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# Modernizing MDM: Why organizations are moving beyond legacy MDM

# Table of Contents

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## The emergence of modern MDM

Once hailed as the savior of data integrity, master data management (MDM) software—now in use for over 30 years—promised to deliver trusted data widely across the enterprise. But many MDM projects ended up taking years to go live, and resulted in complex, rigid, and expensive solutions. And those projects failed to deliver as promised. Now even more outdated, legacy MDM solutions suffer from old technology, lack of flexibility, and inability to keep up with current business needs—on top of high costs. In today's fast-changing world, 30-year-old technology is ancient.

A modern MDM approach changes the game. By leveraging cloud economics and SaaS for lower infrastructure and management costs with increased scalability—while delivering millisecond performance. By enabling you to tap into new technologies such as machine learning (ML) to improve productivity. By connecting your myriad applications and data sources with no-code development in days or hours, not weeks.

The new generation of MDM systems has become a must-have investment for organizations that want a reliable, rapid path to digital transformation with a modern data foundation. You can realize significant cost savings and efficiency gains from moving to modern MDM. Fortunately, many industry leaders that said goodbye to old technologies have proved that modern MDM delivers.

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### The impact of modernizing MDM

Benefits for Empire Life after moving from their legacy MDM to our modern MDM:

- **Improved customer experience:** Their customer service representatives are more responsive with customer data at their fingertips. They improved first call resolution by 60% after implementation of Reltio.

- **Increased data pipeline quality:** The organization reduced its suspect match pool by 60% after implementation and experienced 10-30% faster data retrieval via API calls compared to the previous SQL statements from their legacy provider.

- **Higher IT team productivity:** They minimized the time IT spent supporting customer service representatives and other business users, allowing the team to focus on more value-add activities.

- **Easier and broader access to trusted data:** With a friendly user interface, Reltio made their MDM easier and more available to business users.

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### Sample Achieved Benefits of Modern MDM

| **~$12M** | **~10X** | **£3.6M** | **60%** | **10x** |
|:---:|:---:|:---:|:---:|:---:|
| 5-year TCO savings | data steward productivity | annual MDM cost savings | higher first call resolution | faster sales access to data |

For a deeper dive into the business impact of modern MDM, read the Forrester Total Economic Impact™ study.

New generation MDM innovations discussed in this paper allow you to meet current and future data management needs and help you stay on track in your digital transformation journey. The good news: the migration process is not as risky, costly, or long as you might think—with multiple proven methods used in large enterprises enabling cloud-native MDM solutions to go live within 3-6 months.

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# Where traditional MDM has fallen short

The limitations of traditional MDM systems come from their architecture. These monolithic systems were developed on J2EE-framework-based technologies and relational databases—each with known scalability issues. Hence they cannot support big-data transaction volumes, scale to billions of customer records with hundreds of attributes, or easily model large-scale entity relationships. The architectural limitations of legacy MDM systems also create latency in data, rendering them not useful for operational or real-time scenarios that need millisecond-level response. In addition, they were designed to operate in an on-premise environment. So, they are operationally expensive to run as compared to cloud-native, SaaS-based MDM systems.

Furthermore, if your business requirements change, extending a rigid data model or integrations with other systems requires hard-to-find, skilled resources and time. As a result, traditional MDM projects are often delayed significantly, affecting ROI and time to value. Because a rules-based entity resolution process depends heavily on manual reviews from data stewards, it rapidly becomes not scalable for complex, high-data volume environments. Compare the Capabilities of Legacy MDM vs. Reltio Connected Data Platform gives a head-to-head comparison of the two approaches.

So, traditional systems are often an impediment to driving successful digital transformation initiatives (Figure 1). Whether you use traditional MDM already or are considering adopting MDM for the first time, you should beware of MDM solutions that are simply lifted and shifted to the cloud. Even if they run as cloud-based solutions, their architectural limitations still apply and may impede your digital transformation plans.
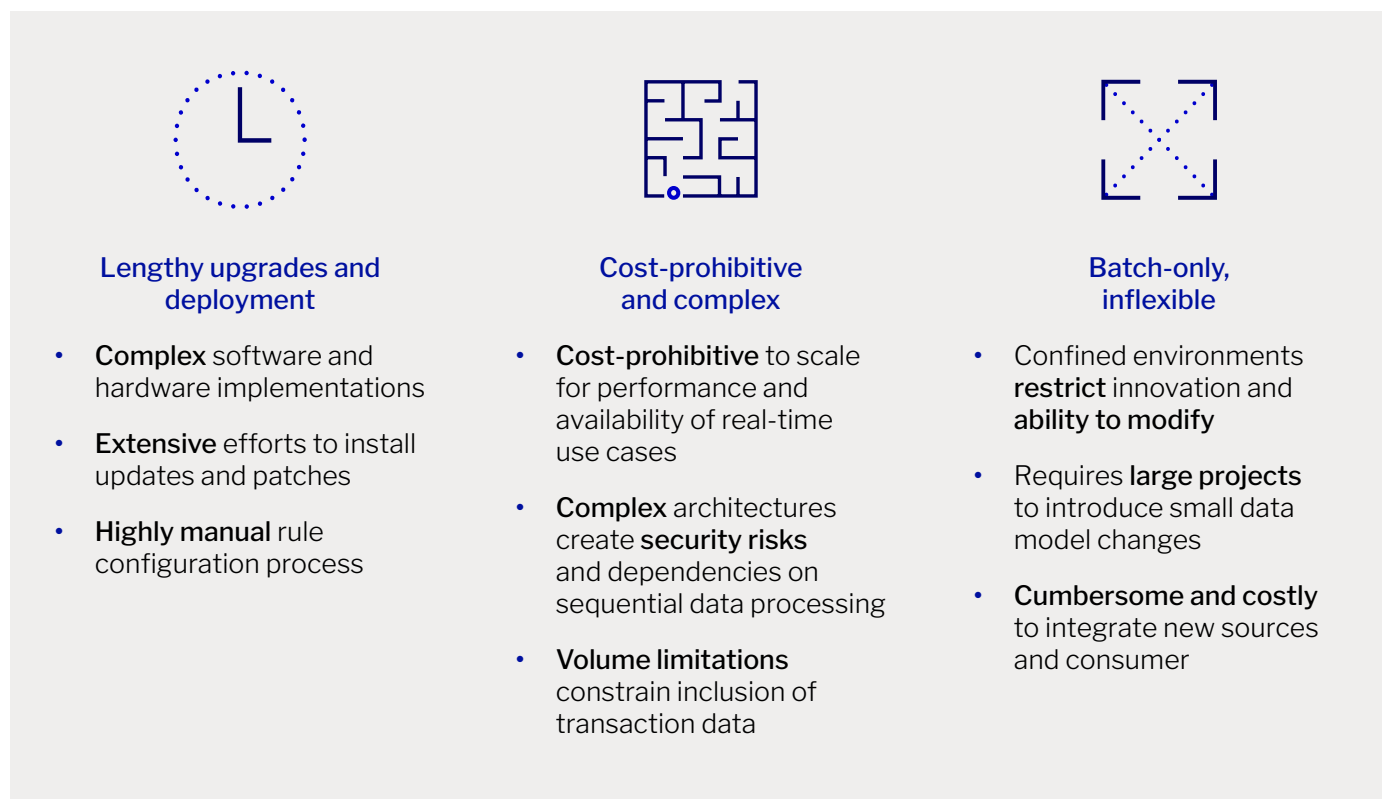


