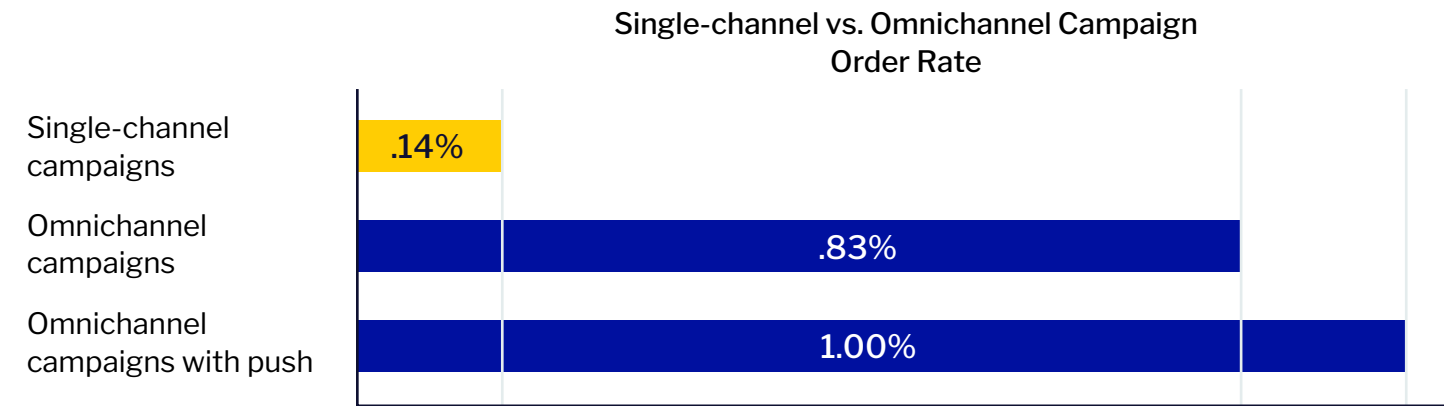


Figure 2: Omnisend analysis³ showing relative order rates of single-channel vs. omnichannel campaigns

Developing this capability involves recognizing customers in each of your channels and providing them a seamless, consistent experience with complete, accurate information to increase customer lifetime value. A consolidated, 360-degree view of your customers' preferences, buying behavior, and transactions across all channels provides the foundation you need.



Marketers using three or more channels in a campaign earned a **494% higher order rate** than those using a single-channel campaign.

— Bernard Meyer, Director of Content, Omnisend³



Improve sales effectiveness

Your sales reps are a fundamental part of your growth engine. To deliver on their sales targets, they need accurate information about every account they are targeting—key stakeholders and their contact information, products recently purchased, discounts recently used, open service requests, customer satisfaction, and more. So they can approach each customer in the most effective manner to maximize new, upsell, and cross-sell opportunities while increasing their productivity. To keep sales growth on track, you also need comprehensive, accurate data available about your sales teams' territories and their performance in real time.

However, data created independently by various organizations across multiple core systems often leads to inconsistent and inaccurate data about the customer—and the most current data may not be available in the sales systems. So sales reps waste time searching through various systems to get their jobs done. Often, they still do not have accurate information, which reduces their effectiveness and efficiency. And it is challenging for senior sales and business managers to understand whitespace potential so they can take steps to maximize revenue. According to a recent D&B study⁴ of companies that increased their investment in customer data quality, 94% report that their sales and marketing performance improved.



Gain efficiency through intelligent process automation and optimization

Removing the friction in processes with longer processing times or productivity issues helps you reduce operational costs and make the most of limited human resources. A sure way to start is by fueling business processes and supporting applications with accurate and up-to-date information. With a real-time, 360-degree view of the customer, for example, call center reps have all needed information without having to search across multiple systems. So they can resolve each issue during the first call.

Intelligent process automation aims to drive automated decision-making with the support of advanced analytics—and to make the process flow faster and more smoothly. It drives higher productivity and effectiveness of the employees involved and, ultimately, a better experience for the customer. Businesses use AI and machine learning (ML) technologies, for example, to recommend the “next best process step” for new or less-skilled employees. But to get the most out of these technologies, you need to power them with clean, timely, and unified core data. On the other hand, poor quality data flowing into operational analytics causes poor decisions and creates downstream impacts that are costly and resource-intensive to correct.

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Increase operational excellence via faster M&A integration and seamless partner collaboration

A Bain & Company analysis⁵ of 2021 saw record-breaking M&A deal values. Companies raced to acquire transformative capabilities and to scale up. To maximize synergies from the M&A process, integration speed matters. Failing to integrate processes and underlying systems fully in a timely manner prolongs a separate identity of the acquired company and diminishes opportunities to cross-sell and cross-staff.

