RELTIO

Brand guidelines

Visual identity

Overview

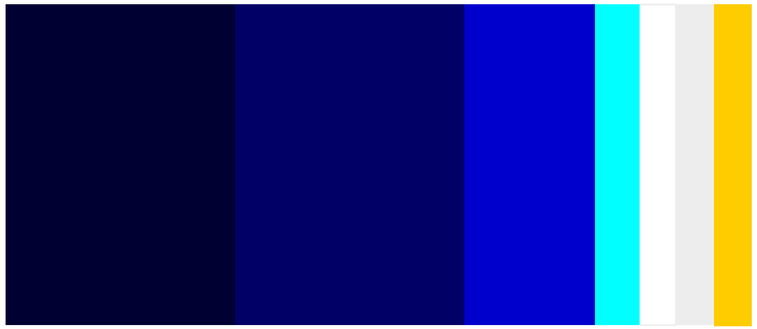
Our visual system is dynamic, distinct and professional. The brand elements are flexible enough to tell any story or bring concepts to life in a compelling and intuitive way, without ever overwhelming or confusing the audience.

In this section we break down each of the elements to see how they work together to form the brand, how to use them to build communications, and review what not to do.

LOGO

RELTIO

COLOR PALETTE

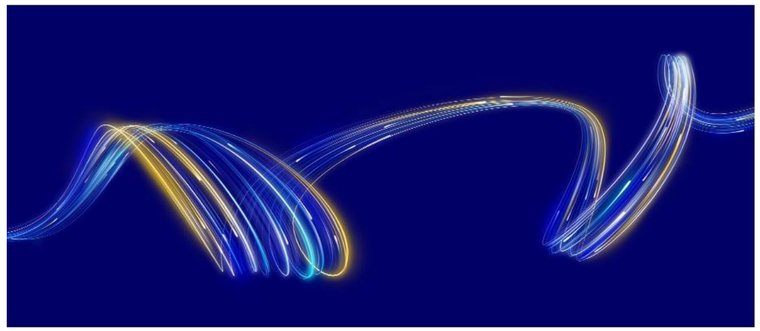


TYPOGRAPHY

LIBRE FRANKLIN

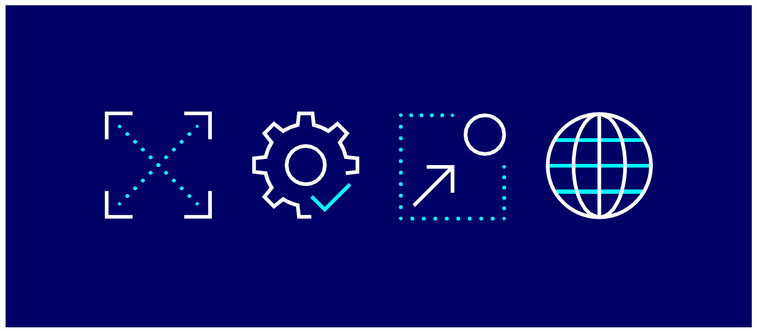
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890?!%$@#

DATA WAVE



PHOTOGRAPHY

ICONOGRAPHY



Logo

Our logo wordmark is the cornerstone of our visual identity. The Reltio logo is the most visible representation of our brand and the unifying visual element that appears across all communications and channels.

The flowing R is the beginning of a system that creates a sense of motion, speed and accelerating data value.

Our symbol is custom-drawn to be proprietary for Reltio. It should not be redrawn, distorted or altered in any way. Please contact the marketing team for artwork in various digital formats.

Use of the Registered Trademark Symbol (®)

The Reltio® logo, Reltio®, and Reltio Data Cloud® are registered trademarks. **Use the ® symbol on the first prominent instance of our logo**, company name, and the name of the product—whether on a web page, presentation slide, promotional item, trade show booth, or other branded material. It's okay to omit the symbol in later appearances or when space is limited (like on small icons or internal materials). Trademark protection still applies even when the symbol isn't shown.

The content provided is for informational purposes only. ©2025 Reltio. "Reltio" is a registered trademark of Reltio, Inc. All Rights Reserved.

Logo

Clear space and minimum size

Clear space and minimum size are tools used to protect the impact of our brand. They work to ensure the logo is always clearly visible and is able to stand out wherever it appears.

CLEAR SPACE
Clear space is the minimum “breathing room” maintained around our logo. It is kept free of graphics, text, and other marks. It also defines the minimum distance between the logo and the edge of a printed or digital piece.

Be sure the minimum amount of clear space around the logo lockup is equal to the height of the letter “R.”

MINIMUM SIZE
Minimum size refers to the smallest allowable logo. The minimum size for the logo is 15 mm wide for print and 65 pixels wide for digital applications.

CLEAR SPACE

MINIMUM SIZE

RELTIO

15 mm or 65 px wide

Logos

Misuse

Ensure that our logo is clearly visible by using the appropriate logo variation that provides enough contrast. Always use approved artwork in correct colors when working with the logo. Do not alter the logo in any way.

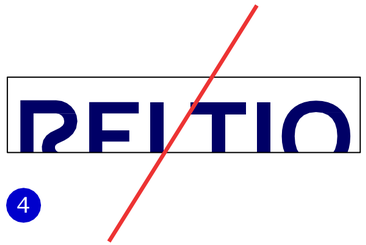
Avoiding these mistakes will help build consistency and recognizability for the brand.

1. Do not use any color logo, except Reltio Blue or White*
2. Do not change the scale or proportion of any part of the logo
3. Do not apply special effects (e.g., drop shadow, gradient, etc.) to the logo
4. Do not remove or crop any part of the logo
5. Do not stretch or distort the logo
6. Do not outline or create a stroke around the logo

1

2

3



4

5

6

* For more information on color, see page 21 of this document.

Logo variation

The Reltio Blue or “positive” version of the wordmark is the primary use. However, there is a additional version of the Reltio wordmark for“reverse” use. The “reverse” version of the Reltio wordmark is white for use on color or photo backgrounds for maximum readability.

Always use the correct digital artwork for the “positive” or “reverse” application of the Reltio wordmark. Artwork in various digital formats is available; please contact the marketing team.

White
#FFFFFF
255 / 255 / 255
0 / 0 / 0 / 0

Reltio Blue
#000066
0 / 0 / 102
100 / 95 / 2 / 10
PMS 2748 C
PMS 280 U

Monogram

Color versions, clear space, and minimum size.

Our monogram is the most compact expression of who we are. **Only use our shorthand logo for digital applications, particularly social media and app icons.**

COLOR USAGE
The primary monogram should be the special gradient color on Reltio Midnight. Gradient specifications can be found on page 23 of this document.

For special cases, the monogram may be used in Reltio Blue. Color specifications can be found on page 21 of this document.

CLEAR SPACE
Be sure the minimum amount of clear space around the shorthand logo is half the height of the R.

MINIMUM SIZE
The minimum size for the shorthand logo is 21 pixels wide for digital.

COLOR USAGE

CLEAR SPACE

Reltio Blue
#000066
0 / 0 / 102
100 / 95 / 2 / 10
PMS 2748 C
PMS 280 U

MINIMUM SIZE

21 px wide

Offerings and co-branding

Logo lockups, offerings and co-branding guidance.

As our most recognizable and valuable visual asset, use of our logo with other logos or offerings must follow strict rules.

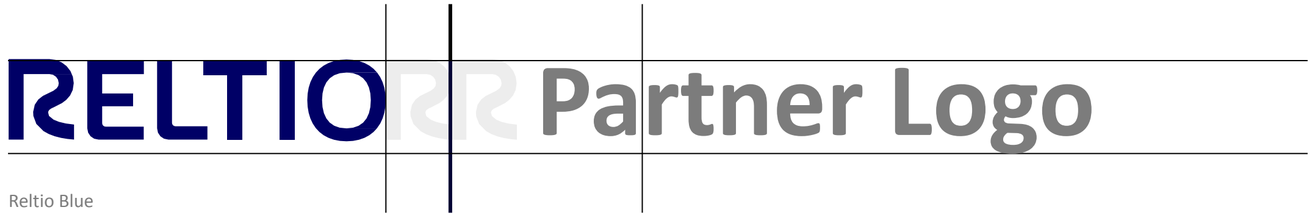
OFFERINGS
When necessary, the Reltio monogram and logo can be used to create logo lockups for specific offerings. Refer to the diagram on the right for specific guidance on creating these lockups. A complete list of approved offering lockups can be requested from the marketing team. In these offerings, the Reltio wordmark can appear in Midnight color, in order to create visual consistency and simplicity.

CO- BRANDING
The Reltio and partner logos appear side by side and separated by an Midnight vertical bar. The Reltio logo should appear in Reltio Blue.* It is preferred that the partner logo follow the Reltio logo unless the agreement determines otherwise. Refer to the diagram on the right for specific measurements and placement.

OFFERING

Midnight
#000033
0 / 0 / 51
100 / 73 / 28 / 86
PMS 296 C
PMS Black 6 U

CO-BRANDING



Reltio Blue

#000066
0 / 0 / 102
100 / 95 / 2 / 10
PMS 2748 C
PMS 280 U

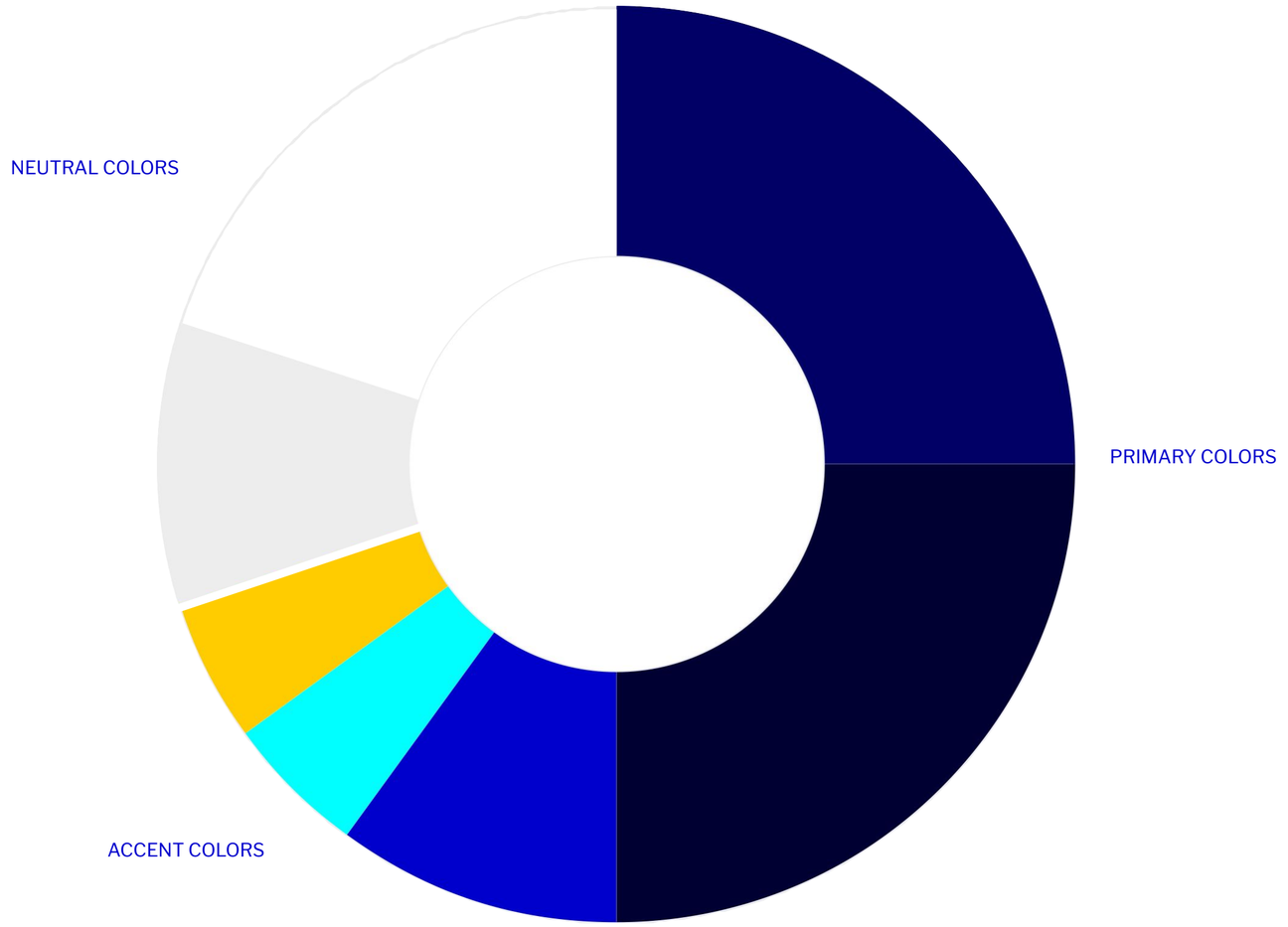
Brand colors

Our colors help us build a strong association with our brand.