### Lengthy upgrades and deployment

- **Complex** software and hardware implementations

- **Extensive** efforts to install updates and patches

- **Highly manual** rule configuration process

### Cost-prohibitive and complex

- **Cost-prohibitive** to scale for performance and availability of real-time use cases

- **Complex** architectures create **security risks** and dependencies on sequential data processing

- **Volume limitations** constrain inclusion of transaction data

### Batch-only, inflexible

- Confined environments **restrict** innovation and **ability to modify**

- Requires **large projects** to introduce small data model changes

- **Cumbersome and costly** to integrate new sources and consumer

*Figure 1: Why traditional MDM can't keep up with your needs*

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# Key principles of a modern MDM system

With legacy MDM systems not meeting the needs of today's businesses, a new generation of MDM systems has emerged and has gained significant traction with Fortune 2000 and mid-sized businesses alike. This modern MDM system is architected as cloud-native and SaaS-based to deliver significant infrastructure and operational cost savings. It is designed to be easy to integrate and extend, deliver fast time to value, horizontally scale to support a large volume of data, and enable real-time operational use cases. The following table (Figure 2) captures the key guiding principles of the modem MDM system.

| Principles | Examples |
|---|---|
| Fast time to value | • Prebuilt industry-specific data models, configurations, and integrations<br>• Prebuilt integration connectors to common business applications<br>• Proven implementation methodology with clear milestones to see value in 90 days or less |
| Cost efficiency | • Reduced hardware and related management costs; lower license/ subscription costs with ability to start small and grow as your business needs<br>• Continuous product delivery—automatic upgrades without downtime or upgrade costs<br>• ML-based matching to increase the productivity of data stewards |
| Agility, extensibility, interoperability, and ease of use | • Zero setup and easy to extend the canonical data model for new data sources and use cases<br>• Provide a high degree of interoperability with various applications via an API-first, headless approach<br>• Easy integration using no-code/low-code methods<br>• Intuitive business user UI |
| Scalable and high performance | • Cloud-native databases that seamlessly support large data volumes<br>• Support for complex, large-scale relationships and hierarchies between entities<br>• Low-latency APIs to support real-time operational use cases |
| Ability to support innovation and enable a real-time, digital enterprise | • Data abstraction layer to modernize your tech stack without rewriting or upgrading your legacy applications<br>• Support for data mesh and other emerging models<br>• Operational MDM use cases with millisecond latency |

*Figure 2: Guiding principles for modern MDM*

- A large digital bank went live with Reltio in less than 4 months with full migration from the older IBM MDM system to their next generation customer master powered by Reltio.
- Empire Life, a top ten Canadian life insurer, migrated from their legacy MDM system to Reltio using Reltio's professional services.
- A large, high-tech company with 100+ million records migrated from a traditional MDM to Reltio in 6 months.
- A life sciences company with 1 million records migrated from a legacy MDM to Reltio in 8 weeks.

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# Reltio Connected Data Platform overview

The Reltio Connected Data Platform was designed with these modern MDM foundational principles in mind. Born in the cloud, we operate with a SaaS, cloud-first mindset to offer rapid implementation, as well as continuous product delivery and automatic, frictionless upgrades. Our customer success operations are also tuned to fast response and deployment—in sharp contrast to the traditional/cloud-hosted model of monthly or quarterly service packs with a separate upgrade path for each customer.

Our platform architecture delivers data to your systems at the quality, scale, performance, extensibility, and time-to-value demanded by today's digital business practices. In this section, we take a closer look at the Reltio Connected Data Platform (Figure 3) and its modern approach to MDM in three areas: core platform capabilities, cloud foundation, and velocity packs.
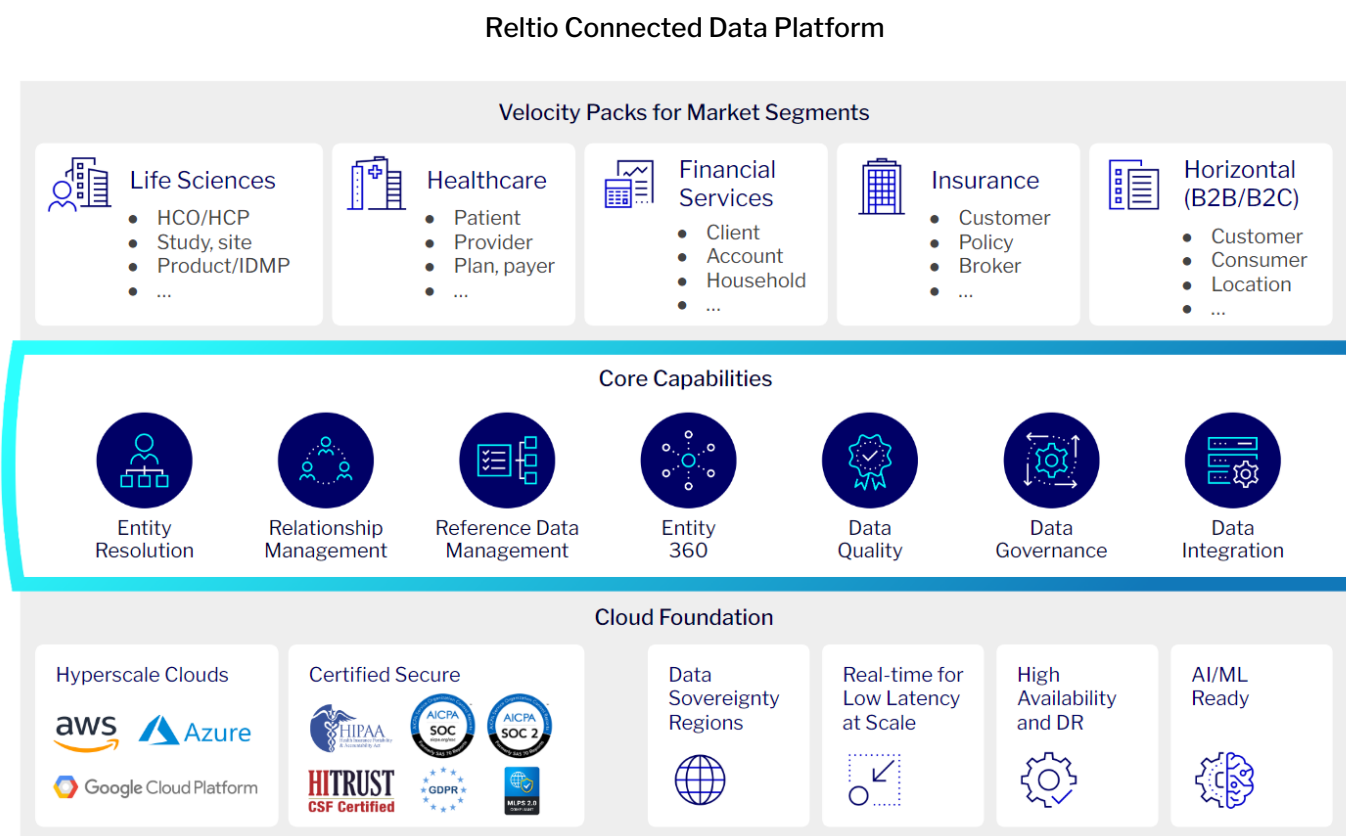
## Reltio Connected Data Platform



