

RELTIO

An SAP company

Data Inspired

Context Transforms Trusted Data Into Enterprise Intelligence



Kash Mehdi

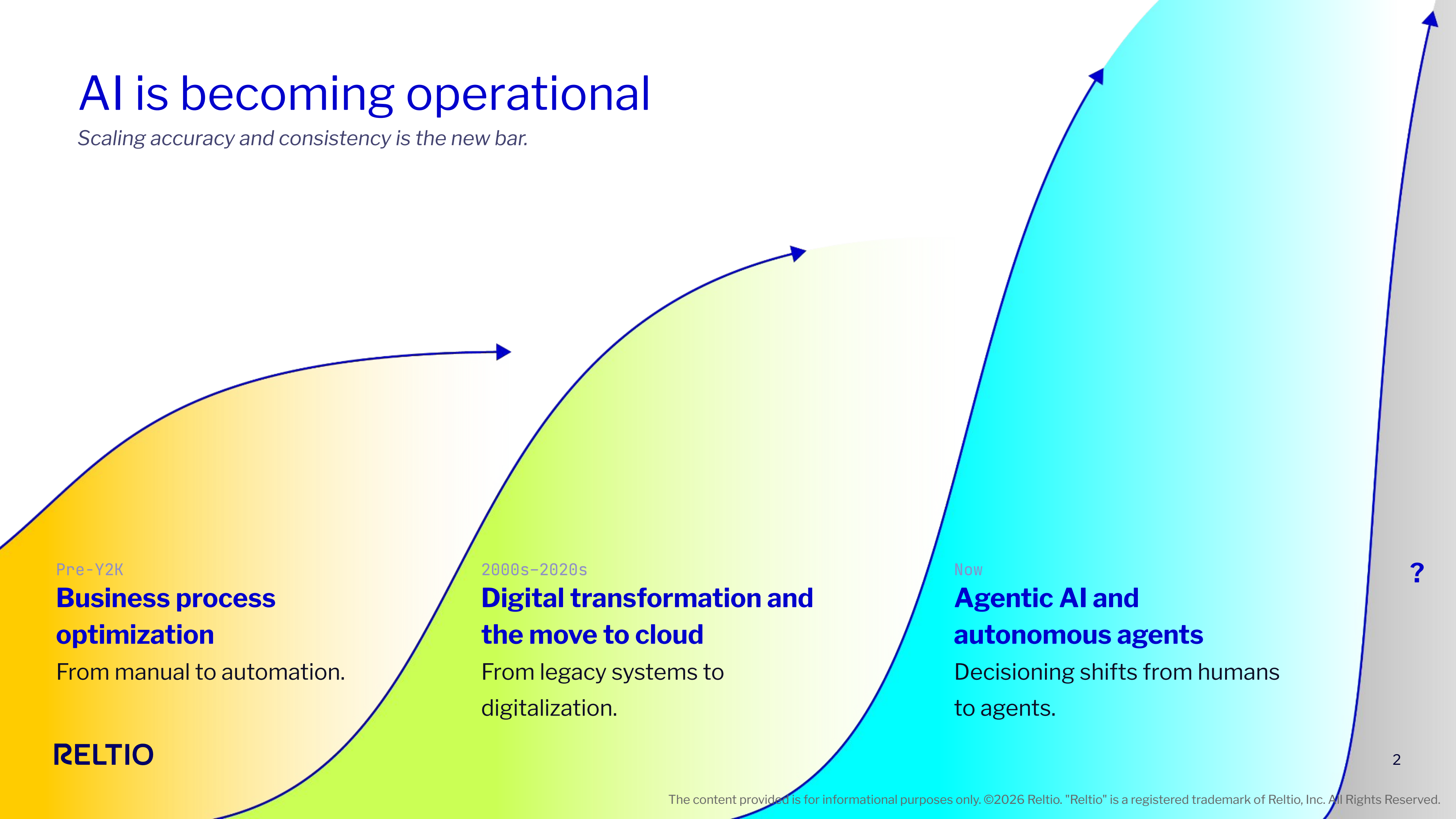
VP and Field CTO · Reltio

Learning Goals:

Industry Trends, Shift from Analytics → Agentic, Reltio, and Proof Points

AI is becoming operational

Scaling accuracy and consistency is the new bar.



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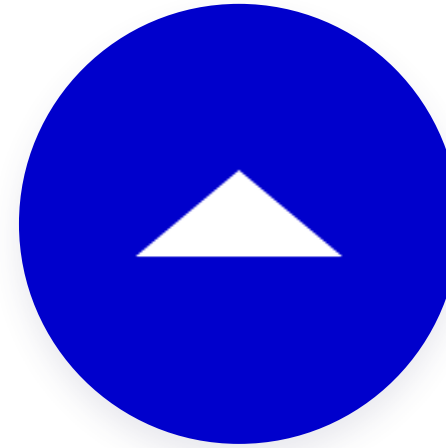
Agentic processes are reshaping financial services

AI agents require connected context to be predictable and accurate.



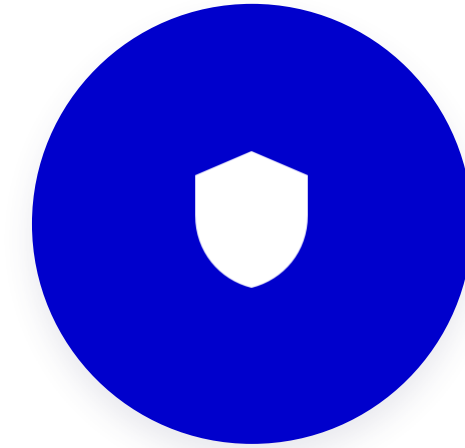
Customer service

Resolve end-to-end customer queries with minimal human intervention.



Loan underwriting

Score every application in milliseconds for faster, more accurate credit decisions.