Our primary color, Reltio Blue, along with our secondary and accent colors, expresses our confident, sophisticated, high-value approach. Reltio Gold and Reltio Aqua speak to our speed and flexibility.

In addition to our primary brand colors, we use a palette of accent, neutral, and secondary supporting colors on our communications. See the following page for colors specifications.

When used consistently across all of our communications, they help differentiate us from our competitors. Reference this color wheel to confirm that your balance of color is on brand.



Color specifications

	HEX	RGB	CMYK	PANTONE C	PANTONE U
PRIMARY COLORS					
Reltio Blue	#000066	0 / 0 / 102	100 / 95 / 2 / 10	PMS 2748 C	PMS 280 U
Midnight	#000033	0 / 0 / 51	100 / 73 / 28 / 86	PMS 296 C	PMS Black 6 U
ACCENT COLORS					
Reltio Cobalt	#0000CC	0 / 0 /204	100 / 93 / 0 / 3	PMS Blue 072 C	PMS Blue 072 U
Reltio Gold	#FFCC00	255 / 204 / 0	0 / 14 / 100 / 0	PMS 116 C	PMS 108 U
Reltio Aqua	#00FFFF	0 / 255 / 255	65 / 0 / 13 / 0	PMS 311 C	PMS 306 U
NEUTRAL COLORS					
Warm White	#EEEEEE	238 / 238 / 238	7 / 1 / 3 /2	PMS 7541 C	PMS 7541 U
White	#FFFFFF	255 / 255 / 255	0 / 0 / 0 / 0		

Color specifications

Secondary colors are limited use and should be used for **charts and product UI only**.

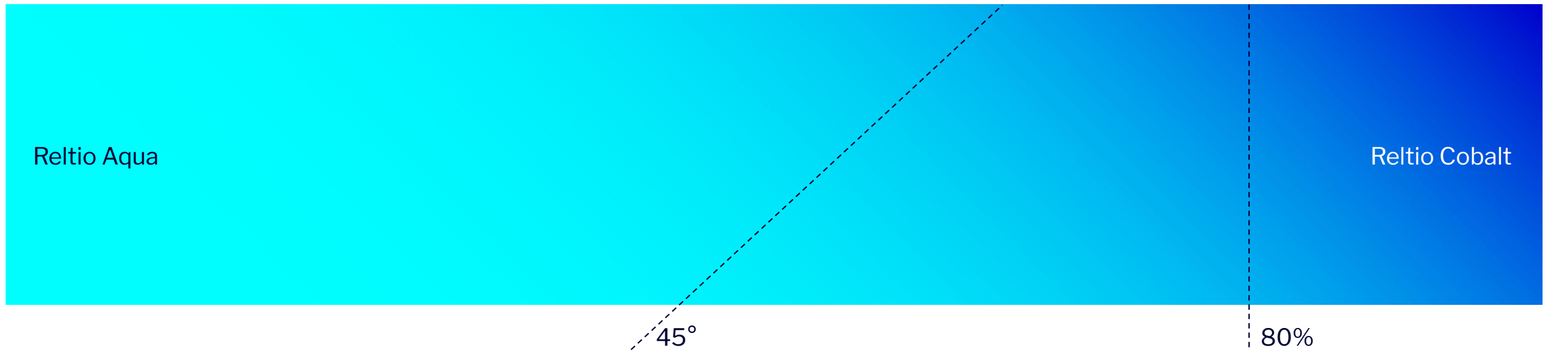
	HEX	RGB	CMYK	PANTONE C	PANTONE U
SECONDARY COLORS					
Purple	#6611CC	102 / 17 / 204	70 / 90 / 0 / 0	PMS 2090 C	PMS M. Purple U
Violet	#BB55FF	187 / 55 / 255	27 / 67 / 0 / 0	PMS 252 C	PMS 252 U
Red	#EE3333	238 / 51 /51	0 / 96 / 83 / 0	PMS 1788 C	PMS B. Red U
Magenta	#FF44AA	255 / 68 / 170	6 / 70 / 0 / 0	PMS 232 C	PMS 218 U
Orange	#EE6611	238 / 102 / 17	0 / 61 / 97 / 0	PMS 1585 C	PMS 152 U
Tangerine	#FF9944	255 / 153 / 68	0 / 42 / 74 / 0	PMS 157 C	PMS 715 U
Emerald	#449977	68 / 153 / 119	69 / 0 / 54 / 7	PMS 7723 C	PMS 7724 U
Lime	#CCFF55	204 / 255 / 85	30 / 0 / 64 / 0	PMS 374 C	PMS 380 U

Gradient

While the gradient is mostly reserved for the Monogram, minimal use of the gradient can also be applied to other materials.

The gradient should be used as Reltio Aqua to Reltio Blue only.

GRADIENT



Color and accessibility

Ensure our materials are easy to read and meet color contrast accessibility requirements when placing on-screen text over color—such as on buttons, infographics, or tables.

This table provides a guide to acceptable on-screen color combinations.

Check color contrast at:
https://webaim.org/resources/contrastchecker/.

Brand typeface

Our primary typeface is called Libre Franklin. Libre Franklin is an interpretation and expansion of the classic Franklin Gothic typeface. It's a versatile sans-serif, suitable for both long-form text and headlines.

At large sizes, the distinctive rounded corners of the characters become apparent. When used consistently, it helps create powerful recognition for our brand.

Libre Franklin Extra Light
Libre Franklin Light
Libre Franklin Normal
Libre Franklin Medium
Libre Franklin Semi-bold

Libre Franklin

Maximize the impact
of your data

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Type hierarchy

The key goal of our visual system is to present information clearly. The logo, typography, colors, and imagery communicate our positioning and personality. The text provides a specific message. Clear and consistent uses of typography unify messaging and create familiarity for our audiences.

While Libre Franklin is available in an impressive number of weights, we typically use the lighter weights: Thin, Light, Regular and in some instances Medium. Changing font weights help to create hierarchy in our communications. These examples show how to use our typefaces for maximal legibility while reinforcing who we are.

Font weight choice is flexible based on purpose, context, or practical needs (e.g., print), but must never compromise consistency.

Libre Franklin is available for free through Google Fonts and with a subscription through Adobe Fonts.

Main headline in Libre Franklin extra light, light, or regular

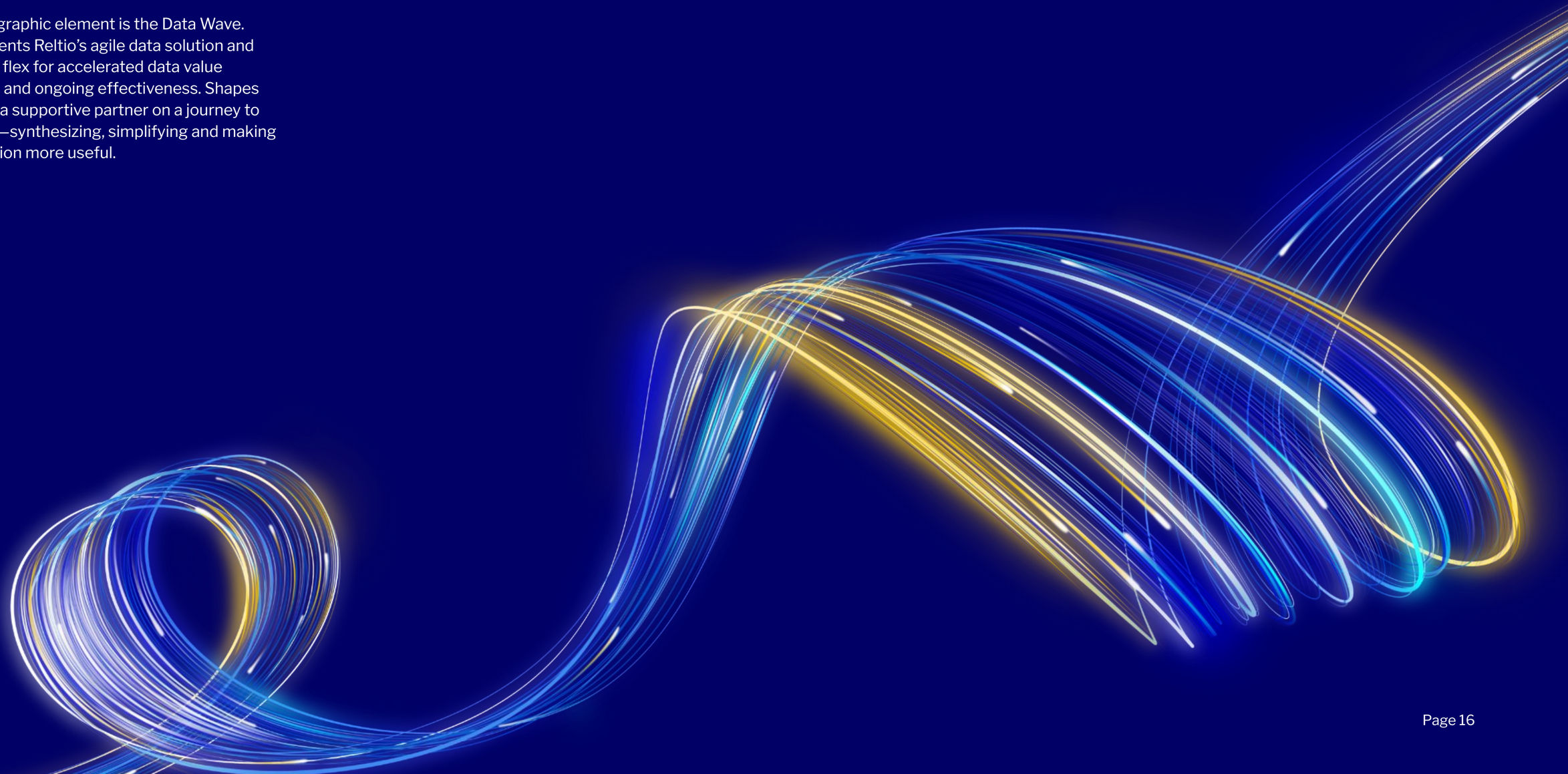
We believe data should fuel your success, not hold you back.

We create trusted, context-rich source of truth, so people can focus on making the right decisions, instead of worrying about getting the right data.

We believe that when people are empowered with insight-ready data, it’s nothing less than rocket fuel for their success.

Data Wave

Our key graphic element is the Data Wave. It represents Reltio's agile data solution and ability to flex for accelerated data value creation, and ongoing effectiveness. Shapes flow like a supportive partner on a journey to success—synthesizing, simplifying and making information more useful.



Data Wave

The Data Wave has been specially created to provide a proprietary look for Reltio. The library includes the full wave on for both dark and light backgrounds.

Please note – The dark and light versions are different and should only be used as indicated.

The Data Wave artworks have been created as high-resolution illustrations. They can be scaled down, but should not be upscaled.