Figure 3: Reltio Connected Data Platform overview

## 1. Core platform capabilities

The Reltio Connected Data Platform unifies your multisource core business data into a single source of trusted, high-quality data. From initial data ingestion to ongoing curation of unified, insight-ready data to activate your real-time operational and analytical processes, our advanced capabilities simplify your data management and governance programs. These capabilities include entity resolution, visualization and management of relationships, reference data management, the ability to create a 360 view for any entity, real-time data quality management, and data integration. Visit our platform demo series page for short demonstrations of key functionality.

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Our entity resolution capability creates a unified single source of truth of your core data through an array of ML-powered or rule-based match-and-merge methods. In addition, our industry- and domain-specific, pretrained ML models deliver high-quality matching recommendations out of the box, without extra effort needed to train models. With our automated householding capabilities, data stewards can simply define match rules, and customers are automatically grouped into household relationships accordingly—no manual effort or custom IT projects required.

Our platform also manages and stores interactions and transactions to provide a complete entity 360 view, and visualizes real-world relationships between various entities and their interactions. It also enriches unified entities with internal, external, and third-party data, creating an extremely comprehensive and unique entity profile with a universal ID. Our platform also helps data stewards uphold data quality at the source. With automated data quality management, the platform cleans, deduplicates, standardizes, and consistently formats data during initial intake and day-to-day use. Data quality insights are easily accessible through a prebuilt dashboard, making it easier for organizations to monitor, identify, and remedy data quality issues (Figure 4).

The Reltio Connected Data Platform offers a fine-grained user, role, and group framework, as well as workflows to enforce data access and governance policies, in support of master data governance. It also allows you to create, map, and manage reference data for broader data management.

One of the biggest challenges of MDM is managing the diversity and complexity of data sources, formats, and standards. To simplify integration of our MDM system with various systems in your organization, we offer prebuilt integrations and a low-code/no-code development environment with over 1,000 prebuilt connectors so you can connect your systems in hours, not weeks or months.
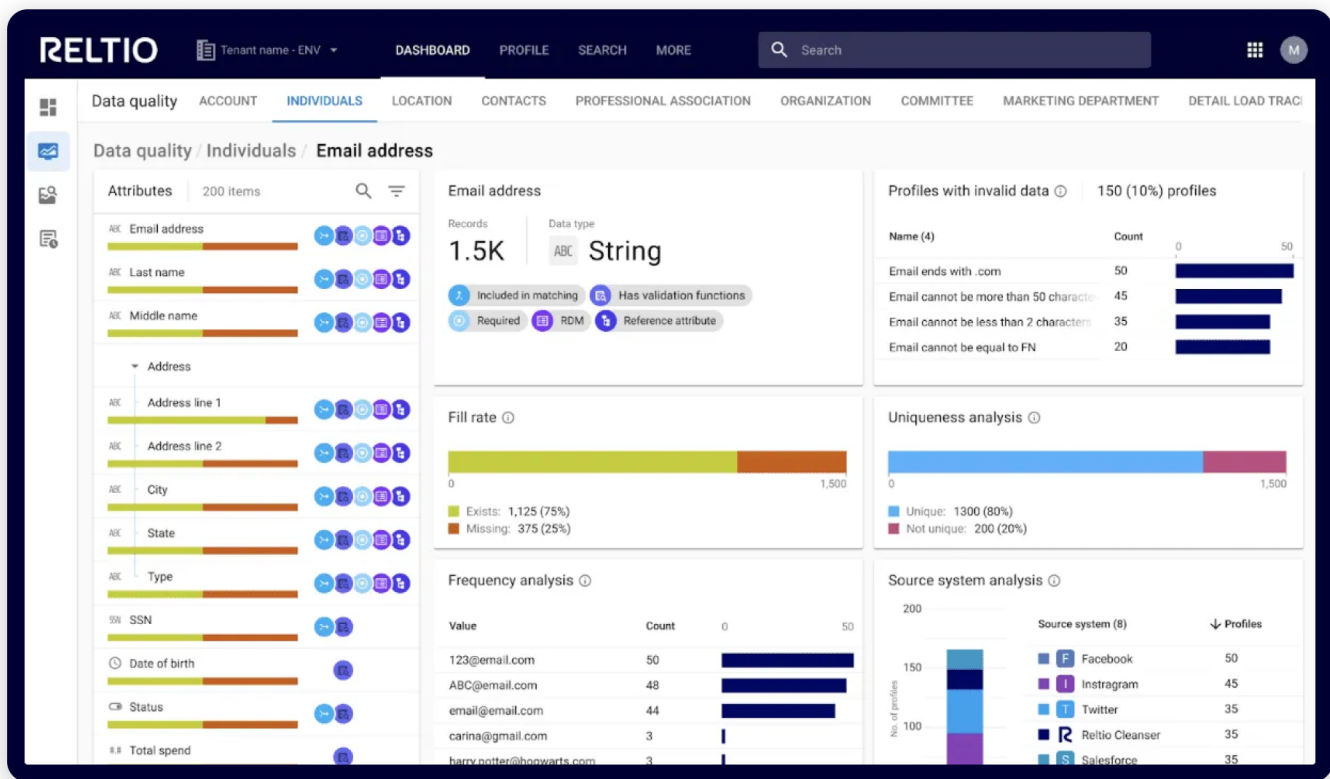
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*Figure 4: Build transparency and trust with real-time visibility into data quality*

## 2. Cloud foundation

The Reltio Connected Data Platform—with a cloud-native, multitenant, microservices-based architecture—enables a high-performing, highly scalable platform with millisecond response time. Available on all three major cloud platforms—Amazon Web Services, Google Cloud Platform, and Microsoft Azure—we enable intercloud portability so you can use your preferred cloud provider.

