

RELTIO®

SOLUTION BRIEF

Reltio Customer 360 Data Product

From data projects
to data products



Poorly governed data projects hinder agility and market responsiveness

Customer data is everywhere in your organization—but is it the right data? Business teams often request specific customer data for various projects or use cases, prompting data teams to create separate customer 360 views. These projects typically start from scratch with heavy data manipulation and reconciliation to tailor to each project’s specific attributes. This “data project” approach leads to siloed data sets with varying attributes, definitions, recency, and quality levels, hindering interoperability and reusability. These new data silos atop existing system silos cause delays and governance issues. And the age of AI puts even more time pressure on having unified, trusted data for the new services the market demands.

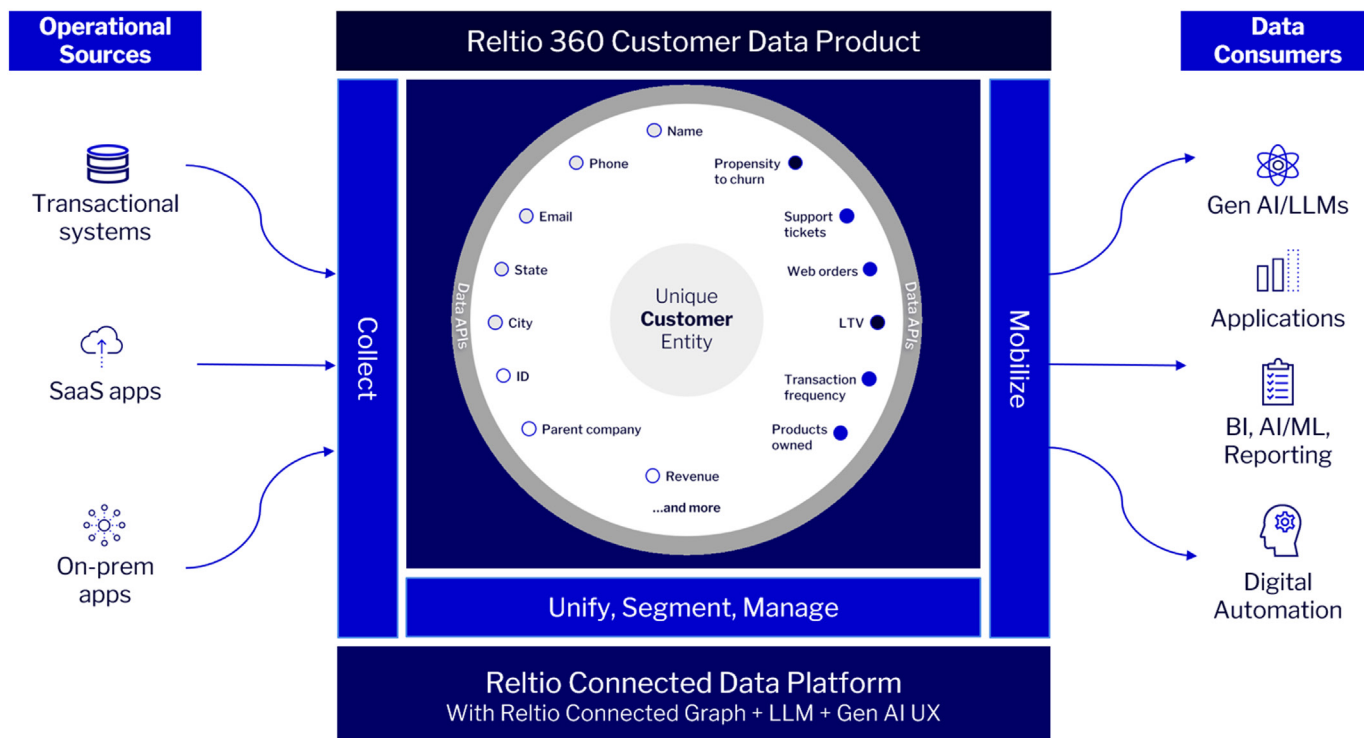
Address diverse data demands with prepackaged, ready-to-consume data products

To address these challenges, many organizations are shifting to treat their data as a product. Rather than relying on assembling data sets for every ad hoc request, “data products” deliver prepackaged, ready-to-consume data assets designed for various specific data consumers and their use cases. A data product includes information about the data model and its definitions, who can use it, how to access it, and its quality to enable data consumers to select the right data for their use cases and rapidly kick off their initiatives.

