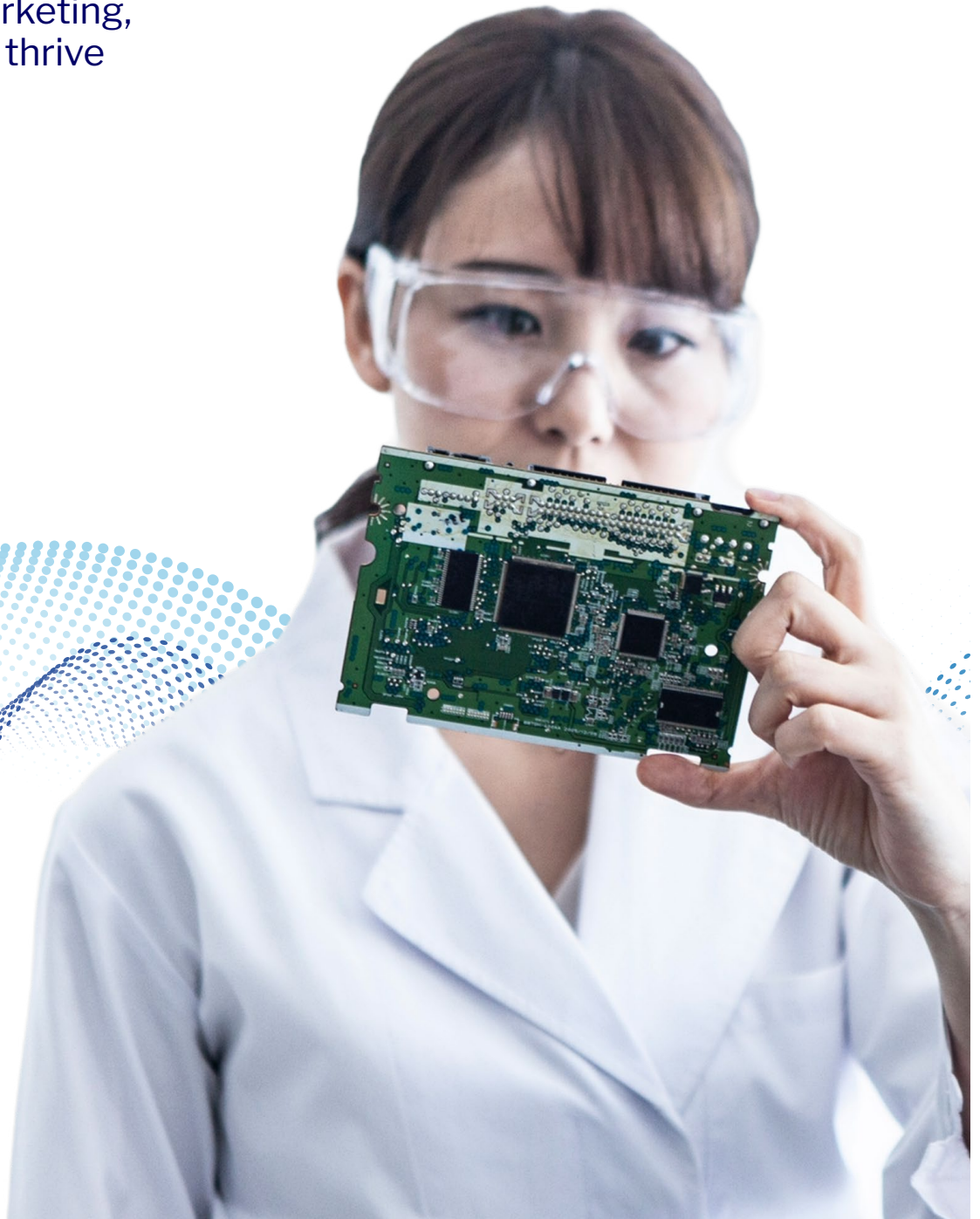


Drive high tech growth with
unified, real-time data

Optimizing sales, marketing,
and supply chains to thrive



Overcome high tech's data challenges

The high tech industry—spanning hardware, software, semiconductors, and consumer electronics—faces constant pressure. Supply chain disruptions, tariffs, and softening demand squeeze profitability, while regulations, sustainability goals, and AI investments such as agentic AI demand agility. For data and IT leaders, the goal is to drive revenue growth and optimize operations in a complex environment, while simplifying compliance.

Fragmented data and lack of real-time availability across siloed systems undermines these efforts. It hampers sales productivity, stalls targeted marketing, delays product launches, weakens supply chain efficiency, and increases the cost of compliance. Worse, unreliable data limits agentic AI's potential—whether predicting customer churn or optimizing inventory. You need a way to turn this challenge into an advantage.

Reltio provides that edge. Our AI-powered [Reltio Data Cloud](#) unifies data silos into a trusted, real-time source of AI-ready data. By mobilizing data in milliseconds, we enable technology companies to improve the effectiveness of sales reps, renewals teams, and channels. Enhancing the success of targeted marketing, improving the productivity and accuracy of human and AI agents, boosting efficiency of supply chain and operations, and simplifying compliance. And empowering your teams to provide engaging customer experiences, streamline processes, and make smarter decisions faster.

High tech results our customers have achieved

- Schneider Electric uncovered millions in new sales opportunities by connecting and reconciling CRM and ERP data.
- HP cut customer and order setup turnaround time by >85% using unified data to get products out the door faster.
- HP freed IT to focus 80% of their time on innovation, instead of operations.
- Dodge Construction Network increased opportunities in its client base by ~30% by using more accurate CRM data.