Our platform uses cloud-native primary databases such Spanner and DynamoDB, which are native to the hyperscalers; and they allow us to take advantage of the security, scalability, and performance of the respective cloud providers. So, unlike legacy or self-hosted solutions, you do not have to spend additional budget on upgrades, system operations, disaster recovery, or high availability.

We deliver enterprise-class security with granular, role-based access to records and attributes. We perform regular validation and penetration tests to ensure security and privacy compliance for your data. And our platform is certified by HITRUST and compliant with data privacy regulations including HIPAA, GDPR, and more so you know your data is protected. For more information on our security capabilities and certifications, read our white paper.

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## 3. Velocity packs

Reltio Connected Data Platform enables you to jumpstart your MDM deployment and show business value quickly with its new prebuilt components called velocity packs (Figure 5). The velocity packs currently serve six market segments—life sciences, financial services, insurance, healthcare, B2B (customer data), and B2C (consumer data). They include:

- Predefined, industry-specific data models for core data domains in the six market segments, as well as preset configurations such as rules for data matching, cleansing, survivorship, and more
- Prebuilt connectors to applications and third-party data enrichment sources as add-ons
- A prescriptive implementation approach and predefined implementation assets that emphasize delivering iterative value—early and in rapid succession—during the implementation
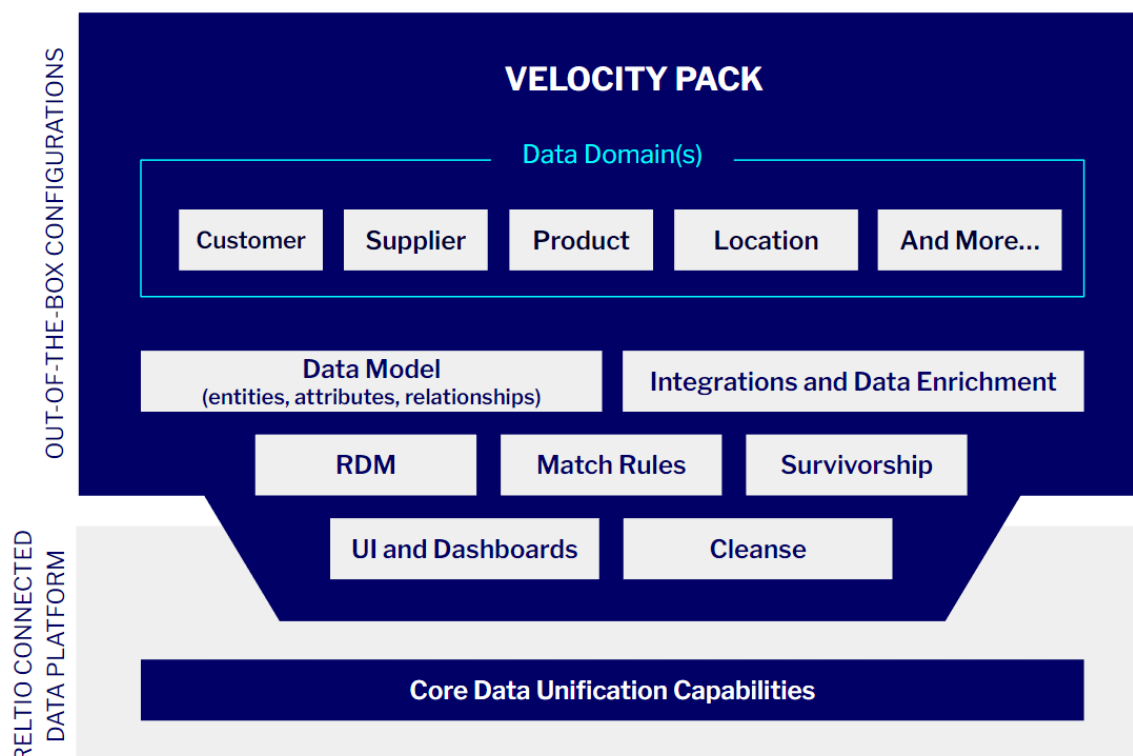


*Figure 5: Velocity pack capabilities*

## IT benefits of our modern MDM platform

The Reltio Connected Data Platform offers a clear, proven path to cost savings and rapid time-to-value for IT teams, while enabling innovation and agility, and ensuring high security and risk management (Figure 6).

- **Reduces your infrastructure cost** by leveraging cloud and SaaS economics, built-in security, and HA/DR—and automatic, zero-disruption, zero-cost upgrades
- **Reduces your IT operational costs** by significantly reducing the effort for MDM upgrades and freeing system engineers, data stewards, and developers for more value-added work
- **Enables the connected, real-time digital enterprise** by developing a real-time, scalable, and clean data foundation to power customer experience initiatives, activate process efficiency programs, and simplify compliance and risk management

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- **Accelerates delivering insights from data** by fueling accurate, timely operational analytics with trusted data, expanding usage of AI/ML apps, and speeding integration to Snowflake, Google BigQuery, and more
- **Speeds up your digital transformation** and tech modernization initiatives with its ability to easily extend its data model, scale to billions of profiles, and integrate with your legacy systems without needing to rewrite them, by providing an abstraction layer above those data sources
- **Delivers world-class data and IT security capabilities** at dramatically lower costs by using its own data security capabilities, as well as those of public cloud security architectures
- **Simplifies compliance** with data privacy regulations and customer preferences with unified and accurate data, reduces compliance report corrections with higher data quality, and demonstrates the accuracy of compliance reports with data lineage capabilities
- **Sets up projects for success** and accelerates time to value with our adaptable, battle-tested, cloud-native SaaS MDM platform that can be deployed quickly without specialized skills

### Examples of outcomes achieved by customers implementing our platform

- 14 weeks to live patient master at AstraZeneca
- Accurate customer status delivered millions of dollars in new opportunities —Schneider Electric
- 20% improvement in data quality scores —UK insurance company
- Accurate customer data with Reltio was key to predictive analytics for attrition at Fulton Financial
- "Due to Reltio, we are comfortable with our level of GDPR compliance." —Forrester TEI study, pharmaceutical customer

For more information on how modern MDM enables profitable growth, read the ebook.