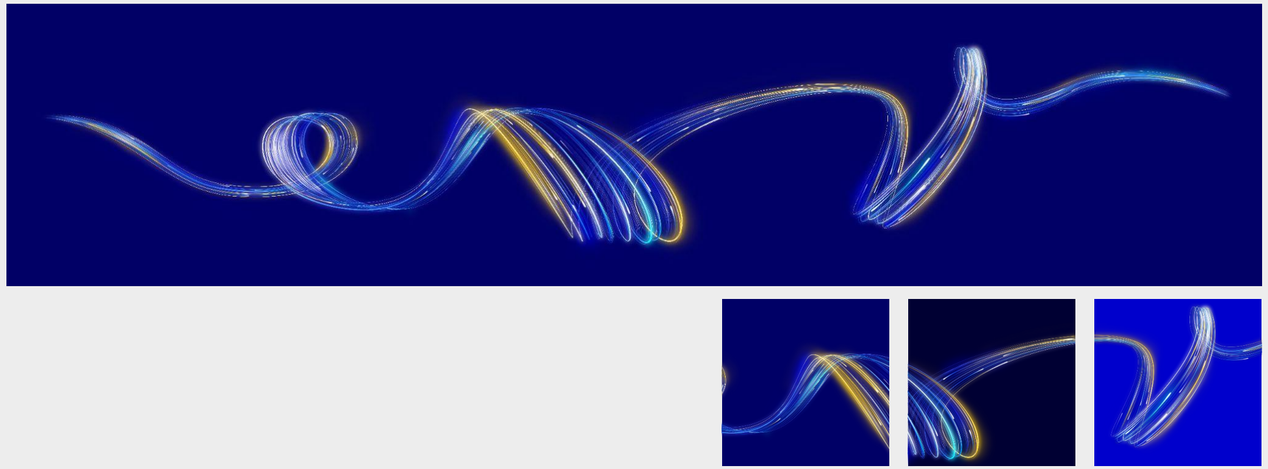
The Data Wave has been created as a Canvas, and should be **cropped in creative and interesting ways**, fitting any given format. It should never be used in its full, uncropped size.

Reduced Color Versions –
In addition to the Data Wave on Dark and on Light there are also reduced color versions that can be used as background graphics, where the full color wave would be distracting.

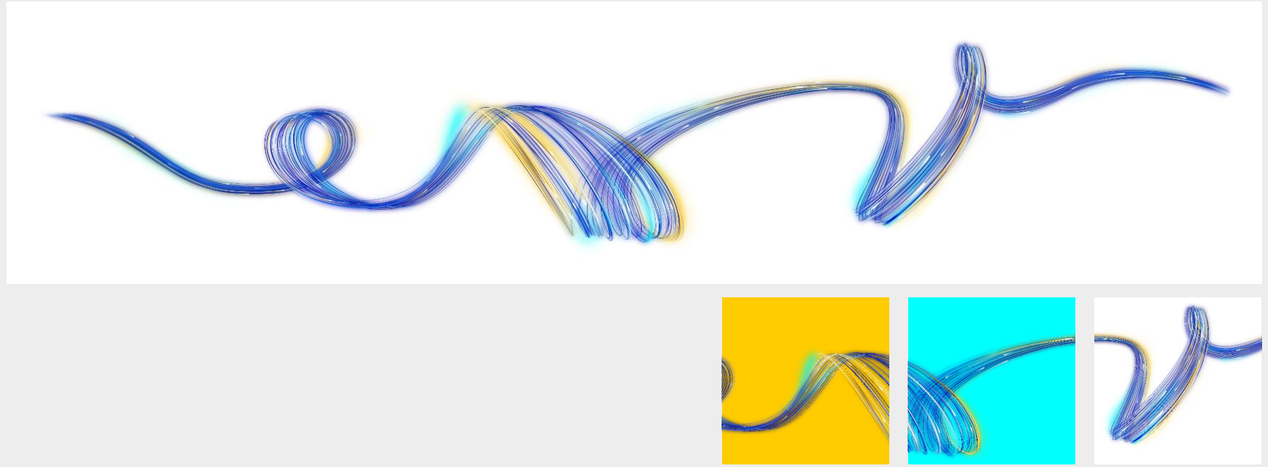
Please check the artwork folder for all available variants.

[Available versions (static)]

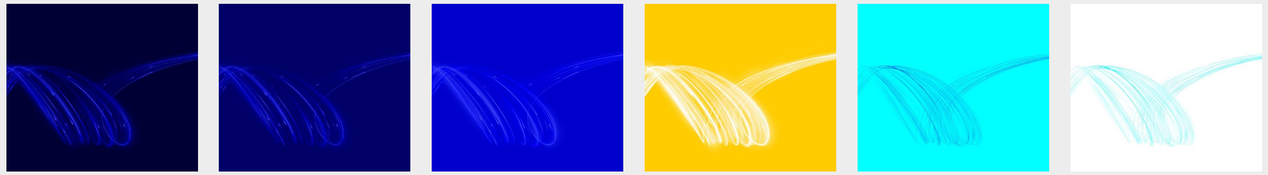
Reltio Data Wave on Dark –
to be used on Reltio Blue, Midnight and Cobalt.
Full canvas shown.



Reltio Data Wave on Light –
to be used on Reltio Gold, Aqua and White.
Full canvas shown.



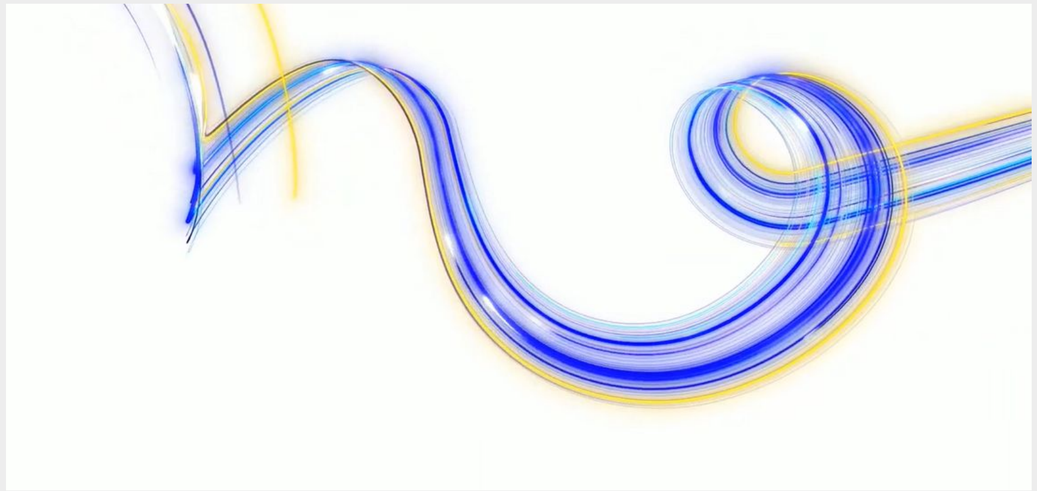
Reltio Data Wave Reduced
Various examples shown



Data Wave animated

An animated Data Wave was created for use on banners, web, OOH, video, etc.
The graphic elements library includes the Data Wav on dark and light backgrounds. Animations will usually be custom made for their individual need, with the library being updated constantly.

Available versions (animated)



Data Wave

Use with photography

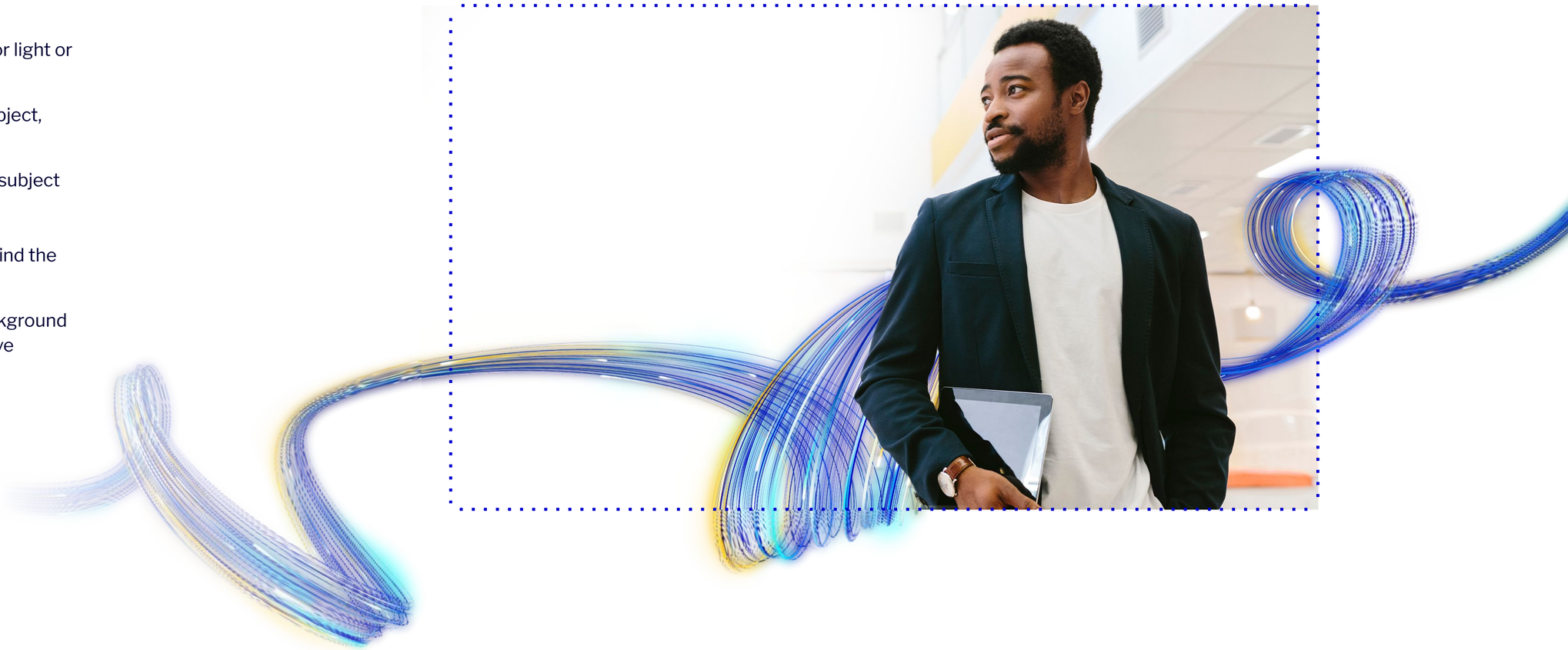
Use only the labeled wave graphics for light or dark backgrounds.

Position the data wave behind the subject, centered horizontally.

Scale and crop so it flows behind the subject with clear space in between.

Place complex areas of the wave behind the subject for a cleaner layout.

Use only the correct light or dark background version when combining the data wave with photography.



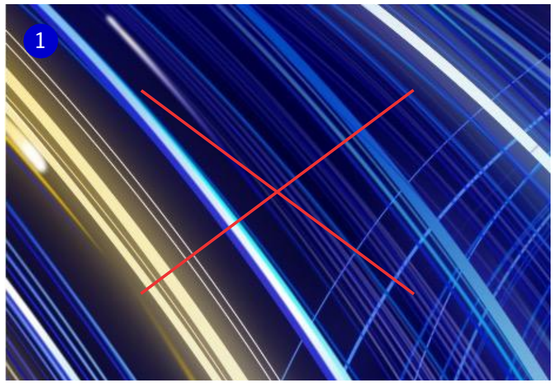
Data Wave

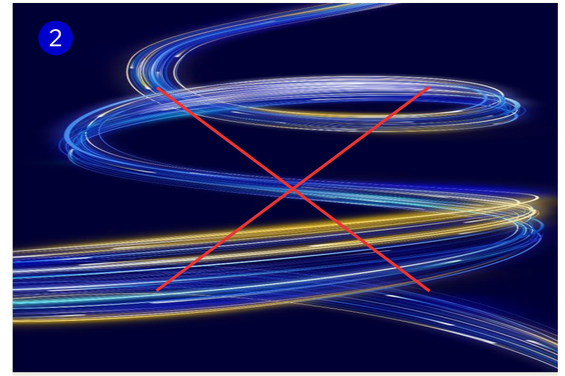
Misuse

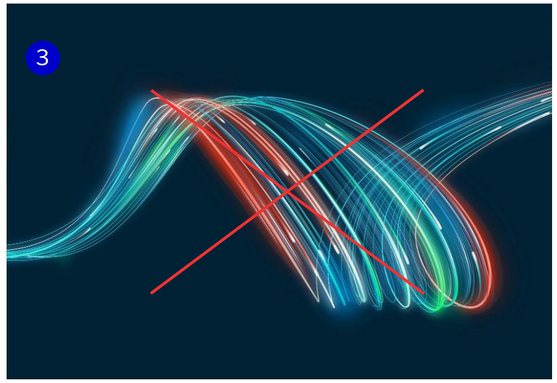
Always use approved artwork in correct colors when working with the data wave graphic. Do not alter the graphic in any way.