McKinsey research⁶ has found that 50 to 60 percent of the initiatives intended to capture synergies are strongly related to IT (Figure 3). However, companies already plagued by legacy disjointed systems find that the complexity of their IT environment—and fragmentation of underlying data—increases even further with M&A. Making it problematic to complete integration in a timely and cost-effective manner while hitting synergy targets.

Another path to bring innovative, differentiated products and services to market efficiently is a strong partner ecosystem. But if you cannot easily share timely data between organizations, any ecosystem partnership becomes very challenging. Joint offerings with disjointed data lead to frustrating experiences with high operational burdens. Investing in your IT organization's ability to adapt to a changing and growing data environment provides the necessary foundation to your profitable growth strategy.

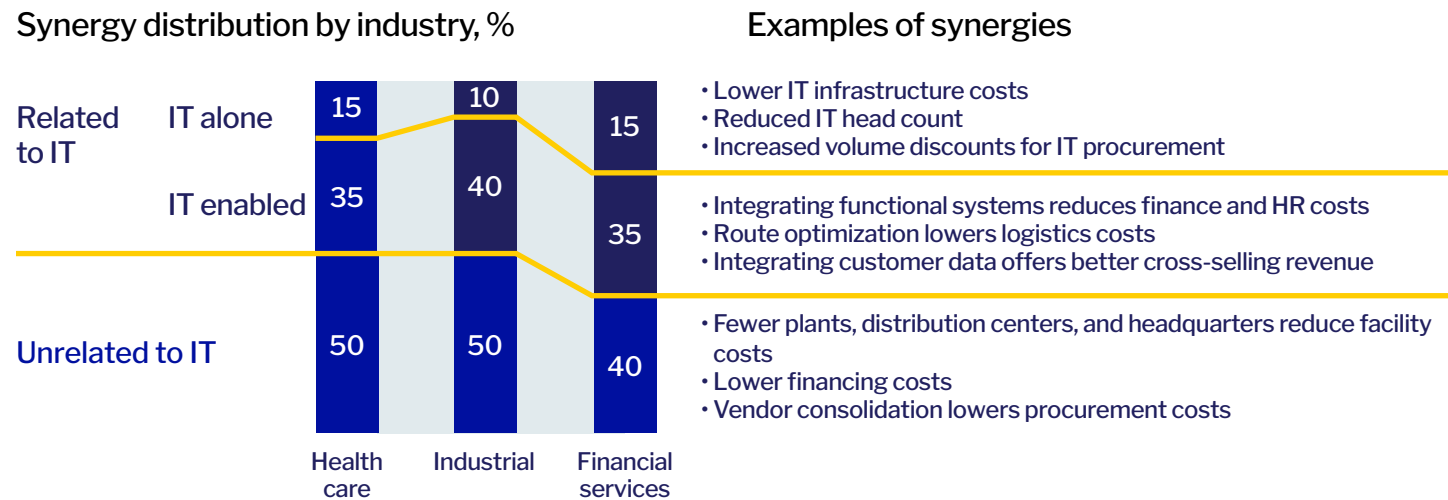


Figure 3: McKinsey analysis⁶ shows that over half the synergies available in a merger are strongly related to IT

The many ways data can hold back your profitable growth

We discussed how clean, timely data is central to multiple business initiatives. And how bringing together core data from disparate systems—and making it available in real time to those who need it—drive customer engagement, employee productivity, and more efficient sales and marketing. As we have seen, it can foster more profitable M&A and ecosystem synergies. All leading to profitable growth even during tough times.

On the other hand, problems that inaccurate, incomplete, and fragmented data cause in your business processes and decision support systems greatly hamper your ability to implement transformation initiatives for profitable growth.

Some of these include:

- You cannot identify your customers across channels to see all their relationships with you, making it difficult to effectively cross-sell other products and services
- You cannot see a customer's full journey and assess their lifetime value, so you miss opportunities to serve them relevant, targeted offers
- Your employees don't have the accurate data they need at their fingertips, causing loss of productivity and process slowdowns
- It is challenging to expand your product offerings through ecosystem partnerships, due to difficulty integrating with their systems
- You cannot easily harness the power of ML/AI-based systems for real-time risk assessments of fraudulent transactions or credit exposure
- You cannot extract value from chatbots because you cannot easily recognize customers in your digital channels
- You are not able to implement digital self-service due to lack of a 360-degree view into your customers, their accounts, recent transaction history, their products, and recent service issues

Next-generation MDM technology can address such data issues and helps you implement your organization’s transformational initiatives.