| Cost Saving and Time to Value | Accelerate time-to-value (TTV) from IT investments | Leverage cloud and SaaS economics for infrastructure cost savings | Reduce IT operational costs with SaaS and automation |
|---|---|---|---|
| Innovation and Agility | Enable connected, real-time digital enterprise | Gain more value and expand analytics with trusted real-time data | Increase agility and scalability with modern technology stack |
| Security and Risk Management | Ensure data and IT security | Simplify data privacy and compliance | Reduce IT project risk |

**Cloud-native SaaS MDM platform**
API-first architecture, zero-cost HA/DR, security, zero-effort upgrades

*Figure 6: IT benefits from Reltio*

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## Key architectural differentiators

Our modern platform includes multiple unique components and capabilities that make us stand out as a leader of modern MDM, along three dimensions:

- Foundational components that power agility, security, and compliance
- Standout capabilities that activate operational MDM and other use cases with fast time-to-value
- Simplified user experiences that drive productivity and collaboration

### Foundational components that power agility, security, and compliance

- **Multi-model data storage architecture:** Today's enterprises need their MDM systems to access data across multiple systems and in different formats, provide millisecond latency, and be agile. They also want to model the relationships and hierarchies between entities, as well as model and manage their interactions and transactions.

  To address these requirements, we adopted a high-performance, multi-model data storage architecture, rather than selecting an easier approach of a single NoSQL, RDBMS, or graph database. With such an architecture, our customers can manage any type of entity and relationship, as well as interactions and reference data—all at a petabyte-scale with millisecond latency. Unlike many of our competitors, our platform is well positioned to deliver against today's demanding data and business requirements.

- **Connected Graph technology deployed on an API-first architecture:** Our platform leverages graph technology to identify and reveal relationships among the people, products, places, and activities you care about. It helps build contextual multilevel hierarchies with roll-ups, allowing you to unlock the value of relationships, such as in households and organizations. All the data and operations on a graph are also exposed as APIs.

> Reltio's platform processes about **40 billion** API calls annually, and currently manages about **8.3 billion** consolidated profiles and about **5.5 billion** relationships.

- **Canonical data model:** At the heart of the Reltio Connected Data Platform is a fluid and flexible data structure, which is a superset of the data models within your various systems. This enables all your systems to be able to use the unified data. However, you need not plan for every attribute from every system in advance. You can start small, and as new systems are brought in, you can identify their mappings to the canonical data model—and if needed, easily extend the model.

- **Secure and auditable by design:** Our platform comes with fine-grained access control and integration with enterprise SSO providers. It also inherits the security capabilities of its cloud providers. The platform provides audit and lineage at user and process level—all access as well as changes to data are auditable (Figure 17).

- **Cloud-native and SaaS:** The cloud-native architecture of the Reltio Connected Data Platform allows it to automatically scale up and down based on seasonal volume changes, without downtime or dependence on IT. The platform runs on major public cloud solutions, giving you the choice, while delivering cloud economics. Its SaaS architecture enables disruption-free upgrades with zero costs.

> **"** The ability to scale and bring on new data sources quickly has made us much nimbler with our master data.
>
> **— DIRECTOR OF ENTERPRISE DATA SERVICES, INSURANCE PROVIDER** **"**

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## Standout capabilities that activate operational MDM and other use cases

- **Designed for real-time operations with continuous data flow and curation:** Due to its above-mentioned architecture, the Reltio Connected Data Platform completes entity resolution and other processes in milliseconds even for high data volumes. Data quality validation, cleansing, and standardization are performed continuously as data is ingested and updated. Using the real-time APIs and integration connectors, our platform can seamlessly plug into operational business processes that are reliant on millisecond latency responses, such as for customer-facing systems.

> **VENTANA RESEARCH**
>
> **Organizations looking for a modern MDM platform with real-time data management capabilities for data operations should consider Reltio because it enables organizations to unify data while maintaining quality and reliability. With Reltio, users can connect data across a wide range of applications and data stores in real time to accelerate decision-making and digital transformation.**
>
> — **VENTANA RESEARCH**
> April 2023

- **360 profiles with transactions and interactions:** The Reltio Connected Data Platform's architecture enables you to model and store transactions and interactions within the same repository as the profile data (Figure 7). This allows you to build a true customer 360 profile and learn more about your customer's behavior, preferences, and intent. Fulton Bank, for example, needed to think beyond traditional master data management to understand customers' transactions and interactions—so they chose Reltio. Now they can leverage customer intelligence across the organization to deliver a unified and streamlined customer experience.

### Reltio for Healthcare data model



**Relationship Types**
- Person Has Address
- Provider Organization Has Address
- Practitioner Has Address
- Payer Has Address
- Provider Organization Hierarchy
- Provider Org Affiliation with Provider Org
- Person to Practitioner
- Person to Provider Organization
- Person to Person
- Person Linked with Person
- Practitioner Affiliation with Provider Org
- Practitioner is Administrator of Provider Org
- Person to Insurance Plan
- Payer to Insurance Plan
- Insurance Plan HCO Network
- Household Membership

**Interaction Types**

Generic interactions
- Website Login
- Mobile / App Login
- Call Center Engagement

Encounter
- Inpatient
- Ambulatory (aka OutPatient)
- Observation
- Emergency
- Virtual
- Home Health

Claim
- Claim
- Preauthorization
- Predetermination

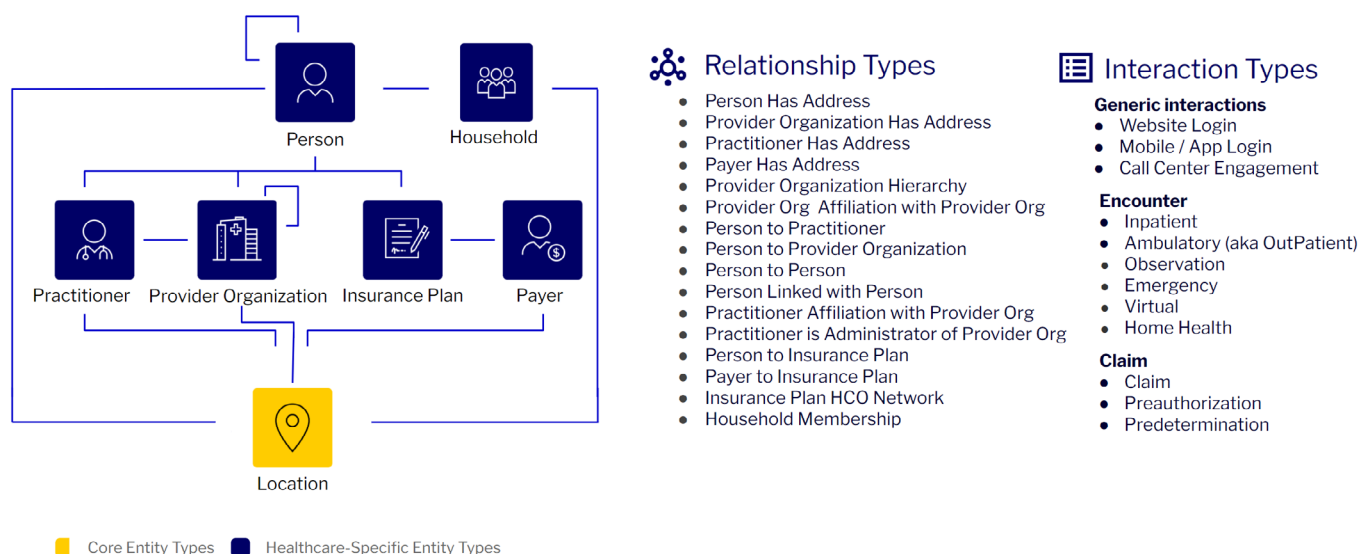Core Entity Types    Healthcare-Specific Entity Types

