

Common Integrations for MDM Software

If you don't integrate your MDM software with other enterprise applications, you might as well not have it at all.



Marketing leaders are 1.6X as likely as non-leaders to believe that open access to data leads to higher business performance.¹



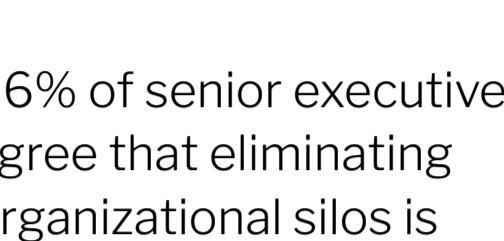
The average team wastes more than 20 hours per month due to poor collaboration resulting from data silos.²

What is Master Data Management?

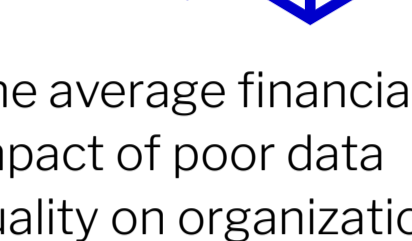
Master data management (MDM) is a technology used to identify, collect, match and merge data to create a single, unified view.

The goal of MDM is to provide accurate and consistent data that can be used to drive digital innovation. It can improve efficiency, reduce costs and help guide decision-making.

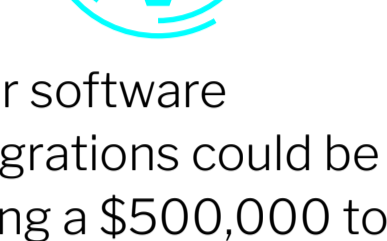
However, if you don't integrate it with your other applications, you risk having siloed data, inefficiencies and frustrated users who can't get systems to work together.



86% of senior executives agree that eliminating organizational silos is critical to expanding the use of data and analytics in decision-making.³



The average financial impact of poor data quality on organizations is \$15 million per year.⁴



Poor software integrations could be taking a \$500,000 toll on your business.⁵

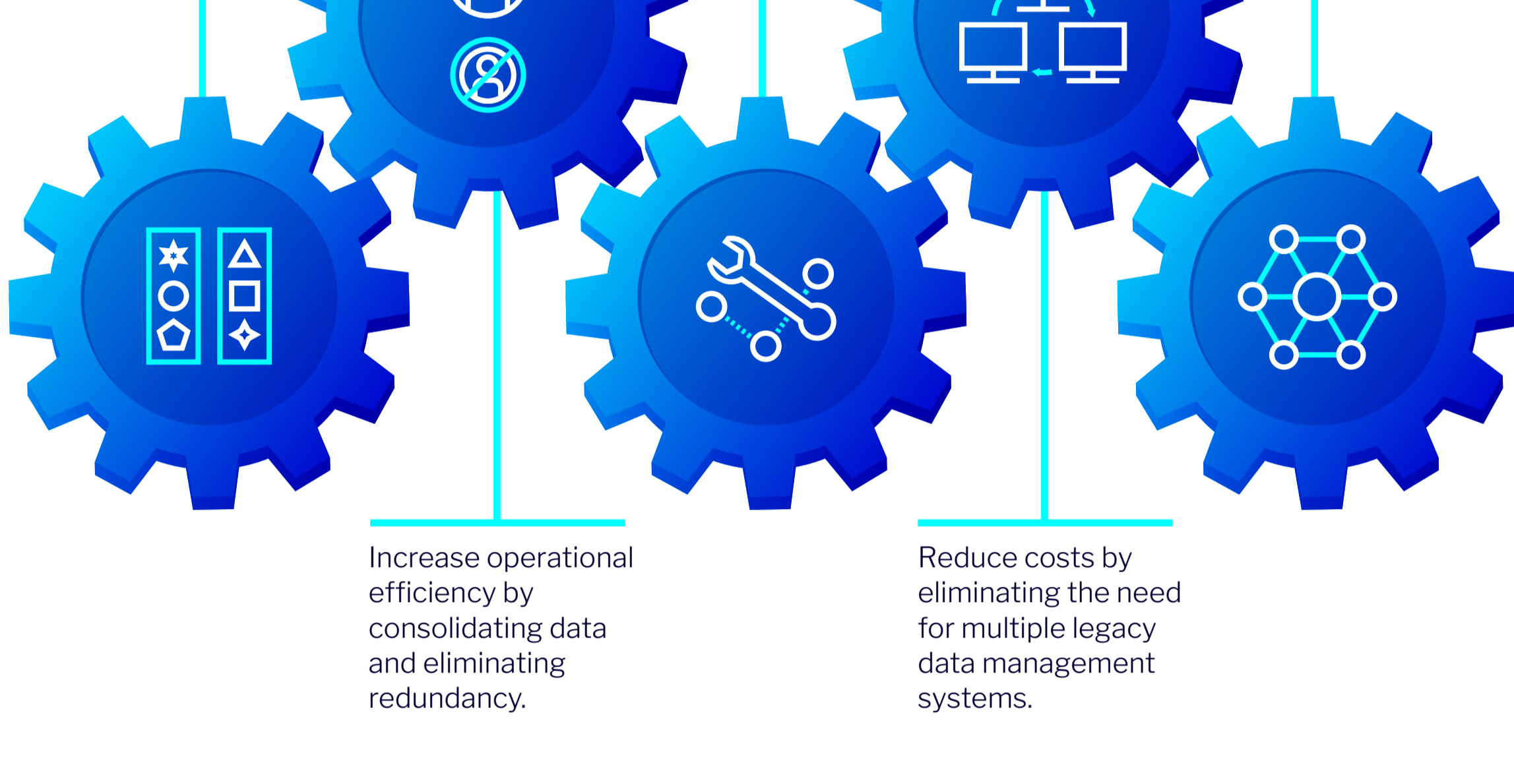
The Importance of MDM in Organizations with Multiple Data Sources

MDM helps organizations with multi-source data to:

Overcome the challenges of data silos and inconsistent data.