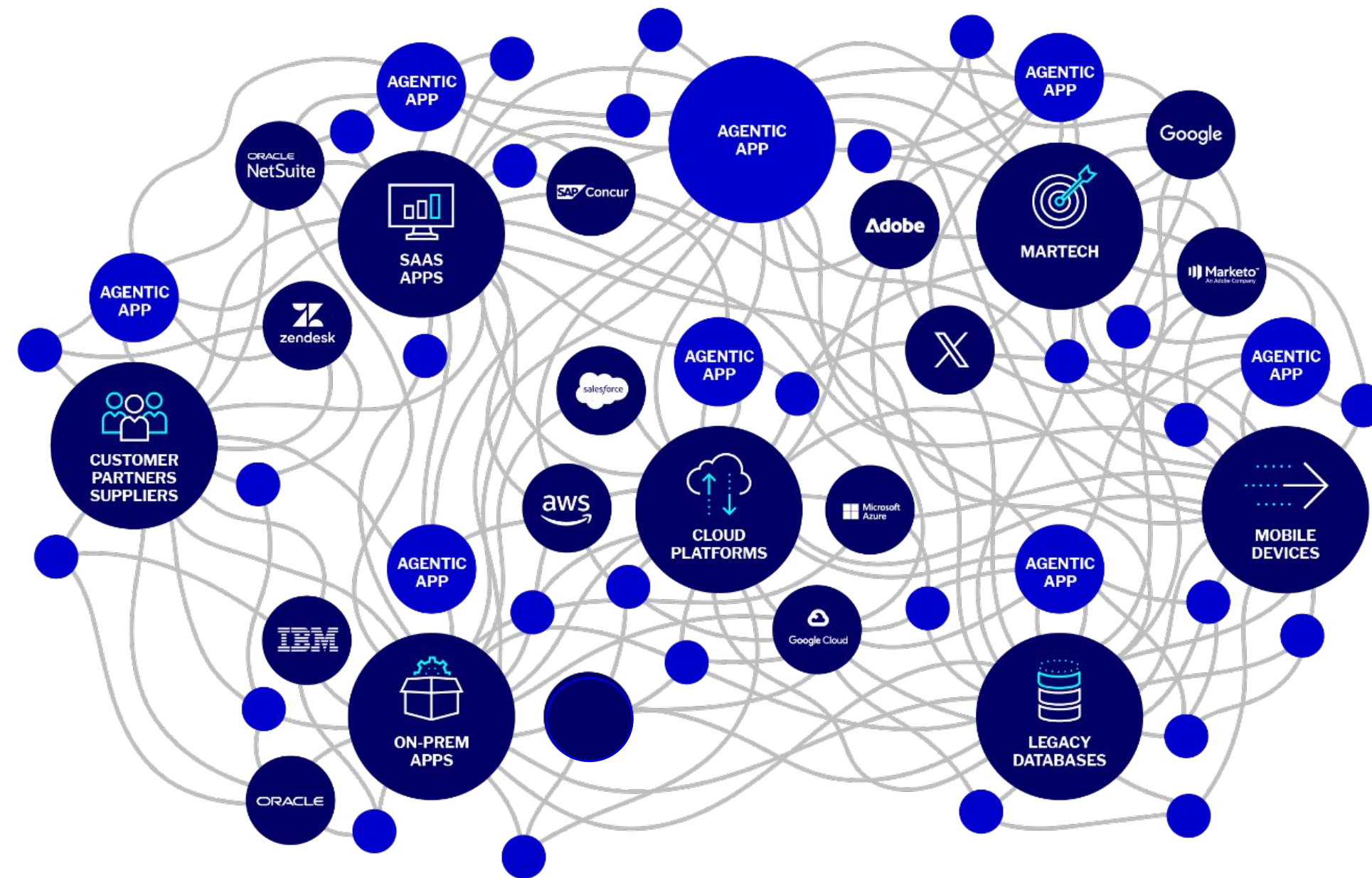


Fraud detection

Analyze transactions in real time, identifying and responding to threats autonomously.

To act safely, every agent needs two things in real time: **a complete, current picture of the customer** — and **your institution's operating context** — eligibility rules, consent, fraud flags, and compliance constraints.

Siloed data creates a context gap for AI



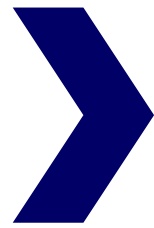
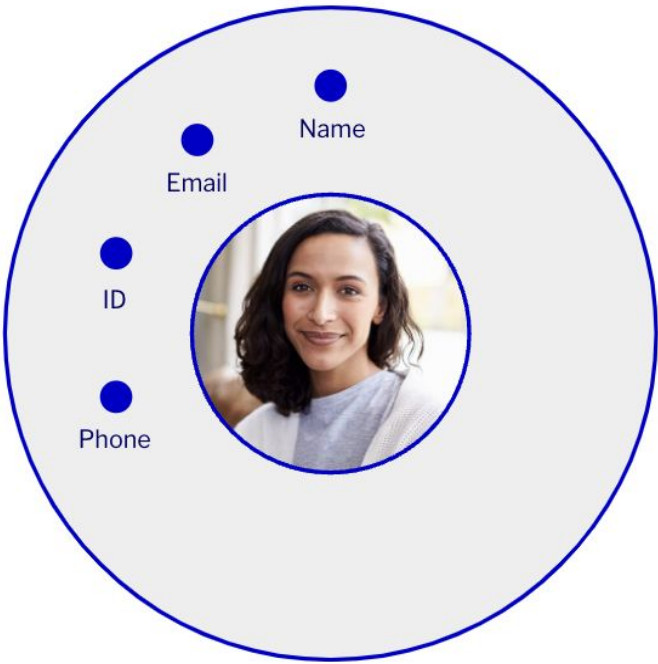
Data silos fragment context.

AI agents lack a true **360° understanding**.

Initiatives stall without a **human in the loop**.

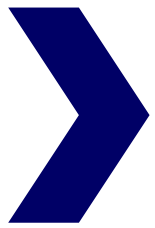
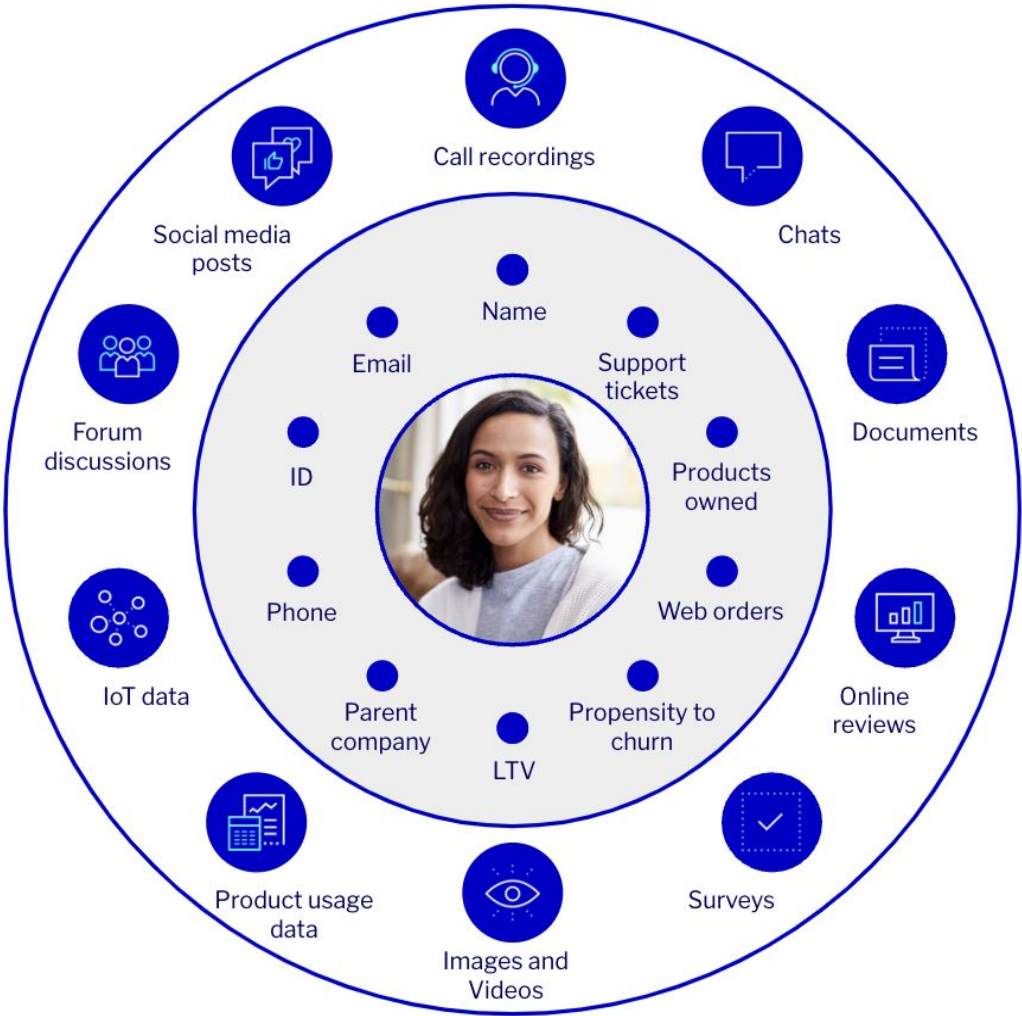
Building a System of Context