Avoiding these mistakes will help build consistency and recognizability for the brand.

1. Do not scale the DataWave graphic at an extremely large size to prevent the image from getting lost
2. Do not stretch or scale the graphic in extreme ways
3. Do not change the gradient colors of the data wave graphic
4. Whenever possible, do not (or limit) overlapping copy over the data wave graphic so the text remains legible
5. Avoid extreme vertical use. The wave can be used on angles, but should not be used upright
6. Do not recreate ‘similar looking’ DataWaves, or replace with stock images.







Photography

Dark backgrounds

The Reltio photography style is confident, candid, diverse and contemporary. Our photography is primarily focused on people to convey Reltio's persona of the Agile Ally. It must show empathy, understanding, and feature subjects that a wide audience can relate to.

Our photography should always reflect:
- Portraits of diverse professional individuals
- Candid expressions and actions
- Real people in clean indoor environments
- Candid, unscripted moments

PERSPECTIVE
Portraits are typically shot from the front or slight off-center of the subject.

FOCUS
A shallow depth of field with soft backgrounds keeps our photography uniform and helps when adding the data wave into photos.

Photography

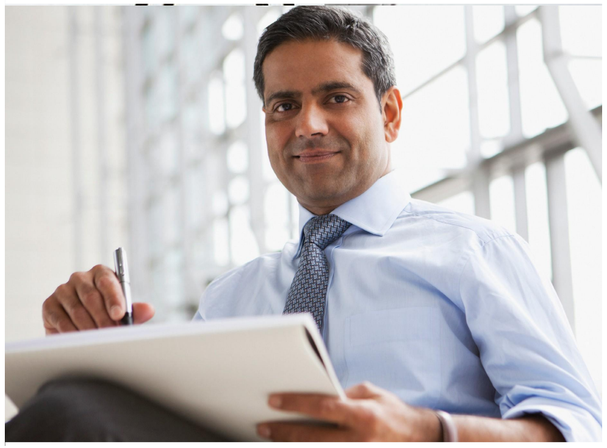
Light backgrounds

While the primary use of our photography will be on darker backgrounds, lighter backgrounds are also part of the system.

As with our photography on dark backgrounds, our photography on light backgrounds should always reflect:

- Portraits of diverse professional individuals
- Candid expressions and actions
- Real people in clean indoor environments
- Candid, unscripted moments

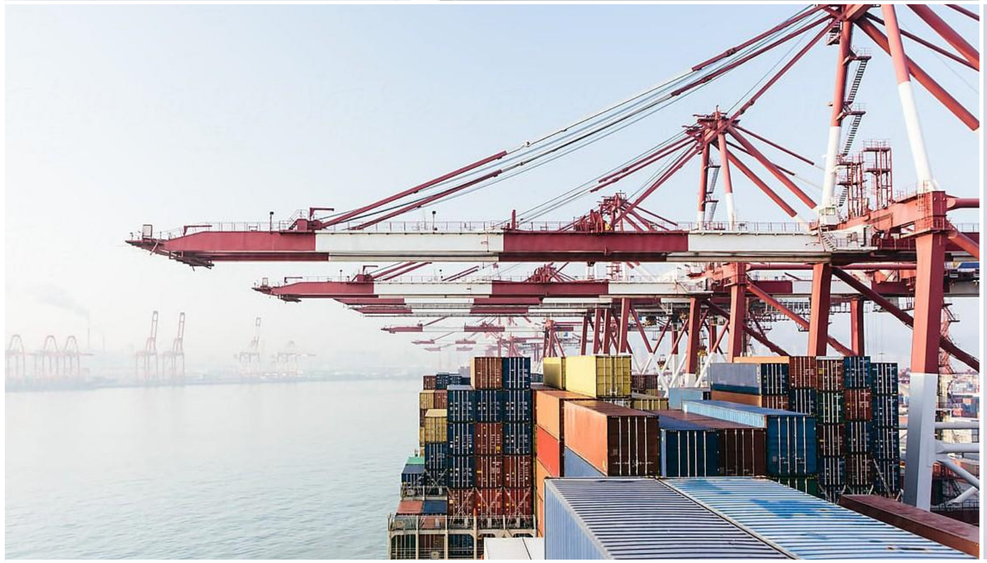
See the previous page for more photo style details.

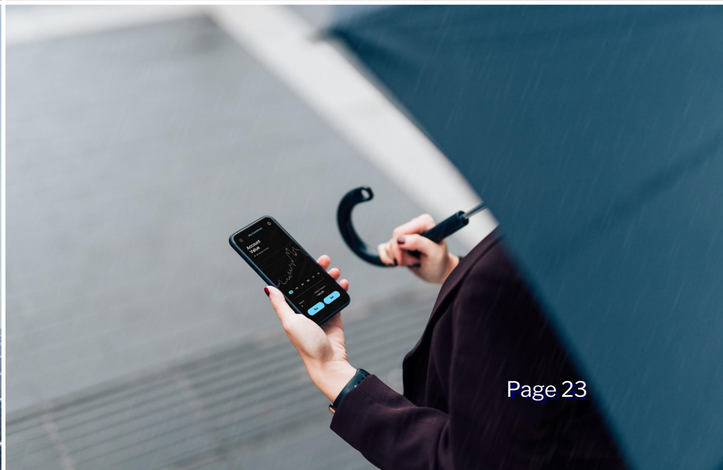


Photography

Business and Industry

While primarily focused on our people, our system also allows for the depiction of businesses and industries. These can be very helpful especially in telling customer stories and sharing results.





Iconography

We’ve created a customized, flexible, distinctive, style for icons incorporating data points like the data wave to extend our visual brand identity and help communicate ideas simply, boldly and clearly.

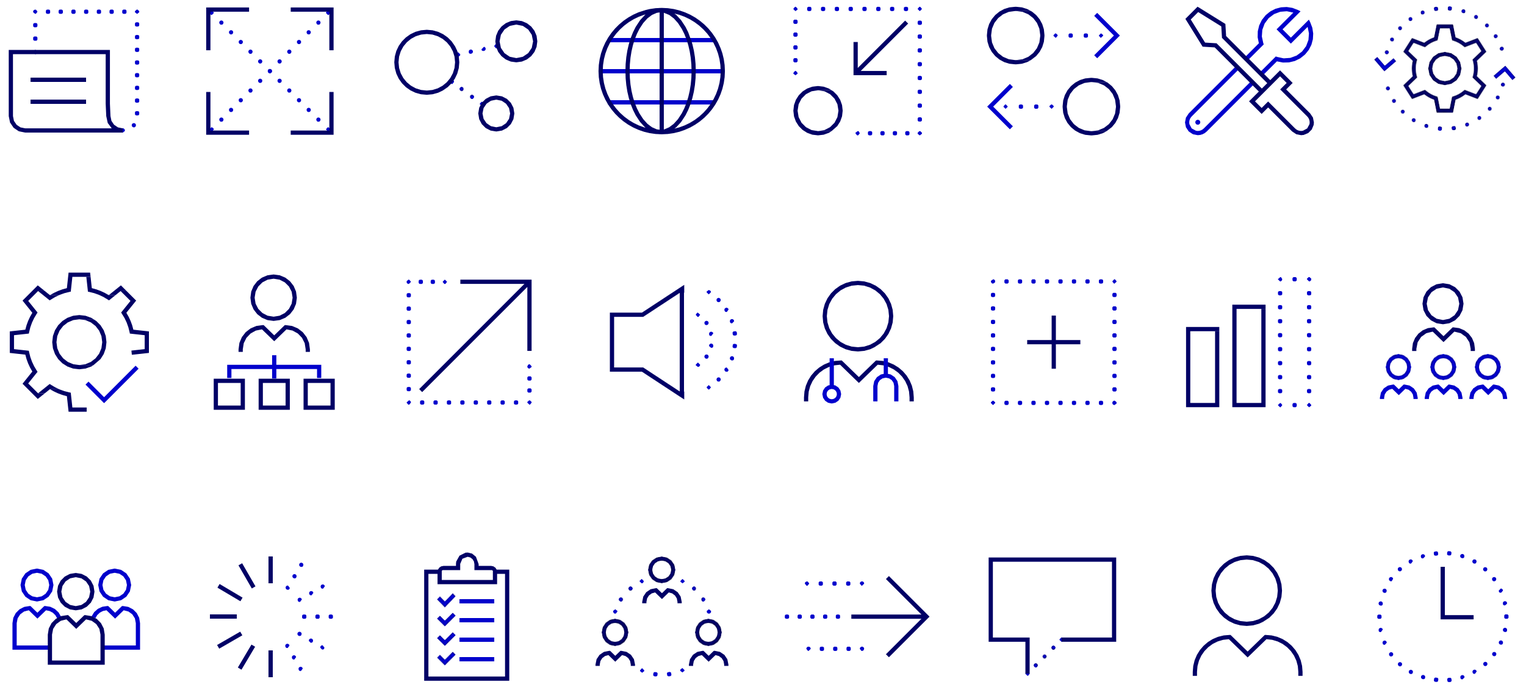
They are custom-drawn to cleverly use linear and dot elements in a number of different ways. Icons should be used sparingly as a “visual shorthand” that visually illustrates ideas and they should always serve a communications purpose and never be used as abstract decoration.

Iconography

Starter library

We have a limited library of icons that communicate our key capabilities and product offerings. When creating new icons be sure to follow our principles for consistency and readability.

CORE IDEAS



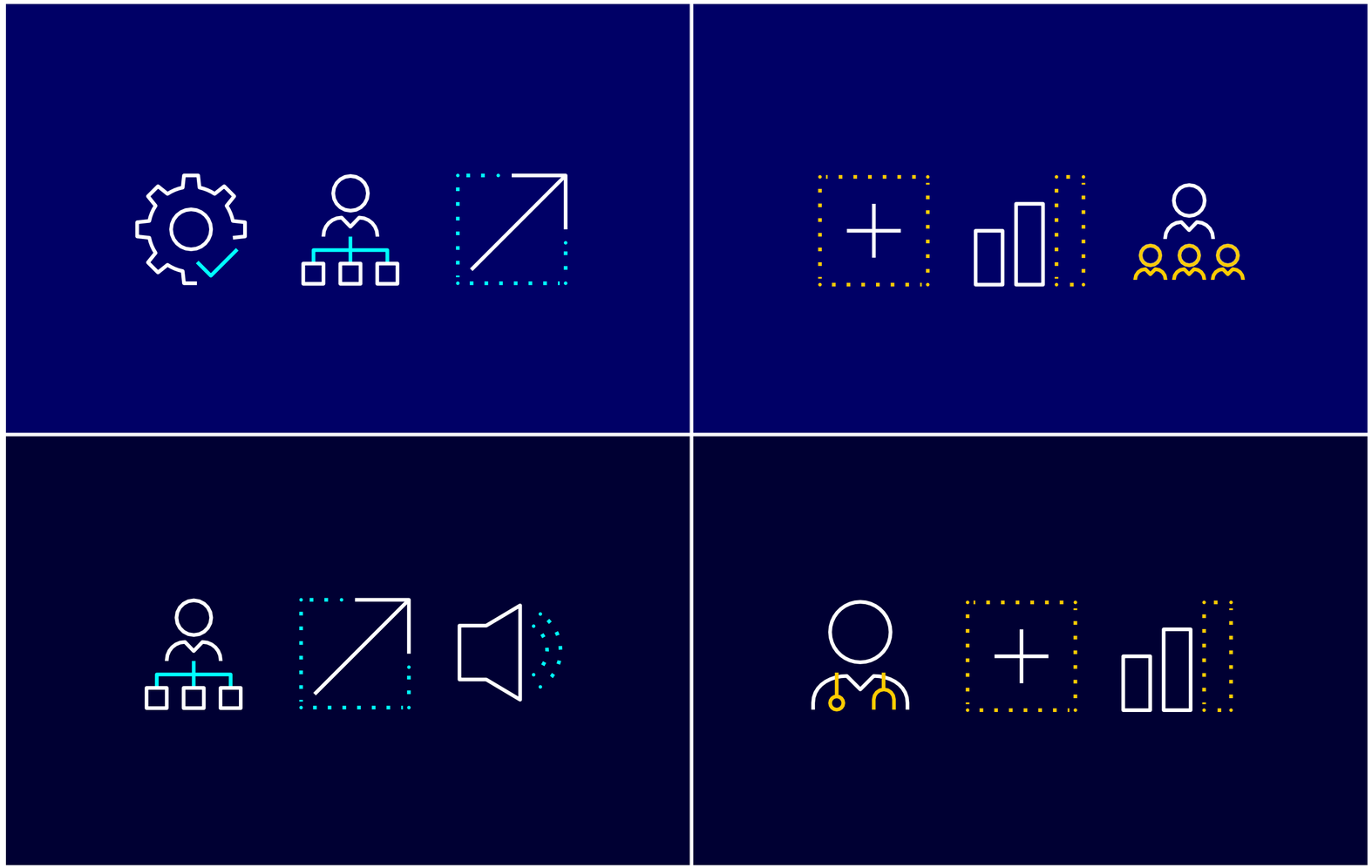
Iconography

Color variations

Icons on white and light backgrounds must only use Midnight and Reltio Blue colors only.