Boost sales effectiveness

Your sales teams—whether targeting B2B enterprises or B2C channels—need reliable customer, account, and contact data to thrive. Without it, inconsistent and incomplete customer data—across CRM and other systems—causes account executives to waste time gathering and reconciling data instead of selling. Poor-quality, fragmented data also obscures opportunities and makes territory plans less accurate.

Reltio Data Cloud delivers unified customer 360 views, enriched via prebuilt integrations such as Salesforce, D&B, and more. Your reps gain instant access to accurate account details—hierarchies, relationships, transactions, and more—so they can focus on engaging customers, not chasing data.

Sharpen marketing precision

High tech marketing programs—ABM for direct sales, and partners or personalized campaigns for consumers—rely on precise targeting and personalization. Fragmented and inconsistent data blurs customer insights and limits effective segmentation. Thus reducing campaign effectiveness and stunting pipeline growth.

Our customer 360 views and automated householding capabilities unify behavioral, demographic, transactional, and firmographic data into actionable audience segments. Prebuilt data enrichment integrations to third-party sources such as D&B, ZoomInfo, and Moody's Orbis help you further enrich your data. Making sure your systems run on trusted insights and enable tailored campaigns that boost conversions—whether for enterprise clients or retail channels.

Deliver seamless omnichannel experiences

A consistent customer experience across channels—direct sales, e-commerce, or support—is non-negotiable. Fragmented, poor-quality data breaks that promise to customers, leaving you unable to track their journeys or build loyalty.

Reltio Customer 360™ serves the **high tech industry** with unified, cleansed, standardized, and enriched multisource data—including customer interactions and derived attributes—mobilized in milliseconds across the global enterprise. So you can instantly recognize customers across all touchpoints, ensuring a cohesive experience that builds loyalty and empowers teams to deliver excellent customer service.

Elevate customer service and support

High tech products can be complex, with many involving steep learning curves, integrations, and dependencies. Often customer experience, service, and support are key differentiators in this competitive market. Customers expect swift resolutions and accurate self-service responses. Inconsistent data slows agents and negatively impacts the quality of AI agent responses, eroding satisfaction—perhaps even interrupting subscription revenue streams.

High-quality, real-time data is the critical foundation needed to move your agentic AI initiatives forward. With real-time customer 360 views available at every interaction point, your human agents see the full picture without needing to switch systems—and AI agents provide spot-on responses.

Benefits

- Boost sales productivity with unified, trusted customer data
- Improve marketing effectiveness with better targeting and personalization
- Deliver seamless omnichannel customer experiences
- Elevate service with efficient, accurate support
- Streamline product ideation and launches with reliable data
- Optimize supply chains for cost savings and agility
- Enhance decision-making with actionable insights



Now, with the Reltio platform, we are moving data in nearly real time. In less than five minutes, a new customer entry is certified with Reltio. That helps our staff be more efficient and provides a better service experience.

LOÏC TORDO
Product Director, Customer and Vendor Master Data, Schneider Electric



Introduce the right products to market sooner

New products drive growth in the industry. But due to fragmented and poor-quality product data, cross-functional teams are often not on the same page. Lack of team alignment can result in gaps in supply chain planning, pricing, marketing, compliance, and more. Hence, new product launches get delayed, slowing growth.

Reltio Multidomain MDM unifies and mobilizes trusted data to your myriad systems. So your stakeholders access accurate and consistent data, accelerating rollouts.

Optimize supply chain efficiency with trusted data

Supply chain pressures—component shortages, forecast errors, and rising costs—hit high tech hard. As companies strive to meet demand while managing fluctuating inventories, these issues, coupled with inaccurate or out-of-date data, often lead to inefficiencies that erode profitability.

Our AI-powered, real-time data unification feeds clean, real-time data to your supply chain systems enabling:

- Improved demand forecasting: More precise forecasting for better planning and timely availability of components
- Reduced inventory shrinkage: Better inventory tracking and management, minimizing loss and misreporting
- Lower logistics costs: Accurate shipment details and inventory levels to avoid misshipments and costly last-minute orders

In short, we enable you to streamline operations, reduce costs, and improve supply chain efficiency.

Get fast time to value and easier integration

We want our customers to see value fast, and we focus our innovations and services accordingly. Our velocity packs—Reltio for B2B and Reltio for B2C, with predefined data models, configurations, and more—enable you to go live in just 90 days. With our prescriptive implementation methodology, expert services from Reltio, and a robust partner ecosystem, it's easier than you might expect. Just ask our customers.

Partnering for business transformation

High tech businesses move fast—so you need data mobilized in milliseconds across your enterprise systems. Our Reltio Data Cloud turns fragmented data into a unified, actionable asset, driving sales, enhancing experiences, and optimizing operations. In a dynamic industry, this is your competitive edge.

Capabilities

- AI-powered Flexible Entity Resolution (FERN) based on large language models (LLMs)
- Real-time customer 360 profiles across touchpoints
- Multidomain MDM for customers, products, suppliers, and more
- Prebuilt integration to Salesforce and prebuilt connectors to SAP, Marketo, and more
- Cloud-native SaaS for scalability, speed, and cost savings
- Continuous data quality and governance for enterprise-wide trust

ABOUT RELTIO

At Reltio, we believe data should accelerate the speed of business and fuel success. Reltio Data Cloud™, our AI-powered data unification and management platform, transforms siloed data from disparate sources into unified, trusted data and delivers it where and when it's needed, so that enterprises can be responsive to changing business needs. Leading enterprise brands—across multiple industries around the globe—rely on our award-winning data unification, cloud-native master data management (MDM), and customer 360 capabilities to improve efficiency, manage risk, and drive growth.

To learn more, visit www.reltio.com

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