GOLDEN RECORD



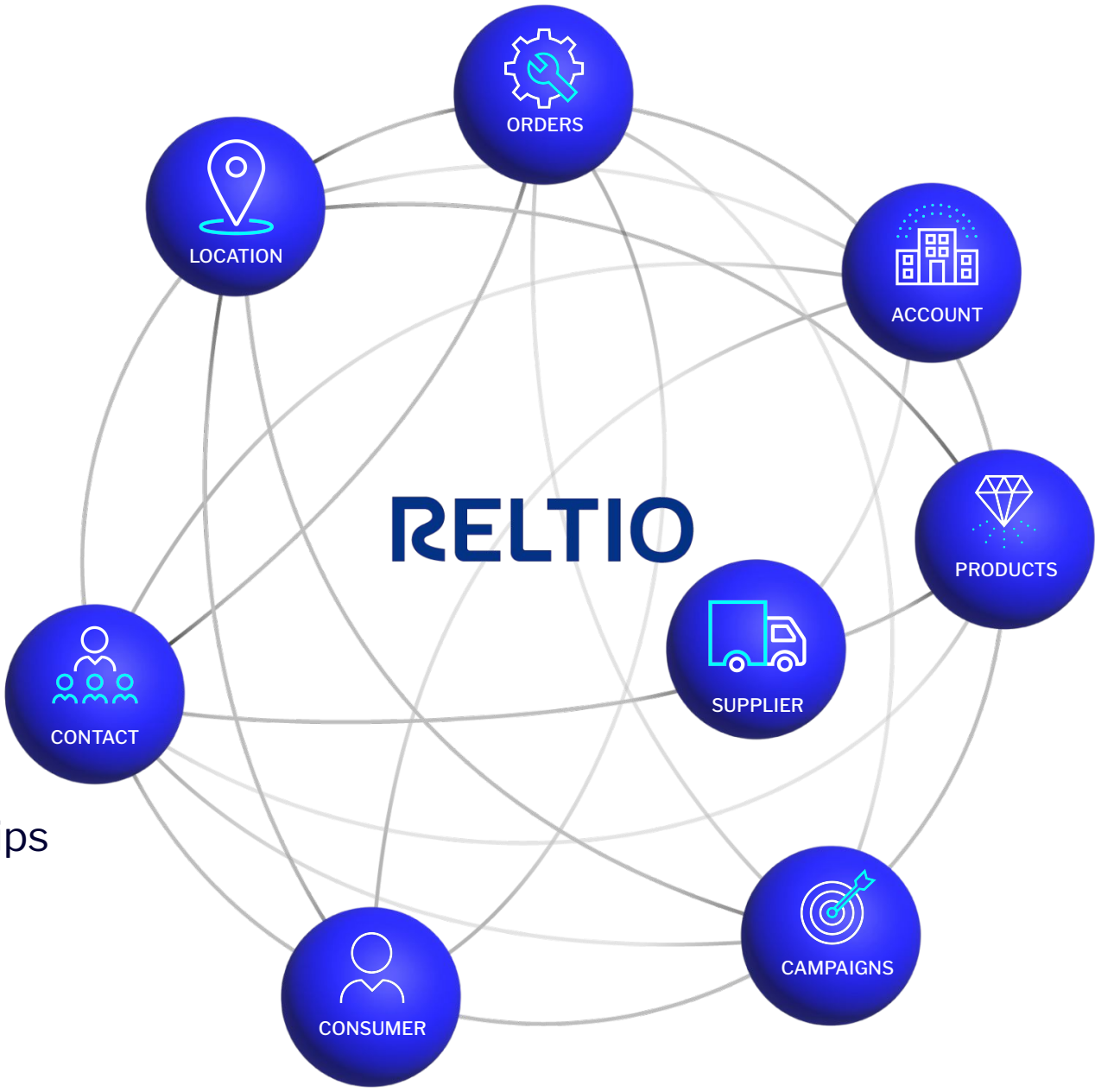
Behavioral & Fact,
Unstructured data,
Derived Attribution