Reltio Blue, Reltio Cobalt, and Midnight background can only interchange the Reltio Aqua or Reltio Gold with white line strokes.

A library of icons has been created in a variety of file formats.



Iconography

Creating new icons

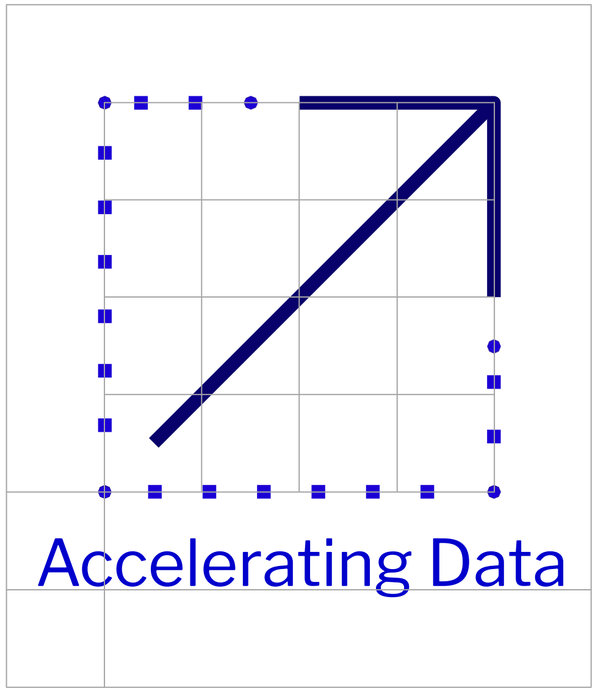
Icons are derived from basic geometric shapes and created using a consistent grid system in order to deliver a unified look and feel. We should also use this style as a reference guide when creating additional icons for the system in order to maintain consistency.

GRID
Our icons are built on a 4 by 4 square grid.

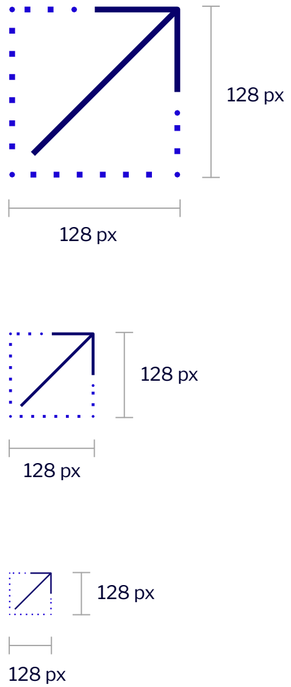
SIZING
We recommend sizing icons at 32 by 32, 64 by 64, and/or 128 by 128 pixels. Icons should not be scaled below the minimum 32 pixel size. Be sure to preserve the aspect ratio.

BUFFER
Give icons generous spacing to increase visibility and interactivity. As much as possible, keep labels at a separate (text) level for maximum legibility and readability.

GRID



SIZING



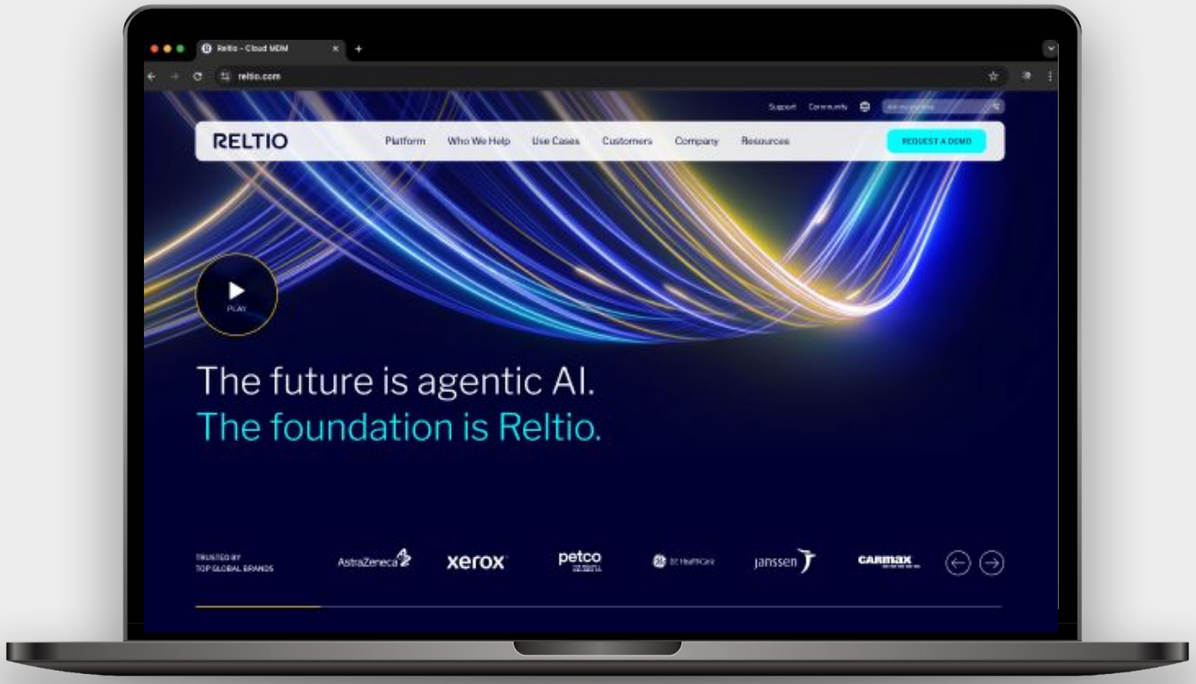
Buttons and hyperlink colors

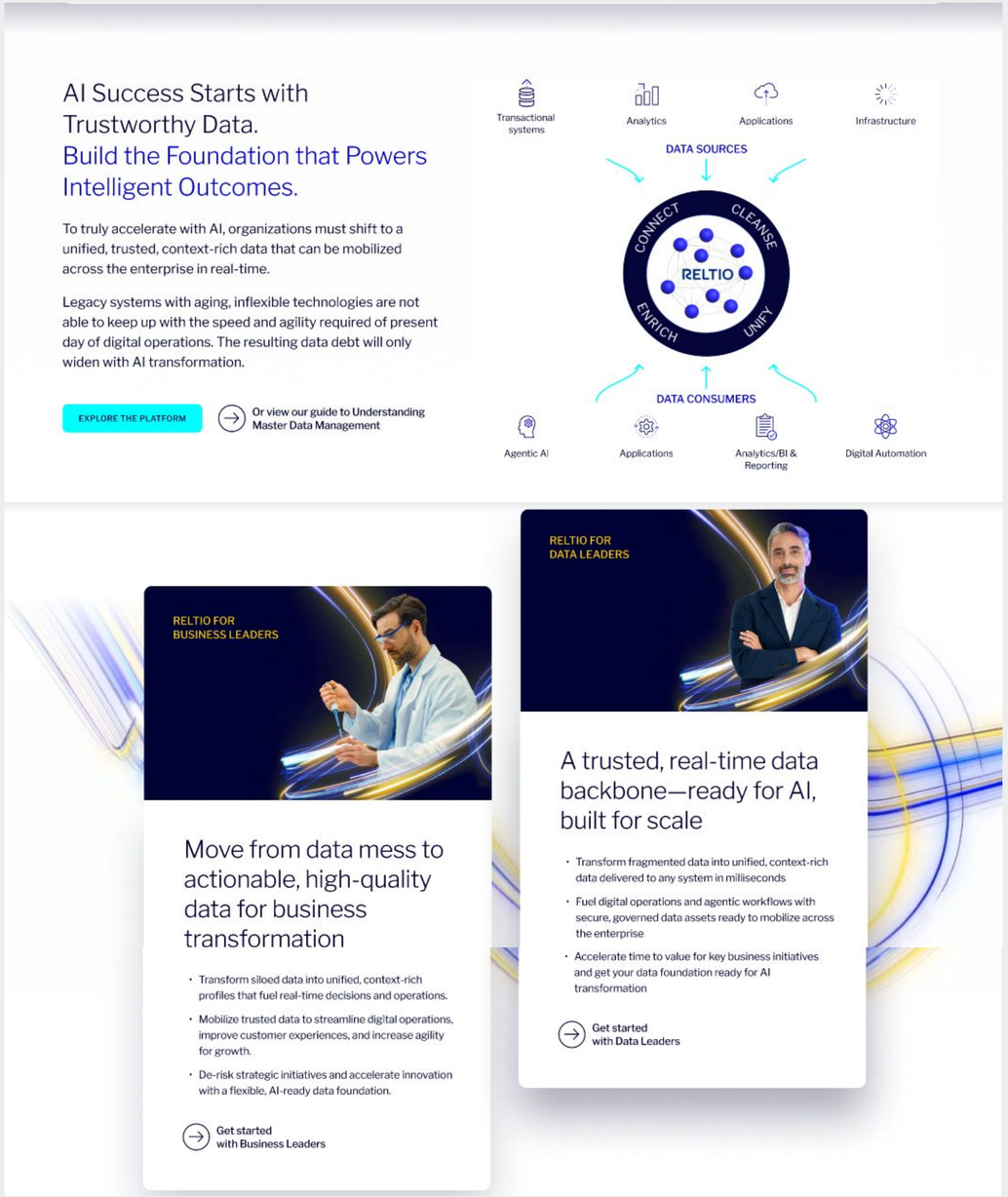
Color is a powerful tool in the digital space for signaling clickability and directing the user's eye to calls to action.

For HEX codes, please see the color breakdowns on previous pages.