Power your business initiatives with connected, unified data

At Reltio, our mission is to accelerate the value of your data, so you can maximize its impact every day. We bring your data together, however complex or outdated your environment may be. We provide you with a single source of truth. And, with a constant supply of unified, cleansed, enriched, and comprehensive data from our [platform](#) (Figure 4), you have a much clearer picture of your customers and operations—and greater ability to successfully implement your transformation initiatives.

“ A key to CarMax’s strategy is to deliver omnichannel connected customer experiences, which requires a strong data foundation and customer experience processes working in concert....

Now that we have a multidomain master data management (MDM) platform which delivers data in real time, at scale, we’re able to provide connected customer experiences across all touchpoints.

— Gautam Puranik, Chief Data Officer & Head of Business Analytics and Strategy, CarMax ”

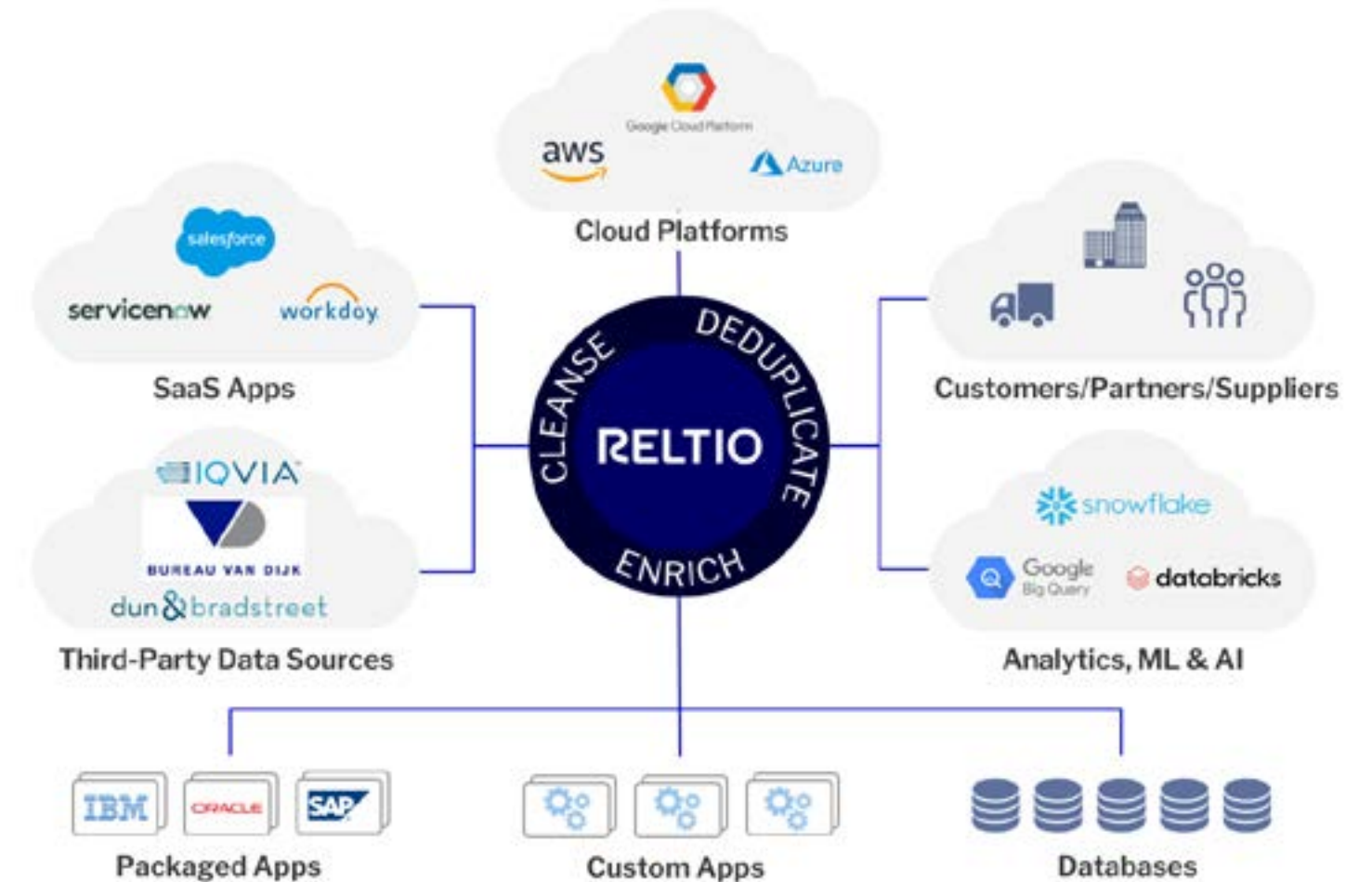


Figure 4: Reltio platform enables unified, cleansed, enriched, and comprehensive data across the organization