Meet the Reltio Customer 360 Data Product

Our prepackaged customer data product is a next-generation, cloud-native data unification SaaS solution built on top of our battle-tested [Reltio Connected Data Platform](#). The Reltio Customer 360 Data Product delivers a comprehensive view of individual and organization data—in milliseconds—and represents a significant leap forward in preparing your enterprise for the evolving data challenges of the digital age. You can segment customers flexibly and activate ready-to-use data in real time within any downstream application. Reusable, well-governed data assets modernize your architecture and simplify data governance.

Reltio 360 Data Products—powered by Reltio Connected Data Platform



Our Reltio Customer 360 Data Product uniquely addresses the pain points your data teams might experience in securing a unified customer view by streamlining how they unify, enrich, and mobilize individual and organization information across your enterprise. When compared with traditional customer data platforms, our Reltio Customer 360 Data Product provides a variety of important advancements:

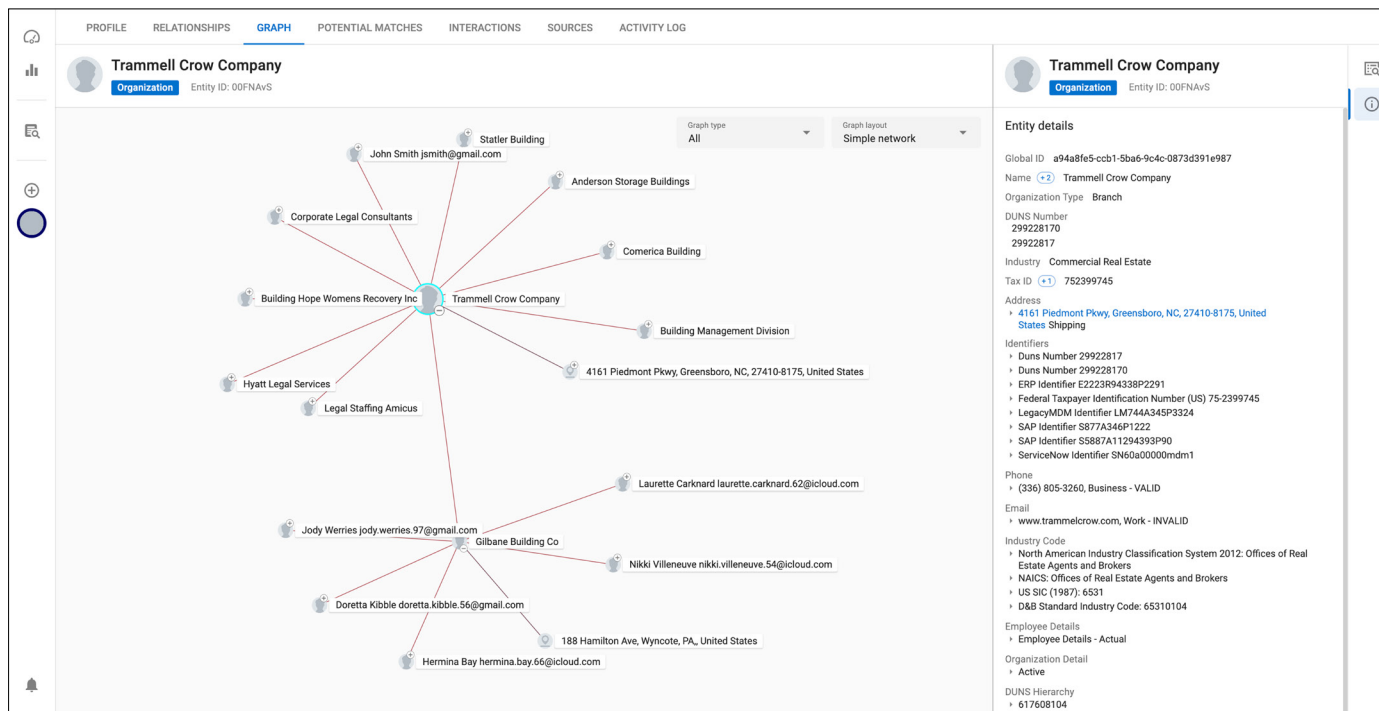
- **Enterprise-wide view:** Comprehensive profile across multiple first-party and third-party sources for domains such as customer, product, supplier, and location
- **Best-of-breed entity resolution:** Groundbreaking, AI-powered approach with patent-pending, LLM-based Flexible Entity Resolution Networks (FERN) enables rule-free matching and takes automation in data unification to the next level, saving hundreds of person-hours
- **Support for real-time operations in any industry:** Mobilize continuously curated individual and organization profiles in milliseconds and at scale across downstream systems with prebuilt connectors and integrations