Branded examples

Homepage


RELTIO
Platform
Who We Help
Use Cases
Customers
Company
Resources
REQUEST A DEMO
The future is agentic AI.
The foundation is Reltio.
AstraZeneca
xerox
petco
janssen
CARMAX


AI Success Starts with Trustworthy Data.
Build the Foundation that Powers Intelligent Outcomes.
To truly accelerate with AI, organizations must shift to a unified, trusted, context-rich data that can be mobilized across the enterprise in real-time.
Legacy systems with aging, inflexible technologies are not able to keep up with the speed and agility required of present day of digital operations. The resulting data debt will only widen with AI transformation.
EXPLORE THE PLATFORM
Or view our guide to Understanding Master Data Management
Transactional systems
Analytics
Applications
Infrastructure
DATA SOURCES
CONNECT
CLEANSE
RELTIO
ENRICH
UNIFY
DATA CONSUMERS
Agentic AI
Applications
Analytics/BI & Reporting
Digital Automation
RELTIO FOR BUSINESS LEADERS
Move from data mess to actionable, high-quality data for business transformation
Transform siloed data into unified, context-rich profiles that fuel real-time decisions and operations.
Mobilize trusted data to streamline digital operations, improve customer experiences, and increase agility for growth.
De-risk strategic initiatives and accelerate innovation with a flexible, AI-ready data foundation.
Get started with Business Leaders
RELTIO FOR DATA LEADERS
A trusted, real-time data backbone—ready for AI, built for scale
Transform fragmented data into unified, context-rich data delivered to any system in milliseconds
Fuel digital operations and agentic workflows with secure, governed data assets ready to mobilize across the enterprise
Accelerate time to value for key business initiatives and get your data foundation ready for AI transformation
Get started with Data Leaders

Posters

Accelerating
the value
of your data.
RELTIO
visit reltio.com
We believe data
should fuel your
success.
RELTIO
visit reltio.com
Integrate
data faster.
RELTIO
visit reltio.com

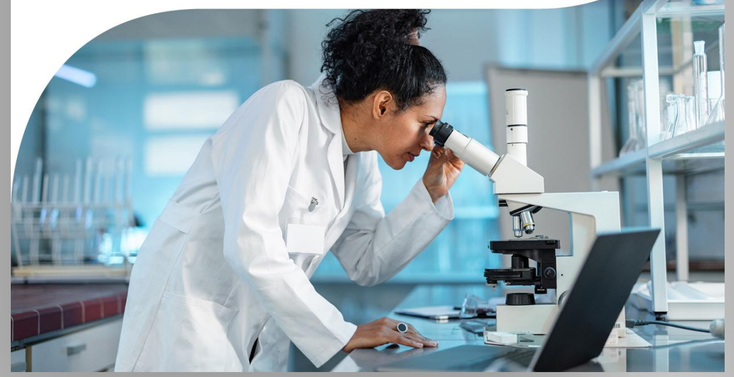
Document Example

RELTIO

SOLUTION BRIEF

Reltio for clinical operations

Using trusted, context-rich data to bring life-saving therapies to market faster



Accelerate R&D and clinical trials

85% of all clinical trials experience delays due to poor data quality, costing companies up to $8M every day. To grow and thrive in today's agentic era, life sciences companies must transform their clinical operations to meet elevated expectations and accelerate time-to-market—while navigating rising compliance demands. This includes embracing new trial models powered by real-time, context-rich data—enabling virtual trials, remote data capture, and AI-optimized recruitment of participants, sites, and investigators. But fragmented, outdated data undermines these innovations.

Without a flexible, high-quality contextual data backbone for key entities like clinical studies, sites, and investigators, it is time-consuming to gather information—and risky to generate insights that often make or break a trial. Poor-quality data disrupts agentic workflows, delays critical R&D milestones, and increases the risk of regulatory non-compliance. The downstream impact: stalled innovation, slower drug approvals, missed revenue opportunities, and delayed delivery of life-saving therapies to patients.

It doesn't have to be this way. Reltio Data Cloud™, the agentic data fabric for the enterprise, unifies, standardizes, and enriches multisource data into a real-time, trusted foundation for clinical and analytical systems. Built on this foundation, the Reltio for Life Sciences velocity pack delivers prebuilt, industry-specific data models and configurations, enabling fast deployment of clinical-ready 360° profiles—so your teams can mobilize trusted trial data in milliseconds, streamline operations, and power agentic AI for faster, safer trial execution.

Reltio for Life Sciences streamlines clinical trials

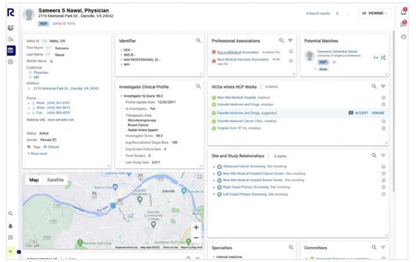
Identify	**Involve**	**Optimize**	**Ensure**	**Reduce**	**Automate**
the best sites for clinical study	the best investigators for clinical study	study startup and site initiation	full enrollment with diversity and inclusion	issues and delays during study execution	collaboration within team and reduce manual effort

Fuel agentic workflows for faster, smarter clinical trials

Reltio for Life Sciences unifies comprehensive data on investigators, clinical sites, and studies to activate agentic workflows that streamline clinical execution. Your teams can uncover performance clusters, diversity characteristics, and investigator engagement patterns—enabling AI agents to recommend optimal investigators by past performance, therapeutic alignment, and diversity coverage. R&D and CRO teams can define and act on criteria for selection with trusted, timely, and richly contextual insights.

Your AI-powered workflows fueled by trusted, interoperable data drive faster program decisions, improve issue detection, and support predictive modeling of site performance—empowering teams to deliver trials that are on time, on budget, and strategically aligned with R&D priorities.

Investigator (HCP) view with relationships



Accelerate recruitment with trusted, contextual data

Reaching enrollment targets—a critical success factor in clinical trials—requires expanding the pool of eligible sites, investigators, and patients. Decentralized trials, powered by remote monitoring and digital tools, are broadening access beyond geographic limits. With AI, organizations can easily factor in social determinants and reach historically underrepresented populations to meet diversity requirements. Reliable data about the patient populations investigators serve helps AI agents and teams accelerate recruitment strategies, improving access, inclusion, and speed-to-enrollment.

Reduce the cost of compliance and reporting

Our platform is HIPAA-compliant and HITRUST-certified, so you know the privacy, security, and integrity of your protected health information (PHI) is assured. We also protect personally identifiable information (PII) and sensitive PII to enable compliance with GDPR, CCPA, and other data privacy regulations, supported by built-in consent management.

With trusted, real-time data available in milliseconds, your teams streamline study design, enable faster FDA submissions, and reduce rework. Instead of manually reconciling data across siloed systems, teams access trusted, comprehensive profiles—powering greater collaboration, fewer delays, and lower trial execution costs. The result: timely approvals, higher throughput, and more value from every clinical investment.

Benefits

- Streamline planning and execution of clinical trials
- Spend less time and manual effort assembling data from multiple systems to prepare clinical study submissions
- Increase productivity, collaboration, and efficiency with AI-powered automation
- Simplify compliance with regulations and approval processes
- Reduce the risk of costly delays, recalls, compliance issues, or agentic workflow errors
- Achieve fast time to value with industry-specific solution
- Improve trial enrollment rate, cycle time to study startup, time to FDA submission, and reduce protocol deviation

eBook Example

RELTIO

EBOOK

Unlocking agentic AI's advantage

A business playbook for data readiness

Table of contents

Chapter 1: Why a business leader has to think about data readiness 3

Chapter 2: Why "good enough" data isn't good enough anymore 4

Chapter 3: What agentic AI needs from your data 5

Chapter 4: Signs you're not ready—and what that means for AI projects 7

Chapter 5: How to get ready for the operational reality of agentic AI and—what to look for 8

Chapter 6: Modern data foundation to connect trusted, real-time data to agentic workflows 9

RELTIO

Chapter 1: Why a business leader has to think about data readiness

For business leaders, data readiness has become a core responsibility—giving agentic AI the foundation to drive tangible business outcomes and limit risks and delays.

Agentic AI represents a major leap forward from traditional artificial intelligence and machine learning (AI/ML). Where ML models primarily predict, classify, or recommend based on data patterns, agentic AI takes it further—it acts.

These AI agents can incorporate AI/ML models into their decision-making, but they go far beyond passive suggestions. They sense, decide, and execute tasks autonomously, often in real time. They don't just support decision-makers—they become decision-makers.

This is the critical shift. Traditional AI helps humans make decisions, usually requiring manual triggers or working from batch data. Agentic AI flips that model, enabling systems to operate independently, adapt to changing conditions, and execute end-to-end processes without human intervention. While early deployments may still include a human in the loop to guide and validate behavior, these agents are designed to learn quickly and move toward full autonomy.

For business leaders, this shift creates both opportunity and accountability. AI agents will make decisions that directly impact customers, operations, and revenue—so the quality of the underlying data is no longer just an IT concern. It becomes both a core business risk and a competitive differentiator. Business leaders who take an active role in ensuring their organization's data is AI-ready will see faster AI adoption, better outcomes, and greater ROI. Those who don't risk embedding poor decisions into automated processes that run at scale.

Agentic AI is already transforming industries. For example:

- **Insurance -** AI agents resolve claims in real time, minimizing cycle times and improving customer satisfaction.
- **Banking -** AI agents detect fraud patterns and take immediate action to mitigate risk.
- **Retail -** AI agents act as virtual sales assistants—tracking customer behavior to instantly recommend offers.
- **Life sciences -** AI agents help sales teams engage healthcare providers with timely, tailored insights—enabling more relevant outreach.
- **Contact centers -** AI agents can orchestrate end-to-end customer interactions—resolving issues, retrieving documents, and even making proactive offers without escalation.

Where traditional AI Stops—and agentic AI starts for contact centers

Traditional AI stops at...	Agentic AI takes it further by...
Answering basic questions using scripted chatbots	Understanding user intent, switching topics naturally, and resolving issues across apps—without human help
Alerting support agents when a customer seems unhappy	Proactively contacting the customer with solutions or escalating when needed
Suggesting replies for agents to copy and send	Taking action automatically across tools to fix the issue from end to end
Sending tickets to the correct queue using keyword rules	Deciding who should handle what based on complexity, skill, and past results

(Source: Reltio analysis, inspired by CMSWire article)

RELTIO

But these outcomes require more than automation—they demand precision. The bar for operational trust is significantly higher. That's because agentic AI doesn't just recommend—it acts. Every action an agent takes must be backed by data that is current, complete, and explainable. Agentic systems must operate in real-time environments with complete transparency, explainability, and traceability. They must not only act quickly, but also justify every action taken.

To consistently deliver value, agentic AI needs the right data, at the right time, with the right details, in the right form. As a business leader, your role is to champion this readiness. The speed, accuracy, and fairness of your agentic AI outcomes will only be as strong as the data foundation you build today.

Chapter 2: Why "good enough" data isn't good enough anymore

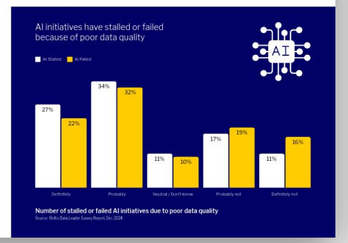
In the agentic AI era, your outdated data management solutions—which may have worked well enough in the past—don't just slow you down. The poor-quality, outdated data, and lack of agility take you out of the game.

For years, enterprises got by on fragmented, static, and siloed data systems. Data pipelines were slow, quality checks were ad hoc, and many decisions could tolerate incomplete inputs. But those days are over.

Agentic AI is unforgiving. If the data is missing context, outdated by even a few minutes or duplicated across systems, the agent fails—or worse, takes the wrong action.

The myth that "available data" is the same as "ready data" is a common trap. Availability simply means the data exists somewhere. Readiness means the data is...

- **Clean and unified:** Duplicates removed, inconsistencies resolved, and formats aligned
- **Governed and compliant:** Meets security, privacy, and policy standards by design
- **Context-rich:** Includes relevant details such as customer history, product associations, critical unstructured content (e.g., contracts, applications) and recent interactions that help AI understand the whole picture
- **Instantly accessible:** Available when and where it's needed, by the systems and teams that depend on it



The impact of not meeting these standards is real. In agentic environments, low-quality data doesn't just cause technical hiccups—it directly fuels flawed decisions, exposes sensitive processes to compliance violations, and erodes customer trust at scale. Unlike traditional systems, agents act in real time. Therefore, data quality issues can trigger significant operational and reputational consequences.

This isn't just a theoretical risk—it's a widespread reality. According to Forrester, 52% of enterprise IT/technology decision-makers saw data quality and consistency as a significant barrier to adopting AI-driven operations, just behind security concerns. These issues don't just slow progress—they can paralyze transformation altogether.

> "Lay the groundwork for an agentic AI technology foundation by investing in key enablers—technology infrastructure, data quality, governance frameworks, and workforce readiness."
>
> Seizing the Agentic AI Advantage
> McKinsey

Chapter 3: What agentic AI needs from your data

Smart and trustworthy AI agents need smart and trusted data: clean, current, context-rich, and well-governed.