[Our platform](#) offers several key capabilities to support your business initiatives. Fueling operational and analytics systems with timely, trusted, insight-ready data:

- Unifies and cleanses customer, account, product, and other master data in real time across various operational, decision support, and cognitive systems
- Matches and merges data using ML-based matching or user-definable rules
- Creates a data abstraction layer for legacy systems, and shares the data with other operational and analytics systems
- Combines first-party data with third-party data for richer, actionable insights
- Continuously validates and curates data, and visualizes data quality metrics for [proactive data quality management](#)
- Discovers and graphically visualizes relationships and hierarchies among people (households), products, assets, and locations

Driving agility and fast time to value for today's real-time business:

- Offers [multidomain MDM](#) capabilities
- Provides an intuitive, self-service user interface for your business teams
- Leverages [low-code/no-code developmental environment](#) with over 1,000 pre-built connectors to enable integration within hours or days
- Uses [feature-rich APIs](#) for real-time and batch integration
- Connects with external sources such as credit history, sensor and monitoring data, demographics, and sanctioned-party listings for data enrichment
- Adapts rapidly to your business needs with flexible data models



Dodge now offers a uniqueness of data that's unmatched, and Reltio sits in the middle of it all. With Reltio, we have a partner who has supported us in the journey of mastering our data, and that's been key in allowing us to get to market quickly and bring significant value to our customers.

— Keith Davies, CTO, Dodge Construction Network



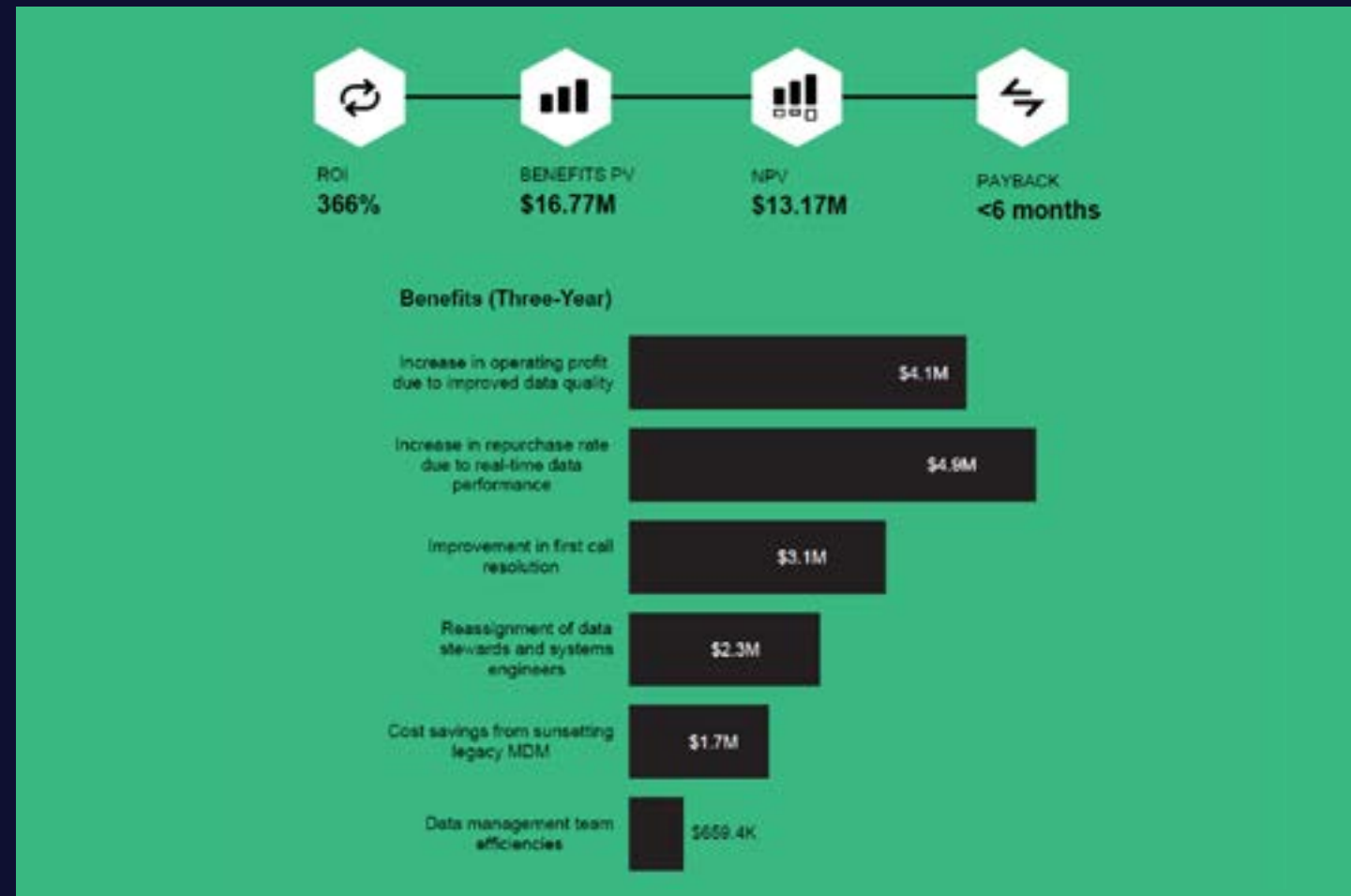
Cost savings and benefits with our cloud-native SaaS MDM