MULTI-MODAL TRUSTED PROFILE



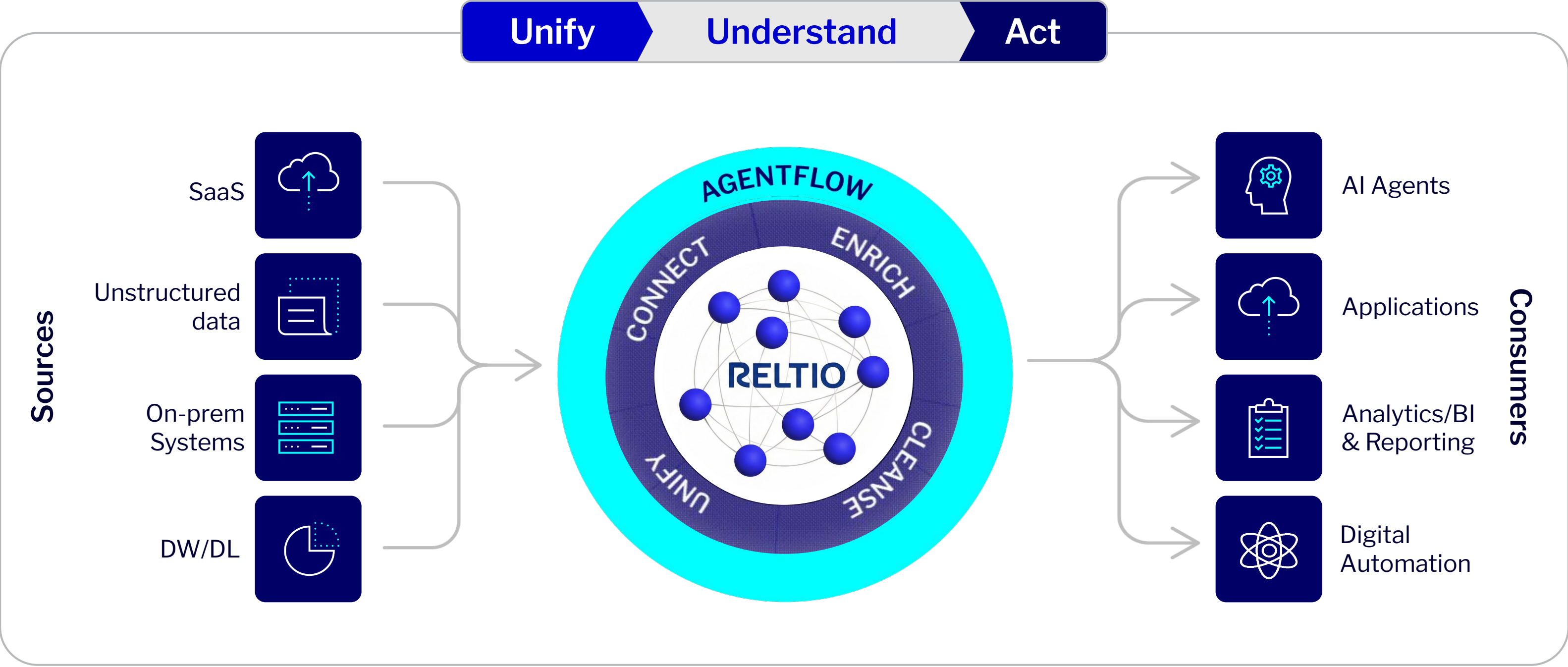
Relationships

SYSTEM OF CONTEXT



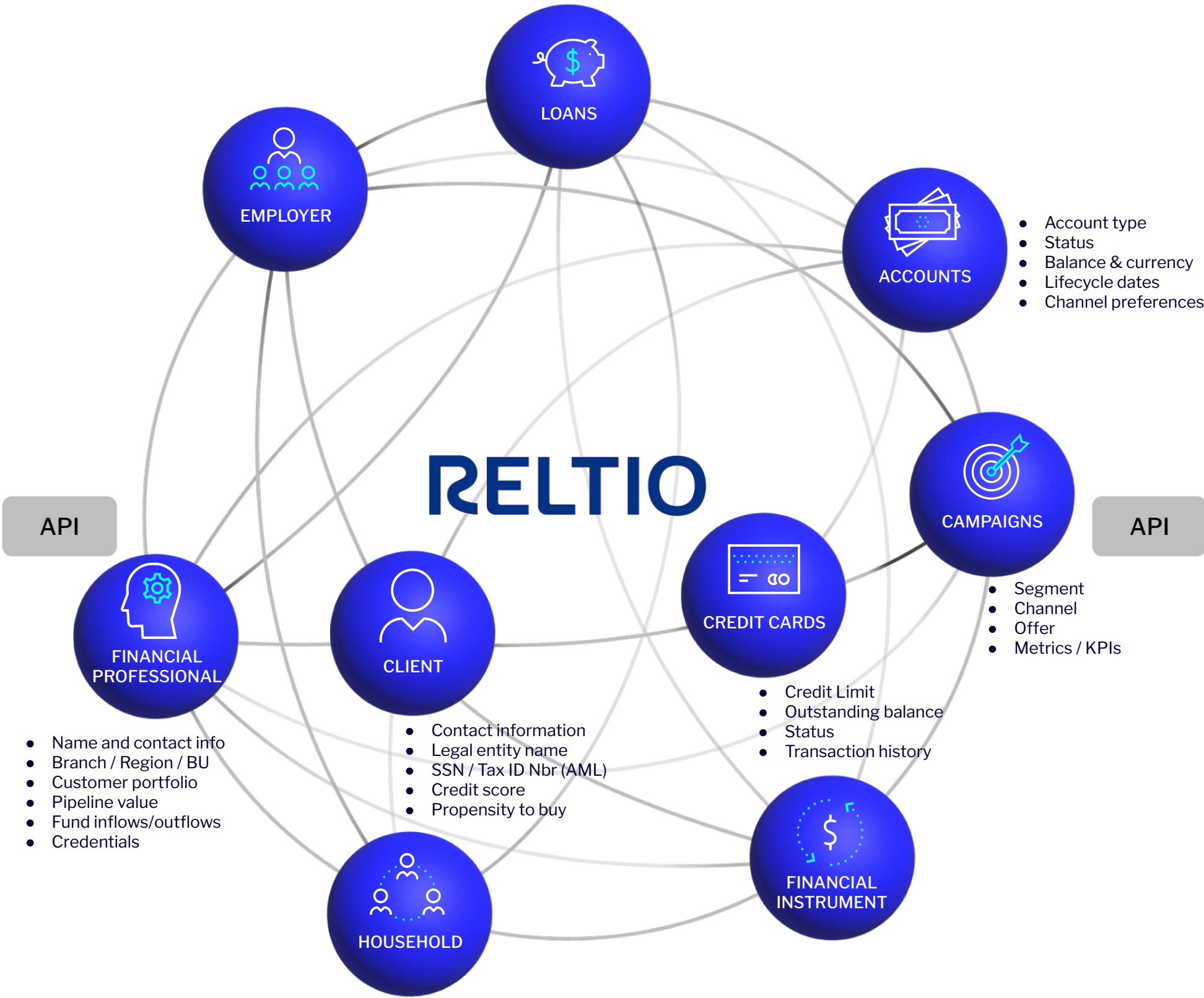
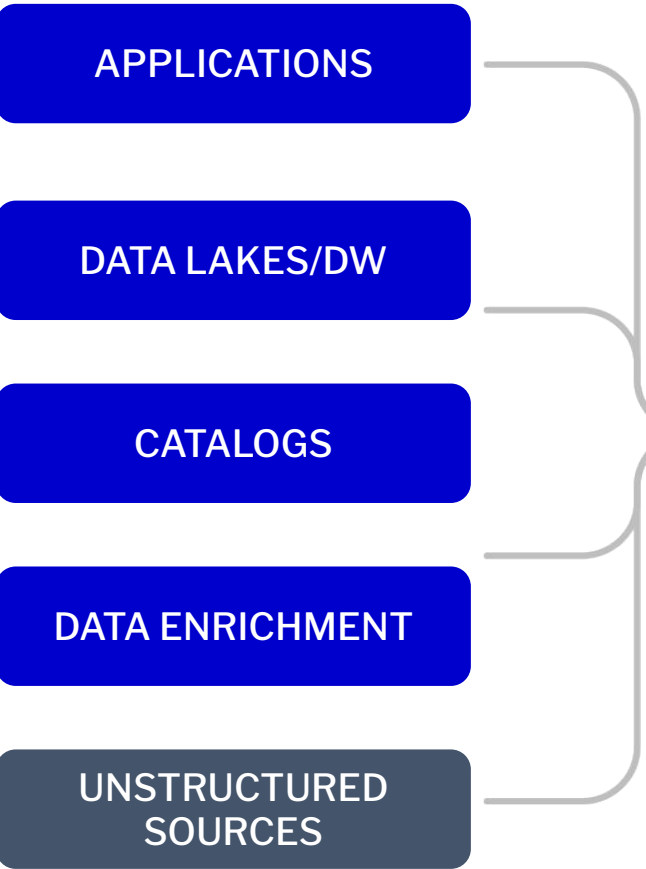
RELTIO