Comprehensive 360 views for all—delivered in real time

With our Reltio Customer 360 Data Product, you get a ready-to-consume, 360° customer view persistent across the full customer journey—from initial lead to established customer. It includes trusted customer data from enterprise-wide sources, including interactions and derived attributes—for both individual and organization customer types. Not only is the customer data harmonized, but you can enrich it easily from data sources of your choice using our prebuilt connectors and no-code integration development environment.

Our Reltio Customer 360 Data Product supports real-time operations for any B2B, B2C, or B2B2C use case. It unifies organization and individual domains, and maps their complex relationships to other entities such as product or supplier. So you can mobilize comprehensive customer data in milliseconds and at scale across downstream systems.

Comprehensive 360 view



Accelerate time to value with AI-powered entity resolution

You can't see value from your customer data until it is unified and validated, but often it can be a lengthy, mostly manual process to get there. Our platform harnesses the power of LLMs and gen AI to strengthen data unification and automate the experience—increasing the accuracy of match predictions and data steward productivity.

Unlike other identity resolution solutions, our patent-pending, secure, LLM-powered Flexible Entity Resolution Networks (FERN) suggest matches out of the box—no need to set up match rules. FERN can also work alongside match rules already deployed to ensure you can support any use case.

No matter what industry you are in or the specifics of your customer data, FERN provides fine-tuned, private deep learning models that give you high-quality, high-confidence match recommendations. So you can deliver high-quality data to downstream applications at a fraction of the effort and cost.

Simplify segmentation and activation of customer data

Our genAI-powered, conversational data exploration with Reltio Intelligent Assistant (RIA) makes it easier than ever for non-technical users to explore customer data—no IT help required.

Business users can identify and create customer segments via RIA's conversational interface. For example, creating a segment of customers up for renewal is as simple as asking RIA, “Which customers are up for renewal in the next three months?” RIA streamlines this process with a genAI-based UI. Segments can also be created based on derived attributes such as propensity to buy, next best actions, and intent scoring.

After creating customer segments, you can activate them with prebuilt integrations and connectors to popular sales, service, and marketing applications such as Salesforce CRM, ServiceNow, Marketo, and more. Reltio Integration Hub has over 1,000 prebuilt connectors, and enables integration with any application via a low-code/no-code interface.

Use Reltio Intelligent Assistant to create customer segments

The screenshot shows the Reltio Intelligent Assistant (RIA) interface within the Customer 360 Data Product. The interface includes a search bar, a sidebar with navigation icons, and a main chat area. The chat history shows a conversation where the user asks for customers with contracts expiring in the next 90 days, and RIA provides a table of results. The user then asks for customers with a health score lower than 50, and RIA provides another table of results. At the bottom, the user asks to create a pie chart of customers in the USA by industry and add it to the dashboard.