*Figure 7: Reltio healthcare data model showing entities, relationships, and interactions*

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Each velocity pack's data model also includes industry-specific reference data to standardize the lookup values across different systems and simplify data governance (Figure 8).

## Reltio for Healthcare: Sample reference data

### 📋 Reference Data

- Person Type
- Address Type
- Email Type
- Phone Type
- Speciality
- Taxonomy
- Identifier Type
- Status
- Policy Consent Type
- Multi Channel Type
- Channel Consent
- Professional Activity
- Professional Designation
- Provider Role

- Professional Degree
- Practice Type
- License Type
- Practitioner Role
- Facility Type
- Ins. Plan Type
- Ins. Plan Benefits Type
- Network Type
- Multiple Birth Indicator
- HC Consent Policy Rule
- HC Consent Policy Scope
- HC Consent Policy Category
- HC Consent Policy Decision

- HC Consent Provision Purpose
- ICD10_CM (Diagnosis Code)
- Education
- Ethnicity
- Race
- Language
- Occupation
- Dwelling Type
- Household Income
- Household Net Worth
- Household Credit Rating
- Homeownership code
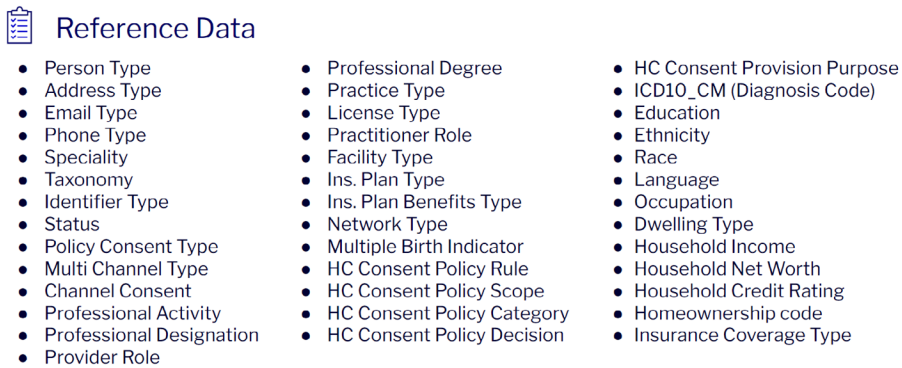- Insurance Coverage Type

*Figure 8: Reltio for Healthcare velocity pack data model showing sample reference data*

- **Faster time-to-value:** Reltio's cloud-native environment is available from day one of your implementation—there is no wait time for you to get started. And our velocity packs are designed to accelerate deployment and begin to show business value quickly—in less than 90 days (Figure 9).
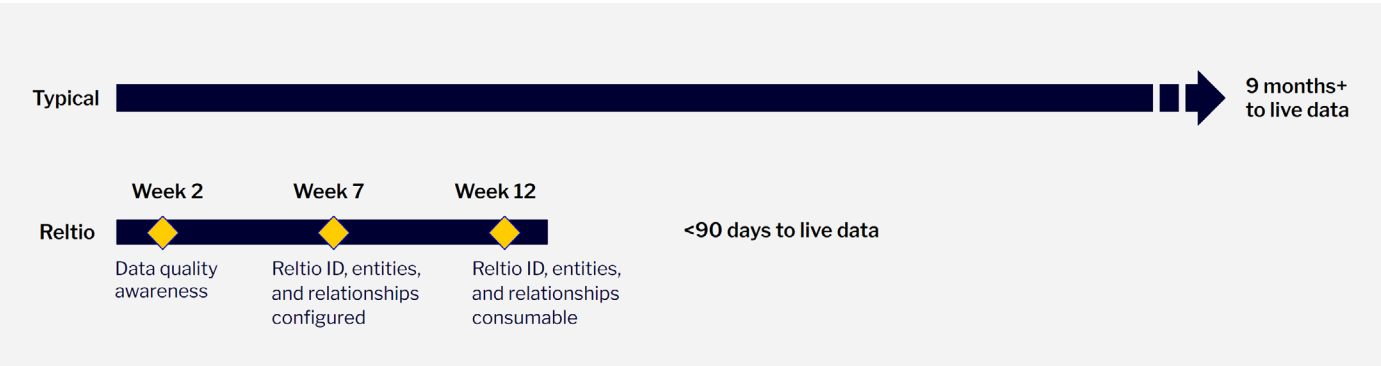
*Figure 9: Reltio velocity packs with prescriptive delivery methodology enable value in weeks*

- **Extensible:** The Reltio Connected Data Platform provides unmatched extensibility, allowing you to meet your specific needs. Unlike other MDM systems, as your project scope increases, you can easily extend our platform's data model to include other domains and businesses. It also allows you to build and deploy Java-based custom logic such as proprietary cleansing algorithms or custom validation logic for entities and relationships, and to extend the platform in infinite ways.

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- **ML-based smart and fast match/merge:** Our platform draws on the power of machine learning to implement smart matching and merging of data from multiple sources. We further extended this capability with domain- and industry-specific, pretrained ML models that provide high-quality matching recommendations out of the box, without extra effort needed to train models. This can significantly accelerate your time to value and increase data steward productivity. This is in sharp contrast to most other MDM systems that only offer rules-based matching—not scalable—or generic ML matching models that require fine tuning and can delay your go-live.

Sanofi saved over **half a million dollars and 9 months** due to the ease in adding a new data source, as compared to its legacy solution.

- **Event-driven integration with built-in no-code/low-code environment:** Reltio's API-first architecture is layered with an intuitive drag-and-drop, graphical interface that helps you rapidly create any integration. With 1,000+ prebuilt community recipes for common use cases, you can set up real-time integration workflows in a matter of hours. Prebuilt integrations to major applications and data sources are available to streamline data orchestration (Figure 10). More information on our integration capabilities is available here.