Reltio powers Context Intelligence

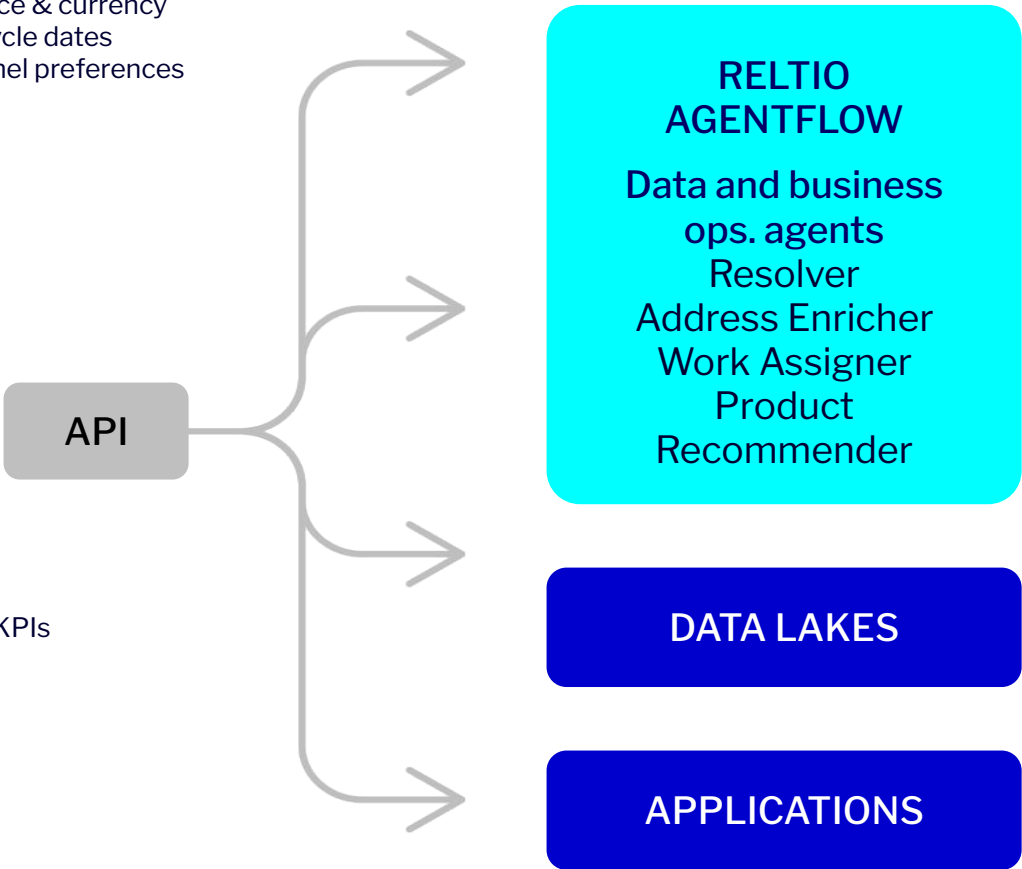


Your system of context runs on the Reltio Intelligent Data Graph

Sources

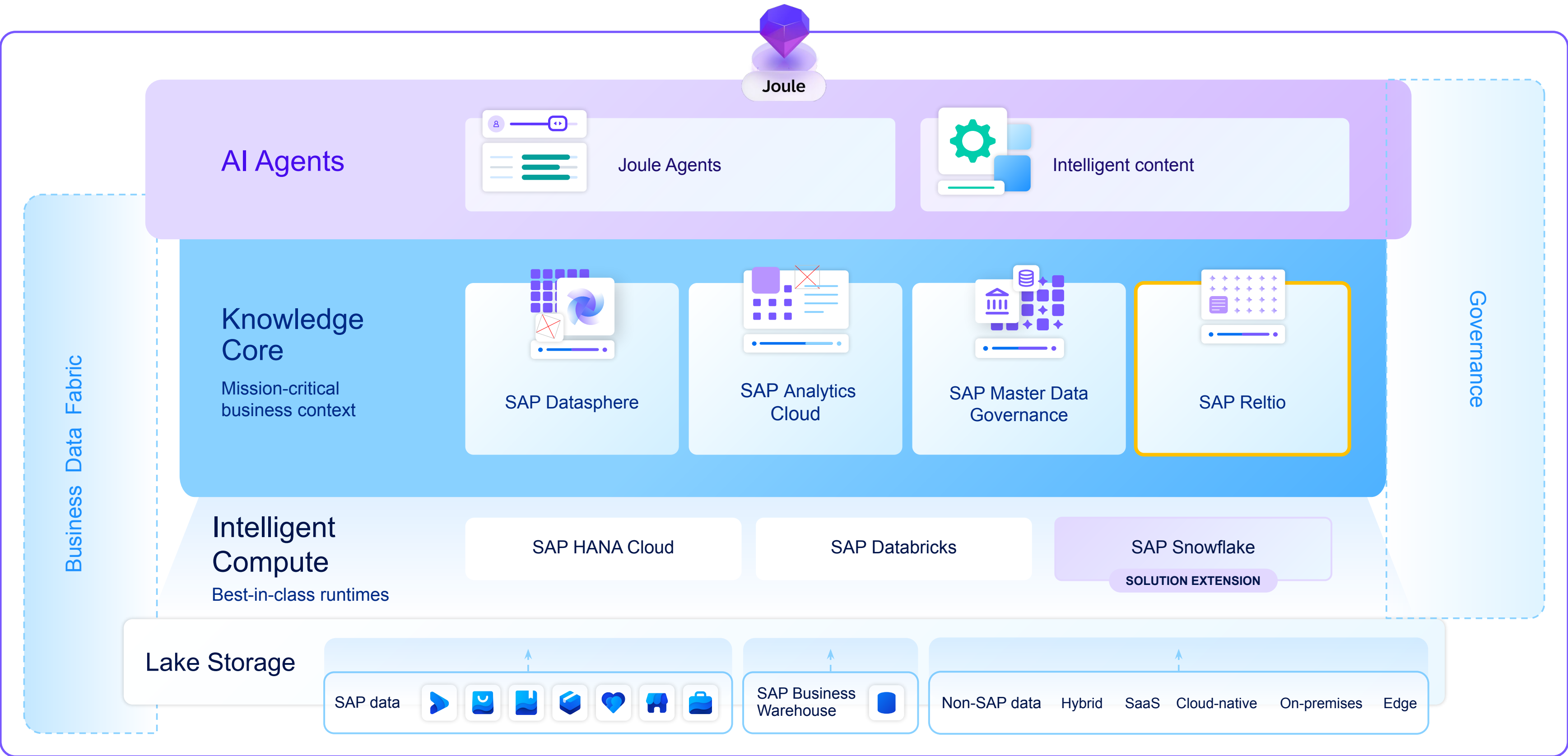


Consumers

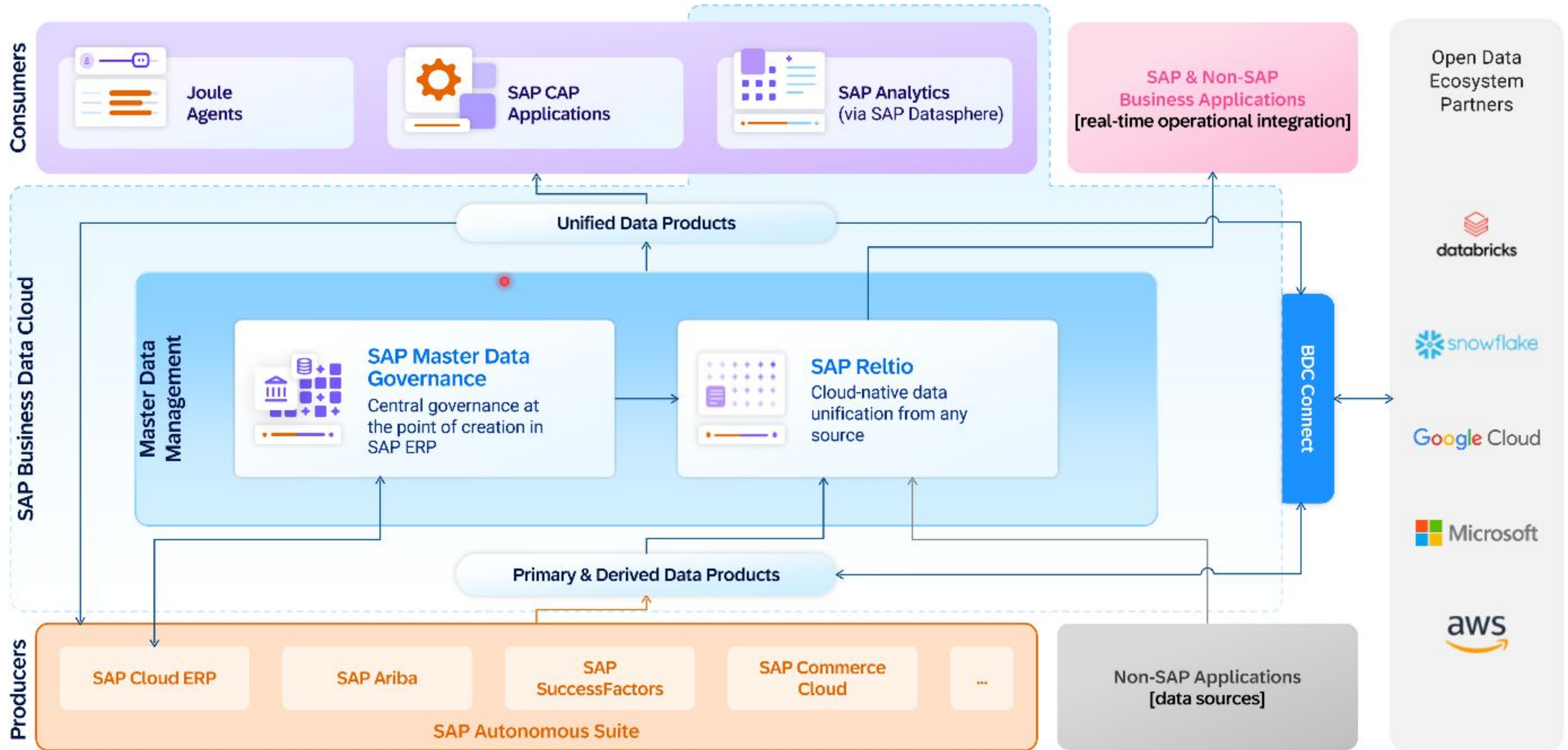


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SAP Business Data Cloud is the trusted foundation for the autonomous enterprise



MDG + Reltio: Complementary Use



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Customer Stories

How organizations turn trusted data into AI impact — and pivot from analytics to agents



Kash Mehdi

VP, Field CTO · Reltio

ONE ARC, ENDLESSLY REPEATED ACROSS

Financial services

Healthcare

Life sciences

Retail & consumer

Manufacturing

Insurance

Hospitality & travel

Public sector

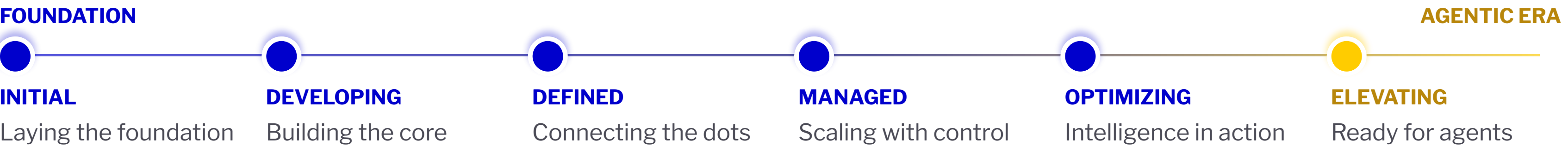
It starts the same way, everywhere

Silos, “broken telephone,” no single source of truth. The winners make one choice: run it as a program, not a project.

Technology
A trusted, connected data core.

Process
Governance that keeps it trustworthy.

People
Ownership and shared accountability.



REPRESENTATIVE VALUE UNLOCKED ACROSS PROGRAMS

3–4×
more systems drawing on the trusted core

+30–35%
B2B data quality

70% → 95%+
on attributes built in-house with AI

–20–25%
duplicate customer records

AI across the data lifecycle

From 150+ use cases down to a disciplined shortlist — some live, some in progress. Not experiments; real business problems.

Entity resolution