We built our MDM solution from the ground up in the cloud to enable our customers to take advantage of modern technology, agility, innovation, and cost savings. Our architecture is scalable and agile, so you only pay for the infrastructure resources you consume—and you can add system resources automatically as your load increases. This differs from an [on-premise MDM](#) system, where you purchase capacity for peak usage, which may be very seasonal and hence, under-utilized most of the time.

We manage the environment, including operations and security, so you need not allocate headcount for operational IT for your MDM. As a result, our cloud-native solution reduces your overall cost of ownership—and you can get up and running faster. With our solution, you are always on the current version with zero disruption—there is no need for additional budget for upgrades. And [security and high availability](#) are all included as part of the service.

Forrester Consulting TEI Study reveals 366% ROI with Reltio

Reltio commissioned Forrester Consulting to conduct a [Total Economic Impact™ Study](#) (TEI) to quantify the benefits and costs associated with implementing a modern, cloud-native master data management solution with Reltio. Forrester interviewed six Reltio customers and used its proven methodology to build a total economic impact model for a composite organization, which has both B2B and B2C operations. Based on interviews, the benefits of Reltio included the following risk-adjusted benefits:



Reltio Customer Quotes from the Total Economic Impact™ Study

“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

“We used to use 90% of our time on operations and 10% on innovation, and now we use **20% of our time on operations and 80% on innovation.**”

– Senior team manager, information technology

“One wrong entry created a mountain of paperwork and process overhead on the business team. A **huge amount of time is saved** with the automation and **improved data quality** with Reltio.”

– Senior team manager, information technology

“We are essentially **half the size of the team** that we were prior to implementing Reltio.”

– Director of enterprise data services, insurance industry

Source: The Total Economic Impact™ Of The Reltio Master Data Management Platform, a commissioned study conducted by Forrester Consulting on behalf of Reltio, September 2022

Summary

In these uncertain times with an economic downturn, profitable growth is the mandate. Several digital transformation initiatives are known to drive growth while increasing operational efficiencies. However, as you drive these initiatives, the first roadblock you run into is the fragmentation and poor quality of data across your various systems. Bringing together customers, accounts, products, and other information from numerous disparate, disconnected systems into a consistent and consolidated view is not a trivial task. Especially when your core data is trapped in outdated legacy systems.

We believe your data should move you forward, not hold you back. Reltio Connected Data Platform creates a unified, trusted view of data across your company to move your transformational initiatives forward. In short, we are your critical ally in helping you create the right data foundation to run your business to achieve sustainable and profitable growth in turbulent times.

¹EY, "[How does trusted data help you realize transformation?](#)," Conrad Bates, January 29, 2021.

²Harvard Business Review, "[How Companies Should Invest in a Downturn](#)," Vijay Govindarajan and Anup Srivastava, June 17, 2022.

³Omnisend, "[What we can learn from omnichannel statistics for 2022](#)," Bernard Meyer, April 5, 2022.

⁴Dun & Bradstreet, "[7th Annual B2B Sales and Marketing Data Report - The Dichotomy of Data](#)," April 20, 2020.

⁵Bain & Company, "[Global M&A Report 2022](#)," Global M&A and Divestitures practice, 2022.

⁶McKinsey & Company, "[Understanding the strategic value of IT in M&A](#)," Hugo Sarrazin and Andy West, January 1, 2011.

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. Leading enterprise brands—from more than 140 countries spanning multiple industries—rely on our award-winning solution to turn data into their most valuable asset.

To learn more, visit www.reltio.com

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