**ADVARRA**

" 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!"
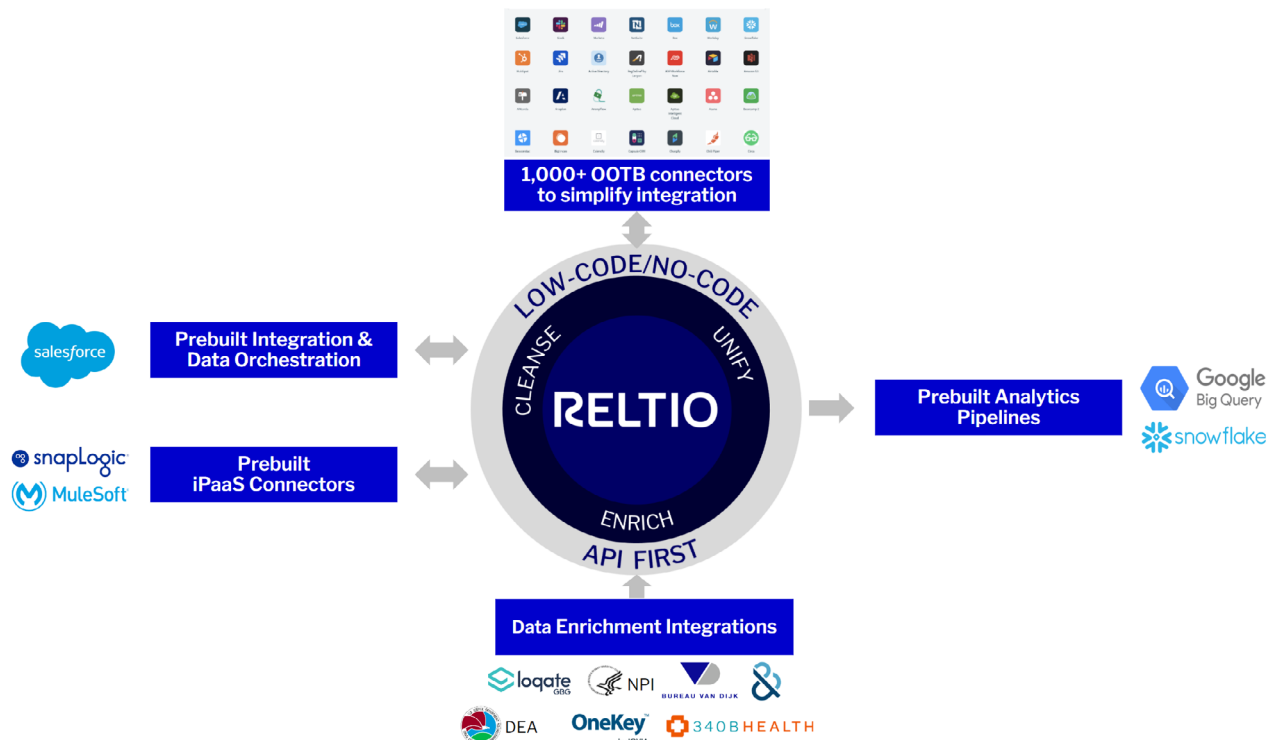
**— ADVARRA**



*Figure 10: Extensive capabilities for integration*

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## Simplified user experience drives productivity and collaboration

- **Centralized configuration:** The Reltio Connected Data Platform provides you with a centralized environment to configure and manage your system. You can configure parameters for any:

  - Entity
  - Attribute
  - Relationship
  - Location
  - Match rule
  - Custom logic
  - Reference data
  - Streaming
  - User interface
  - Data load

Having configuration settings in one place and wizard-driven makes it easier for your administrators to manage the environment—and it reduces a new admin's learning curve (Figure 11).
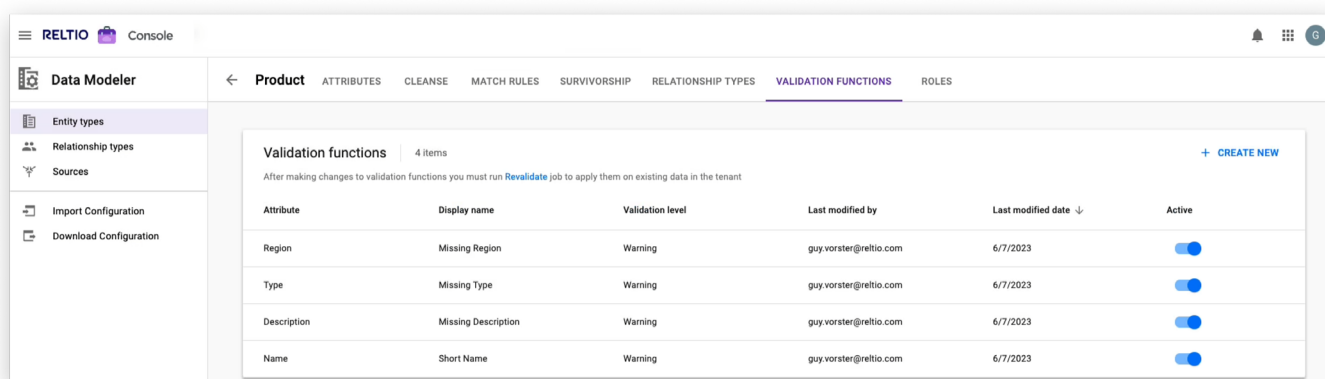


*Figure 11. Configuring validation functions in the data modeler*

- **Built-in data quality for fast insights:** The Reltio Connected Data Platform continuously improves data consistency, accuracy, and manageability. It uncovers patterns, detects anomalies, and assists data stewards to make their jobs more focused and efficient. The three-step sequence of cleanse, match, and merge all occur in real-time, enabling continuous data validation. In addition, our platform provides real-time data quality dashboards that highlight data issues for quick resolution and provide you with operational insights and trends. As a result, you are better prepared to assess the effectiveness of your data quality program than those using most other MDM systems.

> ## FORRESTER®
>
> " Reltio's real-time, AI-driven MDM delivers exceptional data quality and customer 360.
>
> — **THE FORRESTER WAVE™ MASTER DATA MANAGEMENT**
>   **Q2 2023 report** "

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- **Search and segmentation:** Powered by Elasticsearch, our platform indexes all the data that flows into the system in real-time. As a result, every entity and attribute you are managing can be searched in a lightning-fast manner. You can set up segments by combining any number of attributes interactively and filtering the search results for certain attribute values. Search can then quickly pull the data for this segment in real time. Most legacy MDM systems don't offer fast search capabilities and don't support segmenting.