Matching records into one trusted profile.

Segmentation

Grouping customers for the right offer.

Dynamic survivorship

Choosing which value wins, in context.

Data quality

Detecting and fixing errors at scale.

Firmographics enrichment

AI-driven attributes no vendor could supply.

Sales analytics & optimization

Sharper targeting and forecasting.

Digital engagement

Personalized, timely guest interactions.

Connected customer experience

One consistent view across touchpoints.

Content creation & management

Generating and governing content faster.

The same shift, six industries, one dependency.

Leaders everywhere are moving use cases from insight to action. What makes each work isn't the model — it's the trusted, connected context underneath.

HEALTH & LIFE SCIENCES

Agents coordinate provider, patient, and product data to speed clinical and commercial decisions.

Runs on · trusted provider & patient 360

BANKING & FINANCIAL SERVICES

Agents resolve transactions in real time and draft next-best-action from a unified customer 360.

Runs on · real-time entity resolution

INSURANCE

Natural-language agents answer against mastered party and policy data — with no analyst in the loop.

Runs on · mastered party & policy data

RETAIL & CPG

Agents personalize and act on live behavioral signals across every channel in real time.

Runs on · a single customer view

TRAVEL & HOSPITALITY

Agents recognize and serve the same guest across every property, brand, and touchpoint.