So, what does data readiness for agentic AI really look like? It goes well beyond conventional analytics prep. It's about creating a living, breathing, trusted view of the business that agents can interact with safely and intelligently. Specifically, agentic AI requires more....

- **Unified data, not just centralized:** Traditional data warehouses store lots of data but rarely deliver the holistic, real-time views AI agents require. Unified data—free of duplicates and standardized across systems—is essential.
- **Context-rich, connected profiles** including:
  - Full views of entities such as customers, products, and suppliers (See Figure 1)
  - Rich set of attributes for each entity—product name, description, category, and more
  - Relationships between entities, such as vendor A supplies XYZ product
  - Interactions, such as a customer B reached out to the contact center
  - Unstructured content, such as the latest contract on file, call transcripts, documents, and images

Why? This organization of data, which shows its relationships—also known as the semantic layer—gives structure and meaning to your data, defining what things are, how they relate, and how they should be used. **It translates complex data source definitions into business terms, enabling your dashboards, AI agents, and operational apps to read from the same page. Additionally, it allows for dynamically changing multidimensional views based on business context.** It is crucial for AI systems to understand your data, connect the dots, and act intelligently.

The **semantic layer** is like an interactive map. It tells you:

- What each building is (hospital, school, home) —→ **entities**
- Key facts about each one (size, hours of operation) —→ **attributes**
- How they connect (roads, service zones) —→ **relationships**

Only with this map can an autonomous vehicle (your AI agent) move with confidence. That's the role of a semantic layer. It provides the **structure, meaning, and context** AI needs to make smart, relevant decisions—at scale and in real time.

RELTIO

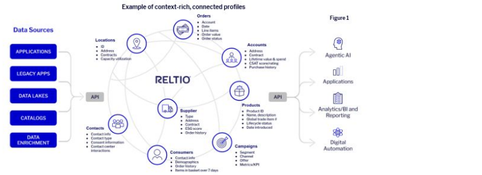
- **Rapid availability of fresh data:** Autonomous agents perform best with high-quality, up-to-date data. Data freshness and quality are both essential for agentic AI—you should not have to choose between them. Delayed data leads to missed opportunities and flawed decisions. Batch processing can't keep up in a world of constantly changing, fast-moving processes. Your data systems should dynamically update when the source data changes—along with all its dimensions and relationships.
- **Lineage and provenance:** Every piece of data must be traceable—where it came from, how it's been modified, and by whom, so every decision made by an agent can be audited, explained, and trusted. Explainability isn't just a technical feature—it's a business imperative. AI agents must offer decision trails that make sense to non-technical teams, auditors, and executive stakeholders alike. Without it, decisions become black boxes, eroding confidence and compliance in the agentic technology.
- **Governance and access control:** It is critical that agents operate within boundaries and only act on what they're allowed to see. Poor control can lead to data breaches or regulatory violations.

Without this information, agents lack the intelligence and guardrails to operate in production. Data that is incomplete, siloed, or delayed simply isn't compatible with agentic decision-making. In addition, agentic AI must be governed by principles of fairness, transparency, and bias mitigation, ensuring actions taken by AI agents reflect ethical and inclusive decision-making. As AI becomes operationalized, data quality, speed, trust, and bias move from technical concerns to business-critical requirements.

The bottom line: If your data isn't ready for action, your agents aren't either.

Figure 1

Example of context-rich, connected profiles

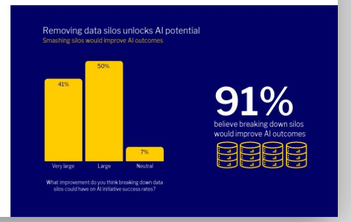


RELTIO

Based on the above five principles, here is what business leaders should expect—and ask for—from their data platforms:

- **Continuous data quality management:** Is duplicate data resolved automatically—and merged intelligently—so your data has less noise and AI agents can act as expected? Look for solutions that go beyond traditional rule-based deduplication by augmenting it with AI-driven matching and automated anomaly detection to catch issues before they impact AI decisions. Such capabilities not only improve accuracy but also scale the process of preparing data for AI agents across entities and use cases.
- **Real-time processing:** Is data always fresh and instantly accessible by systems and AI agents? Real-time data flow ensures decisions are based on the most current information, reducing lag.
- **Enrichment and 360-degree profiles:** Can it stitch together complete, continuously updated profiles with full context, including relationships and interactions?
- **Multidomain flexibility:** Will it connect and unify across customer, product, supplier, and location data simultaneously? AI agents need to make decisions with full context—not just within one domain, but across all the entities involved in a process.
- **Built-in governance:** Is data validated, compliant, and traceable from source to decision? AI agents need to act on data that's trustworthy, auditable, and aligned with policies—especially when decisions carry risk or regulatory impact.
- **Adaptability:** Can the data model easily evolve to support new AI expectations, business models, or regulatory changes?
- **AI-ready access via an MCP server:** Can trusted, governed 360-degree profiles be securely accessed by AI models and LLM agents using the open model context protocol (MCP)? MCP serves as a plug-and-play bridge that connects your data to any AI agents—whether custom-built, third-party, or powered by LLMs.
- **Agentic innovation for data team productivity:** Are there prebuilt agents that autonomously handle specific data governance tasks? They can dramatically boost the productivity and impact of data stewards.

> "We wanted to get to the point where we had a 360-degree view of our customers, and we couldn't deliver that without having the data, systems, and technology together in a connected format."
>
> Shamin Mohammed,
> Chief Information and Technology Officer



Chapter 6: Modern data foundation to connect trusted, real-time data to agentic workflows

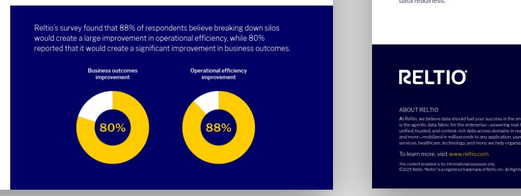
With Reltio, you don't just modernize your data backbone, you unlock AI at scale—safely and fast.

Reltio Data Cloud™ is designed with the above principles from the ground up. It not only improves trust in data but also gives AI the full context it needs—boosting confidence in results, speeding up deployment, and making AI more useful across the business.

Our platform provides a unique advantage in the agentic era. Built on a cloud-native, real-time architecture, it delivers always-on access to trusted data across domains. Here's how Reltio supports AI readiness, especially for business teams:

- **360° views:** Reltio adds rich context to each entity—accounts, contacts, suppliers, locations, and assets—by capturing their relationships, interactions, and related unstructured content. This gives agents a truly complete, real-time view, complete with a data graph.
- **Unified, dynamic profiles:** These 360° views are powered by our platform, which unifies and continuously refines data across domains—deduplicating, standardizing, and enriching profiles to create golden records for customers, products, suppliers, and more.
- **Built-in data quality automation:** AI-ready data through always-on validation, survivorship rules, quality monitoring, and remediation workflows.
- **Real-time data delivery:** Instantly syncs updates with AI agents and other systems, ensuring agents always act on the latest information.
- **Trusted lineage and compliance:** End-to-end traceability, audit trails, and governance aligned with security and regulatory mandates.
- **Preconfigured for fast deployments:** Our solution includes preconfigured, best-practice data models and mappings that accelerate implementation across key domains like customer, product, and supplier. You can go live faster with trusted, unified data you need to drive your AI initiatives.
- **Agentic AI platform:** Power job-specific, autonomous agents with real-time, trusted data. It includes prebuilt governance agents and supports custom or third-party agents. At the core is our MCP server, which uses the open model context protocol (MCP) to connect these agents directly to the Reltio data.

Eaton used AI inference models on trusted customer data from Reltio, along with invoice data, to realize $1.4M in annualized rebate leakage savings. Use of AI to identify and extract such a scale of savings from thousands of incoming rebate claims would not have been possible without clean, unified, and normalized customer data from Reltio.



Reltio doesn't just help organizations modernize their IT. It enables business teams to scale their AI investments with confidence—reducing risk, accelerating impact, and unlocking operational agility.

Conclusion: Your next step toward operationalizing AI

Agentic AI isn't a futuristic vision—it's already reshaping how leading enterprises operate. But without the proper data infrastructure, even the most advanced initiatives stall or fail.

To move from an AI pilot to real-world impact, your organization needs a data foundation that is:

- ✓ Unified
- ✓ Governed
- ✓ Real-time
- ✓ Adaptable

These aren't IT-only concerns. Business leaders must be active participants in shaping data readiness.

5 questions to ask your data team this week:

1. How can we stop manually fixing the same data issues over and over and start automating data quality with AI?
2. How current and comprehensive are our customer and product profiles? Are we limited to a specific app's data?
3. How can business and data teams collaborate better to prepare for agentic AI use cases?
4. How can we transition rapidly from manual and batch processing workflows to using trusted, fresh data?
5. Is our data foundation flexible enough to rapidly adapt to evolving processes, new agentic AI workflows, and business model changes?

Agentic AI is here—and your success depends on one thing: your ability to connect trusted data to agentic workflows. Explore how Reltio can help you get AI-ready.

RELTIO

ABOUT RELTIO

AI-Ready, we believe data should fuel your success in the enterprise AI era. Reltio Data Cloud™ is the agentic data fabric for the enterprise, powering real-time data intelligence and AI transformation. Reltio's cloud-native SaaS platform delivers unified, trusted, and context-rich data across domains in real time. With Reltio, organizations gain 360-degree views of customers, products, suppliers, and more—modernized in milliseconds to any application, user, or AI agent. Trusted by the world's largest enterprises across life sciences, financial services, healthcare, technology, and more, we help organizations fuel frictionless operations, drive innovation, and reduce risk.

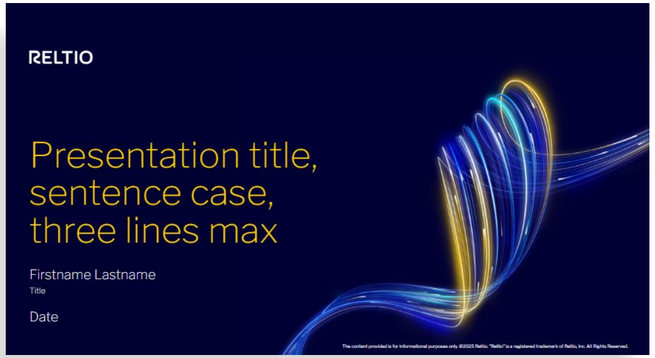
To learn more, visit www.reltio.com

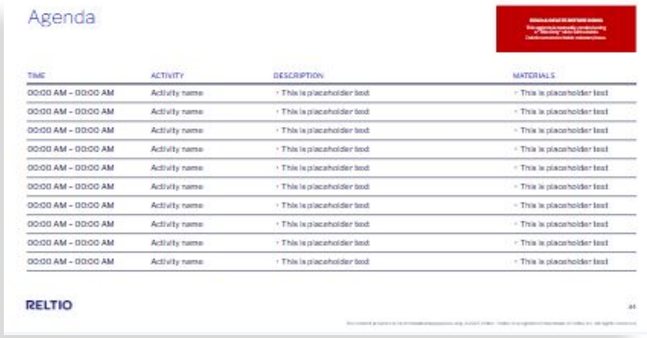
The content provided is for informational purposes only.
©2025 Reltio. "Reltio" is a registered trademark of Reltio, Inc. All Rights Reserved.