- **Consumer-grade UX to manage data:** The Reltio Connected Data Platform offers a highly configurable, consumer-grade user interface to its users—business users, data stewards, and admins—to enable them to manage the data, analyze its quality and lineage, and collaborate to identify and address issues (Figure 12). This capability enables quick adoption of the solution while increasing user productivity. By contrast, most solutions offer an IT-focused user experience, where business users depend on IT to diagnose data issues, causing delays in operations and decision-making.
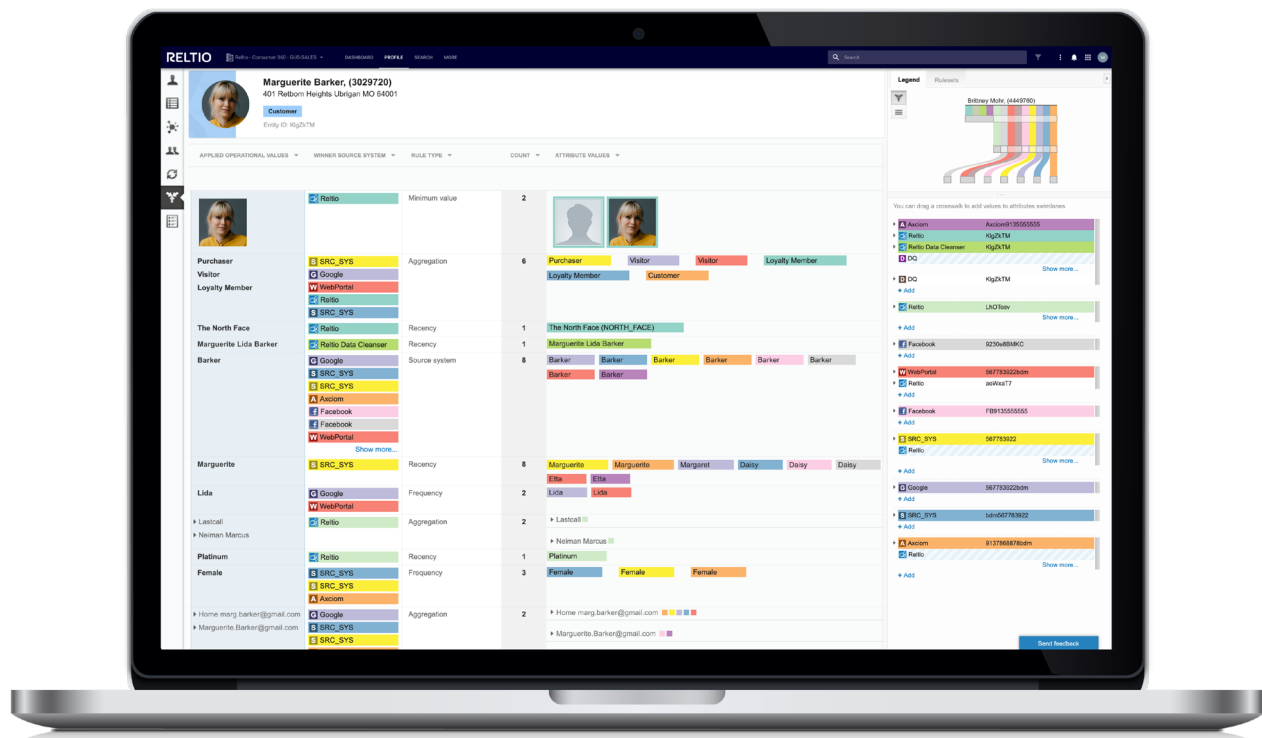


*Figure 12: Consumer-grade UX*

- **Workflow and collaboration:** Our platform allows you to collaborate and resolve issues across teams with built-in workflows. Data stewards and business users can collaborate and manage tasks using various routing rules. In addition, our API-first approach allows you to implement reviews of the data within other systems by invoking the appropriate API. By comparison, most traditional MDM solutions offer a cumbersome, non-intuitive business user experience for managing tasks, limit reviews of the data to the MDM system alone, and offer limited collaboration with business users.

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# Migration from legacy MDM to Reltio

Over a hundred companies have successfully migrated from their prior traditional MDM systems to Reltio Connected Data Platform. Some have used accelerators developed by our network of partners; others have used the proven migration methodology developed by our professional services team. With either approach, migration from legacy MDM to our platform can be predictable in both cost and timeline. For example:

- A large digital bank went live with Reltio in less than 4 months. This included full migration from the older IBM MDM system to their next generation customer master powered by Reltio—their customer system of record, integrated with deposits, investment, and mortgage businesses.
- Empire Life, a top ten Canadian life insurer, migrated from their legacy MDM system to Reltio using Reltio's professional services.
- A large, high-tech company with 100+ million records migrated from a traditional MDM to Reltio in 6 months.
- A life sciences company with 1 million records migrated from a legacy MDM to Reltio in 8 weeks.

A typical migration project incorporates four phases:

- **Discovery:** In this phase you review the legacy system, define any new requirements, and create a fit-gap analysis and implementation plan.
- **Configuration data migration:** In this phase, you migrate the MDM tables and attributes, relationship tables, match rules, survivorship rules, users, and roles. If you use a partner mapping tool for this phase, it will map the legacy MDM configuration to the Reltio model. This is stored in a JSON document, along with other supporting configurations such as match rules, cleanse rules, survivorship, and more.
- **Data migration:** This phase involves extracting the data from the legacy MDM system, mapping it to Reltio tables, and then loading them into Reltio.
- **Data reconciliation:** Here you perform the reconciliation and address any issues you find. These include ensuring record counts match between the two environments, data types are preserved or converted, the lists of values are loaded or mapped correctly, and fields are mapped correctly between the source and target.

| Discover and Plan | Configure Data Migration | Migrate Data | Reconcile Data |
| --- | --- | --- | --- |

By following these steps, whether using an automated migration tool or a proven methodology, you can reduce the migration cost and timeline by 40 to 60%.

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## Moving beyond traditional MDM with Reltio

Your success with digital transformation initiatives requires trusted data. But your MDM system, which is the source of your trusted data, needs to be cost efficient, scalable, agile, secure, and extensible. You need it to quickly integrate with new data sources and handle massive data volumes in real time. And you want your MDM system to help accelerate your efforts towards modernizing your technology stack, moving more of your workload to the cloud, while delivering value rapidly. Legacy MDMs score poorly in these requirements.

Modern MDM systems such as Reltio Connected Data Platform are architected to address these issues and have become a must-have investment for today's digital enterprises. And with partner network migration tools and deployment methodologies, migration from traditional MDM to our platform has proven to be predictable—both in terms of cost and timeline. Over a hundred companies have replaced their traditional MDM systems with our cloud-native, SaaS-based MDM system to fuel their business operations and analytics solutions with trusted data.