Runs on · a unified guest profile

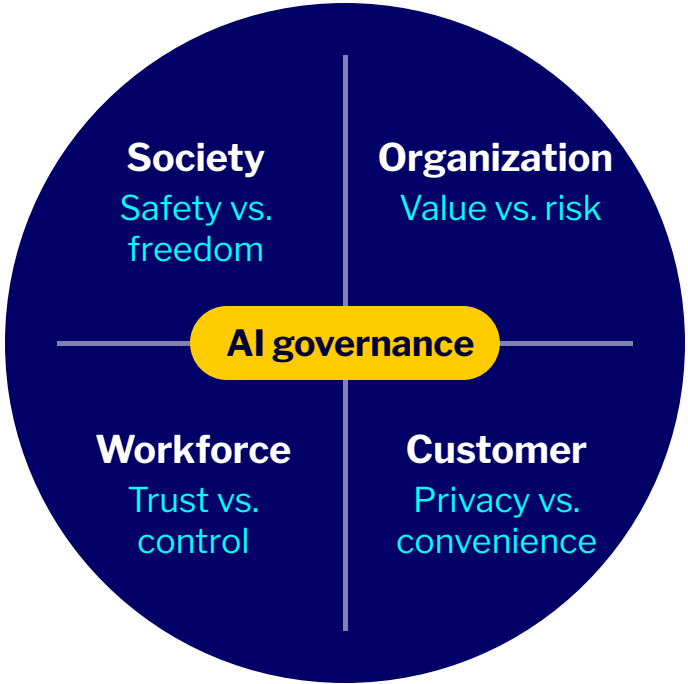
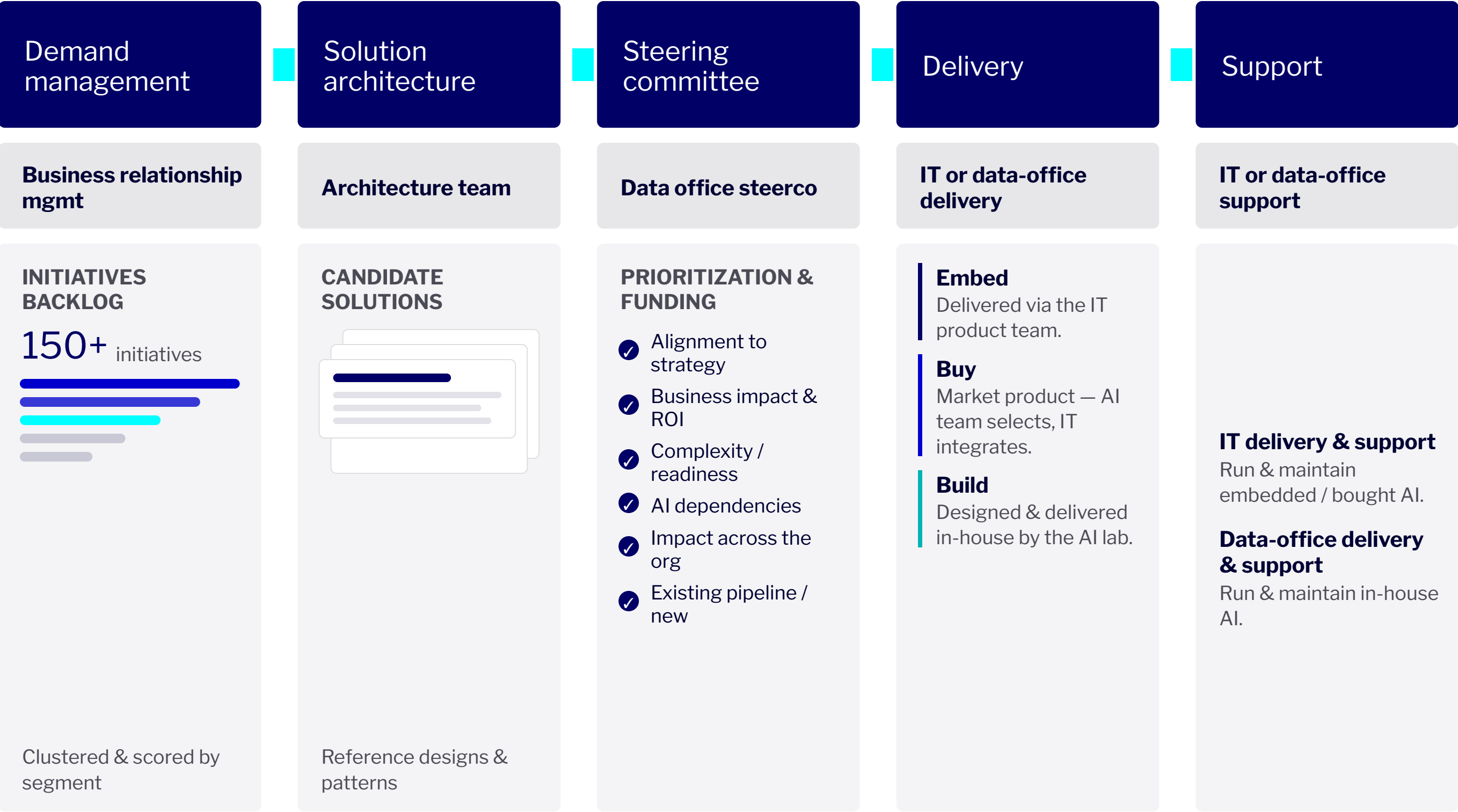
MANUFACTURING & INDUSTRIAL

Agents optimize the supply chain and predict maintenance from connected supplier and product data.

Runs on · connected supplier & product data

The common thread · the industry changes; the dependency on trusted, connected context does not.