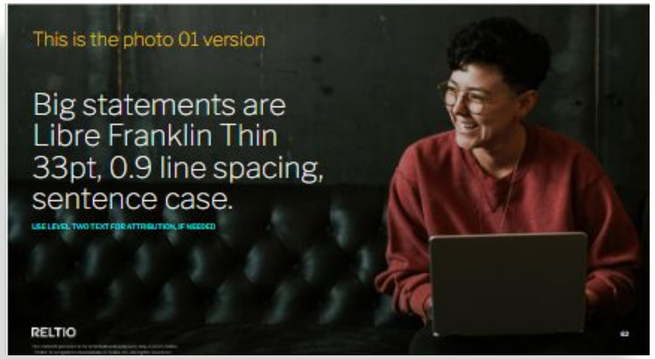
US +1 (855) 360-3282
UK +44 (800) 368-7643
@Reltio
facebook.com/ReltioHub
linkedin.com/company/reltio-inc

Office branding

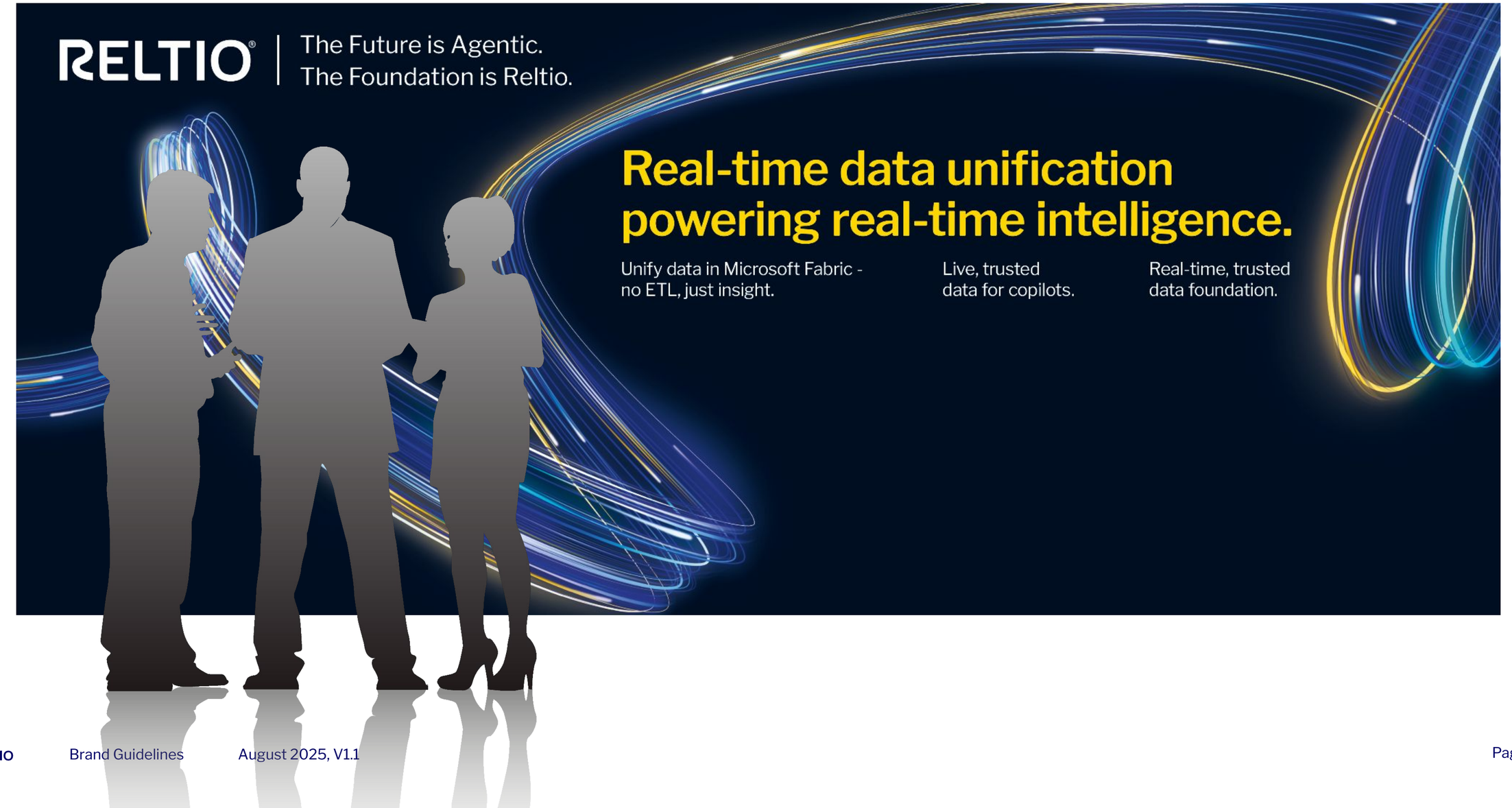
Slide Template





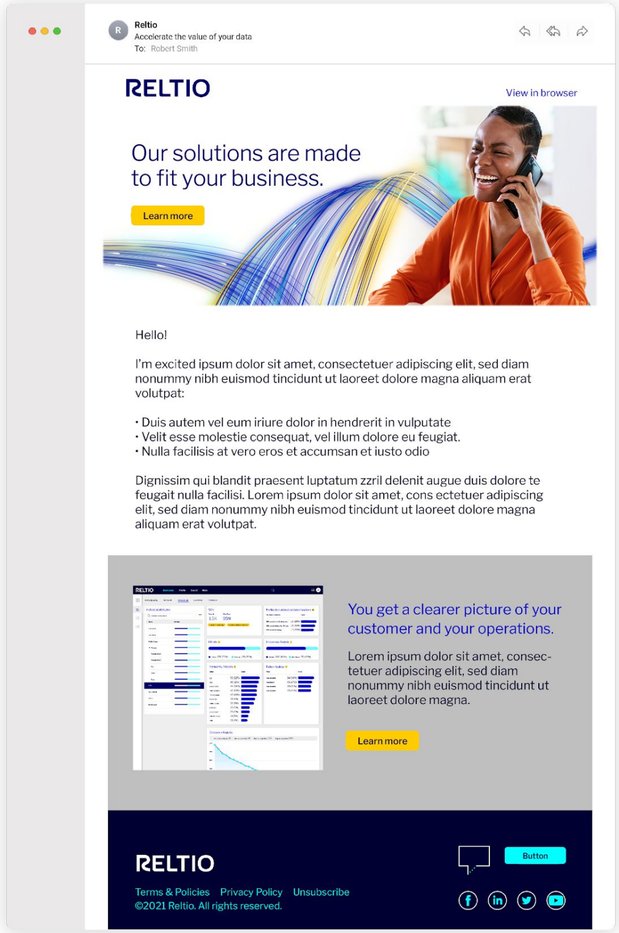


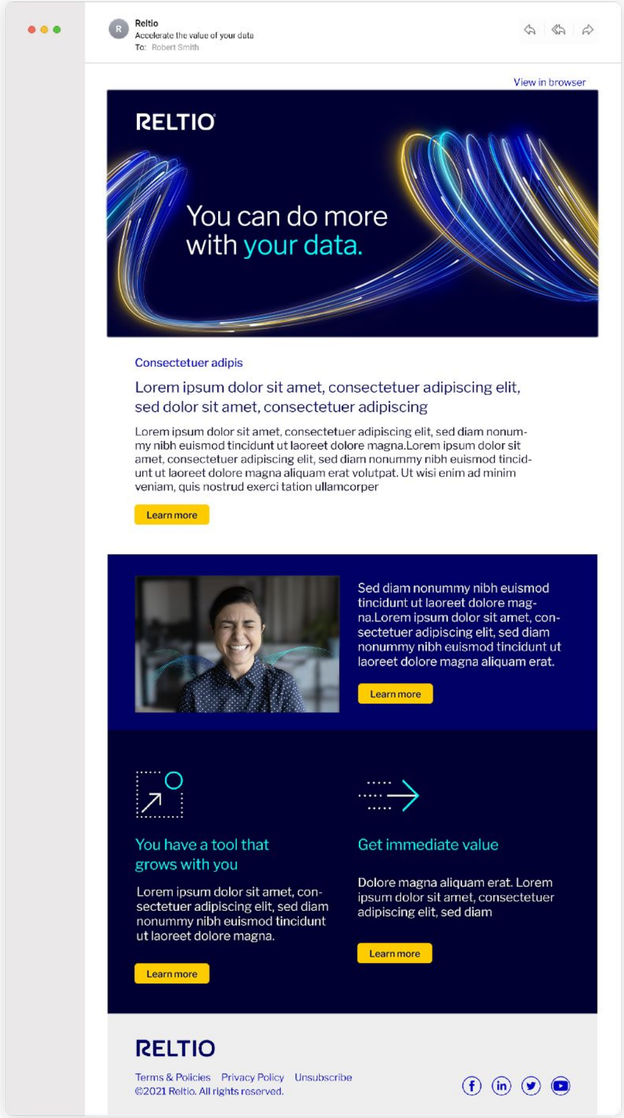
Tradeshow booth



Email templates

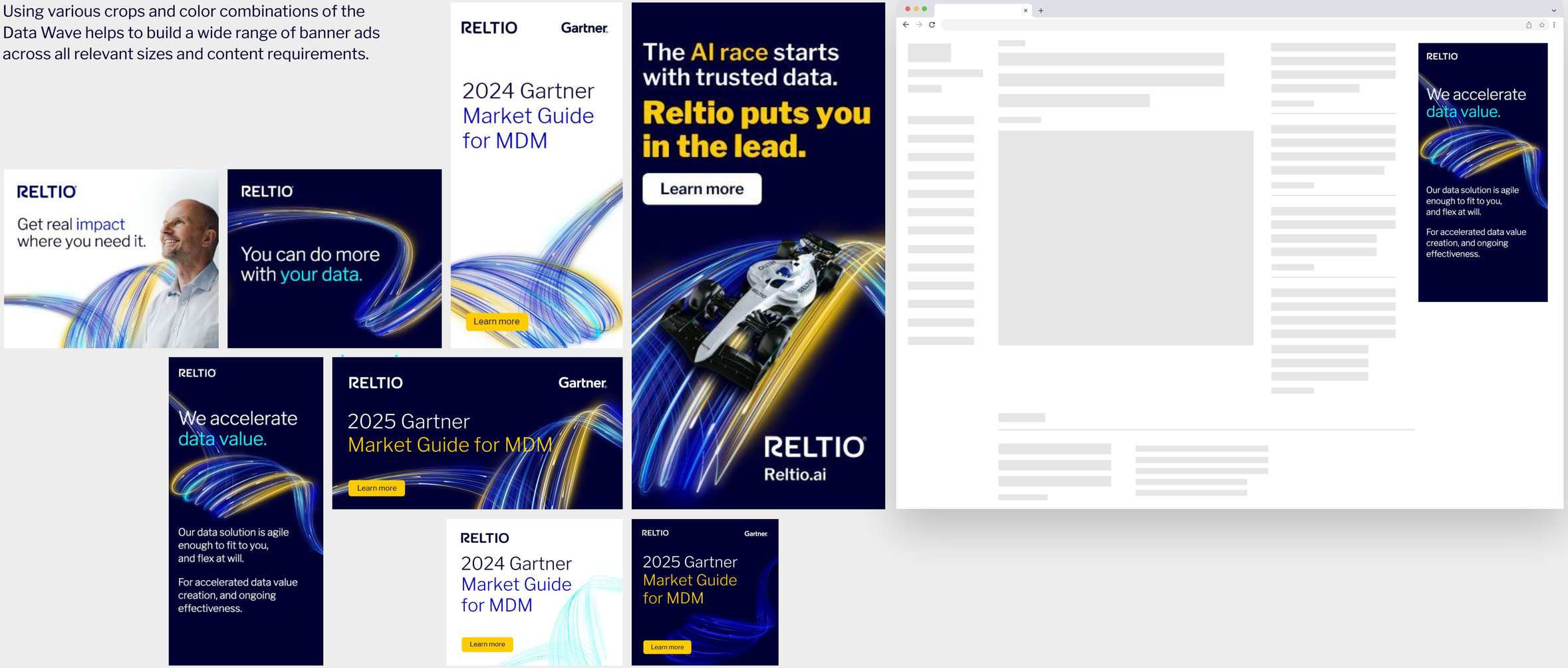
Various email header examples and templates are available in the Reltio Canva email templates.





Banner ads

Using various crops and color combinations of the Data Wave helps to build a wide range of banner ads across all relevant sizes and content requirements.



Promotional

Questions?

We’re here to help.
Email us and we’ll get back to you as soon as possible.

Reltio Brand/Marketing Team
marketing@reltio.com

RELTIO

The content provided is for informational purposes only. ©2025 Reltio. "Reltio" is a registered trademark of Reltio, Inc. All Rights Reserved.