Today

You: Can you show me all the calculated a...

Previous 30 days

Acting as a Data steward create a An...

What is the envisioned future of artifi...

Please provide a detailed and compre...

The development and implementation

January

Can you predict and analyze the futur...

Please provide an detailed analysis

Conduct a competitive analysis focus...

Can you show me all the calculated a...

Analyze and compare the customer d...

Provide insights on how we can impr...

Our customer engagement and loyalt...

Could you please tell me the name of...

Recent Academy Awards ceremony, h...

You

Show me all the customers for whom contracts are expiring in next 90 days

Ria

Here's the list of 97 customers with contracts expiring in the next 90 days:

Profiles	Industry	Contract date	Market segment	Country Code	Health score
Thunder Industries	Life Sciences	03/15/2022	SMB	US	80
Blunder of Cornwall	Media & Communications	01/11/2018	Enterprise	US	76
Cater Nurse Teach	Healthcare	10/12/2021	Enterprise	US	76
Jolie Unlimited	Finance & Insurance	02/10/2015	Mid-Market	US	97
Russell and Co	Life Sciences	10/12/2022	Mid-Market	US	48

[View full list in Search page](#)

You

Which of these customers have a health score lower than 50

Ria

Here is the list of 12 customers with a health score lower than 50:

Profiles	Industry	Contract date	Market segment	Country Code	Health score
Russell and Co	Life Sciences	10/12/2022	Mid-Market	US	48
Effie Williamson	Life Sciences	10/08/2020	SMB	US	44
Daisy Roberson	Media & Communications	03/15/2022	Enterprise	US	45
Jordan Walls	Finance & Insurance	01/11/2018	SMB	US	37
Hayden Walker	Media & Communications	03/28/2017	Mid-Market	US	39

[View full list in Search page](#)

Create a pie chart of customers in the USA by industry and add to my dashboard

Ria is experimental. Consider checking important information.

Reltio Customer 360 Data Product overview

Comprehensive and ready to consume	<ul style="list-style-type: none">• Unified, standardized profiles sourced across the enterprise• Connected-graph-based flexibility• Includes interactions and derived/computed attributes• Enriched from external data sources• Cloud-native technology scaling to hundreds of millions of profiles• Mobilization in milliseconds for real-time activation of customer data
Trusted and secure	<ul style="list-style-type: none">• Secure, private, pretrained LLM-powered Flexible Entity Resolution Networks (FERN) for person entity• Dynamic survivorship• Data lineage• Continuous data quality management• Zero-downtime upgrades• Fine-grained access control, SSO, and encryption
Reusable, easy to manage	<ul style="list-style-type: none">• GenAI-powered, simplified UI and UX for data exploration and segmentation via Reltio Intelligent Assistant (RIA)• Harmonized, rich, interoperable data• API access for streaming or batch consumption• Data pipelines for data warehouses• Data quality and consumption metrics• Auditability with activity logs• Rich metadata and semantics

ABOUT RELTIO

At Reltio, we believe data should fuel business success. Our AI-powered data unification and management offerings—Reltio 360 Data Products, Multidomain Master Data Management (MDM), and Entity Resolution—transform siloed data from disparate sources into unified, trusted, and interoperable data. Powered by the Reltio Connected Data Platform, these offerings unify and deliver interoperable data where and when it's needed, empowering data and analytics leaders with unparalleled business responsiveness. Many leading enterprise brands—across multiple industries around the globe—rely on our award-winning data unification and cloud-native MDM capabilities to improve efficiency, manage risk, and drive growth.

US +1 (855) 360-3282

UK +44 (800) 368-7643

 @Reltio

 facebook.com/ReltioHub

 linkedin.com/company/relio-inc

To learn more, visit www.relio.com