Clean up data and establish processes for maintaining data quality over time.

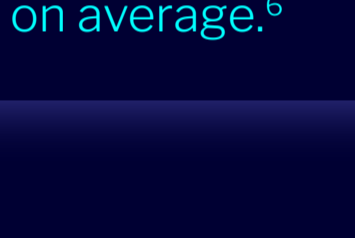
Provide a single, unified view of the data for better decision-making.



Increase operational efficiency by consolidating data and eliminating redundancy.

Reduce costs by eliminating the need for multiple legacy data management systems.

Common Integrations for Master Data Management



Improved data accessibility offered by CRM technology can shorten the sales cycle by 8-14% on average.⁶



Investing in big data and data analytics returns an average of twice the investment over five years.⁷



Big data analytics yields a six percent average increase in profits for most businesses. (McKinsey)⁸

CRM

Consolidate customer data from multiple sources into a single view.

Maintain a complete and accurate 360-degree view of each customer and offer hyper-personalized customer service.

Provides a single source of truth specialized for product-oriented and logistics-heavy industries.

ERP

DATA WAREHOUSES

Offers a single view of customer, product and supplier data.

Improves the accuracy of reporting and analysis.

Makes it easier to track changes over time.

Helps get a better understanding of the data landscape.

Offers tools to manage and govern data.

Helps make better decisions, improve operational efficiency and drive business growth.

BUSINESS INTELLIGENCE (BI)

CLOUD PLATFORMS

81% of public cloud users have two or more providers.

Reltio integrates with cloud platforms like Amazon AWS, Kafka, Google Cloud Platform, Salesforce and Azure.

Enterprises use an average of 288 different SaaS apps across their businesses.

The most popular SaaS integrations at Reltio include Salesforce, SAP Concur, Service Now, Pega, Netsuite and Microsoft Dynamics.

SaaS APPS

MARTECH APPS

An average enterprise uses 120 MarTech apps.

Reltio helps organizations connect data from various sources like Adobe, Marketo, Google, Eloqua, ActionIQ, LinkedIn, Lytics, and Twitter.

A lack of third-party data is one of the top five data challenges.

Reltio ensures control and compliance from third-party data sources like Experian, Lexis Nexis, IQVIA, Dun & Brandstreet.

THIRD PARTY DATA SOURCES

ANALYTICS, MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE

Reltio integrates with Snowflake, Data Bricks, Google Big Query, Amazon Athena, Azure Synapse Analytics, and more

Telematics devices

Smartphones

Digital sensors

MOBILE DEVICE INTEGRATIONS

Take the Pain Out of Integration with Reltio

Seamless, bi-directional, real-time integration of apps, databases, files and data warehouses.



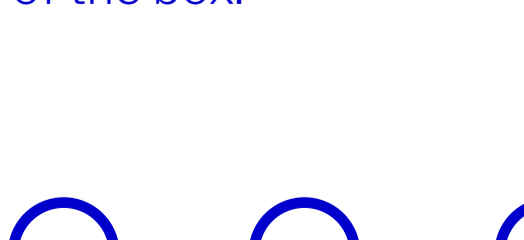
Simplifies integration using a low-code/no-code platform.



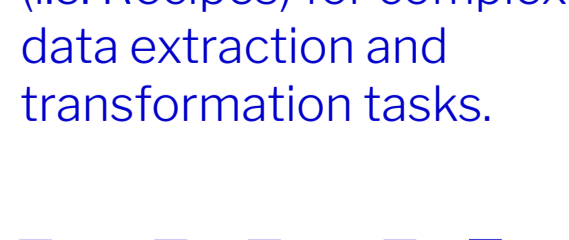
Connects to popular CRM, ERP and BI tools and apps like SAP, Oracle, Salesforce, Adobe, and Microsoft.



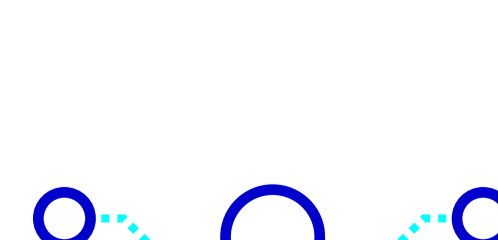
Comes with over 1,000 connectors to build data pipelines right out of the box.



Intuitive drag-and-drop GUI to create simple replication pipelines (i.e. Recipes) for complex data extraction and transformation tasks.



End-to-end encryption with key rotation, masking and retention setting.



¹https://www.thinkwithgoogle.com/marketing-strategies/data-and-measurement/data-strategy-technology-marketing-analytics/ ²https://newsroom.planview.com/122631-new-survey-by-planview-reveals-organizations-face-increasing-challenges-in-managing-work-productivity-and-collaboration/ ³https://www.thinkwithgoogle.com/marketing-strategies/data-and-measurement/business-data-and-analytics-statistics/ ⁴https://www.gartner.com/smarterwithgartner/how-to-create-a-business-case-for-data-quality-improvement ⁵https://www.cleo.com/report/2019-state-ecosystem-and-application-integration ⁶https://nucleusresearch.com/research/single-data-accessibility-for-sales-teams-shortens-the-sales-cycle/ ⁷https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/big-data-getting-a-better-read-on-performance ⁸Ibid.