An AI operating model

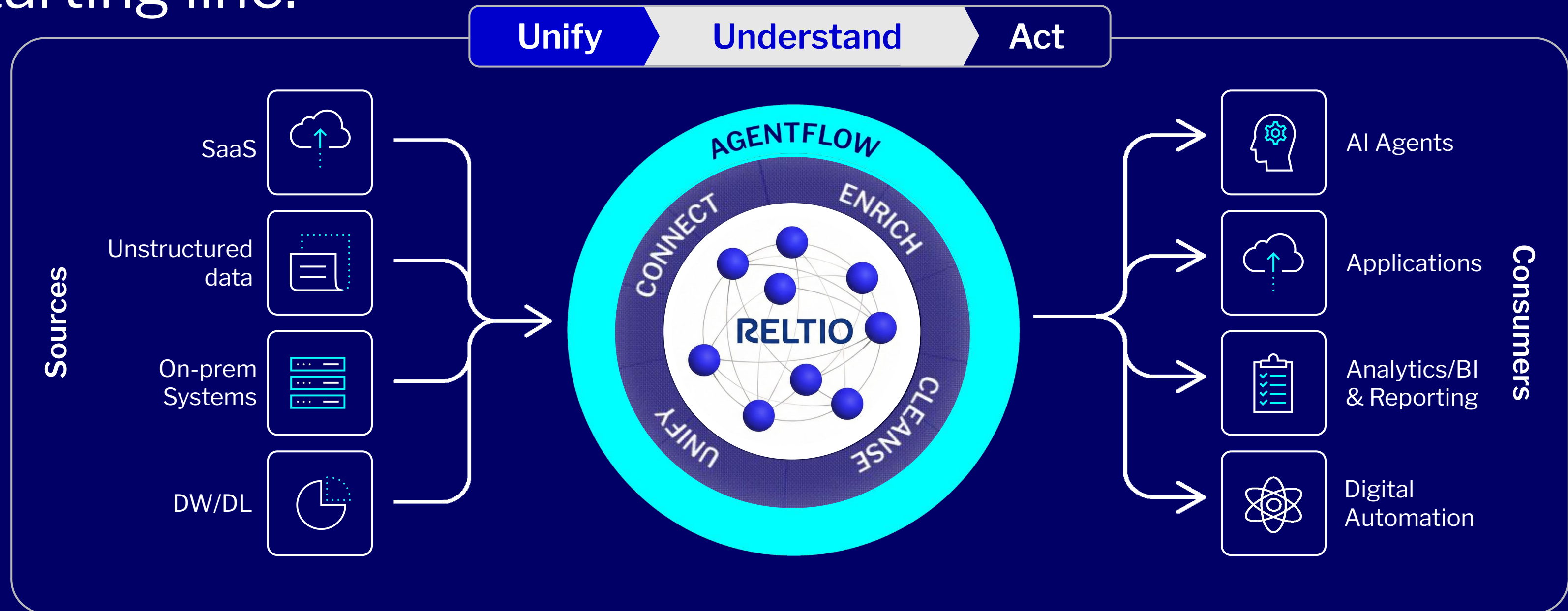


RESPONSIBLE AI

Managed and controlled end-to-end by an **AI product manager**

WHERE THE GOALPOST HAS MOVED

Clean, centralized data was the finish line. Now it's the starting line.



7%

say their data is completely ready for AI. Cloudera / HBR

60%

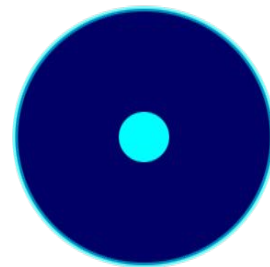
of AI projects without AI-ready data abandoned through 2026. Gartner

“The real risk for agentic AI is not a lack of data, but a lack of **grounding** — high-value data is defined by business context.” MIT Technology Review

From single agents to a supervised network.

The architecture is evolving in three moves — and each new layer depends on the trusted context beneath it.

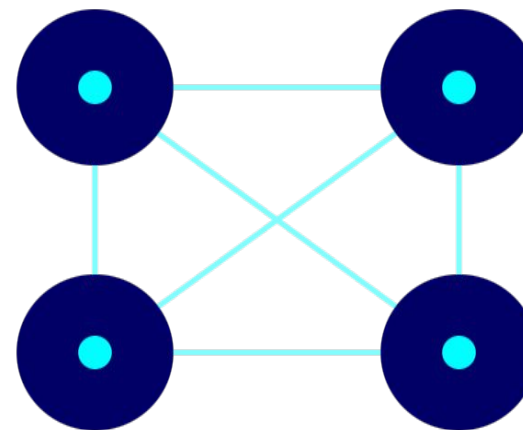
TODAY · Single agent



Single, specialized agent

One model, one task — capable, but waiting for a human to direct it.

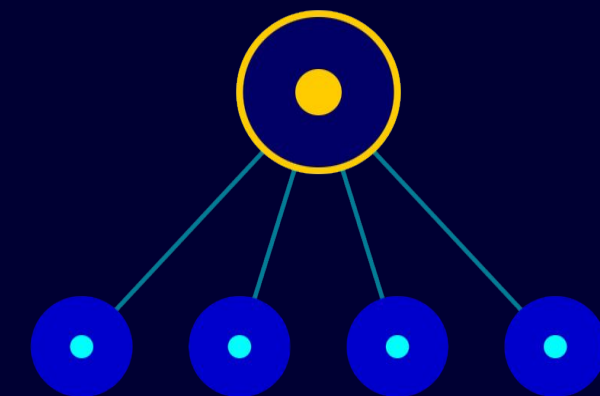
EMERGING · Multi-agent



Agents talking to agents

Specialists coordinate directly across the workflow — but no one is in charge.

NEXT · Supervised network



A supervisor orchestrates them
One agent coordinates the specialists — reducing hallucinations and enforcing guardrails.

Data quality

Steward

Security

Analytics

THE MINDSET SHIFT · Today we ask how AI can support a human process.
Tomorrow: how do humans fit inside an AI-driven process?

Single platform → Cross-platform → **Internet of agents**

What they learned — and where they're headed

KEY LEARNINGS

- Showcase the value of solving each business challenge.
- An iterative approach keeps the program's momentum.
- Don't talk AI or data management — talk the business impact the investment delivers.
- Perseverance matters: nurture the data unification and management program.

THE DATA & AI TRANSFORMATION JOURNEY

Value-driven AI strategy

Maturing governance

Robust data foundations

Scalable operating models

...and readiness for the next disruption.

“ If your master data is broken, AI only amplifies the problem.

What business leaders should know

01 **Data is an asset — maintain it**

Treat master data management as ongoing maintenance, not a one-time project.

02 **AI is only as trustworthy as its data**

Agents need connected, current context to act safely — that context starts with master data.

03 **Every leader now needs AI fluency**

Across all sectors, not just data teams. Know what an agent is and how one is built — so you understand the data foundation it depends on.

04 **You don't have to be technical to be accountable**

Ask one question of any initiative: do we have one trusted version of the truth?

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October 1 · 6 · 8
10am-12pm ET
Virtual

For leaders building strategy
for the agentic era — three
working sessions, one 100-
day action plan.

[Request to join](#)

Agentic Executive Leadership Program



Dr. Elena Alikhachkina
Four-time Global Chief
Data Officer

Kash Mehdi
VP & Field CTO
Reltio, an SAP company

Harveer Singh
Author & Former Chief
Data Officer



Agentic Executive Leadership Program

An agentic leadership program for the C-suite — by Reltio, an SAP company.



Program definition

Thought-leadership program for C-suite leaders building strategy for the agentic era — powered by Reltio's context-intelligence platform.



Audience

CXO and VP-level leaders driving strategy, data, and AI transformation. Cohort target: 20–30 participants per program.



CXO benefits

100-day action plan for the analytics-to-agentic-era shift. Industry-recognized authorship from Reltio. Fortune 500 case studies included.



Networking

Peer-to-peer CXO networking with expert talks, roundtables, panel discussions, and case studies across industries.



DATA **DRIVEN**

Orlando, FL

March 2-4, 2027



Kash Mehdi ✓

Vice President and Field CTO at Reltio
Reltio · University of Arkansas at Little Rock in Collaboration with MIT
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Internet of Agents

EDITION: #28

Internet of Agents

The era of AI is shifting from humans making the decisions to agents acting inside the workflow. For dat...

5 mins read



INTELLIGENCE IN THE AGE OF AUTONOMOUS ENTERPRISE

EDITION: #27

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The Age of Intelligence Something unusual is happening in enterprise technology right now. For the first time in ...

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